




MONUMENTAL NEWS-REVIEW

December 1955

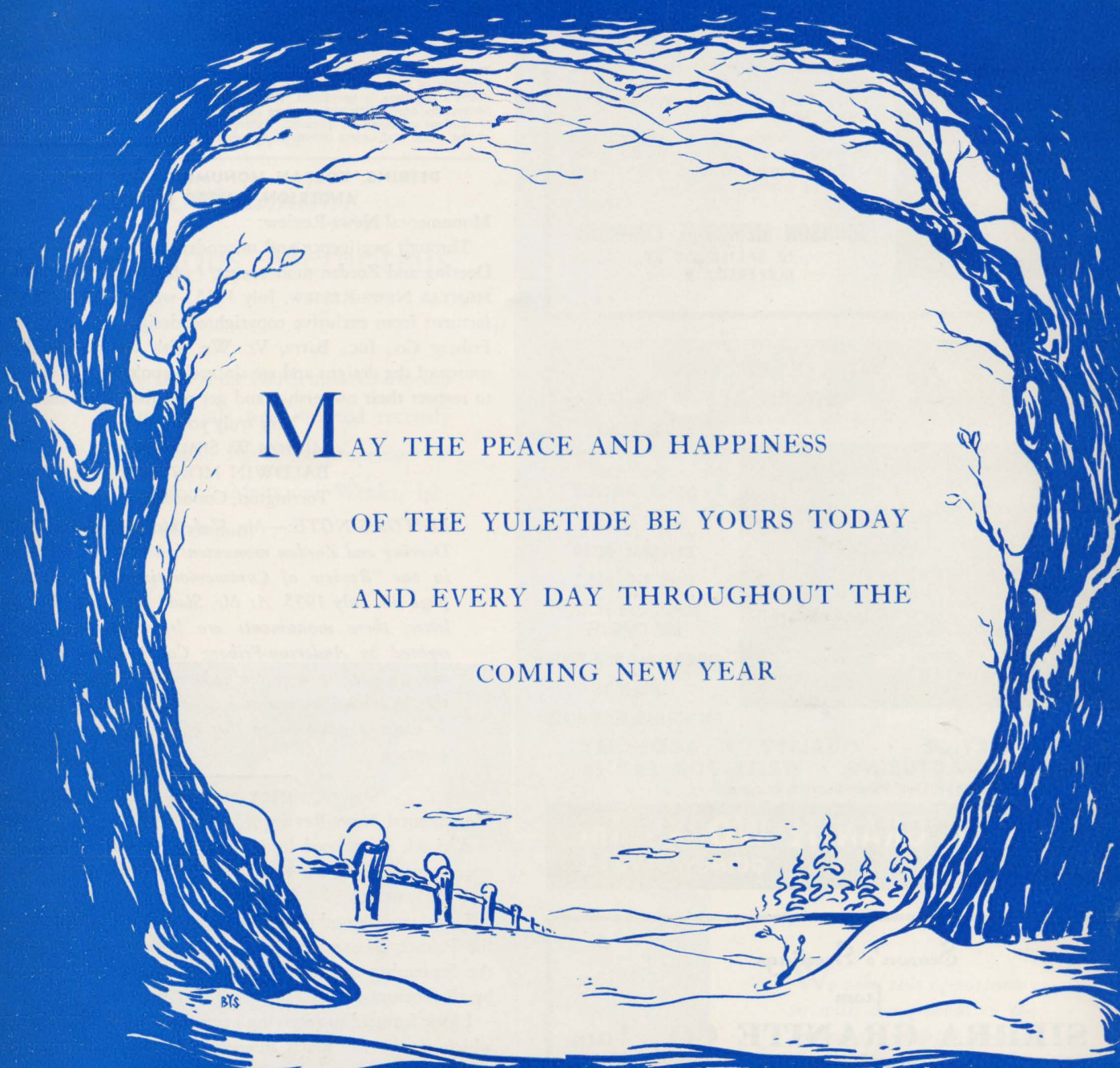


Our Most Sincere Good Wishes of the Season to our customers and other good friends in the Industry. Our pleasant business relationships mean much to us throughout the year . . . We wish all of you the best of everything for a Happy and Prosperous New Year . . .

WETMORE & MORSE QUARRY

Division of Rock of Ages Corporation

BARRE, VERMONT



MAY THE PEACE AND HAPPINESS
OF THE YULETIDE BE YOURS TODAY
AND EVERY DAY THROUGHOUT THE
COMING NEW YEAR

Season's Greetings

**PIRIE QUARRY
BARRE, VT.**

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This is the perfect Cemetery vase, no springs, chains, etc.

Two pieces, solid cast 3/16 inch aluminum, size 4 inches by 8 inches, weight 4 lbs.

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SALES ALIVE IN . . .**

'55

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NORDIC and BALTIC
RED GRANITES

EMERALD and BLUE PEARL

MILFORD

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from

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Barre, Vermont

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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 censorship 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.

DEERING, ZORDAN MONUMENTS COPYRIGHTED ANDERSON-FRIBERG DESIGNS

Monumental News-Review:

Through negligence and misunderstanding on our part, the Deering and Zordan monuments, (which appeared in MONUMENTAL NEWS-REVIEW, July 1955) were inspired and manufactured from exclusive copyrighted designs of the Anderson-Friberg Co., Inc., Barre, Vt. We wish to acknowledge the source of the designs and we sincerely apologize for our failure to respect their ownership and get permission for their use.

Very truly yours,

MILTON W. SLADE, Mgr.

BALDWIN MONUMENTAL WORKS

Torrington, Connecticut

EDITOR'S NOTE:—Mr. Slade has reference to the Deering and Zordan monuments which we featured in our "Review of Commemorative Art" section, page 38, July 1955. As Mr. Slade has stated in his letter, these monuments are from designs copyrighted by Anderson-Friberg Co., Inc., Barre, Vt., and we wish to urge our subscribers who are using this "Review" section as a sales aid or for reference to make a notation to this effect on the page in question.

" . . . VERY PLEASED . . . "

Monumental News-Review:

A check is enclosed for a two-year renewal subscription to your magazine and for three additional copies of the September, 1955, issue.

I was very pleased to see the well presented article featuring the Palmer, Massachusetts, Catholic Centennial Memorial in the September number. This tribute was greatly appreciated by all concerned.

I look forward to receiving every month the NEWS-REVIEW, which always has much interesting technical information as well as trade news.

Very truly yours,

EZIO DE SANTIS

Margaret Street, Monson, Mass.

ANOTHER COMMENT ON "REVIEW"

Monumental News-Review:

Please enter our order for one of the binders and separators for your Review of Commemorative Art series.

We think this is the most progressive step taken in this field, and we congratulate the magazine.

Very truly yours,

LENO S. BOTTINELLI

THE BOTTINELLI MONUMENTAL CO.

581-587 Broad St.

New London, Conn.

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

Two Outstanding Religious Memorials

The imposing Nardi and Andriacchi memorials were erected recently by Mr. Guido Pavaglio, proprietor of the Ishpeming Memorial Works, Ishpeming, Michigan.



We take this opportunity to wish our friends in the Industry a Happy Holiday Season and Prosperity throughout 1956 . . .

BECK & BECK INC. of BARRE

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Nashville, Tenn.

EDWIN P. DAVIS,
34 Rose Terrace,
Chatham, N. J.



*We extend to you
 a sincere wish for
 a Merry Christmas
 and a very happy
 and prosperous
 New Year*

LETTERS TO THE EDITOR Continued

JOINT MEETING NOV. 5TH

Monumental News-Review:

In connection with the Joint Statement which we sent you relative to the meeting held in Cincinnati November 5th and 6th, (*November issue, page 63*) I thought you might be interested in the names of those who were present at the meeting:

For the Monument Builders of America: Messrs.: C. D. Cushman, H. H. Frederickson, Robert Graham, George Kellogg, David Law, Chester Schoenrock, Roy B. Sears, Lawrence E. Walker, W. J. B. Work and Mr. A. L. Green.

For the American Monument Association: Messrs.: C. Beck, B. F. Bauer, A. Brusa, Frank Coggins, Jr., Carl Grewe, John T. Heyward, W. H. Hoover, C. McLanahan, Bradford C. Patch, Herman Phillips, F. J. Plimpton and Mr. G. W. Lillico.

For the Monument Institute of America: Messrs.: Fred L. Arnet, C. D. Cushman, G. W. Gilchrist, John T. Heyward, Hoyt S. Holton, Harry L. McColm, Jr., T. Glen McGarity, Fred J. Plimpton, E. J. Polzer, Paul Stevenson, J. B. Stewart and Mr. Frank E. Foster.

Also present as observers, Mr. R. T. McBride, Manager of the Barre Granite Association and Mr. William Kelley, Manager of the Elberton Granite Association.

Yours very truly,

R. M. WOLF
 MONUMENT INSTITUTE OF AMERICA
 Buffalo, N. Y.

"... THANK YOU ..."

Monumental News-Review:

Thank you and all concerned for the wonderful write up given to me and the Paul Gropelli Mem. Co. in your September issue.

I felt such a fine satisfaction in having the Stoffan memorial selected to be used in the book in the "Review of Commemorative Art."

Gratefully yours,

DOLORES GROPELLI CARIOTA
 THE PAUL GROPELLI MEMORIAL COMPANY
 Cemetery Lane at Perry Highway
 West View, Pittsburgh 29, Pa.

A.I.C.A. TO MEET JAN. 12, 13 N.Y.C.

Monumental News-Review:

The mid-winter meeting of the American Institute of Commemorative Art will be held at the Hotel Plaza, New York City, on Thursday, January 12th and Friday, January 13th.

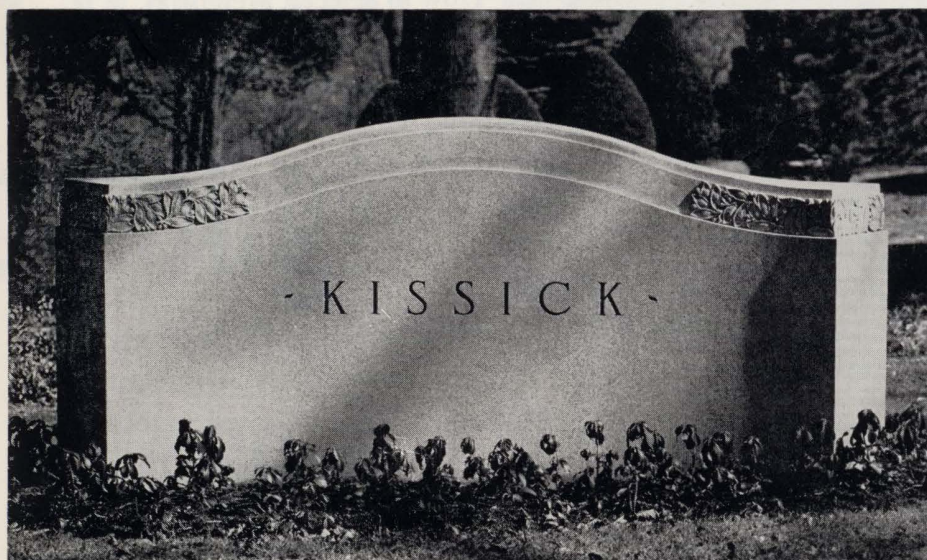
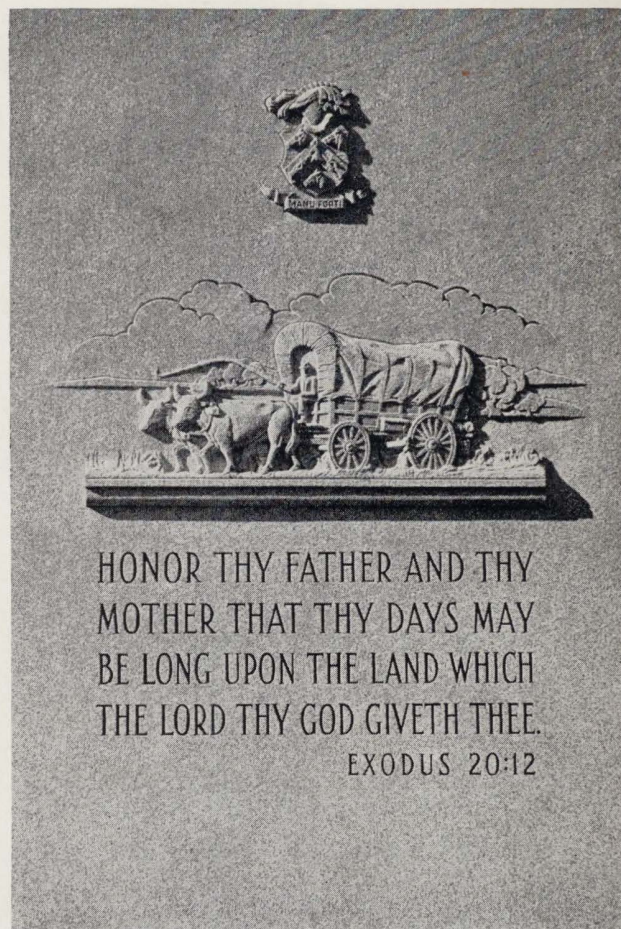
Sincerely yours,

JEAN PIERSON
 Secretary to—
 Wm. Henry Deacy,
 Executive Director.
 A.I.C.A.
 Five East Fifty-Seventh Street
 New York City

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in
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Whether your need is for delicate, detailed hand-carving or skillful machine-carving, you can always rely on Nativi's "Excellence in Craftsmanship" to bring you and your customer a result which will mean even more than mere "satisfaction." Our aim is perfection — and our skill in every phase of memorial art can mean more sales and more clients who are enthusiastic about you and your service . . . enthusiastic clients who will be your best advertisement in your community.

We produced this unique panel, featuring a Coat of Arms and an unusual pictorial study in bas relief, for Presbrey-Leland, Inc., of New York City. It is a part of the large George C. McKay memorial which they erected recently in Augusta, Mich. Here is beauty in carving that tells you more about our skill than a thousand words.



We manufactured the Kissick Memorial — a typical example of our careful, knowing workmanship in "machine production" — for Donald MacLeod of Valhalla, N. Y. Mr. MacLeod, designer-memorialist, is well known for his "master touch" in memorial art, and the Kissick Memorial is his own design. It is erected in Kensico Cemetery, Valhalla.

At this Holiday Time we extend our Sincere Good Wishes to all our friends for a Merry Christmas and a Happy New Year!

NATIVI & COMPANY

S. A. LITTLE—
New York Representative

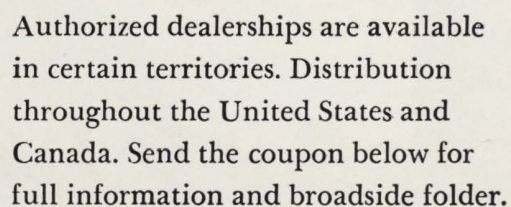


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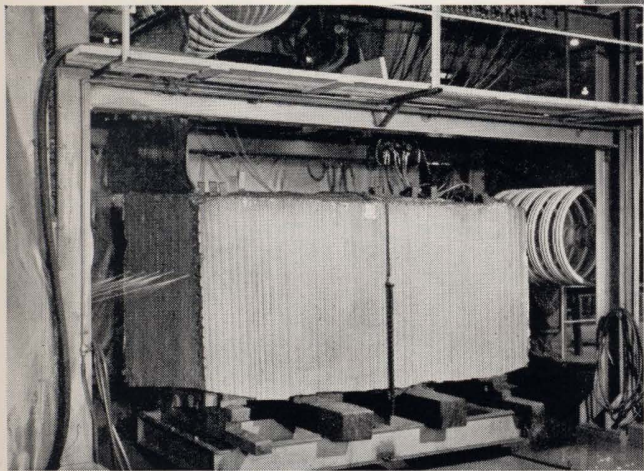
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— an 8' x 3' block in 3 hours

Wire sawing is fastest, most profitable when CRYSTOLON* wire sawing abrasive adds its "TOUCH OF GOLD"

To get all the benefits of modern wire sawing methods, make sure you use CRYSTOLON abrasive.

This closely sized, uniform grain has been especially engineered by Norton for best results with every type of wire sawing equipment. Here are some typical "Touch of Gold" advantages you get with it:

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G-293

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OVER 126,029,400 READERS will see Barre Guild Monument advertisements in these magazines during the first half of 1956.

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● GOOD HOUSEKEEPING

● EBONY



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"Mark of the Masters"

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● AMERICAN MAGAZINE

● WOMAN'S HOME COMPANION

● NATIONAL GEOGRAPHIC

BARRE GRANITE ASSOCIATION - BARRE, VERMONT

Wishing You A
VERY MERRY
CHRISTMAS

and

A HAPPY
NEW YEAR

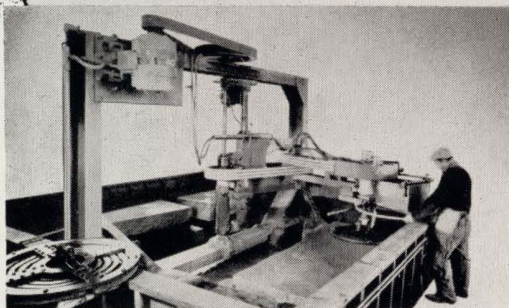
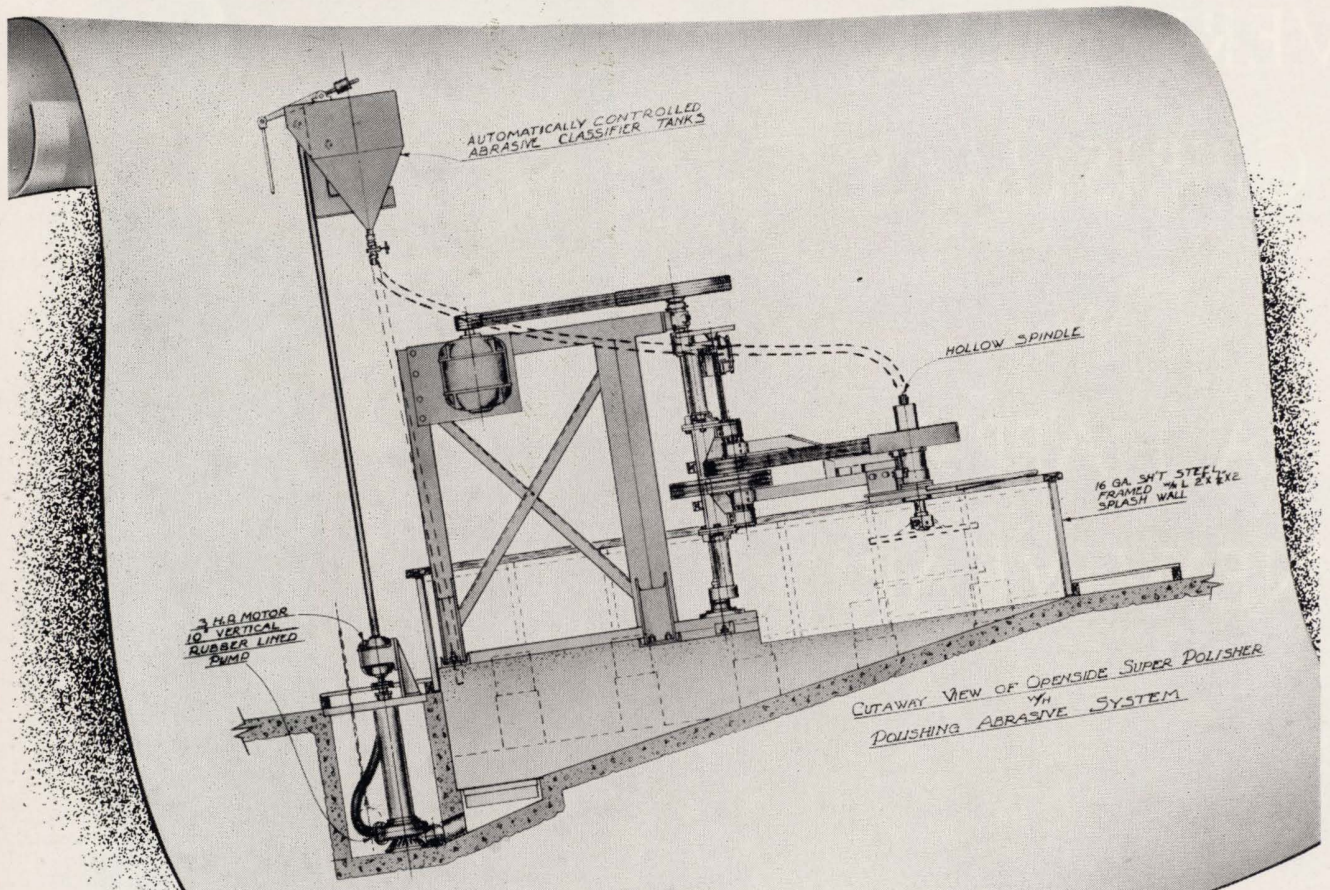
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Barre, Vermont



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with ABRASIVE CIRCULATORY SYSTEM



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Phila. 34, Pa.



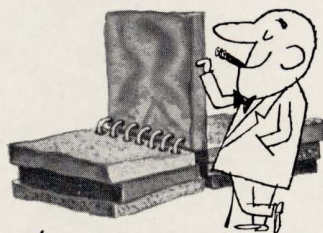
HOW YOU CAN GET THE BEST IN GRANITE

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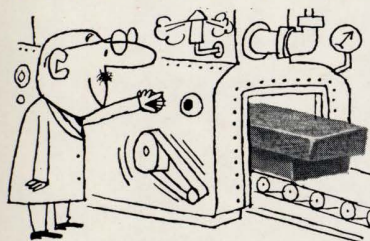
✓ Highest Quality

MGI's mark is found only on selected granites of distinctive coloring and proven durability. They are highly resistant to staining and discoloration.



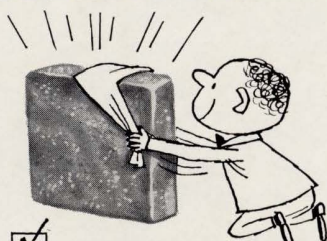
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Our representatives can assist you in making the best buys in granite for your specific needs. With almost 40 years of experience in analyzing preliminary sketches, MGI asks for the opportunity to estimate any job for you. There is no obligation. We welcome inquiries on the use of MGI granite in everything from markers to mausoleums.

Don Gilmer
DON GILMER,
Vice President and
General Manager



MINNESOTA
GRANITE INDUSTRIES
DELANO, MINNESOTA



LETTERS TO THE EDITOR Continued

ILL. M.B.A. TO MEET JAN. 5, 1956

Monumental News-Review:

The Illinois Monument Association will hold their annual meeting at the Abraham Lincoln Hotel, Springfield, Illinois, on January 5, 1956.

Yours very truly,
PETER TROOST
Acting Secretary
ILLINOIS MONUMENT ASSOCIATION

CORRECTION

In our October, 1955 issue, in the "Review of Commemorative Art" section, we erroneously stated, in reference to the Corry memorial, that the commemorated, the late Mr. Frank Corry, was "one-time owner of the Wetmore & Morse Barre Quarry." We have since been informed that actually he was president of Wetmore & Morse and also president of E. L. Smith Quarry.

FULTON STATUE HAS HEAD . . . AND HOME

New York, Aug. 17—An 83-year-old statue of Robert Fulton, the steamboat inventor, now has a home and a head. The zinc statue, more than ten feet tall, had stood at various outdoor sites in New York City. It suffered deterioration from the weather. Finally it was placed in storage, with the head removed to avoid breakage.

But now it has been placed in a loggia of the Museum of the City of New York with the head attached.

"DOC" WILLIAMS SELLING CHAIN TO EMPLOYEES (?)

—The American Cemetery

A report published in the Chicago Tribune of Sept. 27, states: "Plans for a country wide Gold Cross plan to provide for Cemetery arrangements in advance of need has been disclosed by Edward L. Williams, of Kansas City, Mo., president of the International Cemetery Alliance, which is holding its first annual meeting in the Conrad Hilton Hotel today.

"Mr. Williams said he is selling his interests in a country-wide chain of cemeteries to his employees, to devote his time to promotion of the plan in co-operation with 230 United States and Canadian cemetery owners who are members of the Alliance. 'Persons who must make cemetery arrangements at time of need do so when they are least fitted and frequently overspend because of their emotions,' Williams said. The plan proposed making arrangements in advance for such cemetery properties as vaults, memorialization, grave markers and burial services."

JOHN MADDOX HAS AMAZING RECORD

In the mail recently, we received the following interesting item about John W. Maddox of Maddox-Stafford, Durham, N. C., Memorialist. Rock of Ages District Sales Manager, Henry Corra of Richmond, Va., writes: "Mr. Maddox, 69 years old, has three grandchildren, two great-grandchildren, has owned 29 automobiles and driven 2 million miles, *without an accident!*" If any of our readers can top this, we will be happy to hear from them.

After 60 years...

*in design and production
of the world's finest
granite memorials*

we extend our best wishes for a



*Merry Christmas
and
prosperous New Year!*



**ANDERSON BROS.
& JOHNSON CO.**
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Here's
**PRESSURE
BLASTING**
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"BITE" in it...

**SHARP, CHUNKY GRAINS
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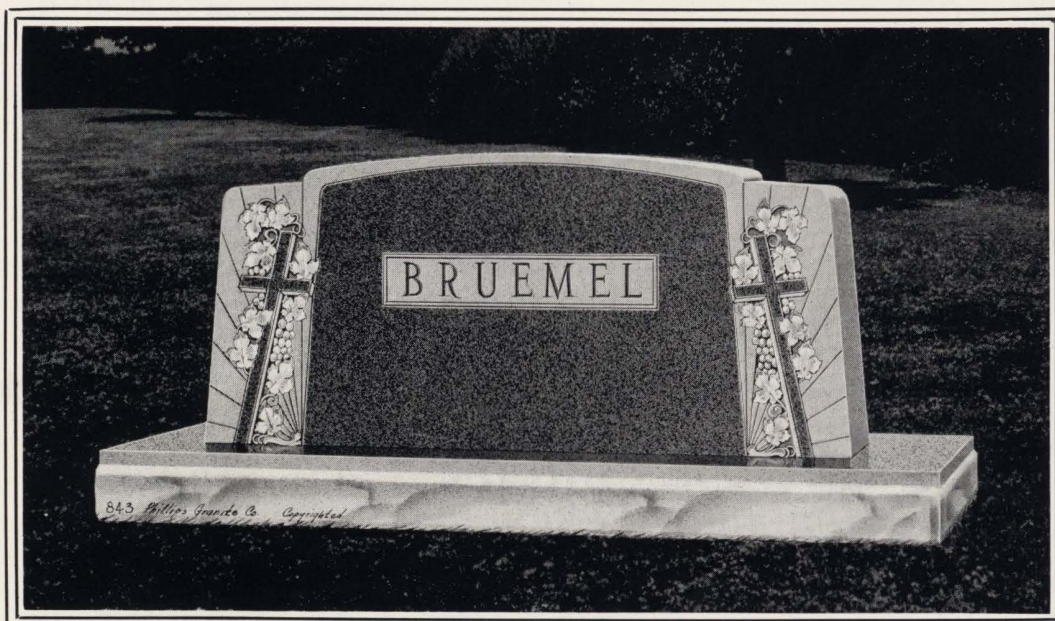
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Hy. Phillips



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★ ★ ★
★ ★ ★
★ ★ ★
**MARION
AND
CHUCK
PREHN**
★ ★ ★
**WISH YOU A
VERY MERRY CHRISTMAS
AND A PROSPEROUS NEW YEAR**

★ ★ ★
★ ★ ★
FROM
★ ★ ★
RIB MOUNTAIN GRANITE COMPANY, INC. ★ ★ ★
AND
★ ★ ★
PREHN GRANITE QUARRIES, INC. ★ ★ ★
WAUSAU, WISCONSIN



OFFICIAL PROGRAM

MONUMENT BUILDERS OF AMERICA, INC. GOLDEN ANNIVERSARY CONVENTION ANNUAL CONVENTION of MONUMENT INSTITUTE OF AMERICA, INC. AND AMERICAN MONUMENT ASSOCIATION, INC.

at New York N. Y., January 14 through 18, 1955

HEADQUARTERS: HOTEL NEW YORKER, NEW YORK CITY

SUNDAY — January 15, 1956

10:00 a. m. Registration

7:00 p. m. Reception

MONDAY — January 16

9:30 a. m. Convention called to order. — President Fredrickson
Invocation — Rev. Dan M. Potter
Address of welcome — Representative of Honorable Robert F. Wagner, Mayor of New York
Response by President Fredrickson.

10:15 a. m. Special announcements.

10:30 a. m. President's Address — H. H. Fredrickson

11:00 a. m. "THE VALUE OF YOUR TRADE ASSOCIATIONS"
— by Reuel W. Elton, Executive Vice President of the
American Trade Association Executives, Washington,
D. C.

12:15 p. m. Luncheon — Special program and entertainment

2:00 p. m. The Importance of A Finance Plan for Retail Selling in
This Industry — Ralph J. Shepherd

3:00 p. m. Workshop sessions in four separate groups — A. L. Green,
Moderator

4:00 p. m. Report on Workshop sessions.
Panel discussions.

TUESDAY — January 17

9:30 a. m. Report on National Legislation — Veterans Marker Bill
— Robert Graham, Vice President of M. B. A. and
Chairman of the Legislative Committee.

10:00 a. m. "DIRECT MAIL ADVERTISING" — Edward N.
Mayer, Jr., President, James Gray, Inc., New York
Direct Mail Specialists.

11:00 a. m. "WHAT MAKES A STAR SALESMAN A STAR" —
H. B. "Doc" Sharer, Sales Training Director, United
States Rubber Co.

TUESDAY — January 17

1:00 p. m. Membership meeting of M. B. A.
Membership meeting of A. M. A.

WEDNESDAY — January 18

M. I. A. PROGRAM

9:30 a. m. President's Address — Paul Stevenson

10:00 a. m. Report on National Advertising — H. L. Barber

11:00 a. m. Principal Address — "PUBLICITY AND PUBLIC RE-
LATIONS" — Roscoe Ellard

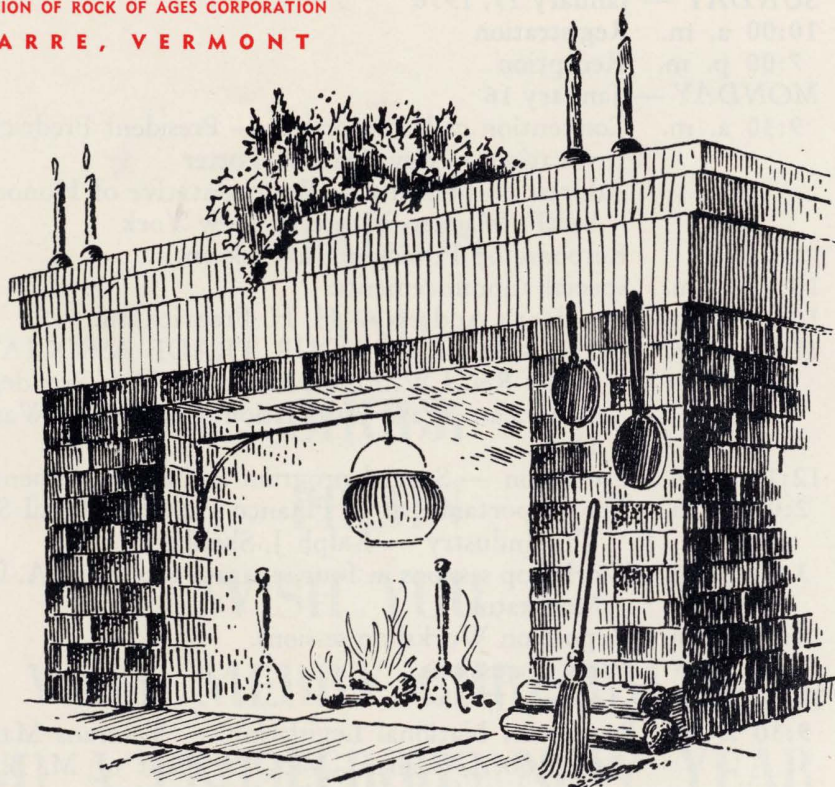
11:30 a. m. Report of Executive Vice President — F. E. Foster

1:00 p. m. Membership Meeting

7:00 p. m. Golden Anniversary Banquet and Floor Show Deluxe.

E. L. SMITH QUARRY

DIVISION OF ROCK OF AGES CORPORATION
BARRE, VERMONT



Greetings

OF THE SEASON AND

Best Wishes

FOR THE NEW YEAR



SMITH - BARRE GRANITE
MEDIUM OF THE MASTERS

Monumental NEWS-REVIEW

THE TRADE JOURNAL OF THE
MONUMENTAL INDUSTRY *Established 1889*

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

VOLUME 67
NUMBER 12 *December 1955*

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E. H. WHITAKER, *Editor*

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

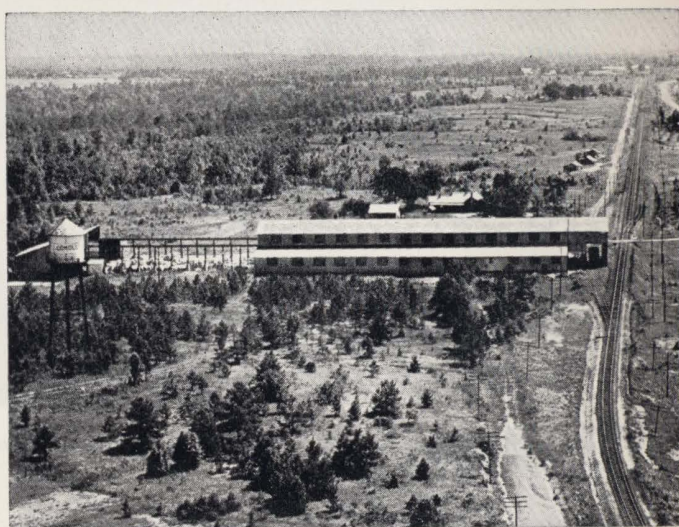
A. R. JAMISON, *Managing Editor*

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Additional entry in Hanover, New
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be, our primary objectives.

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ELBERTON, GEORGIA



The Hull Brothers Monument, manufactured in Pirie Select Barre Granite, stands in Pray Cemetery, Dimondale, Mich.

Creative Selling is Important, too

The Hull Brothers Memorial, which we produced for former M.B.A. president Leonard H. Braun, president of Yunker Memorials, Inc., Lansing, Michigan, presents a satisfying and unusual solution to an interesting problem in memorialization.

Of course the commemoration of the families of both husband and wife embodied in one memorial is not uncommon. However, in this case, the memorial represents the families of two brothers and typifies the kind of "creative selling" for which Mr. Braun's firm is so well known.

It is conceivable that these families might have selected two small, separate monuments which would not have given them anything like the satisfaction which they have achieved in this imposing screen memorial . . . a memorial which maintains in the cemetery the same unity that the Hull brothers and their families enjoyed during their lifetime.

In adapting an exceptional design (the prototype of which we exhibited in Cleveland a number of years ago) to a special problem, the memorialist, through *creative selling*, has offered his client that *something extra* that means satisfaction.



Anderson-Friberg Company . . . Barre, Vermont
INCORPORATED

ROBERT L. MacLANE
HAMPDEN CT., CHICAGO, ILL.

BERT HESS
BUTLER, OHIO

JOHN REILLEY, JR.
236 PENN AVE., COLLINGSWOOD, N. J.

RAYMOND T. FROMME
MILLERSBURG, PA.

HERBERT REYNOLDS
VIENNA, ILLINOIS

STEPHEN WILLIAMS
6037 McGEE ST., KANSAS CITY, MO.

The Presidents' Messages . . .

(Editorial)

"A NEW SPIRIT"

As we enter the season of this Yuletide we should be reminded of the spirit that should always predominate at this period of giving and gratitude.

We should give to this spirit of concern for others serious consideration for all phases of all our activities. This applies to world, national, local, and community affairs as well as our personal spiritual lives.

This immediately reminds us of the sacredness of our particular vocation. How well we could help to perpetuate this understanding by expressing the giving and gratitude thought in the monuments we build.

Advent means the coming of a new Spirit. In 1953 our industry had this new spirit when we created the Monument Institute of America. It was a new spirit never demonstrated before, a complete understanding between the two branches of our industry—the wholesale and retail.

We accepted proposals we agreed would advance our industry. We planned to follow these for the betterment of all.

Not only for the betterment of those of us actually engaged

M.I.A. President
PAUL STEVENSON
Moberly, Mo.



in this industry, but to help ourselves so we would aid our clientele. This in turn would make our industry one of worthiness. And along with our national publicity, the plan would elevate our industry to the standard in the nation's business that it justly deserves.

[Continued on Page 82]

FIFTY YEARS OF SERVICE TO THE RETAIL MONUMENT DEALER

"Fifty Years of Service to The Retail Monument Dealer"—that is the splendid record of the organization known as the Monument Builders of America. Organized in 1905, it has served the industry for more than half a century, helping to solve its ever increasing problems by using the weight of industry-wide planning and promotion.

The January convention in New York is to mark this Golden Anniversary. Certainly every monument dealer should attend. None can afford to miss the opportunity of helping our organization to continue its efforts in our behalf, and the next few years should see it rise to new heights in service and endeavor.

Those who have attended past conventions will no doubt be there again this year, for they have learned that there is much of personal benefit to all those who participate. If some-

M.B.A. President
HANS H. FREDERICKSON
Detroit, Mich.



how we could persuade all of our members to attend this convention, they would miss few thereafter. They would readily

[Continued on Page 82]

"LET US GO FORWARD IN UNITY"

The Monument Industry is fortunate in having men not only capable but willing to devote their time, energy and money for the protection of our great heritage and to the expansion of our market. Unfortunately, there are among us those who are glad to accept any benefits which may be derived from united efforts but are not willing to pay their fare in time, energy or money. Our future shall be directed by the degree to which the latter lies in the minority.

The greatest accomplishment to the credit of the Monument Industry within the last decade was initiated in Cleveland in 1953, when at long last the retail dealer produced a plan wherein he matched ability, energy and money with the wholesale producer on an equal basis to provide a more secure future for both. We realized then, and now have the certain knowledge that such a program is essential to our very existence.

With the creation of any broad and lasting benefits, it is expected that there will be mistakes, omissions and difficulties, which through coordinated effort can and will be corrected.

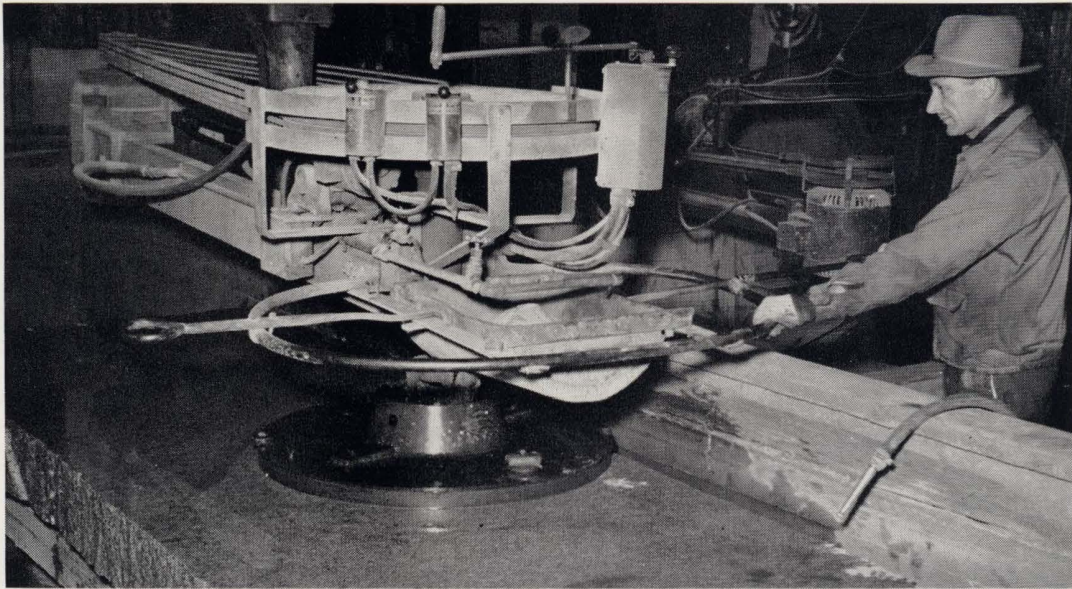
A.M.A. President
W. H. HOOVER
Elberton, Ga.



The greatest obstacle is always that of personalities. It becomes evident that our industry's greatest accomplishment is about to bog down in the mire of personalities which, if permitted to happen, may never be extricated.

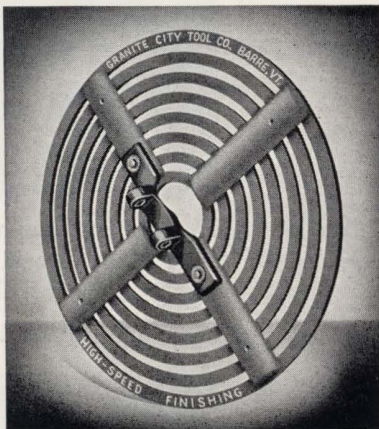
[Continued on Page 83]

Perfection and Production are not Strangers When You Polish the *Granite City Way*



"They just don't polish granite like they used to."

Some of the old timers are saying this. You have heard them, too. But if you doubt it, look at some of the contemporary work in the nearby cemeteries. You do not have to be a polisher yourself to see and feel the difference between a honed job and a good polished job. To the buying public the main thing that sets granite apart from the softer natural stones and the cheap imitations is the fact that granite will take on a gem brilliant finish. So pride in your product is not an empty thing nor a luxury; you must have it to stay in business.



A high speed polishing machine is only as good as the wheel it uses. Granite City wheels are balanced for high r.p.m. The largest selection of scrolls, rings and buffers in the industry are offered in our catalog #12. Write for your free copy.

And this is the Granite City Way-

You can polish faster and cheaper the Granite City way, for Granite City Polishing Machines operate at high speed and handle easily. The four different sizes were designed with the operator in mind. He does more with less effort. So you get perfection and production in polishing at practically the same cost as some of the honed work you see.

Write us today in regard to the four different sizes of the Granite City Polishing Machine. You may be agreeably surprised at the moderate cost of revitalizing your polishing operation. Find out for yourself that you can have both perfection and production the Granite City way.



Granite City Tool

EVERYTHING FOR



STONE WORKING

St. Cloud

Barre

Elberton



Memorial Masterpieces

by

CAMPBELL-HORIGAN of Pittsburgh, Pa.

For nearly a Century Campbell-Horigan of Pittsburgh, Pa., has been dedicated to the highest principles of Commemoration. These exquisitely designed masterpieces were fabricated with a faithfulness to detail that bespeaks the standards of the founders of this firm, whose ideals are being so ably upheld today by their President, well known C. Douglas Cushman, immediate Past-President of the M.B.A. These adaptations of historic prototypes are true to their sources, but each has a personalized touch that only the master memorialist can achieve. Our sincere compliments go to Mr. Cushman for these inspiring memorials, designed and fabricated in the studio and shop of Campbell-Horigan. Needless to say, we are proud to have the Wells-Lamson name identified with such work.

MAY WE TAKE THIS OCCASION TO EXTEND
OUR BEST WISHES TO THE INDUSTRY FOR A
JOYOUS CHRISTMAS AND A GOOD 1956.

**The WELLS-LAMSON
QUARRY CO.**



Barre Vermont



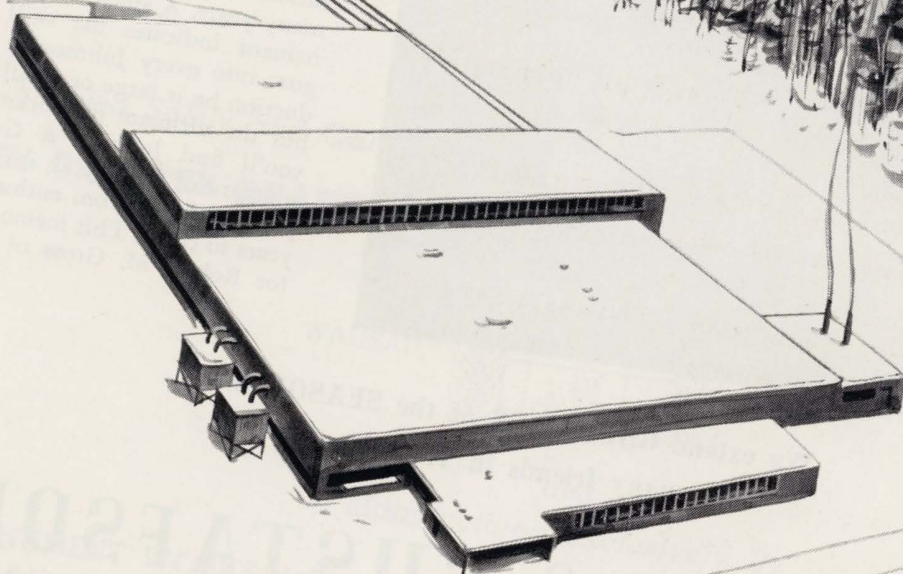


The Good Shepherd in a Vertical Monolith

The Weber Design, another of the series we began showing earlier this year, features a panel dominated by a pictorial rendition of "The Good Shepherd" with its appropriate inscription from the 23rd Psalm. This monolith was designed for modern economical machine production of the die, and patterns its appeal on the effectiveness of contrasting surfaces, good proportions and an artful rendition of Our Lord, The Good Shepherd. The latter can be depicted through the use of Lithichrome or with machine-carving techniques. It would be ideal for rendering in the techniques currently enjoying popularity, that is, hand-touched-up abrasive shaping. It almost goes without saying that a fully hand-carved bas-relief would be most appealing.

This is No. 168 of a monthly series of designs produced in the studios of the Bliss Design Co., Rockford, Ill.

*Season's Greetings
from the
granite hills of Vermont*



Rock of Ages • BARRE, VERMONT

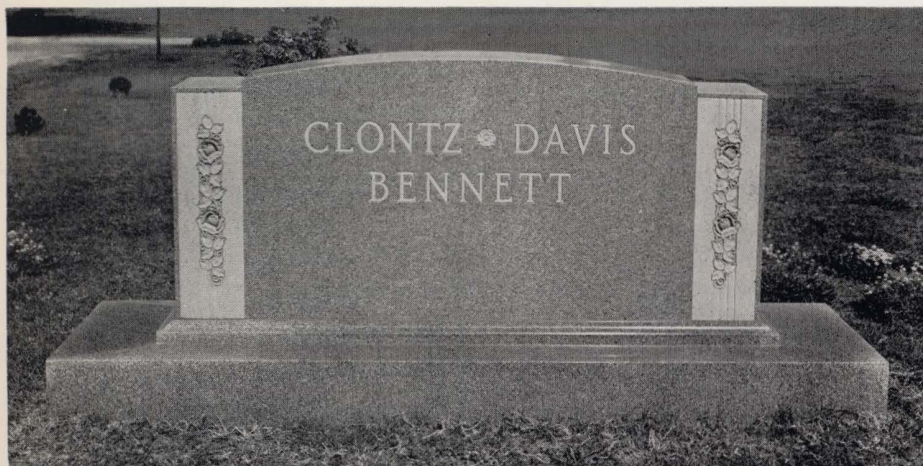
In Canada, Box 44, Toronto 17





The Tennison Columnar Memorial is true to Classic Tradition with an appeal that will indeed be ageless. This is but one of the many outstanding memorials we have been privileged to produce for M. J. Adlof Memorials, Houston, Texas, one of America's most distinguished firms.

Leadership in CLASSICAL and MODERN COMMEMORATION



Although of lesser stature than the Tennison memorial, the Clontz-Davis-Bennett monument reflects the same flawless craftsmanship that has made the Johnson & Gustafson name synonymous with *Quality* these many years. A study of the sand-carved ornament indicates the skill and care that goes into every Johnson & Gustafson production be it large or small. When nothing but the ultimate in workmanship will do, you'll find Johnson & Gustafson's single standard of Quality an investment that will pay dividends from enthusiastic clients for years to come. This memorial was produced for Robert M. Gross of Rock Hill, S. C.

We extend GREETINGS of the SEASON to
our many friends in The Industry

JOHNSON & GUSTAFSON

MANUFACTURERS OF
SUPERKRAFT MEMORIALS

BARRE VERMONT

REPRESENTATIVES:

John W. Gauld
Apt. 11-B, Phone: DRexel 6-6074
218 Millburn Ave.
Millburn, N. J.

Joseph C. Frantesl
1184 Hague Ave.
St. Paul, Minn.

Robert Haslam
5416 Maple
Mission, Kans.

John J. Luckemeyer
1255 N. Farragut
Colorado Springs, Colo.

G. W. King
6723 Longwood Rd.
Little Rock, Ark.

John L. Marsh
2205 E. Menlo Blvd.
Milwaukee, Wis.

WORLD'S MOST BEAUTIFUL MONUMENTAL GRANITE

RIB MOUNTAIN DARK RED

The family monument of the late Axel B. Martinson, the well known former president of the Rex Granite Company, St. Cloud, Minnesota. This fine memorial was manufactured by the Rex Granite Company in our beautiful RIB MOUNTAIN DARK RED granite. It is erected in the Lutheran Cemetery in Sauk Rapids, Minnesota. It is carved and lettered on both sides.



Quarried Solely and Only By

PREHN GRANITE QUARRIES, INC.

Sold Exclusively By

RIB MOUNTAIN GRANITE CO., INC.



and

Manufactured Exclusively By

GILMER MONUMENT WORKS, INC.

Howard Lake, Minnesota

REX GRANITE CO.

St. Cloud, Minnesota

PIQUA GRANITE CO.

Piqua, Ohio

ROYAL GRANITE CO.

St. Cloud, Minnesota

PEERLESS GRANITE CO.

Barre, Vermont



Plant and new office, located at 3300 Midland Blvd., Ft. Smith Arkansas.



Cleve L. Cotner, Owner of the Gifford Marble & Granite Works.



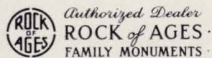
Ms. Catherine Allen Sec'y and Office Manager of the Gifford Marble & Granite Works. An inside view of the modern office.



A section of the modern plant of the Gifford Marble and Granite Works, Ft. Smith, Ark.

A STORY OF PROGRESS at GIFFORD MARBLE AND GRANITE WORKS, Fort Smith, Arkansas

This pictorial story and the accompanying letter from Cleve L. Cotner, one of our finest memorialists, needs no added comment other than our heartiest congratulations.



Authorized Dealer
ROCK of AGES
FAMILY MONUMENTS

GIFFORD MARBLE AND GRANITE WORKS

3300 MIDLAND BOULEVARD

FORT SMITH, ARKANSAS

PHONE: 7788

Sept. 26, 1955

Monumental News-Review,
429 Franklin St.,
Buffalo 2, N. Y.

Gentlemen:

Recently, we have added a new office and remodeled our plant and facilities, and now we believe we have one of the nicest and most modern retail monument plants in this part of the southwest. We thought perhaps, because of that, you might be interested in showing a picture of it, both inside and out, along with some beautiful memorials that we have erected within the last couple of years.

One memorial in particular that should be very interesting to most dealers over the country, is the RILEY memorial, which was installed in a National Cemetery at Fayetteville, Arkansas. This memorial is of Barre Granite with the die being 6-0 x 0-10 x 2-6. Among the three or four other private monuments in this cemetery, this is by far the most outstanding. As you can see by the picture, it is surrounded by the small government head-stones. This might give most of the dealers the idea that private monuments can be erected in certain sections of most National Cemeteries. So, that possibility should not be over-looked as a source of some good monumental sales.

You will find several outstanding monuments that are original in design, and some of them were designed in our own studio. Since I am generally a new-comer in the monumental industry, I have taken several designing courses, among them one from Karl Kastrop and also from the Bliss Designing Company. We believe that to be one of the biggest assets to any monumental dealer, when they are not able to retain their own designer to do that. We feel that it has increased our business considerably, by being able to offer this additional service.

Our plant and office are located at 3300 Midland Boulevard, here in Fort Smith, Arkansas, and is on two National Highways, No. 64 and No. 71. We have 150 feet frontage to display monuments. We operate several other monument displays in Oklahoma and Arkansas, and deliver and erect memorials over quite a large area. Fort Smith is a city of 56,000 population, and is located in the western part of Arkansas, on the Oklahoma border line. There are two other monumental dealers in this city. We have seven people working in our main plant, and about fifteen full and part time salesmen covering the territory. We carry a rather large stock of finished monuments for display, which includes practically all the better known granites and marble with franchisees.

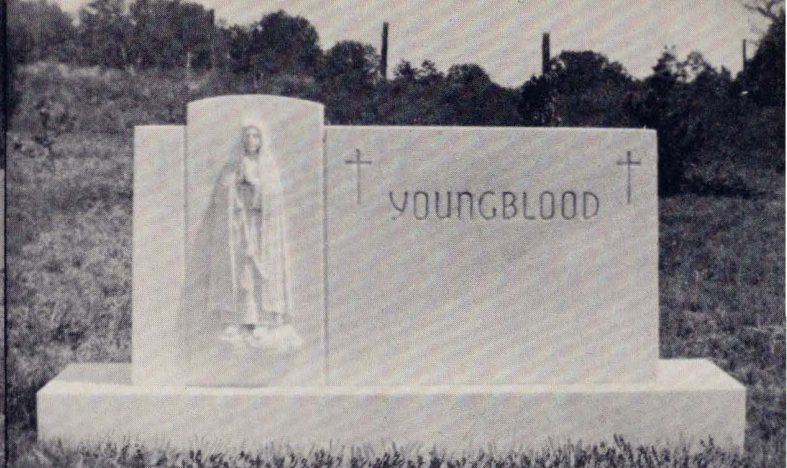
Sincerely yours,

GIFFORD MARBLE & GRANITE WORKS

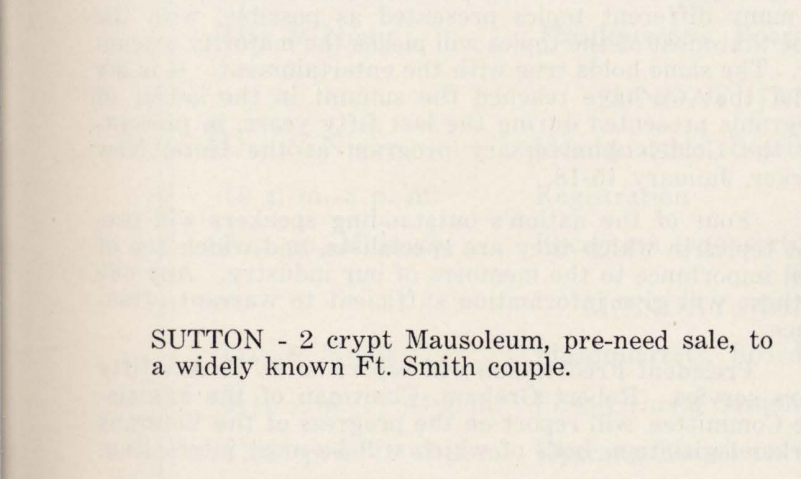
Cleve L. Cotner
Cleve L. Cotner.



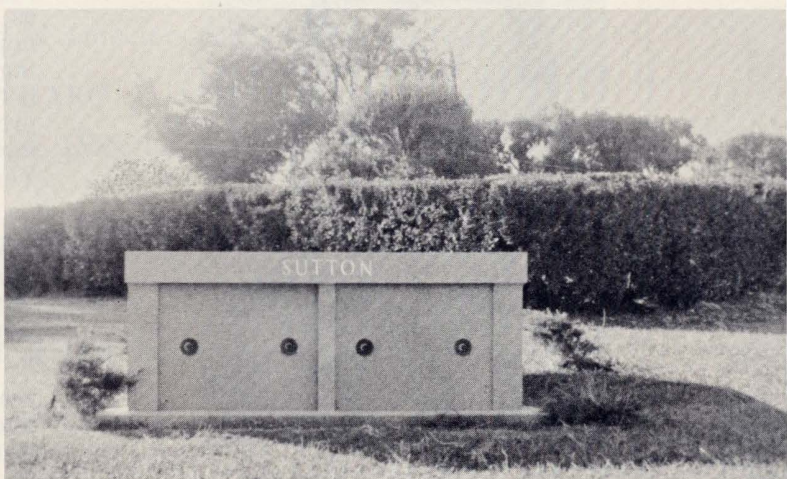
RILEY memorial erected in National Cemetery Fayetteville, Arkansas.



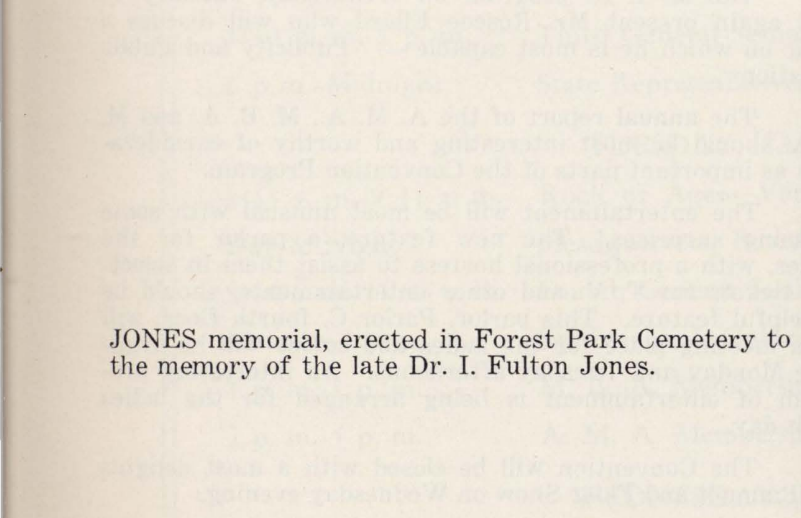
YOUNGBLOOD memorial, a pre-need monument erected in Holy Cross Cemetery, Ft. Smith, Ark.



SUTTON - 2 crypt Mausoleum, pre-need sale, to a widely known Ft. Smith couple.



RECENT MEMORIALS
erected by
Gifford Marble and Granite Works



JONES memorial, erected in Forest Park Cemetery to the memory of the late Dr. I. Fulton Jones.



Family memorial, erected on HOGUE Lot in Holy Cross Cemetery, to the memory of the late Dr. Arthur F. Hoge, widely known Arkansas physician and surgeon.

Program for M.B.A. GOLDEN ANNIVERSARY CONVENTION

Previewed by **ARCHIE GREEN**

Executive Vice President

Monument Builders of America, Inc.



Exec.-Vice President, M.B.A.
ARCHIE L. GREEN
Chicago, Ill.



CONVENTION SPEAKER

Reuel W. Elton, Executive Vice President American Trade Association
Executives Associations Building, Washington 6, D. C.

Planning a program for a National Convention is a rather complicated task. One must first consider human nature and realize that the opinions to be expressed on a particular address can be as controversial as opinions on political questions. The aim, therefore, should be to have as many different topics presented as possible, with the hope that most of the topics will please the majority attending. The same holds true with the entertainment. It is my belief that we have reached the summit in the ladder of programs presented during the last fifty years, in presenting the Golden Anniversary program at the Hotel New Yorker, January 15-18.

Four of the nation's outstanding speakers will present topics in which they are specialists, and which are of vital importance to the members of our industry. Any one of these will give information sufficient to warrant attendance.

President Fredrickson will report on M. B. A.'s fifty years service. Robert Graham, Chairman of the Legislative Committee, will report on the progress of the Veterans Marker legislation, both of which will be most interesting.

The Group Panel Discussions are a most interesting and expedient method of obtaining expressions from those present relative to topics of importance.

The M. I. A. program on Wednesday, January 18 will again present Mr. Roscoe Ellard who will discuss a topic on which he is most capable — "Publicity and Public Relations".

The annual report of the A. M. A., M. B. A. and M. I. A. should be most interesting and worthy of consideration as important parts of the Convention Program.

The entertainment will be most unusual with some pleasing surprises. The new feature, a parlor for the ladies, with a professional hostess to assist them in selecting tickets for T. V. and other entertainments, should be a helpful feature. This parlor, Parlor C, fourth floor, will be a meeting place for the ladies and coffee will be available Monday and Tuesday afternoons. An interesting program of entertainment is being arranged for the ladies each day.

The Convention will be closed with a most delightful Banquet and Floor Show on Wednesday evening.

The Golden Anniversary Convention will climax one of the most successful years in the history of the Monument Builders of America. Renewed interest by the retail dealers in their national association is most encouraging. An "Industry Forward" program will be presented to the members at the Annual Membership Meeting. It will outline many new and needed services they will receive from their National Association in a five year plan.

M. B. A. - M. I. A. - A. M. A, HEADQUARTERS
AND ROOM ASSIGNMENTS FOR MEETINGS

HOTEL NEW YORKER, NEW YORK CITY

JANUARY 14 - 18, 1956

SATURDAY, JANUARY 14, 1956

Day & Night	Headquarters, Board of Directors & Press	Parlors A. B. & C.
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SUNDAY, JANUARY 15, 1956

Day & Night	Headquarters, Board of Directors & Press	Parlors A. B. & C.
10 a. m.-8 p. m.	Registration	Mezzanine
7 p. m.-Midnight	Reception (sponsored by New York group)	

MONDAY, JANUARY 16, 1956

Day & Night	Headquarters, Board of Directors & Press	Parlors A. B. & C.
9:30 a. m.-11:45 a. m.	First General Session	Grand Ballroom
12:15 p. m.-1:45 p. m.	Opening Luncheon	Terrace Room
2 p. m.-2:30 p. m.	Second General Session	Grand Ballroom
2:30 p. m.-3:30 p. m.	Four (4) Group Meetings I II North Ballroom III Terrace Room	Grand Ballroom IV Panel Room
3:30 p. m.-5 p. m.	Third General Session	Grand Ballroom
8 p. m.-Midnight	State Representatives Meeting	Panel Room

TUESDAY, JANUARY 17, 1956

8:15 a. m.-9:15 a. m.	Rock of Ages—Vermont Maple Breakfast	Terrace Room
Day & Night	Headquarters, Board of Directors & Press	Parlors A. B. & C.
9:30 a. m.-11:45 a. m.	Fourth General Session	Grand Ballroom
12 noon-1 p. m.	Sandwiches & Coffee Snack (for members)	Grand Ballroom
1 p. m.-5 p. m.	M. B. A. Membership Meeting	Grand Ballroom
2 p. m.-5 p. m.	A. M. A. Membership Meeting	North Ballroom

WEDNESDAY, JANUARY 18, 1956

Day	Headquarters, Board of Directors & Press	Parlors A. B. & C.
9:30 a. m.-noon	Fifth General Session (M.I.A. Program)	Grand Ballroom
1:30 p. m.-5 p. m.	M.I.A. Membership Meeting	Grand Ballroom
7 p. m.-11 p. m.	Banquet with Entertainment	Grand Ballroom

Greetings of the Season



from **"BARRE DISTRICT" MANUFACTURERS** **BARRE VERMONT**

. . . . And a Happy and Successful 1956



E. J. BATCHELDER CO., INC.
BRUSA BROTHERS
GREARSON & LANE COMPANY
La CROSS MEMORIALS
MARR & GORDON, INC.

WILLIAM SAVORITI & COMPANY
SOUTH BARRE GRANITE COMPANY
SANGUINETTI GRANITE COMPANY
VALZ GRANITE COMPANY
ZAMPIERI & BUTTURA



C A S T • M O D E L S • A R E • A V A I L A B L E • U P O N • R E Q U E S T

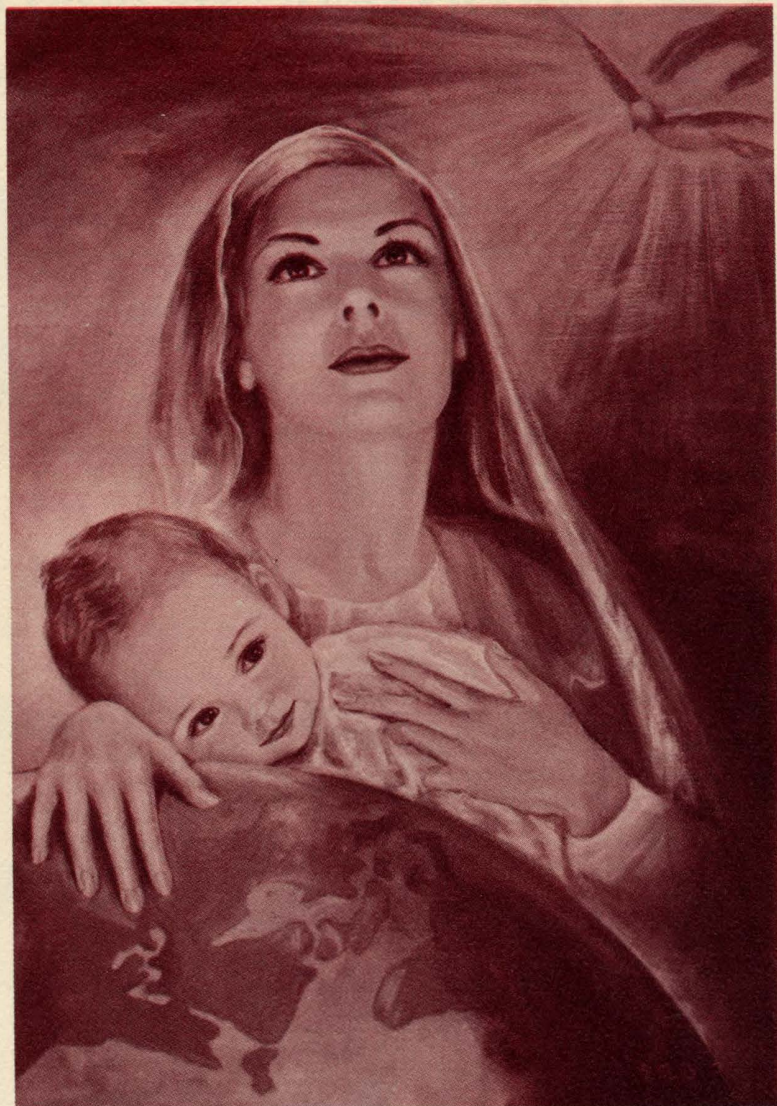
MODERN RELIGIOUS DESIGN

by

KENERSON DESIGN STUDIO

Barre, Vermont

Just as in the industrial arts where a public preference with a limited purse is satisfied by compromise when we see reproductions of antique furniture; plastic coated paper on wood; veneers to imitate the originals; etc., we also see similar solutions in the field of monumental design. In the Granerly Design, Mr. Kenerson offers a production design featuring a hand-carved medallion of a Madonna, from one of the original models in the popular series developed by his studio. Whereas formerly these models were sold only in plaques, they are now available for rental as part of the Kenerson Design Studio's new recently announced model service.



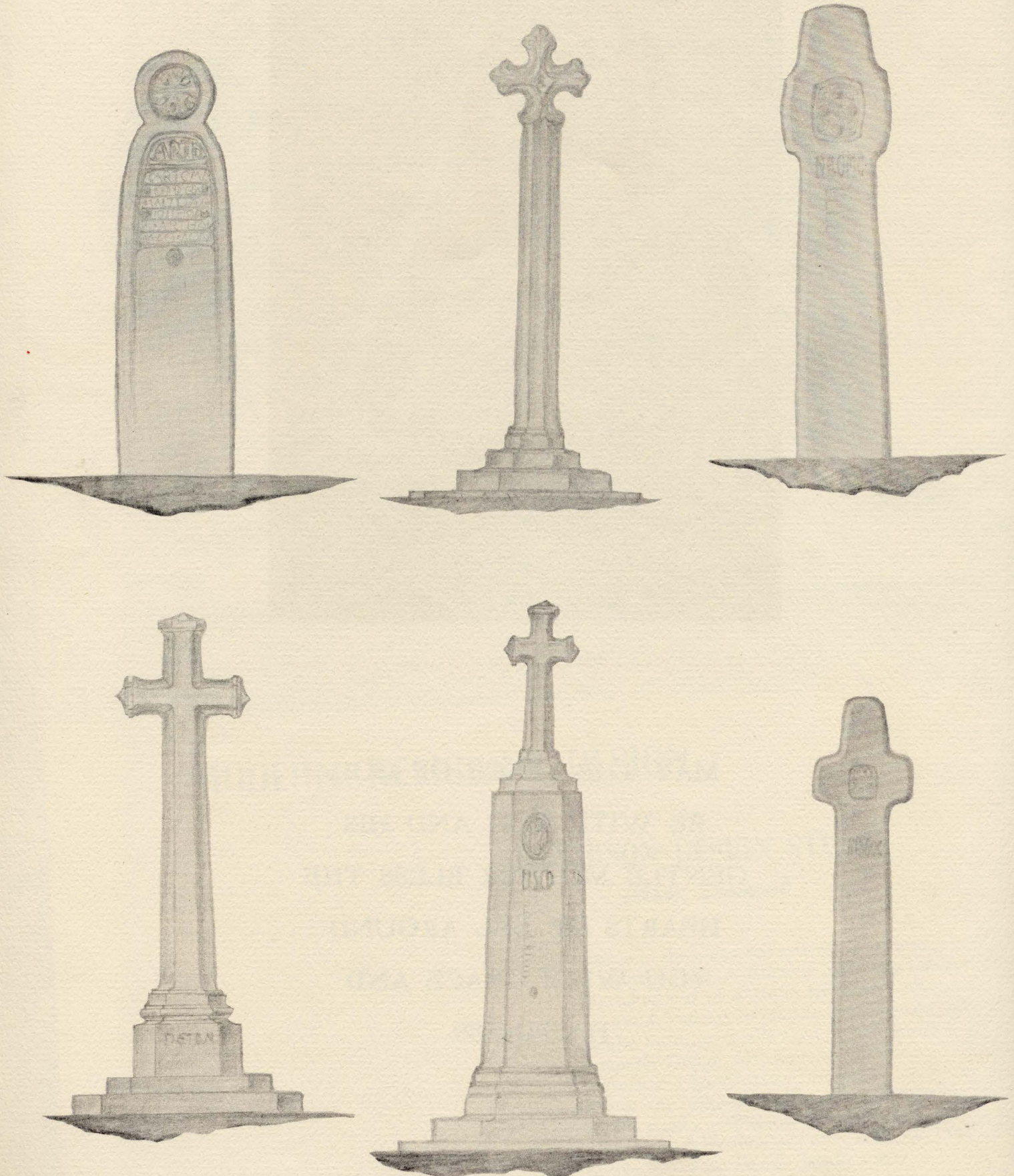
From an original painting by Sister Mary David of Madelon College, Plymouth, Michigan

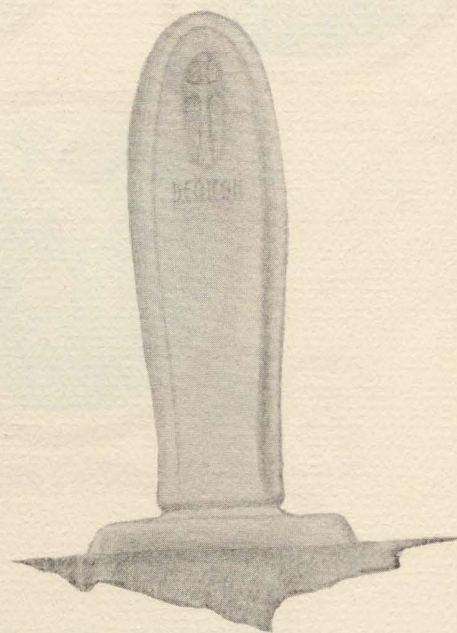
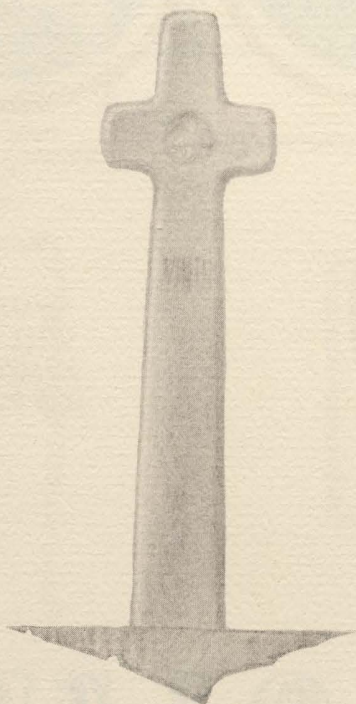
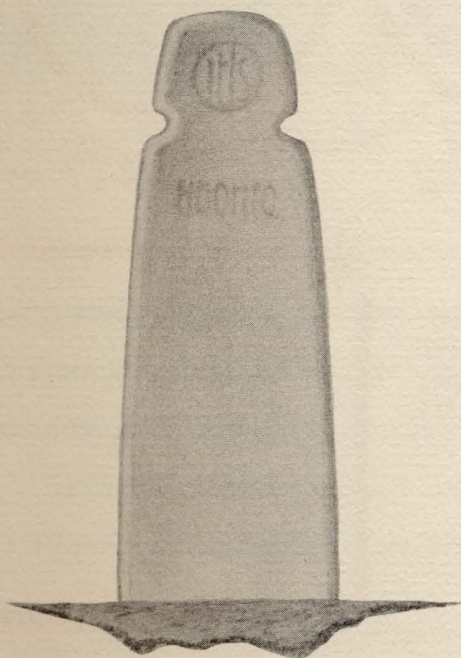
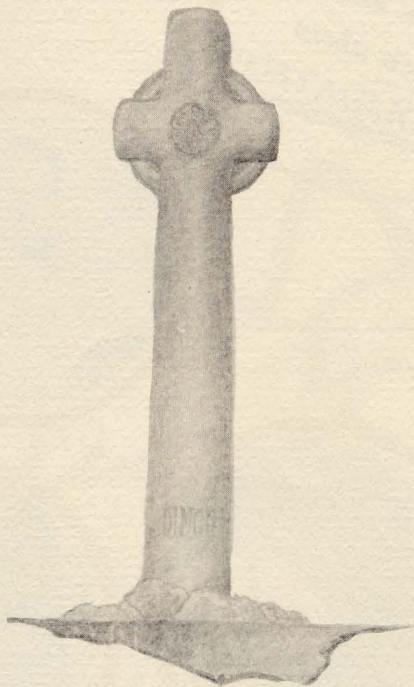
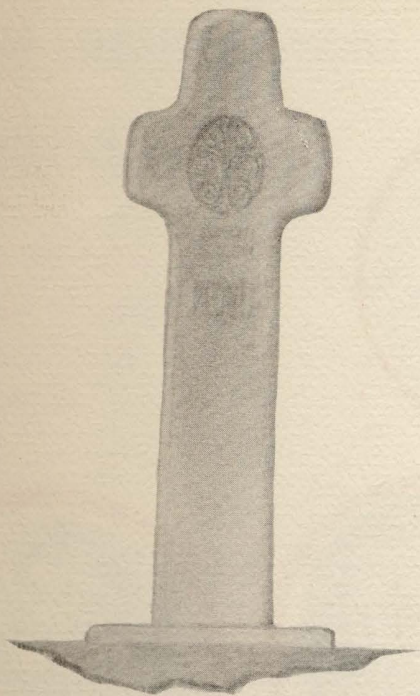
MAY THE PEACE OF GOD
BE WITH YOU AND HIS
GENTLE MOTHER BLESS THE
HEARTS OF ALL AROUND
YOU WITH GRACE AND
HAPPINESS.

*Comalli & Company
of Barre*

SKETCHES *for* CURVILINEAR MEMORIALS

by Ernest Stevens Leland

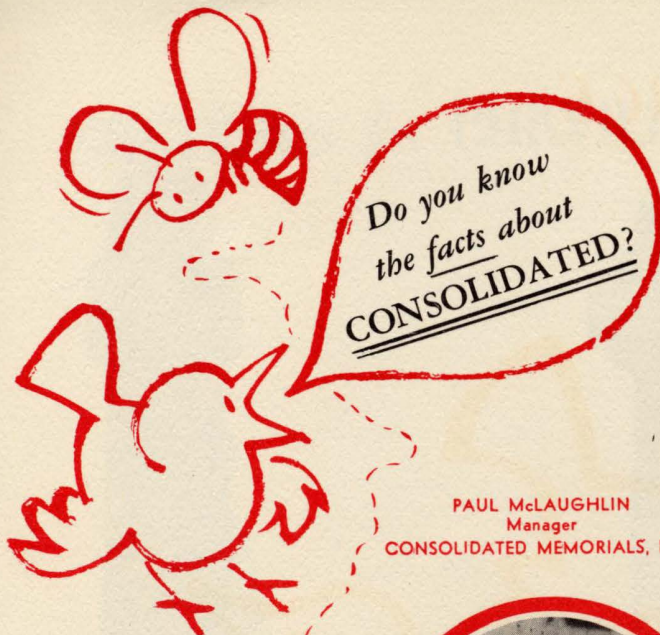




You'll get BE

from

IN A



Do you know
the facts about
CONSOLIDATED?

PAUL McLAUGHLIN
Manager
CONSOLIDATED MEMORIALS, INC.



ADAM PODSKALNY
ADAMS GRANITE CO.



EDDIE COLETTI, JOHN WATT
AMERICAN GRANITE CO.



FRANK FRIBERG
ANDERSON & JOHNSON, INC.



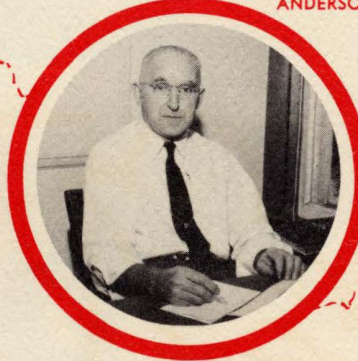
"OAKIE", "BEBE", ARTHUR
LOUIS, JOHN LaCROIX
La CROSS MEMORIALS



ELMO SASSOROSSO
COLONIAL GRANITE CO.



"JUDGE" GIUDICI
GIUDICI BROS. & CO.



PRATT TROUP
JOHNSON & GUSTAFSON



LINO, LIBERO, TULLIO ZAMPIERI
ZAMPIERI & BUTTURA

***WRITE THESE
WELL KNOWN
MEMBER FIRMS
FOR ESTIMATES:**

ADAMS GRANITE COMPANY
AMERICAN GRANITE COMPANY
ANDERSON & JOHNSON, INC.
BRUSA BROTHERS
COLONIAL GRANITE COMPANY

CONSOLIDATED

BARRE . .

ETTER, FASTER, SERVICE

from all our *MEMBER FIRMS

BECAUSE:

IN ADDITION TO THEIR OWN
EXCELLENT FACILITIES
CONSOLIDATED
OFFERS:

ATEO BRUSA
BRUSA BROS.



ALBERT GHERARDI
LAWSON GRANITE CO., INC.

Increased SAWING and STORAGE facilities

Two 7-wire saws — a single-wire saw
that takes extra large blocks — hole-
boring machine — thousands of sq.
ft. storage.

FIVE MASTER CARVERS in a new, unique SCULPTURE STUDIO

Craftsmen skilled in every phase of sculpture-
carving — means excellent workmanship, rapid
service.

An Outstanding DESIGN PROGRAM

In the months ahead we will show you our espe-
cially created new design series — featuring low-
relief carving — appealing, SALEABLE!

GIUDICI BROTHERS & COMPANY

JOHNSON & GUSTAFSON

La CROSS MEMORIALS

LAWSON GRANITE COMPANY, INC.

ZAMPIERI & BUTTURA

Capable MANAGEMENT means EFFICIENCY and QUALITY CONTROL . . .

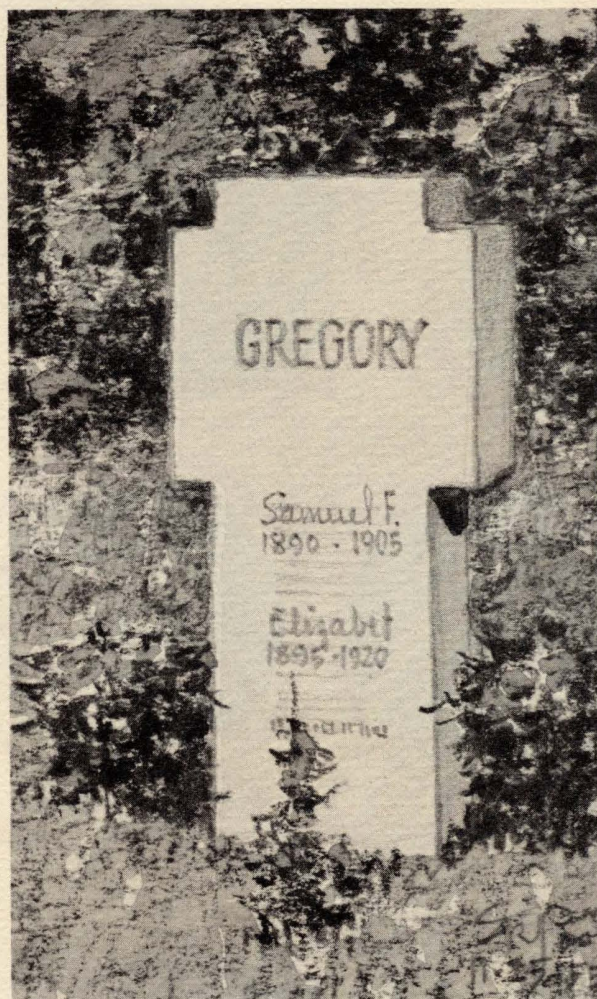
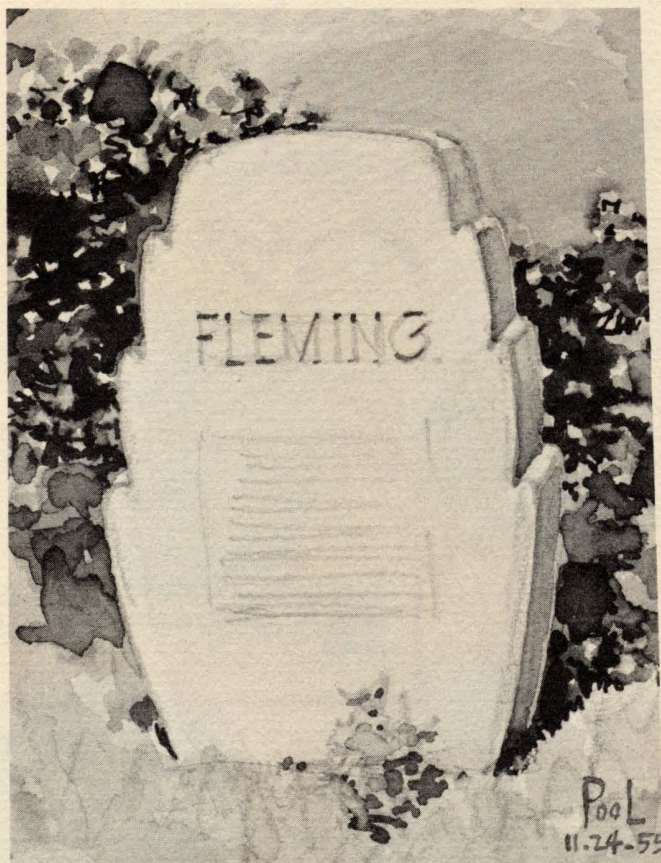
Mr. Paul McLaughlin, our manager, is
well known in the district for his ability
and knowledge in every phase of gran-
ite manufacture.

MEMORIALS, INC.

. VERMONT

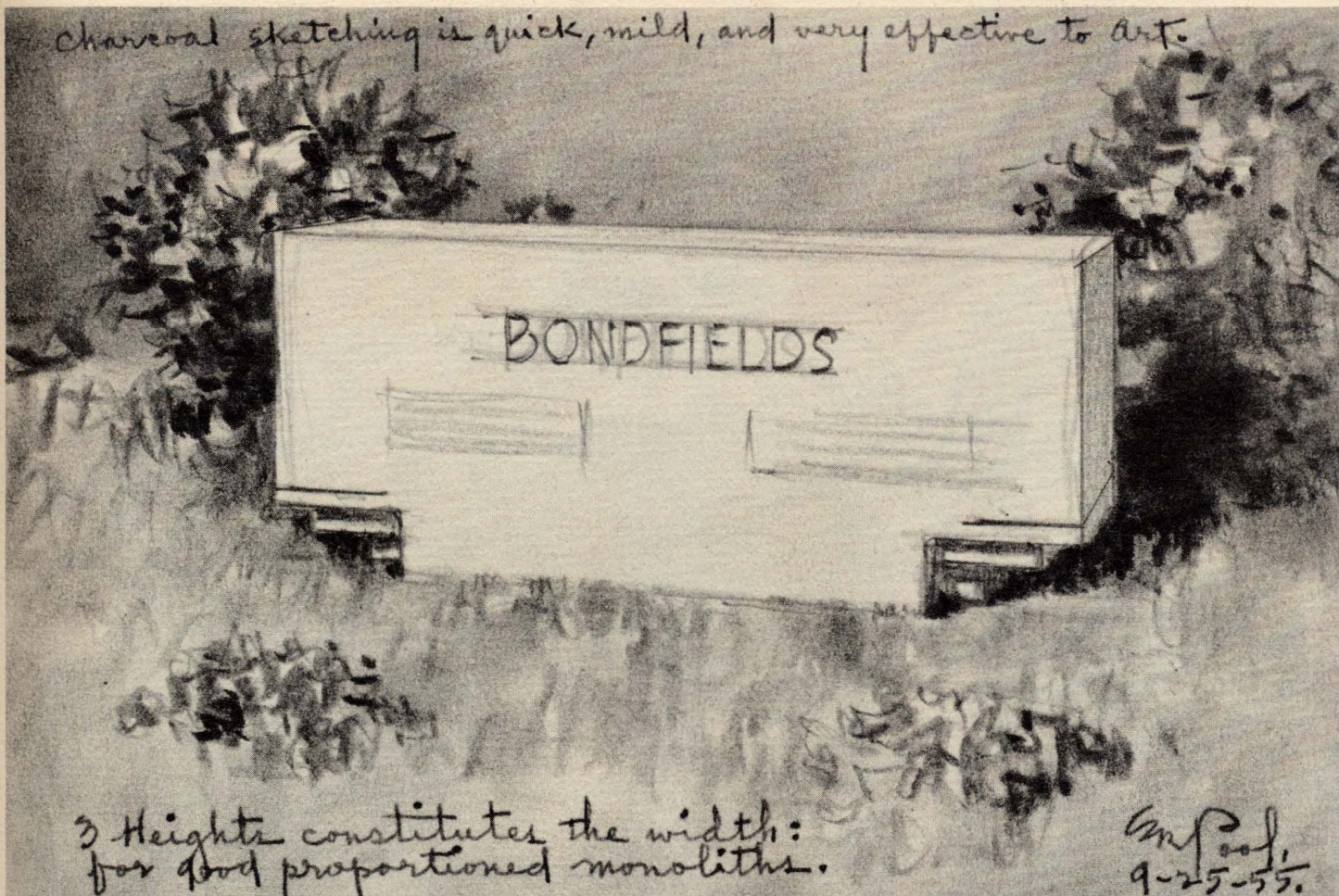
It seems that from Coast to Coast and Canada to New Orleans that an inconceivable amount of better designing is highly in demand presently, and positions well payed.

Original
Designs
Only
by S.R. Pool, Architect,
60 years experience.
S.R. Pool,
11-24-55.



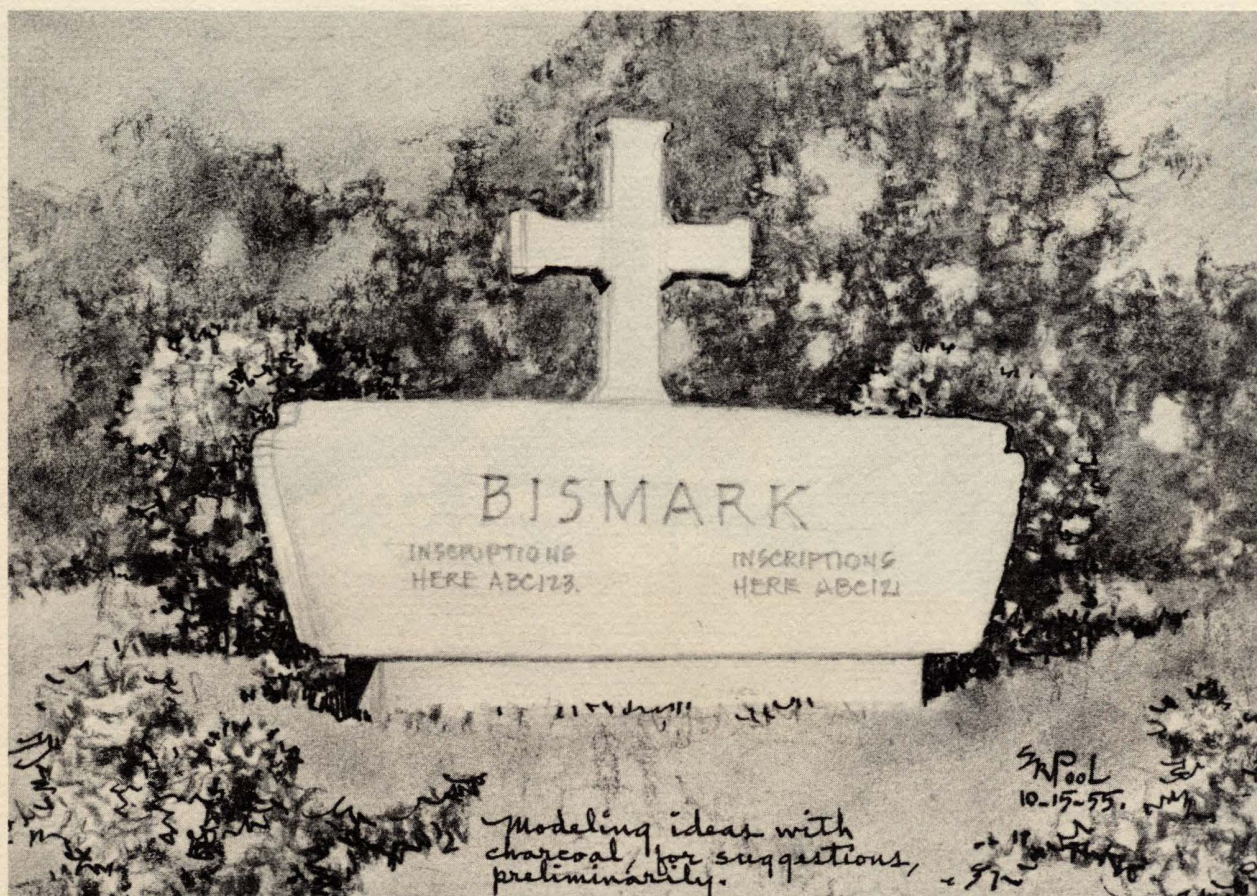
The finer the Artist the better the Salesman.
Often a poor design can be rendered to look good, and visa-versa.
Backgrounds play a very essential part to designing and selling an order worth while: even though cemetery regulations may forbid it. However-- designs can suggest them.
S.R. Pool.
11-25-55.

Charcoal sketching is quick, mild, and very effective to art.



3 Heights constitutes the width:
for good proportioned monoliths.

SR Pool,
9-25-55.



Modeling ideas with
charcoal for suggestions,
preliminarily.

SR Pool
10-15-55.

New ideas unless sensibly rendered will not make
sales. Only 'cubage designs' can sell otherwise.

SR Pool,
10-15-55.

A Merry Christmas
and a
Most Joyful New Year



Look Ahead in 1956

—for “FUTURAMIC” Memorials . . . Look to “BETTER BUILT”

(REG.)



BUTTURA & SONS

BARRE, VERMONT



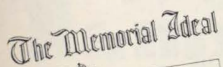
The Latest Editorial Feature *presented by Monumental News Review*



COMPILED FROM MONUMENTAL NEWS-REVIEW
Published by Harry A. Bliss, Inc.

ready for

Here is a distinctive sales aid. Its rich appearance is difficult to describe. The cover itself is made of Boltex Vinyl Plastic of Beige Color. The Cover Title is printed on Andorra Text Art Paper in two attractive shades of greenish blue grayed down. The cover Title is laminated and welded to the Boltex. Inside each cover is a gusset pocket for holding photographs, memoranda, and other sales material. The price for this invaluable aid to better selling is \$7.00 Postpaid. Orders will be shipped as they are received.



A Monument built of enduring granite or marble, symbolic in design and reverent in purpose, resting in surroundings of peace and beauty, a tribute of respect and honor to the dead, a constant source of inspiration to the living

BY PERMISSION OF AMERICAN MONUMENT ASS'N

The
MAUSOLEUM.

MAUSOLEUMS,
SEPULCHRAL SARC-
OPHAGI, LEDGER TOMBS
and COLUMBARIA.

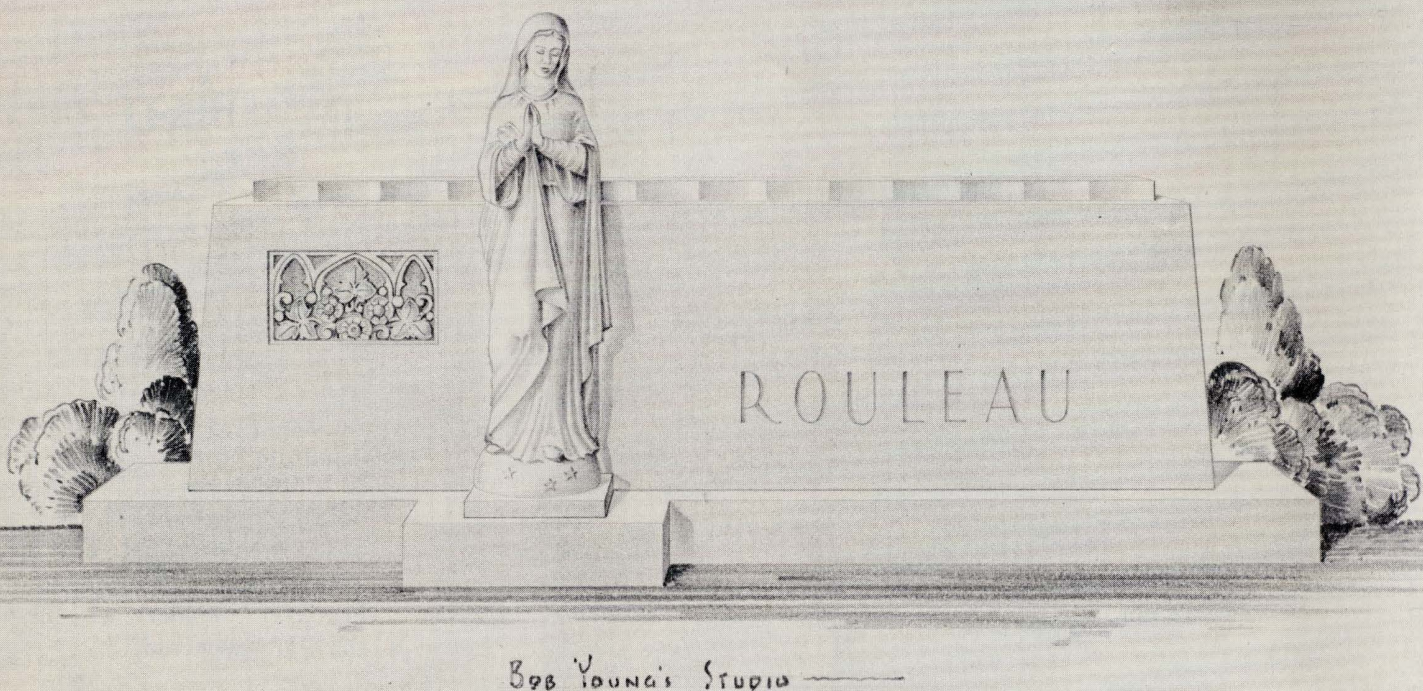


Modern Architecture in MAHMOUD DESH

[illegible]

from Monumental News Review

SAVE THIS MAGAZINE and DON'T MISS ANY FUTURE ISSUE.



MODERN DESIGN

The renaissance of interest in sculptured memorials is clearly shown in today's Catholic cemeteries. Particularly is this true of imported marble statuary. Unfortunately few of our commercial designers have given this matter the proper attention and we find too many pieces of nicely modeled and carved statuary on bases and tops of monuments that were never anticipated by the memorialist. In the Rouleau Design, Mr. Young offers a design suitable for a statue or urn of any material the prospect may select.

*by Bob Young's Studio
Barre, Vt.*



*Merry Christmas, Happy New Year
and the best of Good Wishes
to our friends throughout the Industry
from*

HARMONY BLUE GRANITE CO., INC.
ELBERTON, GA.



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BUYING FROM OUR
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The Baker & Taylor Co.
HILLSIDE, N. J.



*Advertising
in*

**MONUMENTAL
NEWS-REVIEW**

*Brings
Results!*



Material	Date ordered	Order No.
Draft of	Date rec'd
Sold to	Completed on Lot
Residence	Contract Price
Erected at	Salesman	Cost

Cost at Quarry	Monument	DIAGRAM
Markers	
Posts	
Vases	
Freight from Quarry	
Trucking from Station	FAMILY NAME AND INSCRIPTIONS
Family Name	
Inscriptions	
Sandblast carving	
Hand carving	
Cemetery permit	
Foundations	
Trucking to Cemetery	
Setting	
Cost of Design and Drawings	
Salesman's Commission	
Other Expense	
Overhead Cost	
Percentage of Profit	
Total Cost	

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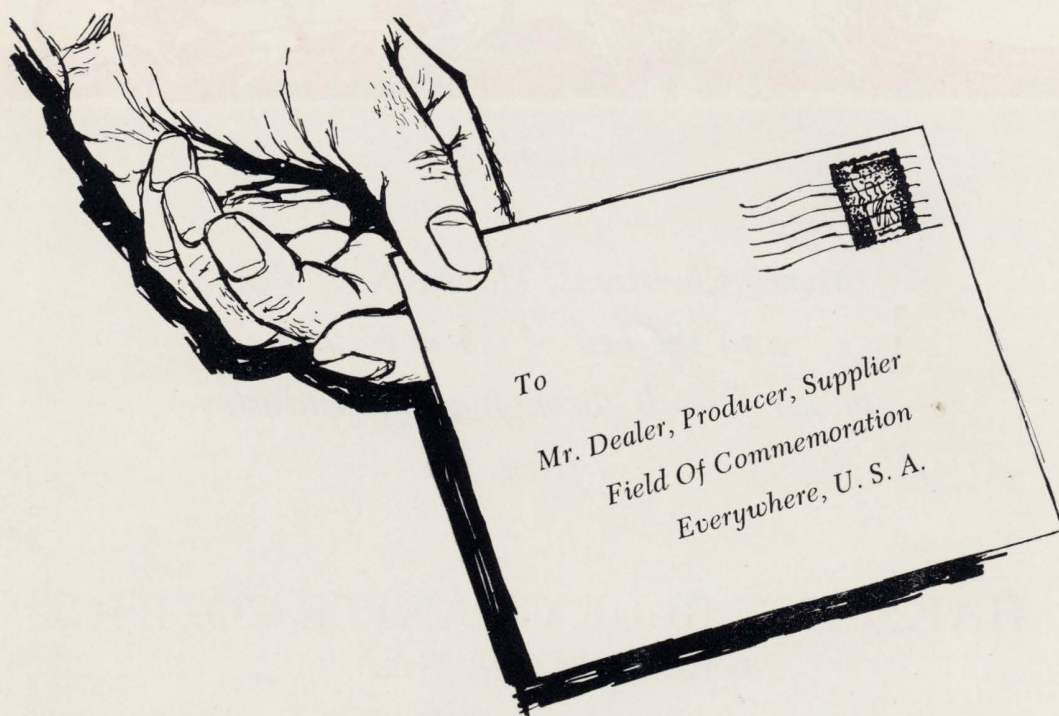
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— FASTER
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Send for prices, free samples.

DEPT. RM-8

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The New England Monument Dealers Association

Cordially invites you

To be present at its 19th Annual Convention

Hotel Kenmore, Boston, Mass.

January 22, 23, 24, 1956

Reception Sunday Night --- Good Fellowship

Meetings Monday and Tuesday --- Excellent Speakers

Banquet --- Unexcelled Cuisine, Sparkling Entertainment

Exhibits by Producers and Supply Men in Foyer

Early Bird Prize, \$100.00 War Bond — Any Time Prize \$100.00 War Bond

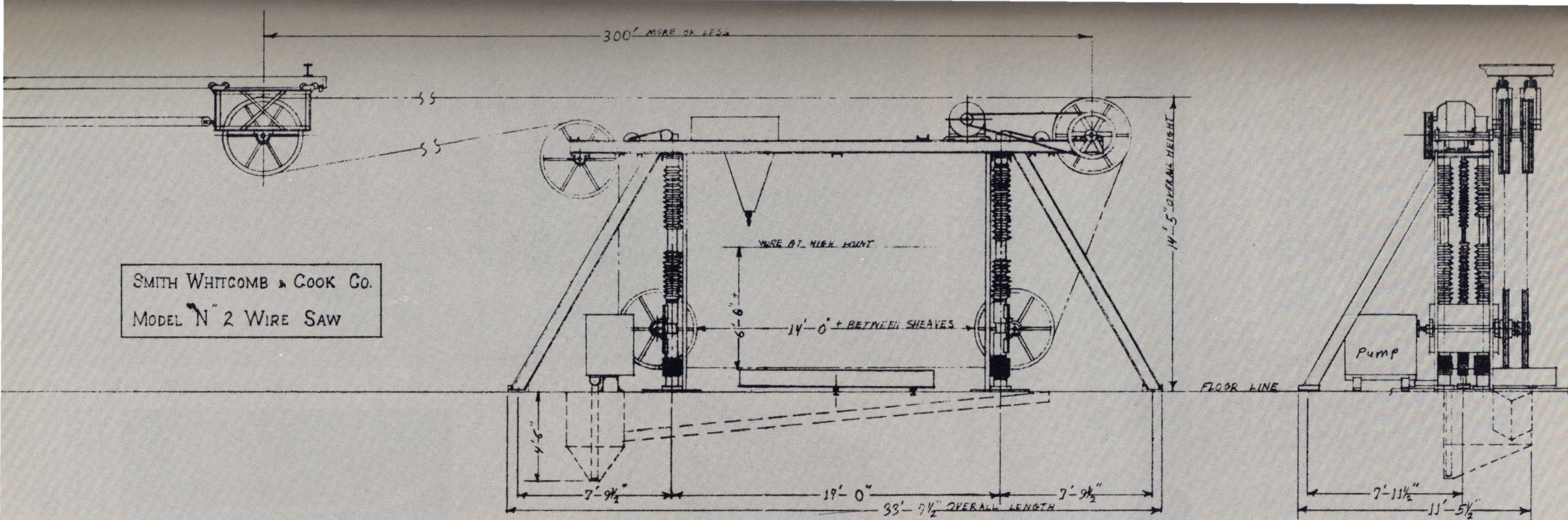
Other Fabulous prizes throughout the convention

COME EARLY — STAY LATE

KENMORE HOTEL

JANUARY 22 - 23 - 24

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S.W.&C. Co. Model "N" — Long 2 Wire Saw . . .

THIS model saw is designed to meet the requirements of the granite manufacturer who wishes to do his own block sawing, in addition to finish sawing on monuments, mausoleums and building work. It is equipped throughout with two groove rubber lined aluminum sheaves. This permits sawing 3 thicknesses without moving the sheaves, merely snapping the wire from one groove to another. The machine is also equipped with a quick hand wheel adjustment for sawing other thicknesses within the limits of the saw. Several customers have reported that a Model "N" 2 Wire Saw gives them more production than some of the old type shot gang saws.

For additional Information write

S MITH, WHITCOMB & COOK COMPANY
 MANUFACTURERS of Stone Working Machinery
 BARRE, VERMONT

SINCE
 1833

MONUMENTS MAKE NEWS in THE NATION'S PRESS



ADDRESS AT EXEDRA. Arnold D. Greene, Southside High School principal, spoke this morning at Veterans' Day rites at Wisner Park. Drawn up in ranks along the approach to the Exedra are representatives of numerous Elmira and Chemung County veterans' organizations.

War Dead Honored at Exedra; Speaker Cites U.S. Heritage

Prayers for peace, a solemn tribute to deceased heroes and a growing pile of red roses were the first of the ceremonies. These made up today's observance of Veterans' Day at a spot sacred to the memory of men called upon to die in the uniform of their country—the Wisner Park, Exedra.

The day was crisp, much like the day 27 years ago when World War I ended at the 11th hour of the 11th day of the 11th month. Today's Exedra program opened with "America" sounding from the chimes of The Park Church and prayer by the Rev. John F. Stearns, the church's pastor.

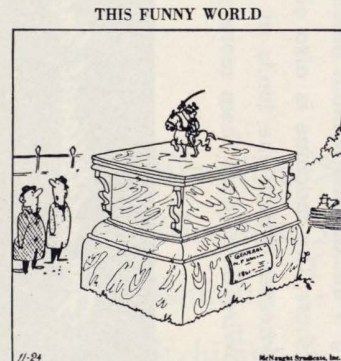
Ruben Simon, commander of the Chemung County Veterans Council, who presided at the brief ceremony, said that "we solemnly dedicate ourselves to the memory of the dead in all our wars and Korea. We also dedicate ourselves to the principles on which are based the ideals of all our veterans' organizations, and secondly that our dead be not forgotten."

Greene Speaks
The principal speaker, Arnold D. Greene, principal of Southside High School, spoke on the American heritage as a "freedom such as no other people have ever known, freedom fought for and established by Americans over 150 years."

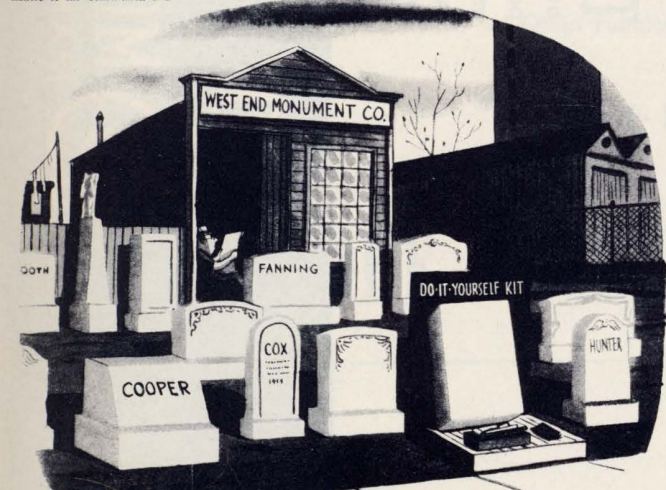
This freedom, he said, includes the freedom of religion, press, speech, protection of life and liberty and property. "That," he said, "is our Bill of Rights." "We have also a 'Bill of Duties'—duties to maintain and defend these basic freedoms established by our forefathers. We have a blessed country, we go and come as we wish, we have an unmatched opportunity for education. Within our borders is more than one-half of the industrial capacity of the world. We have enough to feed starving millions and still provide three square meals a day for ourselves."

"Do we really and truly appreciate this heritage that has been fought for and won for us by great sacrifices of our loved ones? . . . Perhaps we could be a little more expressive about our feelings toward our great heritage."

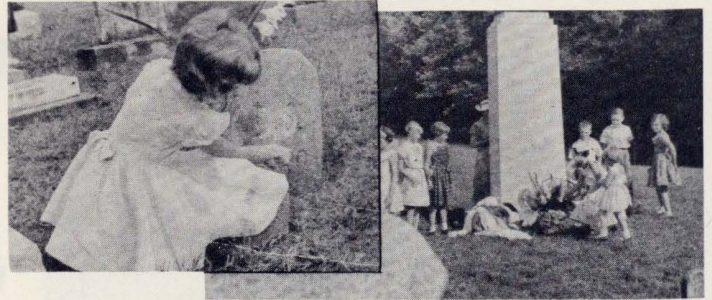
"Americanism has always been synonymous with Godliness. Our forefathers prayed as they existed. The first settlers dropped to their knees and thanked God as they landed on our shores. Our settlers of the West carried a Bible, an axe and a rifle. Our makers of the Constitution and



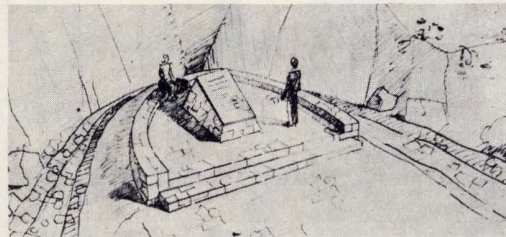
"After the base was made, they found they were running out of money."



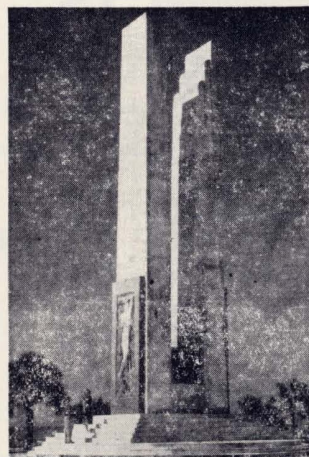
Carol Sue Stiles points to a rough boulder that up till now had been the marker on Stiles's grave. Many of his descendants are in Nelson County.



The granite memorial erected to the memory of David Stiles who in 1809 settled in Nelson County. The memorial is on the grounds of the Union Band Baptist Church.



IRAN SEEKS TO HONOR AN OKLAHOMAN with this memorial to the first administrator of the Point Four program. It is to be built on the spot where Dr. and Mrs. Henry G. Bennett died in a plane crash on Christmas Eve of 1951, northeast of Tehran during a snowstorm. Iranians have contributed \$300 to the monument and need \$1,000 more. The Daily Oklahoman has started a fund with \$50. Oklahomans wishing to aid the Iran Bennett Memorial Fund, may send contributions to The Oklahoman Publishing Co., 500 N. Broadway.



HALL-TRUJILLO MONUMENT, a memorial to friendship, stands in Ciudad Trujillo, capital of the Dominican Republic. It commemorates U.S. control of the Caribbean island's customs that prevailed from 1924 to 1940. The Republic is within easy reach of the United States by Pan American World Airways.



The Douglas Tomb

Chicago's Oldest Sculptured Monument



FROM the top of a 104-foot column, a 9-foot 9-inch statue of Stephen A. Douglas overlooks the tracks of the Illinois Central railroad, which the gifted son of Illinois helped to organize.

The base of the monument, in the center of Stephen A. Douglas Monument park at 35th st., contains the Douglas sarcophagus.

The State of Illinois acquired the site in 1865 as a gift from the statesman's wife. The monument, designed by Leonard Volk, was erected in 1878.

According to Glen D. Palmer, director of the state conservation department, improvements costing \$23,000 will be made to the fence and custodian's house (right).

The Little Giant, as he was nicknamed, was a famous orator, a senator from Illinois and Abraham Lincoln's chief rival for the presidency in 1860.



CONVENTION NEWS

WINTER MEETING DATES

Monument Builders of Southeast

Location Not Selected

Date Undecided

Monument Builders of Illinois

Abraham Lincoln

Springfield, Ill.

January 5, 1956

Tri-State Monument Builders

Hotel Denis

Atlantic City, N. J.

January 8-9-10, 1956

M.B.A.'s Golden Anniversary—Convention and Annual

Convention of M.I.A., A.M.A.

Hotel New Yorker

New York City

January 15-18, 1956

New England Monument Dealers Association

Hotel Kenmore

Boston, Mass.

January 22-23-24, 1956

New York State Monument Builders Association

Hotel Powers

Rochester, N. Y.

January 27-28, 1956

Monument Builders of Iowa

Hotel Kirkwood

Des Moines, Iowa

February 6-7, 1956

Monument Builders of Wisconsin

Plankinton House

Milwaukee, Wis.

February 10, 1956

Monument Builders of Missouri

Location Not Selected

February 13-14, 1956

Monument Builders of Northwest

St. Cloud Hotel

St. Cloud, Minn.

February 16-17, 1956

Monument Builders of Nebraska

Yancy Hotel

Grand Island, Nebr.

February 20-21, 1956

Monument Builders of Colorado

Albany Hotel

Denver, Colo.

February 23-24, 1956

Monument Builders of Indiana

Hotel Washington

Indianapolis, Ind.

February 27, 1956

GOLDEN ANNIVERSARY OF THE MONUMENT BUILDERS OF AMERICA, INC.

—Reprinted from M. B. News

Fifty years is a long time, as human life is measured. It covers the working life of a large proportion of industrial or professional workers in this country, even with our increasing life expectancy. When that milestone is reached, in matrimony, in individual working careers, or in organized business units, we Americans like to celebrate the event as significant of progress, as a just reason for pride in achievement, and a proper occasion for mutual congratulation. It is especially significant when a purely voluntary membership organization of free, competitive, individualistic business men can boast of fifty years of continuous, mutually beneficial, and effective group activity. The Monument Builders of America, the national trade association of retail monument dealers, reaches its half-century mark in August, 1955; and will celebrate its achievements over these years in a Golden Anniversary Convention to be held January 15th to 18th, 1956, in the Hotel New Yorker, New York City.

Complete and exact details of the formation of the association, and of the first fifteen years of its operations are not readily available in national headquarters; but there are many stories of those early days in the monthly publications put out by the national headquarters beginning in May, 1920. There are some variations as to the dates of early events, and in the names or offices of the individuals present, in the several stories that have been preserved, but the sequence of events as condensed and summarized below may be interesting to our newer members; and we hope the "old timers" will fill in or help us correct this history in order that true recognition may be given at the New York convention to those who created and developed this great trade organization.

Initial steps to form a national association of retail dealers in monuments were taken at a meeting and banquet held in Chicago, Illinois in August, 1905 attended by fifty-one retailers and monument salesmen from Illinois, Wisconsin, Indiana, Michigan, Iowa, Nebraska, Kansas, Kentucky and Vermont. Frank D. Black of Grand Rapids, Michigan, was credited as the father of the idea, and was assisted in putting it across by R. C. Haight, Madison, Wisconsin and Fred K. Irvine, Chicago.

The first "national convention" of the organization was held in the Great Northern Hotel in Chicago on August 4, 5 and 6, 1906, with 65 dealers, press representatives, wholesalers and producers' salesmen in attendance.

This date should properly be taken as the "birthday" of the National Retail Monument Dealers Association of America, Inc., as the name, constitution and by-laws were first approved then by the charter members, and the first duly elected national officers took office at that time. The Harsha Monument Co. of Hillsboro, Ohio, recently sent to *MB News* a printed pamphlet containing this first constitution, showing on its title page: "Organized in the City of Chicago September 4, 5, 6, 1906, and carrying the slogan *Cooperation is better than Competition.*" The object and purpose of the association was stated to be: "to afford aid and protection to the members thereof as an assembly of merchants and businessmen and to secure the cooperation amongst the retail monument dealers

[Continued on next page]

of America in protecting the general welfare of the trade; to guard their common interests as affected by Federal Legislation; to protect said members against oppressive, arbitrary, or unjust administration of Tariff Laws, and against arbitrary and unjust discrimination in freight rates and classifications; to further the passage of laws for the protection of trade-mark; to gather and disseminate practical and useful information relating to the stone trade in all its branches, and to foster harmony and good will between wholesalers and retailers."

For fifteen years, these pioneers in trade organization struggled, fought and wrestled with all sorts of problems, gradually increasing the membership, with annual dues of only \$5.00. All of the officers served without pay, and were elected at the annual conventions from its membership. Exhibits of the producers at these conventions were developed and managed by groups of dealers in the cities in which the conventions were held, with varying degrees of success and cooperation from the exhibitors. During this period the national officers established many of the services to members that have continued to this day: fighting for lower and more equitable freight rates, auditing freight bills, help in meeting the menaces of poorly built community mausoleums and no-monument cemeteries. As the membership increased, the volume of work grew beyond the limit of accomplishment by part-time officers donating their time out of their own private business interests. After three years of "agitation and preparation," the national convention at Columbus, Ohio, voted to increase the dues from \$5.00 annually to \$5.00 to \$25.00 according to volume of business, and the Executive Committee was authorized to employ a full time secretary. This led to the employment of T. E. Cassidy of Kenton, Ohio, as "national organizer," establishment of a national, full time office in Kenton, and the publication of the first membership magazine. All these three innovations started operations in May, 1920. The official name of the trade group was then the "National Retail Monument Dealers Association, Inc.," and the monthly publication was named the *Memorial Crafts News*.

In September, 1921, the name of the Association was changed, by unanimous vote of the convention at St. Paul that year, to "Memorial Craftsmen of America, Inc." not only to shorten the title but to "give us added prestige in the eyes of the purchasing public and elevate our business in their minds." *Memorial Crafts News* continued under the same name until publication was suspended in 1933.

According to a story Mr. Cassidy wrote in the *Memorial Crafts News* in May 1926, he took over his duties facing a debt of \$1,800.00, with only \$57.00 in the bank. He was a young man of 33 years then, and he must have had a lot of courage and gumption, for his report to the 1921 convention showed an association annual income of over \$16,000.00 and over \$5,000.00 cash balance at end of the year.

On March 20, 1922 the national headquarters was moved to the Transportation Building, at 608 S. Dearborn St., Chicago, Ill. At the National Convention held in Springfield, Mass., that year the by-laws were revised and a new, copyrighted trade mark design was adopted: "Memorials Perpetuate Memory" in a circular emblem surrounding a picture of an Egyptian Pyramid. Incidentally, the year 1922 also brought the present Executive Vice President of M.B.A., Archie L. Green, into his first office as secretary-treasurer of the North-

west Iowa Memorial Art Club, organized at Sioux City that year.

Space does not permit a full recitation of the ups and downs of the organization over all these intervening years, but this Golden Anniversary Convention would be a proper occasion to honor those who started this fine trade organization and kept it going through those early experimental periods. We would like to set up a roster at this coming Convention, showing the names of all living dealers who participated in the work of the Association, as officers or as members, so that proper recognition can be given to our own "veterans" of twenty-five or more years' service.

GRAND RECEPTION AT GOLDEN ANNIVERSARY TO BE NEW YORK CITY STYLE

The reception at the Golden Anniversary convention on Sunday evening January 15 will be a spectacular affair and one to be remembered, according to advance reports. A recent news release, outlined the program as follows:

"The reception committee composed of Brooklyn and New York City industry members and the New York State Monument Builders Association, will be on hand to greet you and serve your every need. Under the co-chairmanship of Vito Martinelli and Newell Presbrey, this committee of experienced conventioners has arranged a most interesting and delightful entertainment which will begin at 7:30 p.m. in the North Ballroom of the Hotel New Yorker. The ballroom will be especially decorated for the occasion. The delightful Hawaiian band of four will furnish music and they will be accompanied by a beautiful Hawaiian girl who will sing and entertain the guests with many special novelty numbers.

"Rum punch, potato chips, pretzels, etc., will be of sufficient quantity to satisfy the appetites of all attending."

The entertainment committee consists of the following members: Vito A. Martinelli, and Newell Presbrey, co-chairmen; Thomas G. Cardo, Benjamin Woehlgemuth, Michael Sperandeo, Leo Raiken, Anthony Knoetgen, Erwin Lipstadt, Anthony Gasparello, Harry Burack, Henry Benisch.

M.B. PRESIDENTS—1906-1955

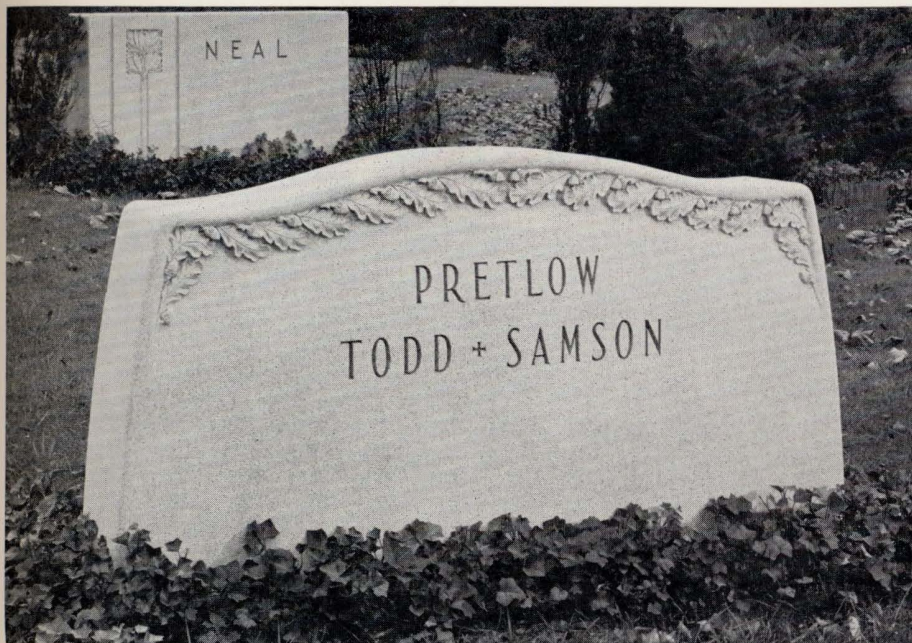
Release from M.B.A.

Thirty-nine men have helped build the M.B.A. as we know it today. At this, the half-century mark, most of these men would have agreed with John D. Rockefeller, Sr. that "the first hundred years are the hardest."

An association of men whose principal interest is the sentiment of remembrance, the perpetuation of a recognition of man's individuality, and his service to his fellow men, should themselves offer recognition to members who have given their time and their energy to the perpetuation of their own trade association.

This Golden Anniversary year is an appropriate time to recall the names of the men who have been honored by their contemporaries by having been elected to lead the association in its activities and act as its spokesman. Only those who

[Continued on Page 65]



We manufactured the Neal and Pretlow-Todd-Samson memorials (Guardian Memorial designs, copyrighted by Jones Bros. Co., Inc. —erected in Homewood Cemetery, Pittsburgh, Pa.) for former M.B.A. President, C. Douglas Cushman, proprietor of Campbell-Horigan, Pittsburgh, Pa. The excellence of these memorials is typical of the high standards of design and craftsmanship which this well known firm always insists upon,—an excellence which is to be found in every Guardian Memorial by Jones Brothers.

For more information about these EXCLUSIVE GUARDIAN sales helps, see your local GUARDIAN MEMORIAL Salesman or contact us at the New York Convention.

GUARDIAN MEMORIAL EXCLUSIVES

• EXCLUSIVE

Insured Time-Payment Plan.

This is the only nationally operated plan in the monument industry. Available to GUARDIAN MEMORIAL Dealers from coast to coast.

• EXCLUSIVE

GUARDIAN MEMORIAL Tribute Design Series.

The only full-color design book offering a wide variety of copyrighted designs with comprehensive description of the symbolism of the monument. A monument salesman needs no other sales tool than this to sell monuments.

• EXCLUSIVE

GUARDIAN MEMORIAL Library Design Series.

The most effective sales tool yet devised for selling finer memorials.

• EXCLUSIVE

Complete mausoleum service.

GUARDIAN MEMORIAL Dealer provides the prospect and we do all the rest — design the building — help the dealer sell it — produce the granite in our own quarries — fabricate all granite in our own plants — provide all materials — and erect the building with our own personnel.

GUARDIAN MEMORIALS



of Everlasting Beauty

JONES BROTHERS COMPANY
B A R R E , V E R M O N T

ESTABLISHED 1882

SPECIAL ENTERTAINMENT FOR THE LADIES AT THE GOLDEN ANNIVERSARY CONVENTION

M.B.A.'s first lady, Mrs. H. H. Fredrickson, acting as Chairman of the Committee arranging the program for the ladies at the National Convention, promises some very interesting and unusual entertainment for the fairer sex during their visit to New York.

A new and interesting feature will be a room designated as "Headquarters for the Ladies." Parlor C on the 4th floor of the Hotel New Yorker will be reserved especially for this purpose.

A professional hostess will be ready at all times to assist the ladies in planning trips and to answer questions about New York City, where to shop, how to get there and a thousand and one other questions a conventioneer would like to have answered.

Coffee will be served Monday and Tuesday morning at

10 a.m.

Tickets for TV and radio shows, United Nations Building, Chrysler Building, and other points of interest can be obtained here.

Ladies—Parlor C, 4th floor is your parlor during the Golden Anniversary Convention.

TO A SPINSTER

In Bath Abbey the following epitaph may be found:

"Here lies Anne Mann: She lived an Old maid and died an old Mann."

CHISELED CHUCKLES

by Charles V. Mathis

A sentimental widow ordered a marker inscribed, "Gone Home," on a pair of hands pointing upward. The stone cutter's mistake pointed them down.



WHEN SHOULD YOU AMEND YOUR INCOME TAX ESTIMATE?

By

HAROLD J. ASHE
Beaumont, Calif.

One of the least understood aspects of income taxation revolves around Form 1040-ES, the "Declaration of Estimated Income Tax." A monument dealer must file an income tax estimate. However, what is not so generally understood is that, under certain conditions, a dealer may file an amended estimate. Under other circumstances he is required to do so.

If changing circumstances point to the need to amend a tax estimate failure to do so will result in either one of two unhappy results. A dealer will either:

(a) overpay in the aggregate of his quarterly tax payments, being obliged to wait for a refund for a considerable period of time after filing his annual tax return, even though he may need these funds now; or

(b) underpay the amount due the government in quarterly installments, resulting in a substantial additional amount being payable at filing date and, very likely, with a penalty being assessed.

Income tax regulations provide that an amended tax estimate may be filed on or before each quarterly payment date. As late as January 15, 1956, a dealer on a calendar-year basis can file an amended estimate reflecting changes which have occurred since filing the original 1955 tax estimate. If his original estimate was too high, his first three quarterly payments may be enough to cover the amended tax estimate, resulting in no further payment on the estimated tax. Or, if there has been a drastic change, an amended estimate may be filed on September 15 ending payments with only two quarterly installments which total the amount of the amended tax estimate. On the other hand, if the initial tax estimate sharply understates his tax bill, January 15 is a dealer's last opportunity to escape a possible penalty. Waiting until April 15 and the filing of the tax return to make up the deficiency is too late. The foregoing applies equally to dealers reporting on a fiscal-year basis, keyed to their third and fourth quarterly payment dates.

Even though a dealer in the past has not been penalized for underpayment on his tax estimate a penalty may now be assessed. The Internal Revenue Service is becoming more critical of taxpayers who attempt to pay the bulk of their tax bill at time of filing their annual return. Final returns will be checked against earlier estimates and payments.

Factors Increasing Tax Estimates

There are many circumstances and events which may warrant amending upward a dealer's tax estimate. Some of these relate to his business while others no less important are non-business in character. Here are some of the principal ones which may alter upward the initial estimate.

Increase in net earnings. If the business is growing, and

expenses are not mounting disproportionately, net earnings by year-end may be substantially greater than anticipated at the beginning of the year. Expenses may even be less than anticipated. Example: dropping for the first time certain depreciation charges because such items are now written off.

Increase in non-business income. Returns from investments, rentals and other income sources may be greater than anticipated. Here too loss of a depreciation charge, such as on an aging rental property, may sharply increase income subject to tax.

Capital gains. If capital assets have been disposed of at a gain subsequent to filing the initial estimate there will be an additional tax at capital gain rates.

Divorce. For a dealer in upper tax brackets loss of the split-income provision of the law, as well as an exemption, may sharply increase his tax bill. Marital status at year-end is the determining factor.

Loss of dependent. At the beginning of the year a dealer may have a dependent who is calculated in the initial estimate. However, if this person ceases to qualify as a dependent by the various tests and rules, a dealer's tax bill will rise \$120 in the lowest bracket of income.

Decline in estimated personal deductions. At time of making the initial estimate a dealer may assume that his deductions for contributions, taxes, interest and medical expenses will exceed the standard allowance. Later he finds these are less than anticipated and, perhaps, that the standard deduction will be more advantageous. If the initially calculated deductions are considerably greater than the standard deduction, his tax bill will be increased substantially.

Factors Decreasing Tax Estimates

On the other hand, a dealer may experience a year of business adversity and personal misfortune, or even happy events, which alter his income tax obligations.

Decrease in net earnings. The net earnings may decline for a variety of reasons. Expenses may mount without an increase in gross receipts; or receipts may decline, even more sharply compressing net earnings. Whatever the case, a dealer's initial estimate may far overstate his tax obligations for the year.

Decrease in non-business income. A decline in non-business income likewise will reduce a tax bill and, if sharp, warrant an amended tax estimate if such decrease is not offset by an increase in business earnings.

Capital losses. Capital losses, if substantial should be taken into consideration in determining whether an amended estimate should be filed.

Marriage. A dealer's marriage during the year will give him

[Continued on Page 66]

30 YEARS of Cutting Experience . . .

30 YEARS of Cut-Off Wheel Manufacture

**Here's why DI-MET Segmented
Wheels are packed with VALUE!**

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.

DI-MET combines rugged strength, fast cutting and exceedingly long, economical life. In addition, you can select the exact wheel best suited to your cutting needs from the widest range of bond variations available to the industry!

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M.B. PRESIDENTS . . .

Continued from Page 62]

have served in this capacity can fully realize the sacrifices such service entails, but all of us can be grateful to them, and be thankful for their willingness to serve the group.

Thirty-nine men have served as president of the national association of retail monument dealers. Although the term of office has been for only one year, nine have been reelected or

have held over for one or more additional years when the annual membership elections could not be held during the two wars or when the time of the annual election was changed.

In nearly every case, election to the presidency has been the culmination of many years of prior service as a director of the association. It is therefore fitting and proper that the Fiftieth Anniversary of this organization should include some significant memorialization of their unselfish service.

PRESIDENTS

MEMORIAL CRAFTSMEN OF AMERICA, INC., AND MONUMENT BUILDERS OF AMERICA, INC.

- | | | |
|---|---|--|
| 1906—T. M. Avery, Chicago, Ill. | 1924—John R. Golden, Des Moines, Iowa | 1941—R. N. Milligan, Lawrenceville, Ill. |
| 1907—Fred M. Schlimgen, Madison, Wis. | 1925—E. E. Rich, Cleveland, Ohio | 1942-1943—Fabian Monfils, Kenosha, Wis. |
| 1908—Ross C. Adams, Lexington, Ky. | 1926—R. A. Yunker, Lansing, Mich. | 1944-1945—C. P. Reynolds, Toledo, Ohio |
| 1909—J. H. Merkle, Peoria, Ill. | 1927—Robert H. Warner, Raleigh, N. C. | 1946—Leonard H. Braun, Lansing, Mich. |
| 1910—E. A. McColly, Latrobe, Pa. | 1928—R. L. Belknap, Pittsburgh, Pa. | 1947—W. O. Copeland, Suffern, N. Y. |
| 1911-1912—F. R. Stewart, Mannington, W. Va. | 1929—Robert L. Morris, Memphis, Tenn. | 1948—A. D. Olson, Duluth, Minn. |
| 1913—O. J. Hammell, Pleasantville, N. J. | 1930—John M. Gessler, Philadelphia, Pa. | 1949—Harry C. Schwartz, Lebanon, Ohio |
| 1914—George E. Wemhoff, Decatur, Ind. | 1931—John H. Lloyd, Toledo, Ohio | 1950—Gus J. Reinke, Oshkosh, Wis. |
| 1915—C. B. Holden, Cherokee, Ia. | 1932—T. O. Collier, Plainview, Tex. | 1951-1952—Hoyt S. Holton, Toledo, Ohio |
| 1916-1918—J. M. Marsteller, Roanoke, Va. | 1933—E. T. Des Jardins, Lapeer, Mich. | 1953—L. C. Henley, Montgomery, Ala. |
| 1919—Carl Price, Kenton, Ohio | 1934-1936—Lucian Schlimgen, Madison, Wis. | 1954—C. Douglas Cushman, Pittsburgh, Pa. |
| 1920-1921—H. C. Hefner, Denver, Colo. | 1937-1938—Paul Stevenson, Moberly, Mo. | 1955—Hans H. Fredrickson, Detroit, Mich. |
| 1922—G. W. Colwell, Pittsburgh, Pa. | 1939-1940—Chester P. Smith, Findlay, Ohio | |



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ITALIAN MARBLE
STATUARY
VASES
MONUMENTS

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J. V. EBERLY & CO.
ZANESVILLE, OHIO

HAROLD J. ASHE . . .

Continued from Page 64]

the benefit of the split-income provision of the law. If his income is substantial, a material tax saving may result. He should not wait until filing his income tax return to get this tax benefit. However, in making an amended estimate he must take into account any income his wife had prior to the marriage during the year or any she may have after the marriage, but adjusted to take into account any tax withheld from or paid by her on her own initial estimate.

Acquisition of a dependent. Acquiring a dependent during the year may result in an additional exemption subject, of course, to the appropriate rules and qualifications. Each must be tested against the rules applying to the particular category of dependent. In the case of offspring born during the year, a child may be born on the last day of the year and still qualify as a \$600 exemption.

Additional age or blind exemption. Many dealers becoming 65 during the year fail to take this into account at time of making their estimate. Each taxpayer and his spouse is entitled to an additional exemption upon reaching 65. The same is true if either becomes blind as medically defined.

Increase in estimated personal deductions. A dealer at the beginning of the year may assume that his personal deductions will not total as much as that allowed by the standard deduction. His tax estimate may be based on the standard deduction. However, before year-end he may incur excessive medical and hospital expenses and, perhaps, sustain heavy losses from storm, fire, flood or other casualty not recovered through insur-

[Continued on Page 68]

COLUMBUS STATUE FOR CHESTER —ALMOST

Chester, Pa., Sept. 14—Christopher Columbus was on his way back to Naples today, and Italian-American residents here were only faintly hopeful that he'd be back in time for the Oct. 12 celebration in his honor.

Columbus, actually a six foot bronze statue, was a victim of the New York waterfront strike. He couldn't leave his ship.

The Columbus Day celebration was to be marked by the unveiling of the statue of a kneeling Columbus. Italian-American residents here collected \$10,000 for it. It was cast in Naples, and arrived in New York aboard the S. S. Saturnia.

Placido A. DeFuria, president of the Columbus Memorial Association, went to New York with other Chester residents to pick up the statue. They were told it could not be unloaded because of the dock strike.

The Saturnia sailed Tuesday with the statue still aboard. It isn't due back until Oct. 10, which is drawing things a bit fine for the unveiling.

MEMORIALIST AS BIG BROTHER

Election of Henry J. Benisch as chairman of the Board of Trustees of the Big Brother Movement of Greater New York has been announced.

Mr. Benisch, of the firm of Benisch Brothers, Brooklyn, N. Y., dealers in monuments and mausoleums, has been in the Big Brother movement since 1947.

Other officers elected were Lewis C. Murdock, Albert T. Maurice and Fred C. Hulbert, Vice Chairmen; Russell F. Burch, Secretary; Sherman Gray, Treasurer; and Earle S. Thompson, Chairman of the Finance Committee.

HISTORICAL MONUMENT

Honoring the memories of Abraham Lincoln and Grannville M. Dodge in making Council Bluffs, Ia., a focal point of the first trans-continental railroad, Walnut Hills and Cedar Lawn Cemeteries at Council Bluffs unveiled and dedicated a new historical Monument. The Memorial is in the Oaklawn Section of Cedar Lawn, located on the Grand Army of the Republic Highway U. S. 6. Military personnel participated in the flag raising.

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Include bronze in the products you sell! Memorial Parks do not permit monuments, and many cemeteries are setting apart areas where only bronze markers may be installed. When someone inquires about bronze, are you prepared to talk business, or do you have to pass it up? Chances are if they want a bronze marker they're not likely to buy a monument. So why not look into handling bronze as an additional line. It's easy business to get and very profitable, too. No inventory required. Write today for literature, prices and liberal discounts.



Above: No. 400 Bronze Marker, leaf design, rough edge border. Size 24" x 12".

Left: VC-3 Bronze Vase in open position. Lily design, pebbled collar.

Below: No. 580 Bronze Contour Marker with VC-3 Vase in closed position. Plain design, rough edge border, size 24" x 16".

Many designs and sizes are available. Lettering and ornamentation hand-chased and burnished.

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HAROLD J. ASHE . . .

Continued from Page 66]

ance. These extraordinary losses and expenses, coupled with taxes, contributions and interest may far exceed the amount of the standard deduction, warranting an amended tax estimate.

Acquisition of depreciable assets. During the year a dealer may acquire new machinery, equipment or vehicles. In this case the depreciation charge for whatever part of the year applies should be taken into account in determining the tax estimate. The same is true of income property, such as installation of a new heating plant or other improvement which must be depreciated over the useful life of the asset. This can reduce materially the originally anticipated net income from the property.

Dealers who complain of the difficulty if not near impossibility of estimating their year's income and tax bill with little more than a fourth of the year gone by should give more consideration to their right—and duty—to amend their tax estimate. Amendment of an estimate is the instrument with which the impossible becomes possible and the difficult is made relatively easy. Exercising this right or bowing to this obligation, as the case may be, may reduce quarterly tax payments or forestall tax penalties.

MONUMENT TO JEWISH VICTIMS

A granite monument in memory of Jews killed in Europe during the dozen years beginning in 1933 was unveiled in Forest Lawn Cemetery, Richmond, Va., on Nov. 6th.

The monument, erected by the New American Jewish Club, bears the names of 200 pogrom victims who were relatives of Richmond Jews.

"These are not mere names carved in stone," said Rabbi Ariel L. Goldberg. "They are part of us.

"We will remember them, not in a spirit of vengeance, but in a spirit of resolution—determination that we will fight and struggle for a brave new future."

Four feet high and 14 feet long, the monument is in the Emek Shalom plot of the cemetery. Flanked by a color guard from Jewish War Veterans, Post No. 155, the marker was unveiled by Ernest Metzger, chairman of the cemetery committee.

It was accepted by Ernst M. Gunzburg, president of the club, who noted "there is nothing greater our club could have done than honor our heroes and martyrs."

Other speakers were Representative J. Vaughan Gary, Vice-Mayor Phil J. Bagley, Jr., and David Arenstein, president of the Richmond Jewish Community Council.

STATUE IN JAPAN WILL RIVAL SPHINX

Tokyo—Construction of a gigantic stone statue the size of the Great Sphinx of Egypt began recently in southern Japan in honor of the founder of a large Buddhist sect.

The statue, costing about 300 million yen (\$833,333), will be a figure of St. Nichiren, founder of the sect which claims his name.

It will be 198 feet long and 42 feet high on a 360-foot long base. The Sphinx is 150 feet long, 70 high and has a face 14 feet wide.

Funds will be raised by the sect.

The statue, which will take five years to complete, is located on an island in the inland sea between the main home islands of Honshu and Shikoku.

Merry Christmas Folks!

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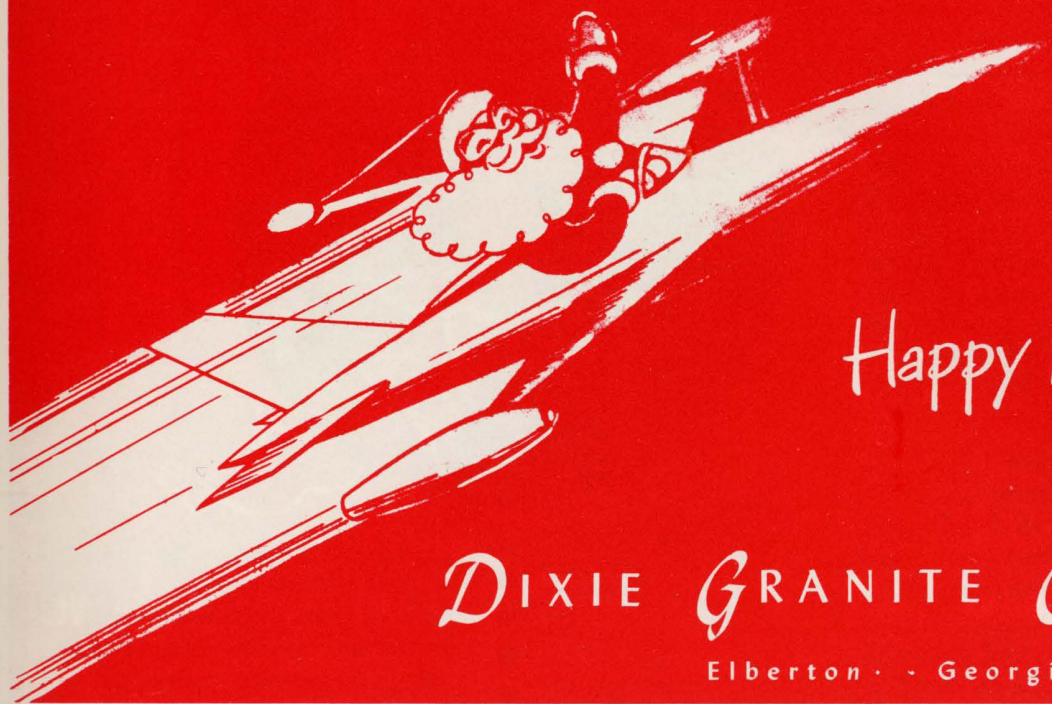
BARRE, VERMONT

SEASON'S GREETINGS

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BARRE, VERMONT

John Leppanen and Jules Chatot, Proprietors



Each new holiday season seems to bring a deeper meaning . . . to have an added significance. As we near the end of another year of service and pleasant business associations, with our sincere appreciation of your good will and confidence, we extend our "Greetings of the Season" to you. May your holidays be joyful and may you have continued success throughout the New Year.



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FELLOW DELEGATES YOU'LL MEET AT ANY CONVENTION

by Harold J. Ashe

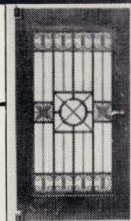
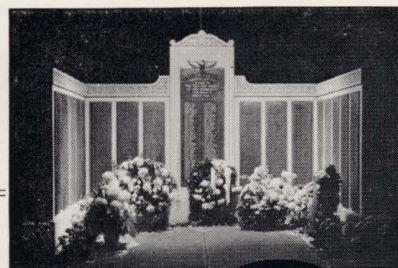
EDITOR'S NOTE: Below are Mr. Ashe's humorous observations on the various types of humanity to be found at all conventions. If you find yourself among them, you'd better take stock of yourself. But, as Mr. Ashe says in his closing paragraph, "without them conventions would be dull, indeed."

No matter how hard the program chairman and his committee members work to make a convention different from all others that have gone before, there is one ingredient that defies change. This is the human factor: the delegates. They are as unchanging as they are varied, paradoxical as this may sound. The first monument convention had its prototypes. These have been reproduced faithfully down to this day with only insignificant adaptations to changing times.

Consider just a few of these easily identifiable types which can be spotted at any association convention.

The parliamentarian. He's the despair of the presiding officer, arising hourly, on the hour, to a point of order. A staunch believer in correct procedure, he is more concerned with the form than the content of a convention. He is well meaning, devoted to his association and Roberts Rules of Order. He is one of the wheelhorses of the organization, pull-

[Continued on next page]



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throughout 1956

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BARRE, VERMONT

FELLOW DELEGATES . . .

Continued from Page 71]

ing more than his share of the load.

Obtuse Henry. Attends all sessions, listening attentively to every speech, resolution and debate. However, he has a rare faculty for missing the point. He repeatedly hits the floor to ask for clarification and restatement of the simplest proposals and plans.

Conservative Jarvis. He worries himself sick for fear the association will deplete its funds. For him, the highlight of the convention is the Treasurer's Report. He's usually the one who moves its adoption, but with mental reservations and grave misgivings. In his private life he personifies generosity. He's the first to reach for his wallet when the hat is being passed for an unfortunate brother.

Freeloading Frankie. He's the boy to consult on where and when to find the extracurricular activities. He's quite critical of the liquid refreshments, or lack thereof, furnished by the manufacturers and suppliers. Usually he shows a marked preference for a host whose wares he has never bought—and doesn't intend to.

Faultfinding Philo. The convention has yet to be held that will please him. He has an uncanny ability to spot where the arrangements of program committee goofed. He's not backward in telling anyone who'll listen. "Now, if I'd been doing it. . . ."

The Elder Statesman. He's a charter member, has held office and never missed a convention. He knows everyone. He's generous in his praise for the guiding spirits and, charitably, is blind to the most glaring blunders.

The Holiday Season

IS HERE AND WE PAUSE TO EXTEND
GREETINGS AND EXPRESS OUR APPRECIATION
FOR YOUR FRIENDSHIP AND GOOD WILL
WITH BEST WISHES FOR A HAPPY
AND PROSPEROUS NEW YEAR

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Caucus Charley. He's not on any of the committees and isn't about to be. Nevertheless, he's always got a caucus going among his cronies. When the chairman gavels for silence, likely as not he is directing his efforts at Caucus Charley in the back of the hall.

On-the-town Harvey. He may register (a) early or (b) late, but one thing is certain: he'll attend few sessions. This is the high point of the year for him. In three days he'll live it up for another twelve months. He is a firm believer in conventions.

Door-prize Johnny. He measures the success of the convention by the number of door prizes and other awards, and counts it a bust if he fails to get one. In the club car his favorite subject for endless discussion is "those jerks who expect to get something for nothing." On the job he works harder and longer hours than anyone else and is blithely unaware that for three days out of the year he recaptures his childhood and a blind faith in Santa Claus.

Sparkeplug Jerry. He holds no office but he is indispensable in running errands and doing the disagreeable but necessary jobs without which the convention would bog down. He rarely gets any recognition from the platform and when he does he's embarrassed speechless, becoming completely unraveled for the rest of the day.

Willy the Wolf. Someone's son-in-law at his first convention. He spends most of his time prowling the hotel corridors near the convention hall, tepidly oggling the girls and wondering if its true what "they" say about conventions. Nothing much happens, but oh boy! Wait until he gets back home and gives

[Continued on next page]

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FELLOW DELEGATES . . .

Continued from Page 73]

the boys an earful, with fictional embellishments.

Timid Jimmy. This is his first convention too but it won't be his last. He's the first in the hall for every session and the last to leave. He says nothing but listens to everything. He's no eager-beaver but he knows he has a lot to learn. What he doesn't know yet, because his crystal ball is fogged over, is that one of these years he'll be up on that platform, and with his youthful modesty still unimpaired.

Sound-and-Fury Joe. He's right at home on the convention floor, has a mind of his own and doesn't hesitate to speak it. He loves the gallery and plays to it, always producing a few belly laughs when the proceedings drag. Sometimes he startles delegates by cutting away the underbrush of confusion with surprising clarity, tersely set forth.

Pessimistic Pete. He's against everything, or so it seems. His opening gambit is always: "It's a good idea BUT. . . ." Then he proceeds to club the proposal to death by talking the delegates into a stupor. After this performance, he'll go back home and thump the tub for the association and give the hold-outs "what for" in blunt language.

Optimistic Oscar. He's nature's offset to Pete. If it can be done, he's for it; if it can't be done, he is ever more in favor of it. Often as not he's proved right though he's never very convincing with his reasons.

Anti-clique Andy. Nobody's going to put anything over on him, least of all the association officers. He's the self-appointed conscience and policeman of the convention with his suspicions centered on "that clique that runs things." Any proposal that has official blessing of the Board of Directors becomes, per se, suspect. However, he's a necessary gadfly keeping the officers and board members on their toes. If there weren't an Anti-clique Andy, one would have to be nominated from the floor.

The Big Operator. Strictly harmless, but likes to impress the other delegates, preferably strangers, with the size of his business, his cleverness and success. Actually, he's at the convention in a futile effort to escape his worries which he'll have to face up to upon his return home.

Yet, in spite of their personal idiosyncrasies and their differences, these delegates share one thing in common: their steadfast belief that their economic security and business well being depends upon the unity that comes only through association membership. In this, their loyalty and singleness of purpose is unshakable. Without these delegates, all of them, and without their convention and association, their business would be less desirable than it now is.

And, without the personal characteristics, the doubts and hopes, the energies and devotion that these delegates bring to their meetings, conventions indeed would be dull and futile ventures.

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...Ed O'Hagan, Manager

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H. B. "DOC" SHARER
Convention Speaker



SALES TRAINING SPECIALIST TO SPEAK AT NATIONAL CONVENTION

Visitors to the Golden Anniversary Convention held at the Hotel New Yorker in New York City, January 15-18, 1956 will have the privilege of hearing one of the outstanding sales training specialists, H. B. "Doc" Sharer. Doc Sharer was a retail salesman for several years having sold aluminum ware house to house.

He has launched merchandising programs for new products. Territory representative for a nationally known line of automobile batteries and became a tire salesman for the U. S. Rubber Company in 1937 and moved from that position to Assistant District Manager, then Manager of Passenger Tire Sales, and in 1943 was assigned to the Sales Training Department.

Since that time he has trained thousands of salesmen throughout the country in the technique of "productive salesmanship."

His busy schedule with the U. S. Rubber Company makes it very difficult to obtain him as a convention speaker and his services are in great demand by such industries as steel, insurance, jewelry, office equipment, farm equipment, hardware, advertising, automobile dealers, oil, aircraft and others. His services are also in demand as a guest speaker at annual sales meetings of large companies and industries.

Archie Green, Executive Vice-President of M.B.A. stated, "We are especially grateful to the U. S. Rubber Company who are furnishing Doc Sharer for our program and his subject will be 'What Makes a Star Salesman a Star.' This is one of many fine addresses you will hear at the national convention, any one of which will be worth your trip to the Golden Anniversary Convention."

EXECUTIVE COMMITTEE OF AMERICAN LEGION APPROVES CASH ALLOWANCE IN LIEU OF GOVERNMENT HEADSTONE

—Released from M.B.A.

The National Executive Committee of the American Legion in session at Indianapolis, November 17 to 19, 1955 passed a resolution re-confirming their approval of the Government's

[Continued on next page

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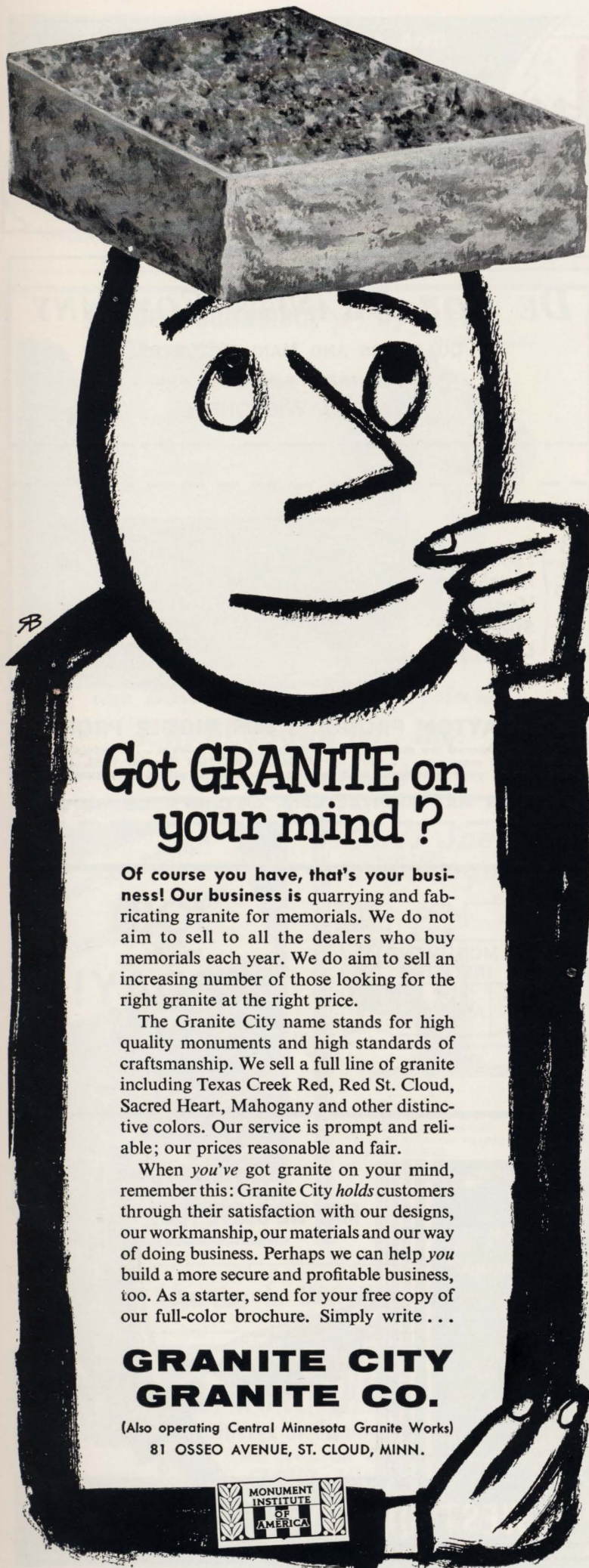
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The Granite City name stands for high quality monuments and high standards of craftsmanship. We sell a full line of granite including Texas Creek Red, Red St. Cloud, Sacred Heart, Mahogany and other distinctive colors. Our service is prompt and reliable; our prices reasonable and fair.

When you've got granite on your mind, remember this: Granite City holds customers through their satisfaction with our designs, our workmanship, our materials and our way of doing business. Perhaps we can help you build a more secure and profitable business, too. As a starter, send for your free copy of our full-color brochure. Simply write . . .

GRANITE CITY GRANITE CO.

(Also operating Central Minnesota Granite Works)
81 OSSEO AVENUE, ST. CLOUD, MINN.



AMERICAN LEGION APPROVES . . .

Continued from Page 75]

Marker Program and in that resolution included the following paragraph:

"FURTHER RESOLVED, that the next of kin may receive an option of a government headstone and/or marker or an allowance of an amount not to exceed the average amount currently being paid for a government headstone and/or marker providing further that rules and regulations be set up to assure proof of honorable service in the Armed Forces and that proper proof be submitted that there has been purchased and erected a headstone and/or marker for such person and, BE IT FURTHER RESOLVED, that nothing herein shall be construed to interfere with the long established practice of standard headstones and/or markers in National Cemeteries."

The Executive Committee of the American Legion are to be congratulated in the passing of this resolution. It has long been recognized by members of the monument industry as well as the cemetery industry that many of the markers requested by the next of kin of the veteran has been under pressure and the markers were either never used or removed from the grave shortly after their being delivered to the cemetery. This has been a great waste of money and because the next of kin of a veteran does not approve of the Government issue marker is no reason that they are not entitled to some other form of compensation equal to that of those receiving the veteran's marker.

The Monument Builders of America have been leaders in their efforts to try to correct this situation and it is with a great deal of satisfaction that we announce the approval of the American Legion, Executive Committee.

There is a great deal yet undone before proper legislation can be passed so that the next of kin of the veteran will have the opportunity of benefiting from the resolution passed by the American Legion. M.B.A. cannot carry on the legislative fight alone and it will take the backing of every individual in this industry as well as in the cemetery field. Financial, as well as political support will be needed and there is no need to try to pursue this legislative program unless such support is received abundantly.

HUMAN RELATIONS

Released for publication by the Monument Institute of America

Few fields attract as many people as the field of human relations. To many it appears as a panacea for their "people" troubles. Practiced on the Boss, it is seen as the key to the Executive Suite. And worked on the help, with an occasional back-slap and controlled fraternization at the Christmas party, it is trusted to insure the eager cooperation and admiration of all the boys down the line. Human relations of this kind is not hard to learn and the man who is naive enough to accept this approach is rarely sensitive enough to detect its failure.

Competing with this kind of hokum, the valid worker in human relations faces obstacles. His principles include "give" as well as "take." His objective is cooperation, not manipulation. Compared with the heady elixir of "How to Win Friends . . ." these are bitter pills. Yet they are the only sound approach to the problem of human relations, and winning their acceptance is a challenge which the Institute leadership has accepted.

The familiar cry of "—but our case is different" probably has more validity in our industry than in most. But preliminary surveys substantiated the belief that the man in the

street knew little or nothing about the memorialists' role, and even groups familiar with his work showed a surprising ignorance, often tinged with vague dissatisfaction. It is clearly time for the memorialists to cease claiming that "nobody understands me" and to set about telling his story.

The Institute is endeavoring to develop a program of human relations by telling the public the story of the Memorial Ideal and to promote present and future sales of monuments by means of a national advertising program, supplemented by local level advertising.

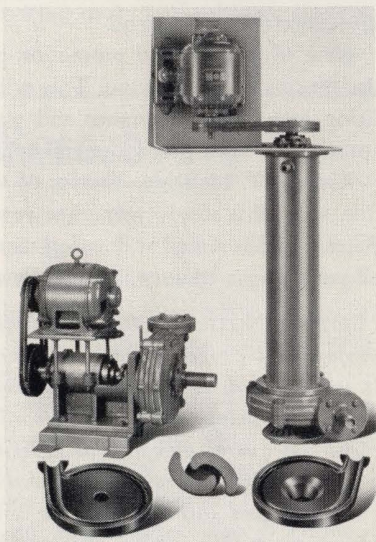
Assistance to traditional monument cemeteries and closer liaison with the cemetery groups, assistance to retail dealers, and closer cooperation with other allied groups are among our aims.

The Institute Human Relations program can well be summed up in the words of John Ruskin:

"While in all things that we see or do, we are to desire perfection and strive for it, we are nevertheless not to see meaner things, in its narrow accomplishment, above the nobler things, in its mighty progress; not to esteem smooth minuteness above shattered majesty; not to prefer mean victory to honorable defeat; not to lower the level of our aim, that we may the more surely enjoy the complacency of success."

News From Our Advertisers

NEW PUMP
ANNOUNCED BY
PATCH-WEGNER



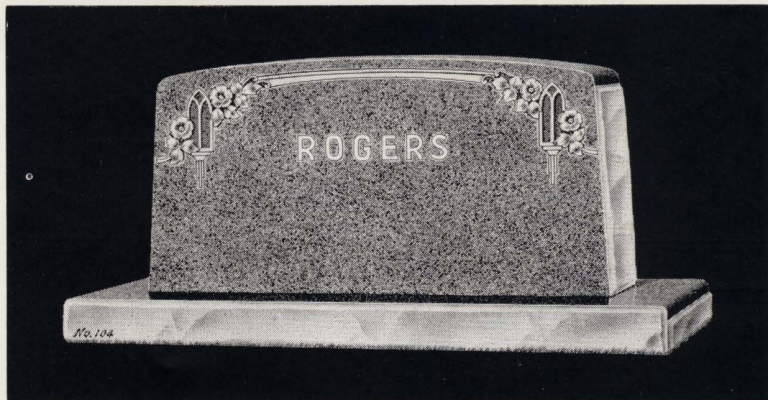
Patch-Wegner Company, Inc., of Rutland, Vermont has designed and is manufacturing a centrifugal rubber lined pump for abrasive grain or steel shot and water which has been field tested for over 10,000 hours without requiring replacement of the rubber parts. Both sides and impeller are made from moulded rubber of special composition to withstand the severe abrasion.

According to a company spokesman, the pump will handle approximately 65 gallons a minute at a 30 foot head when running at 1200 R.P.M. By speeding up to 1760 R.P.M., 120 gallons can be raised to a 30 foot head, it was stated.

The pump is available in either a floor or pit model and is ideal for wire saw or polishing abrasive systems as well as for either straight or swing gang saw applications, according to the manufacturer.

Gilmer OF HOWARD LAKE

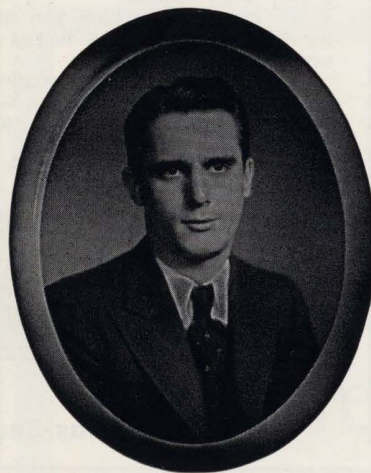
GILMER MONUMENT WORKS, INC.
Telephone 4551 Howard Lake, Minnesota



*Authorized
Manufacturers*

YOUR NO. 1 WHOLESALE SOURCE OF
FINEST RIB MOUNTAIN
AND OTHER BEAUTIFUL GRANITES

GILMER of HOWARD LAKE offers you superior fabrication in genuine RIB MOUNTAIN and many other fine stocks. Prompt, personal service on all orders, large or small. WRITE FOR OUR PRICES.



**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

BARRE GRANITE ASS'N ANNOUNCES NEW ADVERTISING

—Barre Daily Times

Promotion activities at the Barre Granite Association have been going full throttle this fall. Along with extensive field work and attendance at conventions the officers of the Barre Guild now have ready for distribution to monument dealers three new advertising pieces.

1. A booklet titled "A Letter to Junior." This is a revised edition of an older version, rewritten and generously sprinkled with new, modern photographs of quarrying and manufacturing.

2. A folder titled "What is a monument?" compact, informative pocket size folder explaining the meaning of monuments and symbols, with many illustrations. There is ample room for the dealer's imprint.

3. A combination Good Housekeeping-Barre Guild Guarantee, point-of-sale display card.

The Barre Guild committee has prepared Award of Merit certificates for dealers doing an outstanding retail newspaper promotion job. Award of Merit certificates are also available for civic groups completing cemetery rehabilitation work.

The Barre Guild in cooperation with the Communications Department of Boston University produced an outstanding* half hour documentary radio program about the Barre Granite Industry. This program is now being aired on radio stations throughout New England.

New advertising and promotion plans for 1956 are now in the process of preparation. This will include extensive advertising in national consumer and trade magazines along with appropriate sales promotion material.

Richard T. McBride, director of the Barre Granite Association says "this steady year after year promotion effort by the Barre Guild is aimed at drawing more and more business from all parts of the country into the Barre District."

*EDITOR'S NOTE: We had the privilege of hearing this highly professional program over a Vermont radio station recently. It was, indeed, an interesting documentary on the Barre industry, featuring actual tape-recordings of many prominent plant and quarry owners and superintendents, all worked into a well organized story. We would think that Barre Guild dealers might find this transcription valuable in their own areas. However, at this writing, it is not known whether such loans or rentals are available. Incidentally, we understand that there is a good chance that the B.G.A.'s new color film may possibly be ready to show at the N.Y.C. convention.

P. K. LINDSAY CO. HAS COMPREHENSIVE FOLDER

Recently, we received in the mail an interesting two-color folder on compressors, sent by the P. K. Lindsay Co., of Everett, Mass. The two-page outside spread shows a huge "blow-up" photo of one of their air-compressors (portable) being used to blow letters in a cemetery, while inside are eight other photos accompanied by lucid descriptions, of other compressor models in the Lindsay line. The firm's registered trade mark is, appropriately, "Give 'Em Air."

We assume that anyone interested can obtain a copy of this new folder by writing P. K. Lindsay Co., 97 Tileston St., Everett 49, Mass.



May the Blessings of
CHRISTMAS
Be Yours throughout
1956

CONSOLIDATED GRANITE CO.
300 RICHLAND ST.
COLUMBIA, S. C.



**FOR QUALITY
and
SERVICE**

**GOLDEN PINK
SWEDE ROSE RED
WESTERLY
BEERS RED**

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



**He's alive ...
and you helped**

People still die from tuberculosis —this year one American every twenty-seven minutes!

Yet the money which you give for Christmas Seals has helped to save thousands of lives.

Christmas Seals fight tuberculosis year-round—through education, case finding, patient rehabilitation, and research.

Make Christmas Seals a part of your holiday giving, today.



**Buy and use
Christmas Seals**



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

THURBER GRANITE CO.
BARRE, VERMONT

To all our friends



MONTPELIER, VERMONT

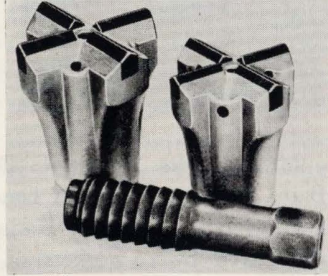
A Merry Christmas and Happy 1956

BONAZZI & BONAZZI

UNVARYING QUALITY IN DESIGN, MATERIAL AND WORKMANSHIP · PROMPT SERVICE

BRUNNER & LAY

600-SERIES ROK-BITS



The addition of a 600-thread series to the carbide-insert Rok-Bit line has been announced by Brunner & Lay, Inc., 9300 King St., Franklin Park, Ill. The 3½-, 3-, 2¾- and 2½-inch "X" design bits eliminate the rifling problem it is said. Where ground conditions are suitable, 2¾- and 3-inch 600-Series Rok-Bits are offered in cross design. These bits fit directly on the G-D extension rods, with no need for expensive adapters. Each bit has five air holes—center hole, two other holes on the cutting face and two side holes—to facilitate chip removal and keep the bit from working in its own cuttings, the manufacturer points out.

Obituary Record . . .

LOUIS V. DINDO

The untimely death of Louis V. Dindo, Barre, Vt., the morning of Nov. 28th was ruled a suicide by regional medical examiner Dr. Thomas P. Dunleavy. He declared that Dindo died of a self-inflicted bullet wound some time between 8 and 10 o'clock that morning.

The body of the well-known Barre granite plant owner was found on the floor of his bedroom at his home at 69 Maple Avenue upon the arrival home of his wife around 4 o'clock.

Louis Victor Dindo was born January 3, 1900 in Barre, the son of the late Giovanni and Melania (Zorzi) Dindo. He attended graded schools in that city, and the ninth grade at Spaulding High School. At an early age, he learned the granite cutting business and was employed in several local granite plants.

Dindo served in World War II, receiving the rank of technician fifth grade in the 975th Engineer maintenance company. He served a three-year enlistment, two of them in overseas duty. He served in northern France, the Rhineland, Central Europe and received the good conduct medal and the European-Africa-Middle Eastern Theater campaign ribbon. He was a rifle marksman. His state-side service period was spent at Fort Devens.

After his discharge in 1945, he went into the granite industry again, and from October 1946 to December 1952 served as business agent of the G.C.I.A.

The past year he has been part-owner of the Hoyt and

[Continued on next page]

Another 8 page section

"Review of Commemorative Art"

Pages 37-40, 49-52

Have you ordered your Binder?

PURE VERMONT MAPLE SYRUP

THE THREE WINDY WOOD TWINPAKS

Twin Quarts — Twin Half Gallons — Twin Pints



BARRE — VERMONT

"One to keep, one to give away" for we at Windy Wood still believe that the perfect gift is one that can be shared.

Write for our 1955-56 Harvest and Holiday Price list and Order Blank.

DONALD AND FRED A SMITH

A Fine Stone Deserves A Fine Polish

Made expressly for polishing granite and marble to a fine finish, M&T Tin Oxide can be applied more effectively, more economically than any other material in use today.

For the polish that every fine stone deserves, ask for M&T Tin Oxide. Your local supplier carries it.



METAL & THERMIT CORPORATION

100 EAST 42nd STREET · NEW YORK 17, N. Y.



SANDBLAST OUTFIT

For Fast Cemetery or
Show Yard Lettering

Model 55

New Lindsay 60CFM Air Compressor with Model CXH Sandblast using 3/16 inch Nozzles ideal for large dealer or full time lettering.

Write for details

P. K. LINDSAY COMPANY
97M Tileston St., Everett 49, Mass.



It Pays To Advertise In MONUMENTAL NEWS-REVIEW

PREMIER GRANITE & POLISHING CO., Inc.

Manufacturers of High Grade Granite Memorials.

MEMBER OF M.I.A. — 52 VERNON ST., QUINCY 69, MASS.

Domestic and Foreign Granites

We have a large stock of Dark Pink Westerly of good quality that is suitable for markers and small tablets.



Merry Christmas
And Many Good Wishes
for a Happy
and Prosperous 1956



WILDBUR GRANITE CO., INC.
MEMBER OF M.I.A.

Manufacturers of STONECRAFT MEMORIALS

Barre Guild Inspected Monuments

BARRE, VERMONT



DONALD C. DAVIS

LEAVES BARRE GRANITE

ASS'N FOR NEW POSITION

Mr. and Mrs. Donald C. Davis of 45 Wellington Street, Barre, Vt., were guests of honor Friday night, Nov. 18th, at a supper at the Country House Restaurant, Barre. The party was given by co-workers of Davis at the Barre Granite Association where he has served as promotion manager since March 1, 1954. Mr. and Mrs. Davis, and their son, Donald, Jr., left Barre Nov. 25th for Cincinnati, Ohio where he assumed his new duties as assistant to the executive secretary of the Casket Manufacturers Association of America. He was to take over his new assignment on Dec. 1. The association comprises 180 manufacturers of caskets all over the United States and works closely with funeral directors in the nation. Davis' duties will include calling on these directors. The staff of the association, including wives and husbands, presented Davis with a desk name plate made of Barre granite, as well as a wallet and key ring set. Richard McBride made the presentation. Mrs. Davis was presented a corsage by Miss Adelina Ferrario. McBride, on behalf of the association, expressed regret at Davis' departure, but extended good wishes on his new association with a national organization.

We join Mr. Davis' many friends in the industry in giving him our best wishes for success in his new field. His abilities as demonstrated in his A.M.A. and M.I.A. work as well as with the Barre group, will certainly, we are sure, bring him success. The industry will miss his services.

Obituary Record

[Continued]

Milne Granite Company, Barre, and was secretary of the corporation.

He was married November 23, 1949 to Cora Fisher, who survives. Also surviving are three sisters, Mrs. Angelo (Mary) Cella; Mrs. Frank (Emma) Zorzi and Mrs. Adam (Irene) Podskalny, and one brother, Guy J. Dindo, all of Barre. A brother, Louis, died in his youth, and a sister, Mrs. Giovanni (Amalia) Buttura died two years ago. Many nephews, nieces and cousins in Barre also survive.

The deceased was a devoted member of St. Monica's Church, and a member of the Holy Name Society, Mutuo Soccorso, the American Legion and the Veterans of Foreign Wars.

PAUL BOTTINELLI

On September 13th, the memorial industry suffered a real loss in the death of Paul Bottinelli, Master-Designer. An illness that had forced him to discontinue his regular duties for several weeks, and which appeared to be on the mend, suddenly developed complications and culminated in a fatal

YES, WE HAVE BEERS RED!

Also QUINCY, BARRE, WESTERLY, BALMORAL RED, DEER ISLE, DAKOTA MAHOGANY, REGINA, ORCHID RED, RED V., SWED ROSE RED, and many other granites.

E. SETTIMELLI & SONS, INC. . . . QUINCY 69, MASS.

ESTABLISHED 1903

TEL. GR 2-5050

MEMBER OF M.I.A.

coronary thrombosis.

As a component of the memorial industry, Paul could hardly have been more wholly suffused in its atmosphere. Born in Westerly, later living in Barre, he finally settled in the New York area, where he was continuously a prominent part of the memorial field, the last thirty-two years with Presbrey-Leland.

To know "Bott" was to appreciate his many talents. Few indeed were the qualities looked for in a memorial designer and general "aide-de-camp" that were not possessed by Paul Bottinelli. Richly endowed by nature, life long experience had bountifully supplemented his native ability.

But the objective admiration one instinctively felt for his technical achievements was secondary to the warmth of friendship and good humor that emanated from "Bott" like the rays of the sun. He was loyal and extremely industrious, but no matter how taxing his schedule, the inevitable little jest, often thinly disguised under a veil of mock-seriousness, was a salient attribute, and perhaps the one most poignantly remembered—and missed.

Interment was made in Westerly.

EDWARD N. MAYER, JR.

Convention Speaker



EDWARD N. MAYER, JR. TO SPEAK AT N. Y. C. CONVENTION

Edward N. Mayer, Jr., President of James Gray, Inc., New York Direct Mail Specialists, is one of the best-known and recognized spokesmen for the vast Direct Mail Industry. He has been an officer or director of practically every organization in the Industry, and has found time to serve as Special Consultant to the Director of the United States Information Agency.

He was the first winner of the Miles Kimball Gold Medal Award, for outstanding service in the field of direct mail advertising.

A native New Yorker who now lives in Westport, Conn., Mr. Mayer joined James Gray, Inc., immediately following his graduation from Colgate University in 1928, where he was a member of Delta Upsilon. He is currently a director of his Alma Mater's Alumni Association and is also a director of the Colgate Club of New York.

Mr. Mayer served a term as President of the Direct Mail Advertising Association, and has been Chairman of its Ad-

[Continued on Page 84]

K

MEMORIAL DESIGN
RENDERINGS - DETAILS - PHOTOS


enerson·design·studio

32 Nelson Street
Barre · Vermont

Manufacturers: Dealers Read and Re-Read

MONUMENTAL NEWS-REVIEW

Write Today for our
ADVERTISING RATE CARD

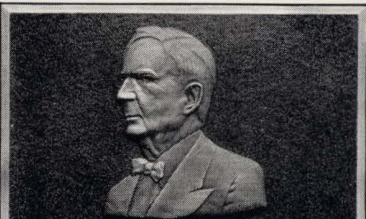


SELL MORE in "Off Seasons"
you can do it with
NEWMAN PROFIT MAKERS

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!

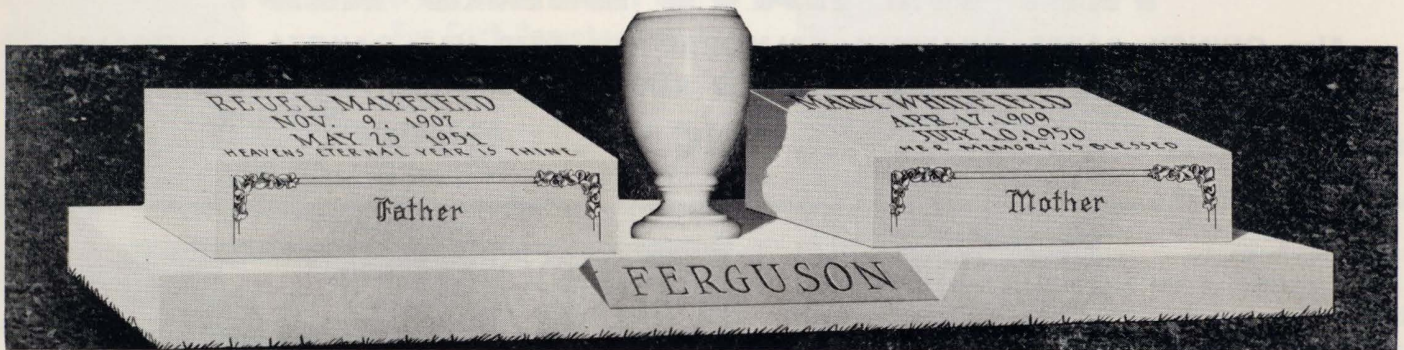
Attach this advertisement to your letterhead and mail it RIGHT AWAY for folders, prices and sales information!



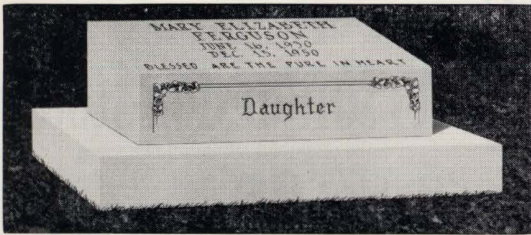
PRESENTED TO
JOHN DAVID CRUMP
AS AN EXPRESSION OF APPRECIATION FOR DEVOTION TO THE HIGH IDEALS AND SOUND PRINCIPLES UPON WHICH THE COLUMBUS DIVISION WAS ESTABLISHED DURING THE TENURE OF HIS OFFICE AS REGIONAL VICE PRESIDENT OF MCKESSON & ROBBINS, INCORPORATED, SOUTHEAST REGION

NEWMAN BROTHERS, INC.
670 W. 4th St. Cincinnati 3, Ohio

MONUMENTS OF DISTINCTIVE SIMPLICITY



Any part or piece of this design can be bought separately. Markers and vase create an unusually beautiful combination when used with domestic bases. Complete with lettering and carving or shipped plain, as desired.



The Ferguson design makes a striking group arrangement for the family plot. Various sizes available. Also obtainable in granite.

... in Veined Carrara White Italian Marble

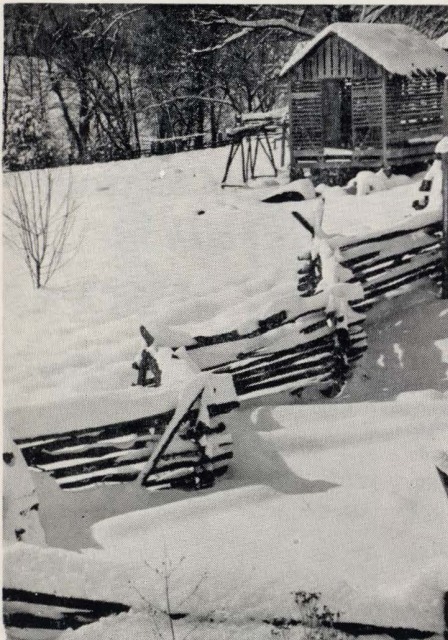
THE ARISTOCRAT OF MONUMENT MATERIALS

Design and workmanship are harmoniously coordinated in the execution of this family memorial. Simplicity of its lines adds distinction that will appeal to your most discriminating customers. The veined Carrara White Italian Marble used in fabrication has been selected continuously for this purpose since before the time of Christ, attesting to its durability. This statuary-type material is perfect for lettering and carving. The exceptionally low prices for the items in this group make them ideal for your display stock.

Write today for complete information and prices. We also carry many other designs in stock. Inquiries on special designs are invited. Your letter will be given prompt attention.

A. J. MARTIN MARBLE WORKS

664 South State Street • P. O. Box 957 • Phone 2-2117
JACKSON 5, MISSISSIPPI



To Our
Many Friends
throughout
the Industry
we wish
a Merry
Christmas
and
a Happy,
Prosperous
1956

BURKE BROTHERS

Established 1892
Barre, Vermont

"A NEW SPIRIT"

Continued from Page 23]

As we celebrate the true spirit of Christmas let us hold this spirit afterwards. When we meet in New York in January let us do so with the spirit of unity, justice and kindness. Let us do everything possible to reaffirm our faith in our industry and in the Institute.

In so doing we will have done our industry a great service. We will have done our *clientele* a service. And we can, if we will, promote good will and perpetuate the true meaning of Love and Devotion by symbolic examples of the Memorial Idea.

May I urge you to be in New York to assist in this reaffirmation.

And to each of you and yours, my heartiest of Yuletide greetings.

PAUL STEVENSON, *President*
MONUMENT INSTITUTE OF AMERICA, INC.

FIFTY YEARS OF SERVICE . . .

Continued from Page 23]

recognize the benefits to be gained by pooling their knowledge and sharing their problems.

Archie Green, the Executive Vice President of M.B.A., is providing an excellent program on both Monday, January 16th, and Tuesday, January 17th. Paul Stevenson, President of M.I.A., and Frank Foster, the Executive Vice President, will have the program for Wednesday, January 18th.

TO OUR MANY CUSTOMERS OLD AND NEW
A MERRY CHRISTMAS
AND A HAPPY NEW YEAR

Antonio Ruscitto & Sons, Inc.

159 BROOK ROAD

Write To Us Today

QUINCY, MASS.

Of course there is a full program of social activities for the ladies. New York provides a great variety of opportunity for entertainment, and a program is being planned that will make each of the ladies happy that you thoughtfully arranged to include her in your convention trip.

The future of your business and your industry should be of utmost concern to you. This convention will provide an opportunity to share in the best thinking about the vital problems that exist today. You can gain much from an exchange of thoughts and ideas with others who share your common problems and interests. Your participation in this program will help to provide the unity which will give strength to our organization and thereby insure its greater future usefulness. So plan now to attend this Golden Anniversary of the Monument Builders of America.

H. H. FREDRICKSON, *President*
MONUMENT BUILDERS OF AMERICA, INC.

"LET US GO FORWARD . . ."

Continued from Page 23

There has been little or no opposition to the basic program sponsored by the Monument Institute of America or to the principle of equal participation. There is, however, definite and powerful opposition to it in the form of personalities and responsibilities involved in the maintenance and expansion of the program. The opposition results from duplication of activities, competitive services, conflicting ambition, non-productive expenses and the lack of unity in sponsorship and support of one complete overall national industry program.

We are all going in the same direction. Why not ride on the same train? Please review the joint statement of the Board of Directors of M.B.A., A.M.A. and M.I.A. (*page 63, Nov., 1955 MONUMENTAL NEWS-REVIEW*). This is a start in the right direction all together and in unity. Let us go to New York in January with the determination that our greatest accomplishment will be an even greater achievement in the atmosphere of our original intents and purposes regardless of the name of the vehicle by which it is accomplished.

At this season, it behooves us to think of the future and to begin a new year with enthusiasm and unity. Shall we go forward in unity or retreat and forfeit that which may never be regained?

The above are my personal views.

WILBUR H. HOOVER, *President*
AMERICAN MONUMENT ASS'N., INC.

BEAUTIFUL LETTERING and CARVING
CONTRASTING ARE YOUR
GREATEST SALES AIDS.

HILITE and SHADOW are
the KEYS to
BEAUTIFUL CONTRASTING.



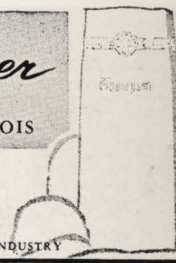
C. E. CLEVELAND LITHICHROME CO.
FORT SCOTT, KANSAS

PAUL J. SCHORR, *Designer*

2009 MULBERRY STREET • ROCKFORD, ILLINOIS

Memorial Art

AIR-BRUSH DRAWINGS • PHOTOGRAPHS • DESIGNS FOR THE MONUMENTAL INDUSTRY



EVERLASTING
PORTRAITS
FOR MONUMENTS



NOW AVAILABLE!!
Catalog and Prices . . .
on Request

- Both China and Porcelain Enamel Portraits
- New Patented MONTLOK Fastener
- Memorial Bronze Frames with Inscription

THE ABENDROTH STUDIO . . . 7008 S. Paulina St., Chicago, Ill.



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

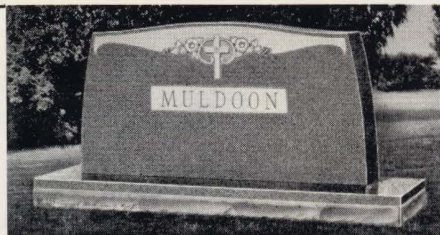


L. VOLPE & SONS, INCORPORATED
Quincy 69, Mass.

WIRTH GRANITE WORKS

ST. CLOUD, MINN.

For more than 25 years we have been manufacturing quality memorials in leading granites. We have a reputation for prompt service and reasonable prices.



FOR DEPENDABILITY IT PAYS
TO SPECIFY
VIGIL MEMORIALS *



*Trade Mark Registered

INQUIRIES
INVITED

Attend the M.B.A., M.I.A., A.M.A. Convention
Hotel New Yorker, N. Y. C., Jan. 15-18, 1956



The only complete line of metal abrasives. Available in all sizes for Sawing, Polishing, Steeling, Panel work & Shape-carving.

PITTSBURGH CRUSHED STEEL CO.
PITTSBURGH, PA.

STEEL SHOT & GRIT CO.
BOSTON, MASS.

MAYER . . .

Continued from Page 81]

visory Board, and Executive Committee. He headed the New York Mail Advertising Association for three years and for five years headed the International Mail Advertising Service Association. Since 1940 he has been a director of the National Council on Business Mail, Inc., a member of both the Direct Mail and Advertising Effectiveness Committee of N.I.A.A., and is also a Trustee of The Society for the Prevention of Crime.

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Colonial Granite Co.	44, 45	Pirie Quarry	3
Columbia Marble Co.	69	Pittsburgh Crushed Steel Co.	84
Comalli & Co., Inc.	41	Prehn Granite Quarries, Inc.	18, 29
Comalli Granite Co.	21	Premier Granite & Polishing Co.	80
Consolidated Granite Co.	78	Provost Granite Co., Inc.	69
Consolidated Memorials, Inc.	44, 45	Review of Commemorative Art	53
Continental Memorial Corp.	13	Rex Granite Co.	29
Dakota Granite Co.	72	Rib Mountain Granite Co.	18, 29
Dawson-Macdonald Co.	87	Rock of Ages Corp.	27
Dayton Art Bronze Corp.	75	Roux Granite Co.	75
Dedouch Co., Inc.	74	Royal Granite Co.	29
DeVoe Granite Co.	75	Ruscitto & Sons, Inc., Antonio	83
Diamond Tool Associates	68	Sanguinetti Granite Co.	34, 35
Dixie Granite Co.	70	Sanguinetti Sawing Co.	69
Eberly & Co., J. V.	66	Saporiti & Co., Wm.	34, 35
Exolon Co., The	16	Schorr, Paul J.	83
Felker Mfg. Co.	65	Settimelli & Sons, Inc.	81
French Creek Granite Co.	86	Sierra Granite Co., Inc., R.	4
Georgia Granite Co.	8	Smith & Son, D. J.	55
Gilmer Monumental Works, Inc.	29, 77	Smith Quarry, E. L.	20
Giudici Bros. & Co.	44, 45	Smith, Whitcomb & Cook Co.	57
Granite City Granite Co.	76	South Barre Granite Co.	34, 35
Granite City Tool Co.	24	Tamms Industries	55
Gray Rock Granite Works	4	Thurber Granite Co.	78
Grearson & Lane Co.	34, 35	Trow & Holden Co.	6
Harmony Blue Granite Co., Inc.	55	Usle & Perojo Granite Co.	71
Johnson & Gustafson	28, 44, 45	Valz Granite Co.	34, 35
Johnson Memorial Co.	4	Volpe & Sons, Inc.	84
Jones Bros. Co., Inc.	63	Wells-Lamson Quarry Co., The	25
Kastrup, Carl	74	West Quincy Granite & Polishing Co.	75
Kenerson Design Studio	81	Wetmore & Morse Quarry	2
La Cross Memorials	34, 35, 44, 45	Wildbur Granite Co., Inc.	80
Ladewich Co., E. G.	73	Windy Wood Farm	79
Lane Mfg. Co.	88	Wirth Granite Works	84
Lawson Granite Co., Inc.	44, 45, 73	Young's Studio Bob	74
Lindsay Co., P. K.	80	Zampieri & Buttura	34, 35, 44, 45
Marr & Gordon, Inc.	34, 35		



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. . . Not So Editorial

FROM THE NEWS

In checking the news clips lately we have come across a variety of interesting if not world-shaking bits of intelligence, not the least interesting of which was the clipping dated August 8th in Ovid, Michigan, which concerns one Charlie Starr who was a little too anxious. We quote:

"It says on his gravestone he died in 1945, but Charlie Starr was still going strong on his 102nd birthday in 1955.

"When his wife died several years ago, Starr thought he would save some trouble by having a gravestone made for himself. He had '1945' chiseled on it, figuring a couple of years' difference wouldn't matter.

"Now the stone is 10 years off, and Charlie only last year gave up his regular exercise of chinning himself on an apple tree in the backyard."

Then, before we had fully digested Mr. Starr's "pre-need" dilemma, we spotted an item from Derby, England, concerning a group of husky vandals who made off with a 300 pound statue of Mercury, who, in mythology, was the patron god of thieves. The item went on to inform us that they had drained the water away from a fountain pool in which it stood and left nearly a hundred fish gasping. Fear not, "piscator-ophiles,"—the police apparently lost track of the statue, but they arrived in time to fill the pool and save the fish. So it wasn't a total loss.

\$75,000 STATUE DENIED SITE

While traveling between our office and the printer a few days ago, we chanced to hear Cecil Brown, the "distinguished" commentator (we'll take their word for it, as we never hear radio any more except in the automobile) stated that one Robert Lewis of Providence, R. I., recently expressed a desire to donate \$75,000 for a statue in that city to the honored memory of Thomas Paine, if the city would give a suitable site. According to Mr. Brown, the mayor refused, stating that Thomas Paine was "too controversial a figure." All we can add, in the light of a little quick memory-refreshing, is that Paine, the lover of liberty, had his efforts in behalf of the cause of the colonies, highly praised by such "controversial" figures as George Washington, Thomas Jefferson, Ben Franklin and many other contemporaries. But, in Mr. Paine's own words, "These are times that try men's souls." Of course, what the mayor was undoubtedly referring to was Paine's "Age of Reason" in which he appeared to attack religion. However, according to our sources "it was not written to attack religion but, as he said, 'to show a higher form of religion.'" Be all that as it may, (and we certainly do not wish to enter the arena on this subject, *pro* or *con*, as Paine was living, talking and so on, a bit before our time)—nevertheless, it is a shame that there is \$75,000 lying around loose that could be in a public monument to a patriot.

OHIO MONUMENT BUILDER COMMENTS ON ATTENDANCE

"The businessman who is so busy he does not have time to attend meetings of his trade association, is like the man who is so busy chopping wood he doesn't have time to sharpen his axe."

H.C. Whitaker



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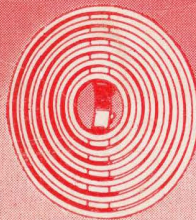
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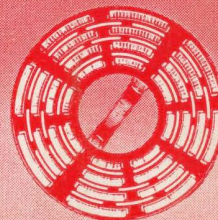
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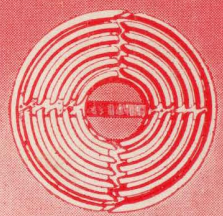
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