

MONUMENTAL NEWS

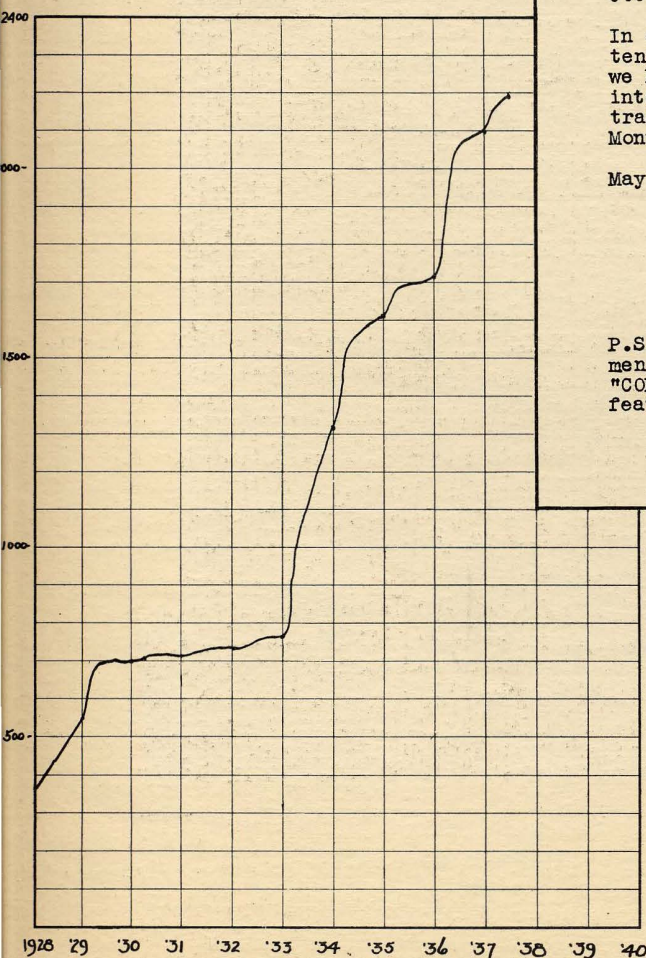
GRANITE
MARBLE

STONE-BRONZE
SCULPTURE



JULY 7 1937

#14



The Voice of THE TRADE

These columns, a monthly Monumental News feature, are dedicated to the principle of the open forum and to the belief that a frank discussion of the industry's problems is beneficial.

While opinions expressed in these letters do not necessarily agree with our own, we do reserve the right to censorship on material of a libelous or obviously personal nature.

Letters are solicited from all branches of the trade and unless otherwise requested the writer's name will be published.

"LIGHT LIKE THE SUN"

The Readers Digest answers our letter.

Reader's Digest, July 15, 1937.

MONUMENTAL NEWS:

We have received and read the copy of Monumental News containing a reply to "Light Like the Sun," which appeared in our March 1937 issue.

We cannot see that the reply detracts appreciably from the exalted quality of the original article—and much less do we see how we could make use of it.

However, we shall most certainly keep the facts in mind whenever another article on cremation comes along, and you may be assured that such an article will be edited in the light of Mr. Leland's criticism.

Thank you for sending it to us.

Sincerely yours,

THE EDITORS.

COMMENTS

MONUMENTAL NEWS:
Madison, Wisconsin.

July 23, 1937.

I have read with great interest Ernest Leland's comments on the "Reader's Digest" article "Light Like the Sun." It appears that Ernest has again exercised his unparalleled faculty of making his point strike home.

Factual information such as given by Ernest is the only decent and probably the most effectual means of combating growth of the cremation idea and there is no question but that the converts to cremation are in the ascendency at the present time.

The monument industry, however, is merely an inconsequential pawn in the major battle which is being waged in the world today involving Christianity and religion.

A brief study of the history of religion and the world will show that we are now in one of the "religious depression cycles." History will also point out that cremation was developed and practiced by the pagans of old and with the strengthening of Christianity this disrespectful and horrifying means of caring for the dead was disregarded except in cases of plague and disease.

Memorials are truly a symbol of a religious spirit and as religion goes so will memorials. It is well to keep this thought in mind even when William Gladstone's famous expression is used to the effect that show me your cemeteries and I will know the character of your people.

This same thought has been consistently dwelled on by one of the world's foremost business and economic authorities, Roger Babson, who has applied it to the entire business and economic future in the following words:—

"Economic stability, like personal happiness, comes only thru

(Continued on page 194)



The most costly strike and really the oldest . . . for it has been seriously affecting profits in every shop that permits faulty working tools, machines, air line leaks, old porous hose and fittings, sluggish drills and knocking compressors to run rampant.

Memorial Day normal and rush jobs have pointed out the "Sit-Downers" in your shop and now is the time to start cleaning house.

Permit us to assist you . . . send in the old tools for reconditioning, replace the old hose, stopcocks, couplings and a few quarts of Dalloyl will keep your new and reconditioned tools operating productively.

THE DALLETT CO.
PHILADELPHIA - PENNSYLVANIA

Vol. 49, No. 7
July, 1937

Entered as second Class Matter May 15, 1921, at the Post Office at Madison, Wis., under Act of March 3, 1879. Published monthly by The Monumental News Publishing Co., 114 South Carroll Street, Madison, Wis. Subscription \$3.00 a Year. Canada and Foreign \$3.50.

FOR JULY 1937

Select
"F/C" BLACK



FOR MEMORIALS
OF
BEAUTY
WORKMANSHIP
AND
DURABILITY

▼
FRENCH CREEK
GRANITE CO.
ST. PETERS, P.A.

Every
OGBORN
design

is a hand-made special rendering which assures your customers original, exclusive, individual memorial creations.

Our prices are modest, our service prompt and artistic.

HARRY L. OGBORN
DESIGNER

401 W. Boulevard, Charlotte, N. C.

*A special design service exclusively for
the retail memorial Craftsman*

The Voice of THE TRADE

COMMENTS

(Continued from page 193)

a balanced life. Mass production comes thru developing machines, but purchasing power comes thru developing individuals. The real growth of America depends upon giving both the scientist and the preacher equal support and consideration."

With kindest regards and most sincere good wishes, I am

Sincerely yours,

CHAS. G. BLAKE CO.,

Donald P. Blake,

Secretary.

MONUMENTAL NEWS, July 16, 1937.
114 S. Carroll St.,
Madison, Wis.

Regarding Cremation, really I don't know what to say, or could one say as Burke did before the American Revolution, something to the effect that it wasn't the question as to whether the colonies were oppressed or not, it was whether *they* *THOUGHT* so. Each age has its streamline, the Monument business is having its time now, but like the Chrysler air-flow, and ultra-modernistic architecture and furniture (neither lasted very long) in the school-days that I recall, if we'd see a girl's ankle above or below our eyes, we thot that was swell, we couldn't take girls to dances in high school, in fact we even had separate graduations, anyone that had a bottle or even was suspected of it, was just OFF the list, we used to associate cigarette smoking with houses of ill-fame and the inmates, heaven knows how early the most of us had to check in, not to speak of lip-stick, contours, profiles and sex-habits and what was then knee approach, would as in all of the above and many more, be today actually 'doing the trick'.

What I am trying to approach is this, that all the damn talk about significance, symbolism, love, beauty, propriety, decency, respect, hallowed and the other 100 WILL NOT overcome this insatiable desire on the part of the coming genera-

tion (and many of the present) to want lovely Memorial Parks (like some are) to want cremation, and pay damn well for the services connected therewith not to speak of even a Memorial now and then. To not want these (at least some people) would be just as unnatural as getting the fellows and the girls all dressed up like the gay nineties, or telling the present modern miss in the average high-school or college, that she can't dance, or if she does that all the music must be waltz-time.

So make your Cemeteries ONLY beautiful, make them rival the Memorial Parks, at least the baby ones, few could approach Glendale Forest Lawn. Get your morticians or undertakers to make *more beautiful* funerals. The explanation, I think, of the average cemetery, undertaker and Memorial dealer is largely that years have wrinkled our skin, but the honest enthusiasm that we have apparently collectively lost has not only wrinkled but withered our soul. That is to say we are such an old lot (we three) and have accepted so long, that now when (we three) are assailed by change of tempo, custom or whatever you call it, we just can't take it anymore.

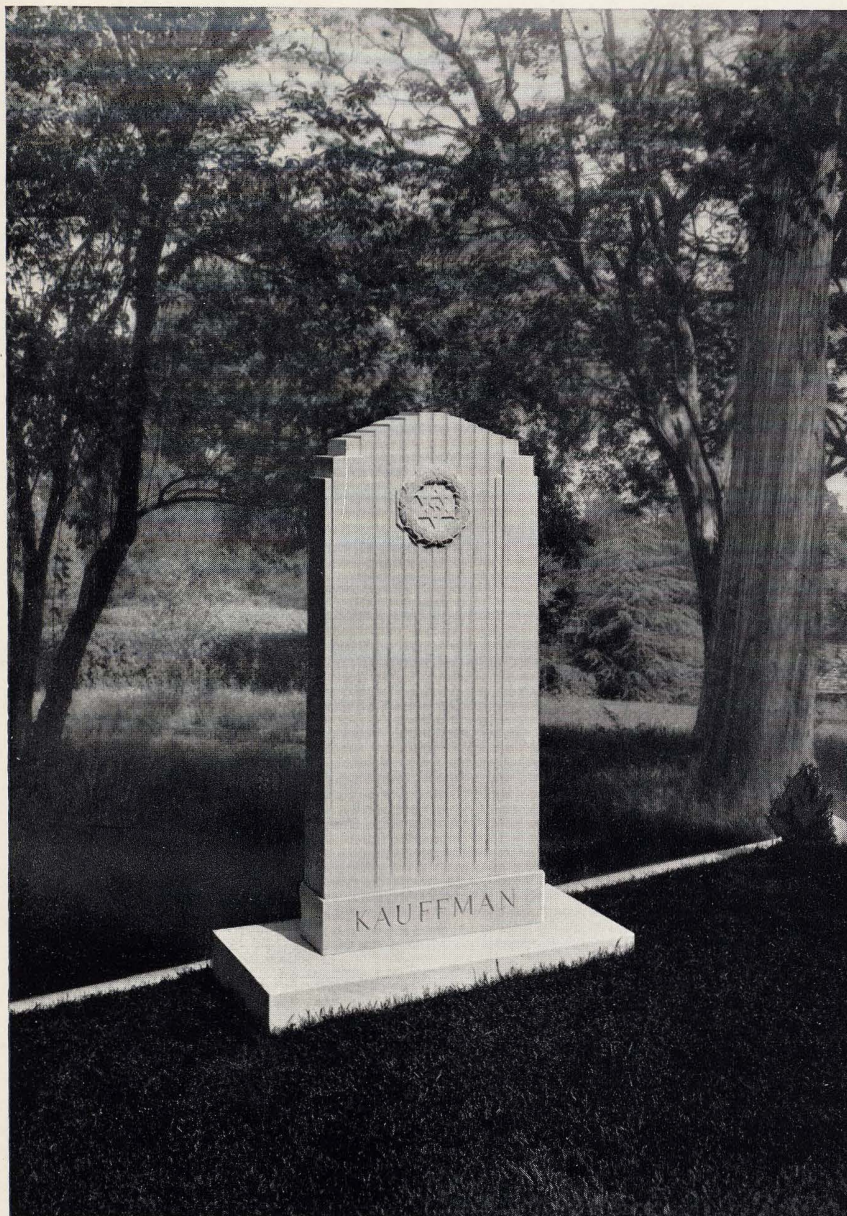
So to conclude this raving I feel that cremation is here, was here, always will be here, and people will like it, but, there will always be many who won't, and ONLY by the collective cooperation of (we three) can you help a little bit to control the 'swing to' or 'tendency for' cremation, or 'Memorial Parks'. Only by the careful cooperation can a parent or parents promote in a son or daughter the right way to do the wrong thing, assuming that the wrong thing is inevitable. We have not been the guarding parent and have too frequently reminded our public of the 'wrong things', rather than to have spent the hours and days, giving as one would children a real 'sex talk'. That's finally what's wrong with the industry, we are UNWILLING to get this 'sex talk' over with.

Cordially yours,

BE SURE TO ATTEND The National Association of Memorial Craftsmen

Cleveland, Ohio

November 30, December 1, 2, and 3, 1937



Beauty
in
Design
Material
and
Craftsmanship

A
Product
of
Our
Service

Write for Sizes and Prices

Fine monumental work builds business for
you. Our service is being used by the high
class dealers who know and appreciate quality.

THE GEORGIA MARBLE FINISHING WORKS

"Builders of Fine Monuments"

CANTON GEORGIA



CASWELL MEMORIAL, San Francisco, California
Erected by Howard Seidell

"Of Mystic Beauty, Dreamy Grace?"

WHITTIER

Beauty is one of the most sought after, and one of the most transitory of earthly treasures. Beauty in a monument is of prime importance because it embodies the whole meaning of a memorial—a beautiful tribute to a loved one. How important it is then, to select a beautiful material for this purpose. Georgia Marble is not only one of the most beautiful monumental stones known, it is also one of the strongest and most durable. This means that it is not only beautiful today, but will be beautiful tomorrow, and on through the years—a never ending source of satisfaction. Explain to your customers the advantages of famous Georgia Marble,—a beautiful material for a beautiful monument.

THE GEORGIA MARBLE COMPANY, TATE, GEORGIA

GEORGIA MARBLE

Let your
"MASTER
MARK"
serve You



When you execute a commission in Vermont Marble your skill can serve you in an enduring way . . . Each year the lasting beauty of your work in this unique stone will serve to bring more business to your doors . . . Marble from our quarries has remarkable workability, finer grain structure and unusual durability. You can obtain the grade of stone best suited to withstand weather conditions . . . Your "Master-Mark" will live long — on Vermont Marble.

VERMONT MARBLE COMPANY · PROCTOR, VERMONT

Monumental Branch Offices : New York Chicago Philadelphia San Francisco



SUPPLY NEWS

Published Monthly by **DAWSON-MACDONALD CO.** The Complete Supply House

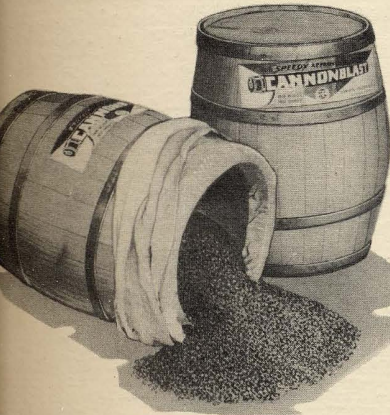
Editorial . . There is a growing realization that the increased costs of Labor — Rough stock — Overhead must be met with greater manufacturing efficiency. Fortunately in the past few years there have been exceptional developments in machinery and supplies — Improved Compressors — Sand Blasts — Automatic Portable Saws — Cannonblast Abrasive — Scotch Stencil and Speed Sheet, etc., are a few examples of how modern equipment and methods make it possible to do better work in less time.

Remember the Dawson-Macdonald Easy Payment Plan which enables you to let the savings pay for the equipment.

DAWSON-MACDONALD CO.

BEWARE of CHEAP ABRASIVES!

Use **CANNONBLAST**



It's
SAFER
FASTER
and
LASTS
LONGER

Compare the DIFFERENCE!

DAWSON-MACDONALD CO.

MAGIC The Wonder Cleaner for Granite restores dirty and discolored monuments to their original appearance




Note the cone-shaped **PRESTO HEATER**—The new quick and neat way to melt composition for filling in after shaping, also handy for general patching, filling joints, air holes, etc.

PRESTO-JELL is prepared composition, ready for immediate use, put up in tubes for greater convenience. Simply place one tube in the **PRESTO HEATER** and in 10 minutes composition will flow freely when cap on tube is removed.

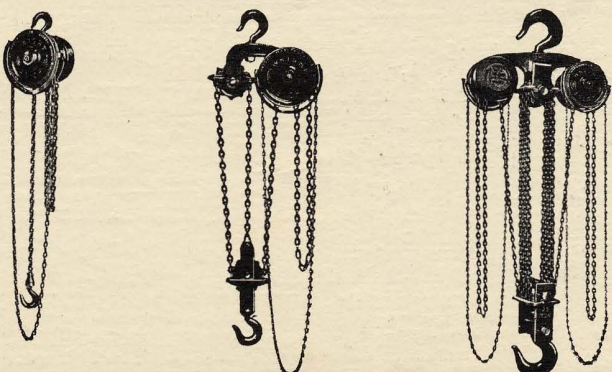
Heater is equipped with Thermostat to prevent overheating. Insert tube in **KOOL GRIP** to protect hand from heat.

When ordering advise voltage of **LIGHT CIRCUIT**.

Price— PRESTO HEATER	\$6.00
Price— PRESTO JELL TUBES	\$3.25 doz.

DAWSON-MACDONALD CO.

WRIGHT HIGH SPEED HOISTS

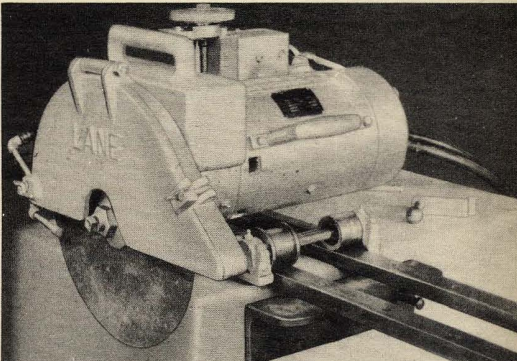


Last
50% to 100% LONGER
1/4 ton to 40 tons

Write for
COMPLETE INFORMATION

DAWSON-MACDONALD CO.

LANE EDGERS
Portable and Automatic
will cut
YOUR COSTS



We are Agents for
ALL LANE PRODUCTS

DAWSON-MACDONALD CO. 178 Purchase Street, BOSTON

BRANCH OFFICES: BARRE, VT.—17 W. 60th St., NEW YORK CITY—4635 W. FULTON ST., CHICAGO 590 Anchor St., PHILA., PA.—4000 York St., DENVER, COLO.—393 Fourth St. N. E., ATLANTA, GA.



COLLABORATION OF STUDIO and PLANT

The work of the Design and Drafting Room plays an important role in the Comolli tradition both in the origination as well as the execution of outstanding memorials. Only through exactitude and talent in the Drafting Room can the Designer's Conception be translated into monumental reality in the plant.

In the above illustration we see Mr. Murray at the extreme left and Rigo Comolli at the right along with two assistants.

Below we illustrate the Schuster Exedra recently executed in our plant.



MAUSOLEUMS... STATUARY... MONUMENTS... MARKERS

Inquiries Invited

COMOLLI & COMPANY + BARRE, VERMONT

**NO DESIGN
IS TOO DIFFICULT
FOR US TO DO WELL**



ONE OF OUR ORIGINAL COPYRIGHTED DESIGNS RECENTLY EXECUTED IN OUR PLANT.

THE Zecchinelli Memorial is an outstanding example of the progress we have made in combining machine production and skilled craftsmanship. The economy of automatic saw and sand carving played an important part in the creation of this monument, yet the effect is that of entirely hand carved beauty. We will be pleased to estimate on any of your requirements from Markers to Mausoleums with a guarantee of the finest of craftsmanship and attractive prices.

EVERLASTING MEMORIAL GRANITE WORKS

MONTPELIER • VERMONT

NEWS LETTER



from
**BARRE
MANUFACTURERS**



This news column is in effect a letter to the trade from manufacturers advertising on this page. Important announcements, new designs, booklets, outstanding monuments recently set, advertisements for salesmen, etc., will fill this space. This column is paid advertising edited by our advertisers under the usual Monumental News restrictions.

BUTTURA & SONS Barre, Vt.

"Our new sand blast addition is now completed and we believe it is one of the finest in the Barre District. Replete with the latest of equipment, this modern department is another example of our steady advancement. The latest of Automatic Saws and our Lane Sr. Automatic Polisher are other indications of our progress towards the ideal of efficient manufacturing.

"The Vinton Memorial illustrated here is one of our designs which has already produced repeat orders. We will be pleased to furnish prices on it and other designs."

CAPITOL GRANITE CO. Montpelier, Vt.

"WHETHER YOUR REQUIREMENTS BE SLABS, SAWED OR POLISHED — MONUMENTS — MARKERS — OR MAUSOLEUMS, YOU'LL FIND OUR WORKMANSHIP UNIFORMLY GOOD AND OUR SERVICE TRUSTWORTHY AND DEPENDABLE AS BEFITS A FIRM WITH A RECORD OF MORE THAN 30 YEARS OF PLEASED CUSTOMERS. QUOTATIONS INVITED."

SMITH WHITCOMB & COOK CO.

Barre, Vt.

"The Felt Buffer and Scroll illustrated this month are but two of the many items we make to serve the trade. Since 1833 our efforts have been concentrated on the making of fine stone machinery and these and other items have been favorites in the Barre District as well as elsewhere. "Our New Catalogue is now ready and will gladly be sent upon request."

C. L. O'CLAIR GRANITE WORKS

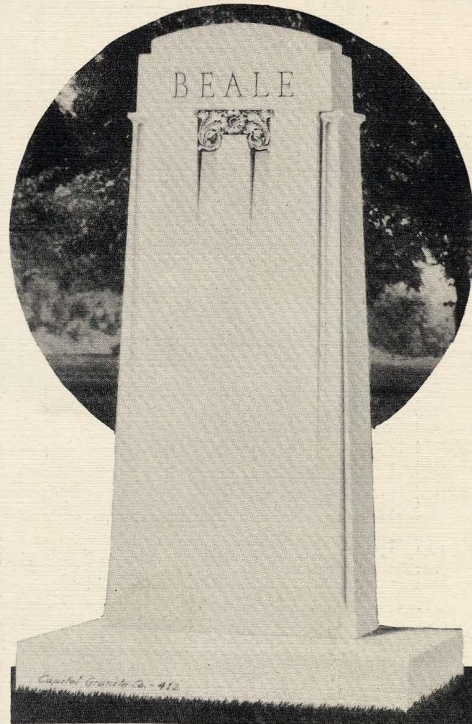
Waterbury, Vt.

■ The Hartwell Design featured in this month's advertisement is but one of our many exclusive creations that have been so enthusiastically received by the trade. Our stock designs featuring shape carving have proved to be profit makers for our clients, who not only appreciate their superb craftsmanship but their extraordinary value as well—a value made possible only by skilled craftsmen and modern machinery.

BONAZZI & BONAZZI Montpelier, Vt.

ATTENTION SALESMEN!
WE HAVE A FEW ATTRACTIVE TERRITORIES NOW OPEN FOR OUTSTANDING PRODUCERS. WRITE US TODAY!

MEMORIALS OF UNCOMMON VALUE



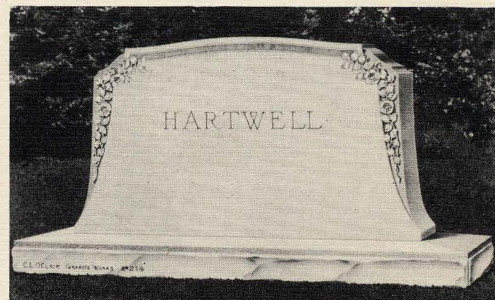
Capitol Granite Co., Inc.
MONTPELIER, VT.



*Architectural
and
Sculptured Granite*

BONAZZI & BONAZZI CO.
MONTPELIER VERMONT

Master Craftsmanship



MONUMENTS
SCULPTURE
MAUSOLEUMS

from one
of the most
efficient
plants in the
Barre district

C. L. O'CLAIR GRANITE WORKS
WATERBURY, VT.

Specializing

IN YOUR VOLUME MARKET.

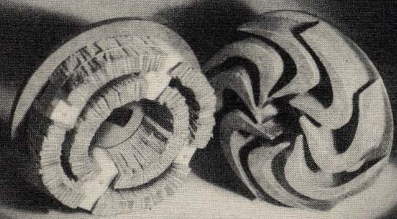
We can and do cut impressive memorials, Exedras, Celtic crosses, sculptured work and mausoleums, but we are primarily interested in the volume market. We have geared our plant to the ideal of efficient production of so-called stock design with a quality standard of craftsmanship.

■ We will be pleased to quote on any of your requirements.

BUTTURA & SONS

BARRE, VT.

Quality Since 1833



POLISHING MACHINERY AND SUPPLIES.
BOOM DERRICKS. STONE WORKING
MACHINERY.

WRITE FOR INFORMATION.

SMITH, WHITCOMB & COOK CO.

Established in 1833

BARRE, VERMONT



accumulation of many models that are true works of art is a definite Cook, Watkins & Patch Asset.



Masterful carving still features the production in this plant.



we note a fine carver giving the finishing touches to a typical

COOK, WATKINS & PATCH, INC.

The story of the fame that has become Barre's can be no better illustrated than by a study of the pioneer firm of Cook, Watkins & Patch, Inc., founded in 1890, with main offices at Boston, Massachusetts. Maurice C. Watkins, the present Vice-President of the company, in charge of manufacturing operations, together with Fred H. Cook and Bradford C. Patch, comprise the present management.

Every year hundreds of retail craftsmen visit the Cook, Watkins & Patch plants in Barre, which are four in number, covering several acres, to witness manufacturing equipment and operations that are a model of magnitude and efficiency. A thirty-five ton derrick lifts stones from railroad cars directly to the sawing shed housing two gang saws and rotary saws from where the stones are distributed to the various plants. Cranes, two of twenty tons and three of ten tons capacity, add to the speed of handling everything from markers to large roof stones. Hi-Speed Polishers work as many as forty stones at one time in one of these remarkable plants. Mausoleums and large work are produced in one shed, smaller work in another, and markers in still another. The main plant is 250 ft. by 60 ft. From 80 to 120 men, many of whom are "20 Year Men" are employed the year around under the able supervision of the well known Wm. Milne, former president of the old Wm. Milne firm.

It might well be said that Cook, Watkins & Patch, Inc., is 47 years young so steady has been their growth and so progressive their methods. Milestones recording this progress are the purchases of the C. W. McMillan Co., in 1920 and the D. K. Lillie shed in 1927.

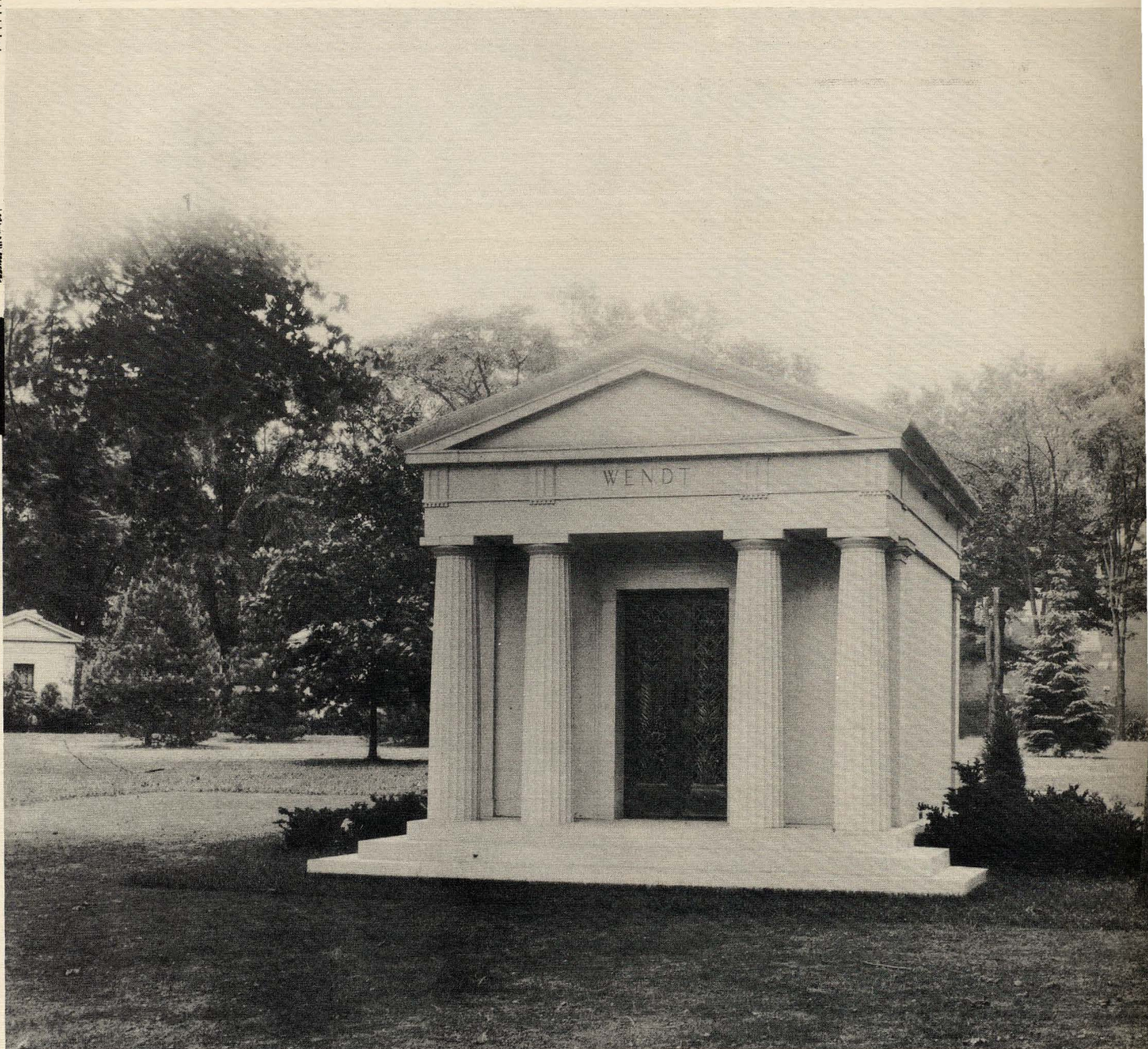
Just as we have noted in other pioneer firms, the Cook, Watkins & Patch reputation was made in outstanding statuary and carving. Perhaps no other Barre firm has produced so much exceptional hand work. Nevertheless, this firm was one of the first to visualize the future of machine methods, and nowhere can one see finer usage of modern processes.

TECHNACRAFT CARVING is more than their trademark. It is an apt description of exceptional work made possible only by years of research and experimentation anticipating the economical production by machine and hand of craftsmanship equalling the high standards of artisans of an earlier day.

A partial list of the Notable Memorials executed by this firm would include Monuments to Cardinal Hayes, Colonel Goethals, George Westinghouse, Chief Justices Marshall and Fuller, George Harvey, Admirals Clark, Hughes, and Robinson, Ogden Armour, Comiskey, Albee and Winslow. . . . Impressive testimony, indeed, of the position held all these years by the firm of Cook, Watkins & Patch, Inc.

One of a series of advertisements by E. L. Smith & Co., quarriers of Smith-Barre Granite, in which the foremost shops in the world-famed Barre district are described and illustrated. Smith-Barre Granite, "Medium of The Masters," has become a standard specification with manufacturers and dealers who demand the utmost in monumental materials.

PLANTS
ARRE



GREEK ARCHITECTURE ~ A TRIUMPH OF CIVILIZATION

The Wendt Mausoleum is a fine example of the Classic Tradition in Mausoleum Building. Characterized by exquisite refinement of detail, this building was inspired by the ageless appeal of Doric Temple Architecture. Styles come and go but the glory of Greek Architecture remains forever new.



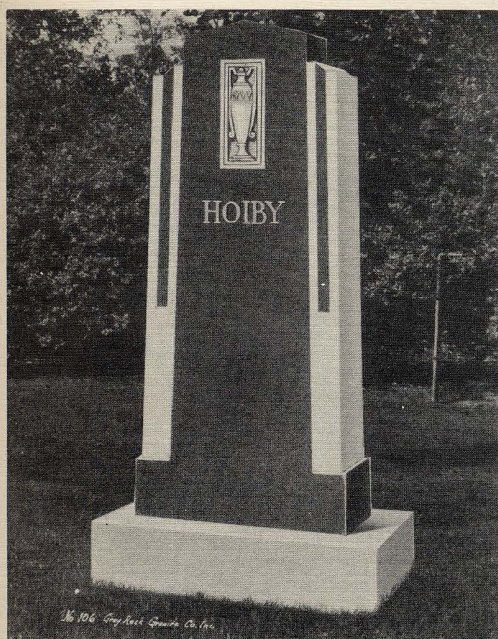
News Letter

FROM QUINCY MANUFACTURERS

SWINGLE'S
AMERICA'S FINEST GRANITE
for
POLISHED WORK



Insist upon the
Swingle Certificate of Guarantee
From Your Quincy Manufacturer
J. S. SWINGLE, INC.
Quarriers of Swingle's Peerless Granite
QUINCY MASSACHUSETTS



QUINCY GRANITES BEERS RED
BALMORAL RED ROSE RED WESTERLY
PREMIER PINK RED SWEDE GOLDEN PINK
PETERHEAD SCOTCH

Gray Rock Granite Co., Inc.
QUINCY, MASSACHUSETTS

This news column is in effect a letter to the trade from manufacturers advertising on this page. Important announcements, new designs, booklets, outstanding monuments recently set, advertisements for salesmen, etc., will fill this space. This column is paid advertising edited by our advertisers under the usual Monumental News restrictions.

QUINCY FACTS

■ Quincy is the oldest granite district in America and the contributions its craftsmen have made to American Memorial Art are many. For the most part the leading Quincy firms of today are operated by the second and third generations of experienced Monument Men.

J. S. SWINGLE, INC. QUINCY

■ "The Swingle quarries cover 50 acres in area and have been operated constantly for the past 76 years. A depth of 340 feet has been reached and the finest and most uniform stone available in Quincy is being quarried. A Certificate of Guarantee accompanies memorials of this material executed by Quincy manufacturers."

E. SETTIMELLI & SONS, INC.
QUINCY

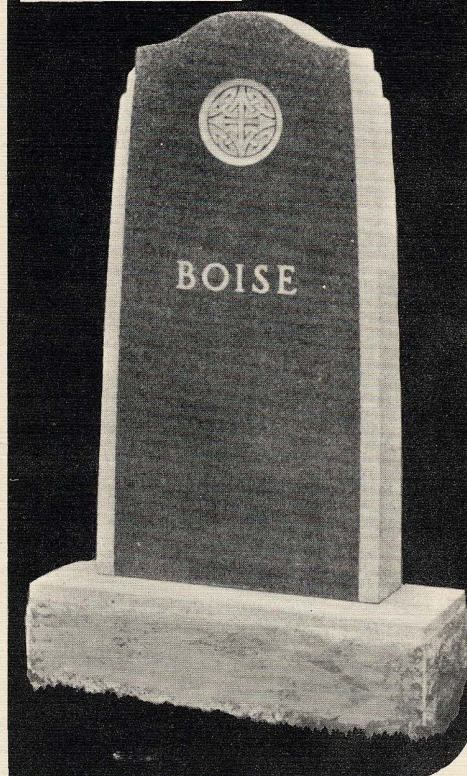
■ "In response to a demand for outstanding Stock Monuments at unusually low prices, we have sawed a large number of polished slabs, preparatory to filling orders for these economically produced monuments. We recently sent a mailing piece with prices on the attractive SPAULDING and VAUGHN Designs. To dealers who have mislaid or did not receive this circular, we will be pleased to send another upon request.

P.S. We are planning to place representatives in territories not now covered, but in which we have customers. We will be pleased to correspond with good men interested in a worthwhile contract and 100% cooperation."

GRAY ROCK GRANITE CO.
QUINCY

■ "The Hoiby design featured in this month's advertisement is but one of many exclusive creations that have been profitably sold by our clients in foreign granites as well as domestic. We will be pleased to furnish prices and sizes upon this and other work upon request."

Artistic Memorials



There is No Substitute FOR EXPERIENCE

... in the working of stone. Every Monumental granite has its own properties and each requires different treatment. For more than 34 years our firm has fashioned outstanding monuments in all the leading materials.

QUINCY BARRE
WESTERLY . . BALMORAL
BEERS RED . GOLDEN PINK

Whether your requirements be Sculpture, Hand Carving, Sand Carving, or Polished Work, we offer the finest of guaranteed craftsmanship.

E. Settimelli & Sons, Inc.
Founded in 1903
Quincy, Massachusetts

STOCK DESIGN SHEET NOW AVAILABLE



SHEET-X-L
BARRE DESIGN SERVICE

PRICE SCHEDULE FOR INDIVIDUAL PHOTOGRAPHS

Mirror-Finish Prints-Double Weight Stock

8 x 10 Size		11 x 14 Size	
In lots of 50 or more	35¢ ea.	Six or more	75¢ ea.
Less than 50	40¢ ea.	Less than 6	1.00 ea.
Less than 10	50¢ ea.	Colored Prints	1.25 ea.

Order by Number

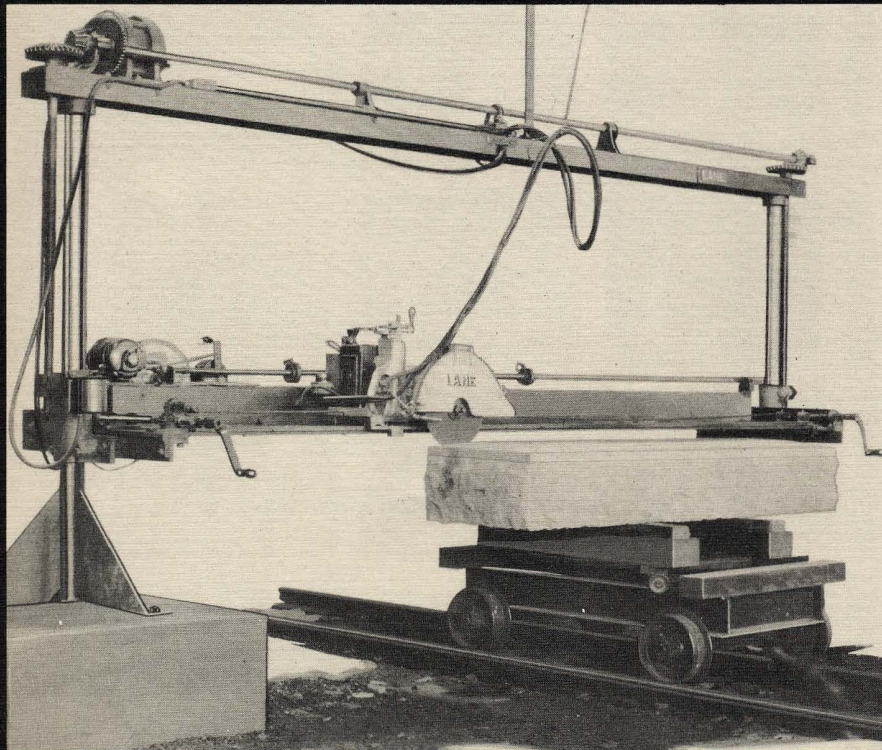
BARRE DESIGN SERVICE BARRE, VERMONT

ALFRED J. COMI.

MODERN MANUFACTURING *demands* EFFICIENT MACHINERY

One of series of advertisements describing modern machinery designed and constructed by one of the oldest firms in the business. Today's manufacturing requires efficient machinery for economical production. Now is the time to modernize.

THE NEW LANE AUTOMATIC EDGER



This machine is unequalled for accurate and economical sawing.

Cuts fast, requires no attention by operator when running and produces a smooth, uniform hone finish.

— CUTTING TIME —

The margin of this monumental base of Barre Granite was cut in 55 minutes gross time.

Size is 5'-0" x 1'-6" x 1½" margin.

— FEATURES —

Automatic Down Feed of Wheel.

Automatic Traverse and

32" Automatic Raise and Lower of Girder.

Lateral and Vertical Adjustments

36" Ball Bearing Turntable with Locking Device.

5 or 7½" H.P. Heavy Duty Saw Motor takes 16" Diameter Wheels.

The SAW UNIT of the AUTOMATIC EDGER

can be easily dismantled and used as

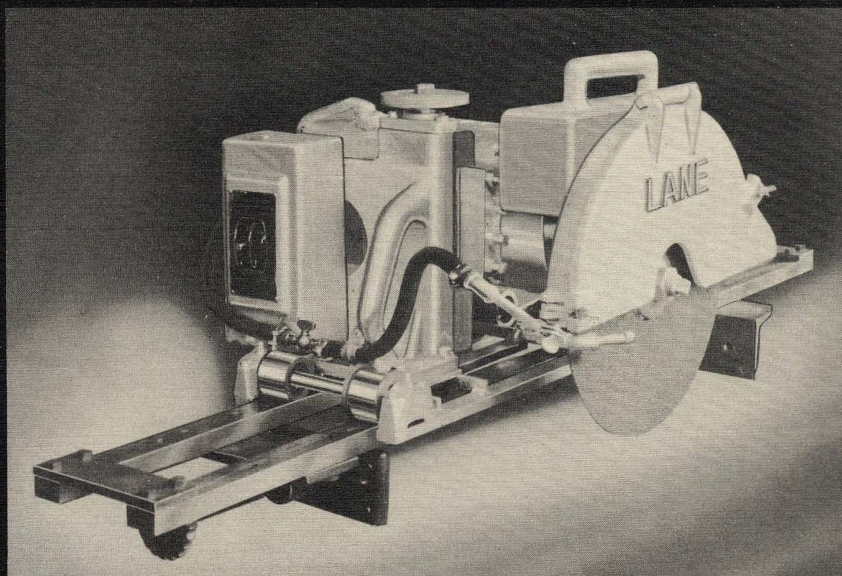
The LANE PORTABLE EDGER

LANE PORTABLE EDGERS

are giving excellent satisfaction in hundreds of leading plants including thirty Barre firms.

Lane products represent many years of experience in building of successful stone finishing machinery.

Every plant—whether large or small—will profit by the purchase of one of these machines



Write Today for Descriptive Folder on both Automatic and Portable Edgers

LANE MANUFACTURING COMPANY

Established 1857

MONTPELIER

VERMONT

SELECT-BARRE DESIGN COMPETITION

SURPASSING all expectations, the requests for information concerning the Select-Barre Design Competition continue to pour into Barre. While the majority of inquires have originated in the East, yet requests for the Book of Rules have come from Oregon, California, Texas, North Dakota and other states, indicating the national scope of the contest. With hundreds of entry cards as yet unreturned, there is every indication that this first nation-wide competition in the memorial field will rival, in the number of contestants, many of the widely advertised competitions in the architectural and industrial art fields.

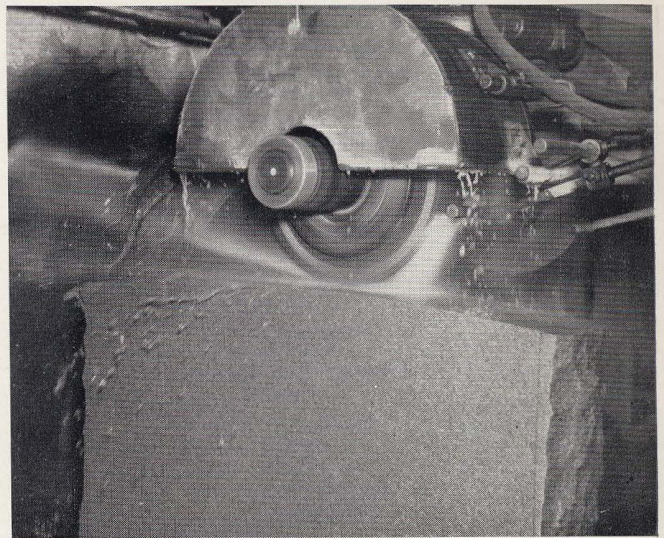
The first public exhibition of the designs will be held at the Fort Worth convention of the Association of American Cemetery Superintendents, October 3rd-7th. Officials of the Barre Granite Association announce that negotiations have been concluded with the Memorial Craftsmen of America for a huge wall space in Exposition Hall during the M. C. A. Convention at Cleveland. The great array of drawings is to be a feature of the convention and arrangements are being made for an able authority to give an analytical discourse on the drawings during the convention.

The voters contest, which compelled so much interest at the Chicago convention, will be repeated at Cleveland. Prizes are to be awarded for ballots that compare favorably with the sealed decision of the Jury, which will not be announced until the last day of the convention. A similar vote is to be taken at the cemetery convention in Fort Worth, thus enabling visitors at both conventions to test their judgment in design. It will be interesting to compare the votes of cemetery officials with those of the memorial craft.

The Contest Committee is now communicating with eminent authorities in an effort to organize an expert Jury which will award the \$1,000. in cash prizes. This Jury is to be composed of an industrial art authority, to be appointed by the National Alliance of Art in Industry; a registered architect, to be appointed by the Society of Memorial Draftsmen and Designers; an authority on memorial design, to be appointed by the Memorial Craftsmen of America; an authority on the art of working stone, to be appointed by the Barre Granite Association; a dealer of reputation for high standing in design, to be appointed by the Memorial Extension Commission, and a cemetery executive versed in memorial art to be appointed by the Association of American Cemetery Superintendents.

Speaking in behalf of the Contest Officials, Manager Lawson of the Barre Granite Association recently said: "We are profoundly grateful to the memorial craftsmen and cemetery executives who have done so much to publicize this contest, thus increasing the number and quality of contestants far beyond our expectations. Since the contest is essentially an educational project, and one which cannot but benefit dealers and cemeteries, individually and collectively, we sincerely hope that this enthusiastic cooperation will continue; for there is still ample time for more contestants to enter,—and the more the better. The Book of Rules and Information will be sent in any quantity to dealers or cemetery officials who are interested to distribute copies in their communities."

It is to be hoped that dealers and cemetery executives will continue to publicize the contest, particularly since the Barre Granite Association plans to make it possible for state and local associations to hold exhibitions of the prize designs together with a large collection of the better drawings. Such traveling exhibits can do much to publicize the memorial idea and to place the memorial craft on a higher plane.



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- Sand tight.
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Peoria, Illinois

Cleveland Convention Exhibitors as of August 15, 1937

November 30, December 1, 2, and 3, 1937

ALLEN GRANITE COMPANY
Elberton, Georgia
ANDERSON-FRIEBERG COMPANY
Barre, Vermont
BARRE GRANITE ASSOCIATION, INC.
Barre, Vermont
BERKELEY GRANITE CORPORATION
Atlanta, Georgia
BLISS DESIGN COMPANY
Rockford, Illinois
CARBORUNDUM COMPANY
Niagara Falls, New York
COLD SPRING GRANITE COMPANY
Cold Spring, Minnesota
COOK, WATKINS, PATCH, INC.
Boston, Massachusetts
COOPER MARBLE COMPANY
Knoxville, Tennessee
CROSS BROTHERS COMPANY
Northfield, Vermont
DAKOTA GRANITE WORKS
Milbank, South Dakota
DAWSON-McDONALD COMPANY
Boston, Massachusetts
J. A. DEDOUCH COMPANY
Oak Park, Illinois
DESILETS GRANITE COMPANY
Montpelier, Vermont
ELBERTON GRANITE INDUSTRIES
Elberton, Georgia
FRENCH CREEK GRANITE COMPANY
St. Peters, Pennsylvania
GEORGIA GRANITE CORPORATION
Elberton, Georgia

GEORGIA MARBLE FINISHING WORKS
Canton, Georgia
GEORGIA MARBLE COMPANY
Tate, Georgia
J. P. GILMAN GRANITE COMPANY
Kansas City, Kansas
HARRIS GRANITE QUARRIES COMPANY
Salisbury, North Carolina
JOHNSON AND GUSTAFSON
Barre, Vermont
JONES BROTHERS COMPANY, INC.
Boston, Massachusetts
E. G. LADEWICH
Mansfield, Ohio
LAKE WAUSAU GRANITE COMPANY
Wausau, Wisconsin
LIBERTY GRANITE COMPANY
St. Cloud, Minnesota
MARR AND GORDON
Barre, Vermont
MELROSE GRANITE COMPANY
St. Cloud, Minnesota
MEMORIAL ART STUDIO
Cleveland, Ohio
NATIONAL GRANITE COMPANY
Elberton, Georgia
NORTH STAR GRANITE CORPORATION
St. Cloud, Minnesota
OGLESBY GRANITE QUARRIERS
Elberton, Georgia
ORTONVILLE MONUMENT WORKS
Ortonville, Minnesota
PANGBORN CORPORATION
Hagerstown, Maryland

E. R. PETERSON MEM. DESIGN SERVICE
Rockford, Illinois
GEO. PFAFF, INC.
Long Island City, New York
PHILLIPS GRANITE COMPANY
Rion, South Carolina
BURTON PRESTON COMPANY
Mansfield, Ohio
PYRAMID GRANITE WORKS
St. Cloud, Minnesota
REX GRANITE COMPANY
St. Cloud, Minnesota
ROCK OF AGES CORPORATION
Barre, Vermont
ROYAL GRANITE COMPANY
St. Cloud, Minnesota
RUEMELIN MANUFACTURING COMPANY
Milwaukee, Wisconsin
SAUK RAPIDS GRANITE COMPANY
Sauk Rapids, Minnesota
SPACERITE COMPANY
Quincy, Massachusetts
STERLING GRANITE COMPANY
Elberton, Georgia
STONE MACHINERY COMPANY
Syracuse, New York
SULLIVAN GRANITE COMPANY
Westerly, Rhode Island
W. C. TOWNSEND COMPANY
Zanesville, Ohio
USLE AND PEROJO
Barre, Vermont
VERMONT MARBLE COMPANY
Proctor, Vermont

Question:

Will the Severest Weather, Natural Extremes of Temperature, the Elemental Action of Water, Gases or Frost Dim the Beauty of

MILLSTONE GRANITE

Answer:

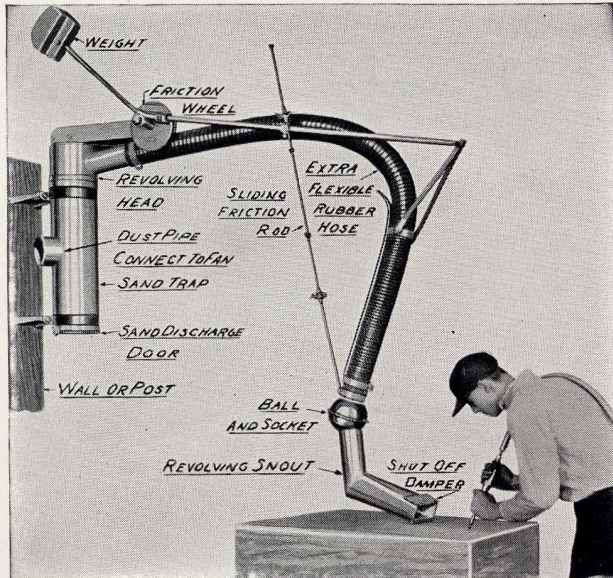
NO! The Millstone quarries were opened in 1830 and many monuments were then built of Millstone Granite. A close inspection of these early monuments in Connecticut cemeteries, many of whom are now in or near industrial communities, proves the unsurpassed ability of this stone to resist not only time and the rigors of Connecticut climate, but that of industrial smokes and gases as well.

NO! The weather-ability of MILLSTONE is only equalled by its Beauty!

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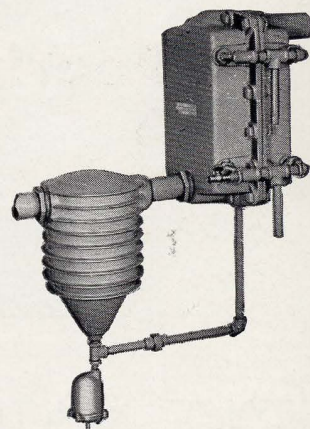
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Choice
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Sizes of the three
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are as follows:

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Second Base
4-0 X 1-6 X 1-10

Cross
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CHOICE MATERIAL WITH WORKMANSHIP SUPREME

"We are all very well pleased with the work", writes the J. F. Gast Monument Company of Chicago, for whom the Campbell memorial was recently completed by the Anderson-Friberg Co., of Barre. Erected in All Saints Cemetery for the Reverend Father Campbell, it will stand forever as a symbol of inspiration and devotion, not only because of the splendid interpretation effected by master craftsmen but also because the granite will endure through the ages.



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PIRIE'S SELECT BARRE GRANITE

MONUMENTAL NEWS



The Monumental News Publishing Company

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114 SOUTH CARROLL STREET, MADISON, WISCONSIN
B. S. WHITAKER, *President*



EDITORIAL

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No. 6

July
1937

ERNEST LELAND'S essay in the May issue of MONUMENTAL NEWS in reply to Miss Newton's provocative "Light Like The Sun", which reached several hundred thousand above the average prospects for monuments, through the medium of Reader's Digest, has brought us a large number of interesting letters.

Practically each writer bemoaned the anti-monumental propaganda of Miss Newton's article, and praised Mr. Leland's response. A few berated cemeteries for promoting cremation, and a few more wished reprints of Leland's Essay for mailing purposes. (See Editor's Note for prices on these reprints which are now available on

the same high quality linen finish paper as used in our Review of Monumental Art Section.) Strangely enough no correspondent seemed to sense our point that we monument men as a whole are failing an opportunity in not featuring monuments especially designed for those who prefer cremation.

"Light Like the Sun" A Blessing in Disguise?

While it is unquestionably true that were Mr. Leland's article common knowledge, the practice of cremation would suffer, we take issue with those

who see the end of the monument business in the increased number of "Burnings and Grindings". In one respect at least, cremation is an advantage to our industry. Its lower cost should leave more funds available for monumental purposes.

Obviously it is up to our designers to provide urn memorials or other monuments especially created to meet the problem of cremation. On our last month's cover talented Howard Seidell of California offered a Columbarium, which should have wide appeal for people of means. However, this is but one of many memorial types definitely suited to the problem.

It is our misfortune that the larger share of publicity our industry receives is unflattering. In fact the work of the Memorial Extension Commission is our only counter-attack in a strongly competitive age, and the need of its contemplated advertising program becomes increasingly evident, if we are to meet competition from outside sources. However, in the cremation problem our best answer is not publicity, it is accepting the fact as it exists and providing the solution in the form of appealing monuments especially designed for the purpose.

EDITOR'S NOTE: Reprints of Mr. Leland's Essay telling the truth about cremation and answering "Light Like The Sun" are now available, printed on linen finish paper at \$3 for 100; \$5 for 300; \$10 for each 1000.

ONE of the unfortunate economic facts of the monument business is the unusually high overhead cost of selling; particularly of dramatic merchandising that does justice to the possibilities of the industry. This coupled with other retail factors such as slow collections, impracticability of cost allotment buying and repossession, few repeat customers, etc. all add to the price for which a monument must be sold to make a profit. Then too the growing retail practice of buying more finished memorials than formerly (a development due to lack of skilled labor, expense of modern machinery for the average shop, state labor legislation, etc.) has made it increasingly imperative to look for spare time or rather part time profit makers to cut down overhead costs.

Sidelines For Profit

Many retailers have made a good thing out of sidelines and instead of detracting from their main line, it actually increased good will and reputation. It must be remembered that the Retail Dealer is the Foundation of the industry, and unless Retailers make a consistent profit, no other element can profit indefinitely, (a fact which many seem to overlook in price raising ideas "for the benefit of the industry, etc."). Can sidelines help solve the problem? A study of what a few successful dealers are doing convinces us that many have overlooked a very profitable field. Some of these investigated "Roads to Profit" are Garden Architecture, home statuary, the cleaning and waterproofing of monuments and buildings, Bronze tablets and signs; decorative wood carving by sand for mantles, etc., landscaping, iron fences, painting and whitewashing by portable compressors, etc.

We of the MONUMENTAL NEWS believe that reporting the experiences of those who have increased profits with sidelines will help the entire industry. Won't you help us out by telling us in from 100 to 1500 words of how you have made a certain sideline pay? We are particularly interested in new sidelines.

Monumental News offers Prizes for Letters on "SIDELINES FOR PROFIT"

- As an added incentive MONUMENTAL NEWS offers an additional two years subscription, or any one of our books such as the Sand Blast Manual or the Monument Dealers Manual, or the Manual of Monumental Lettering, for any letter published on profitable sidelines.

It Pays To Be A Good Loser . . .

(These "case histories," written by a well known designer-salesman, are based upon actual incidents or experiences. In each case, however, all names and places are fictitious and certain minor changes are made in the stories further to disguise the identity of the persons and places involved. Ed.)

In this "Case History" the Designer-Salesman Tells the Story of an Artist-Craftsman Who Turned Defeat Into Victory

IT PAYS to be a good loser. Or perhaps I should say that it does not pay to be a poor loser; for none of us can enjoy defeat and all of us experience disappointment when we lose. But the poor loser makes the mistake of betraying his disappointment and of letting it degenerate into futile bitterness, whereas the good loser cloaks his disappointment with a smile. Perhaps that smile takes a lot of effort, but it bespeaks the instincts of a gentleman,—it reveals the spirit of good sportsmanship which appeals to people in the game of life as it does in games of sport. The good loser, moreover, is usually the man with a good sense of values and perspective, the man with a philosophical attitude which generally means a wholesome attitude. He does not allow bitterness nor disappointment nor anger to upset his mind and his digestion. He is a good loser because he is usually a good thinker. And his good thinking can turn defeat into victory, as this "case history" will prove.

The will of a wealthy New Englander, several years ago, requested his executors to erect a monument "to be essentially similar in design and dimensions to the "Langwell" sarcophagus in Glendale Cemetery, the said monument being the work of the Vanderbilt Studios of New York and Vermont. I direct my executors to communicate with the said Vanderbilt Studios and also the local monument makers, including the firm of Lawrence & Co., in the city of "Columbus, Massachusetts," requesting them to submit designs and estimates. It is my wish that preference be given to local firms, including the said Lawrence & Co., provided, however, that the design submitted by any one of these firms compares favorably with the design submitted by the aforesaid Vanderbilt Studios and that my executors are satisfied that the local concern is qualified and financially responsible enough to fulfill the contract. I further request my executors to reimburse the said Vanderbilt Studios for any expense they may incur in submitting a design, in the event that they are not awarded the contract, because they designed the original monument and because they will be at expense in traveling to this city for conference with my executors."

The monument mentioned in this unique and considerate document is an imposing sarcophagus of classic source in design, rich in mouldings, impressively proportioned and measuring some fourteen feet in length of base. Suffice it for the purpose of this story to approximate the cost at some \$5,000. The monument stands within two hundred feet of the plot in which the adaptation was to be erected.

In due time, the executors communicated with the local dealers, Lawrence & Co., in nearby Columbus and the Vanderbilt Studios in New York. The three local dealers were typical of the concerns located at cemeteries in our smaller industrial cities. The larger firm of the three extended its territory, by means of agents, to the agricultural communities in the county. None of the three employ more than two cutters and the preponderance of their work is sold from stock. But the firm of

Lawrence & Co., in the nearby city of "Columbus" has quite a wide reputation for superior design and craftsmanship. Patronized by leading families in that section of the state, and basing their appeal on special designs, this company has for years served the wealthier families not only with memorials, but imported sculpture and garden furnishings. Mr. L. V. Lawrence Jr., actively conducting the business, is a personable, well educated young man with two years of special study in architectural design and drafting. He is active in social and civic affairs, considered an artist in his community and socially well connected. So much for the local dealers.

The "Vanderbilt Studios," who erected the original memorial referred to in the will, is one of America's foremost concerns in the field of memorial art. Enjoying a nation-wide clientele, this organization has consistently employed trained architects and designers to represent the concern out over the country. Mr. "Elwood M. Granfield" who was assigned to the case in question, has been identified with the company since he graduated in architecture from Pennsylvania University. Son of a memorial craftsman in that state, Mr. Granfield early in life resolved to adopt memorial art as a career, wavering only once when his design for a costly residence won a scholarship at Art School with especial praise for the decorative quality of his work. Relatively young, high-spirited, well read, engaging in personality and absorbed in all that pertains to the arts, "Mr. Granfield" is a designer known to the craft as a master of his profession.

The executors were men of prominence in New England; cultured, well travelled and devoted to the memory of the man who had entrusted his vast fortune to them for disposition. To each memorialist they read the instructions stated in the will of the deceased. To the three local dealers they were careful to explain the implied preference for either the "Vanderbilt Studios" of New York or the "Lawrence" concern at Columbus. But so far as possible, they explained, the designs would be judged on their merits; this together with the ability and facility of the dealer to fulfill the contract. In short, it was a clean cut competition.

Granfield was the last to interview the executors. He had been on a project in the middle west. Knowing the chap well as I do, it is easy to understand why he made such an impression upon the executors. Granfield rarely if ever talks shop. He contends that if you've got to "talk about the quality of your work you are just spilling the same old tripe that every canvasser utilizes. Moreover, if my prospects cannot see the exceptional in the illustrations featured in our literature, then all the clap-trap in a canned sales-talk is bread on the water." And there is a lot to what he says. There is a lot more to the way he goes about a case. To him, the prospect is a client with a problem on his or her hands. And a very intimate and

difficult problem. Try to select a memorial for your own family and you will find it to be true. Well, when Granfield met the executors, they were quick to see that here was a man who was not merely interested in landing an order. He reviewed the problem with them, just as an attorney might analyze a legal problem, or a physician might diagnose a case.

"It is unfortunate," he said, "that Mr. Colgate confines us to what is after all an adaptation of the Caldwell memorial. They are so nearby. Then too, the Caldwells spent a lot of time trying to do something distinctive. But being a busy man, I suppose he gave no thought to that phase of it all,—how the Caldwells *might* feel. But I think with study and experiment we can work out a solution."

"Singular" observed one of the executors, "you are thinking along the same lines as young Mr. Lawrence over in Columbus".

"I'm glad to hear that" replied Granfield, "and I'm not surprised. *There* is a youngster who is going places. He is far ahead of his competitors in this part of the country and you can rely on his advice. I wish we might have him on our own staff,—but he is doing a nice business and I'm glad that he is to help you on this problem." And there, good reader, you have a clue to the broad-gauged attitude of good-will, service and personal interest these being cardinal factors in the success this man has made of his career.

For well over two hours, Granfield conferred with the executors. He had with him the original plans of the Caldwell memorial together with photographs of similar compositions. With tracing paper and thumbnail sketches he and the executors tried variations and alterations, keeping constantly in mind the fact that the will restrained them from departing too far from the Caldwell design. At the conclusion of the session, the executors were impressed that they had weighed the problem "with a man who knows", a man who *reasons* his way through design,—as all designers should. When one of the executors proposed this change or that, Granfield was quick to explain why it might or might not be desirable. And his explanations, based upon a sound knowledge of theory in design, were invariably convincing. And so, Granfield departed for New York with the cordial thanks of the executors,—but not without hearing that his young contemporary Lawrence, at Columbus, had followed much the same procedure in his interview!

Several weeks later, all the competitors submitted their designs and proposals. Granfield was among the first to leave his drawings because he was bound north for a vacation with friends in Vermont. His design, incorporating the changes worked out in conference with the executors at the first interview, made a profound impression on the group. Superbly rendered, as all drawings by Vanderbilt Studios are, the design was an admirable solution of the problem and well within the limit of expenditure named by the executors. Granfield was sincerely congratulated and he left for his vacation rather sure that good news would be waiting for him when he returned from his well earned rest. But he was to be disappointed.

It was a lovely letter he found on his desk,—a letter from the President of the Trust Company. With an almost apologetic attitude, the President at length explained why the executors had felt constrained to award the contract to young Lawrence of Columbus. Freely admitting that Granfield's design unquestionably surpassed all others, the writer explained that Lawrence had fully measured up to "your gracious comments about his work," that his design incorporated many of the fine qualities in Granfield's design and that therefor the executors "reluctantly agreed that Mr. Lawrence had come so near your own ideal solution that, mindful of the expressed preference for a local concern, as stated in the will, we resolved to entrust

the work to Mr. Lawrence." Followed then a very sincere expression of gratitude, written in a personal vein which must have given Granfield some appreciable compensation for his disappointment.

Several months later, I chanced to be in Columbus. I dropped in on Lawrence, as I always do. The conversation turned to the Colgate affair. It seems that some weeks after the contract was signed, the President of the bank had called Lawrence into his office one day. "Sit down," he said, "and read these three letters. One of them will make you feel good, and the others will show you that you can't make a silk purse out of a sow's ear." Lawrence managed to get copies of the letters. I quote them with minor changes enough to conceal the identity of the poor losers.

LETTER NO. 1 FROM ONE OF THE UNSUCCESSFUL
LOCAL DEALERS

Dear Sir: We are very much disappointed about the Caldwell contract. We have done several jobs for the family and we felt we were entitled to be favored. We went to a lot of expense getting a well known artist here to make the drawing and we figured it very close. Our competitor who is getting the order does not cut his own work, sub-letting contracts out of town so that most of the money is spent out of town which was not what Mr. Caldwell had in mind in his will. We made the lowest price we could which was way under the limit mentioned. Being good customers of your bank we feel the business should have been thrown our way.

Yours truly

LETTER NO. 2 FROM ANOTHER UNSUCCESSFUL
LOCAL DEALER

Dear Mr.—Yours of the 16th at hand and we must say that it was a surprise because just the other day you told us that our price was way under prices you got from others and we figured we should ought to have the order because we do high class work at lowest prices as our customers can tell you. If we had got the business we could have made an account at your bank as we are thinking of changing. The company that has got the order may be an artist but he has never had a pneumatic tool in his hand so how can he tell high class work. We are honest workmen, we don't put on no dog, but we have a reputation for high class work and we think we ought to have gotten your trade, since our price was the lowest. You sayd so yourself.

Truly yours,

LETTER NO. 3 FROM GRANFIELD, THE UNSUCCESSFUL
DESIGNER REPRESENTING THE METROPOLITAN FIRM

My dear Mr.—Upon my return from a glorious vacation I find your letter concerning the Colgate memorial. Needless to say, it was a disappointment to learn that we are not to do the memorial for you; but I hasten to assure you that I thoroughly understand and appreciate the spirit in which you arrived at your decision.

Please feel no sense of obligation for any assistance we may have been with your problem. It is part of our preliminary service to the public. Then too, you were at pains to explain the conditions which might make it necessary to entrust the work elsewhere. I sincerely appreciate the kind things you say in your letter and it was a pleasant experience to meet you gentlemen.

I am sure young Lawrence will make the most of this opportunity. Talent like his, in a city the size of Columbus, de-

(Continued on page 208)

Copyright Law Upheld By United States District Court

Opinion Given By United States District Court

SEVERAL years ago Jones Brothers of Boston and Barre, at request of one of its dealer customers, and upon advice of counsel, brought joint suit against an infringing dealer and his client, for copyright infringement. This has recently been decided in the favor of Jones Brothers Company in the "District Court of the United States In and For the Middle District of Pennsylvania." The bill in equity alleged infringement of copyright.

Jones Bros. had hired a designer to create an original memorial design. It was copyrighted under Class G of the Copyright Act "for a design for a work of art," issued in the name of the designer, E. R. Peterson. Jones Brothers distributed photographs of this design to dealers, with copyright notice and specifications on back of photograph.

One dealer submitted design to a customer who wished minor changes, these were agreed upon and a price quoted—The prospect placed the order with *another dealer*, who executed and placed memorial. Thinking the changes protected his firm from copyright infringement the manufacturer, at request of dealer, gave the client *guarantee* of protection from Copyright Infringement. (Every effort was made to settle out of court and avoid publicity and long drawn out litigation). We present the decision with some omissions:

"The principal defense is that the design for a cemetery monument is not copyrightable as a design for a work of art since a monument is not a work of the fine arts, but should have been patented as a design for an article of manufacture.

The Copyright Act of 1909 provides: "That any person entitled thereto, upon complying with the provisions of this Act, shall have the exclusive right (a) to print, reprint, publish, copy and vend the copyrighted work; (b) . . . to complete, execute, and finish it if it be a model or design for a work of art". Section 5 provides: "That the application for registration shall specify to which of the following classes the work in which copyright is claimed belongs . . . (g) Works of art; models or designs for works of art". The Design Patent Law of 1902 provides for a design patent to "any person who has invented any new, original, and ornamental design for an article of manufacture . . ."

It is significant that in the present Copyright Act Congress omitted the word 'fine' which formerly appeared before the word 'art' in connection with models or designs. Fine art is "Art which is concerned with the creation of objects of imagination and taste for their own sake and without relation to the utility of the object produced." The fine arts are "Painting, drawing, architecture, and sculpture (these four being often called the arts of design) . . ." Manufacture is the "process or operation of making wares or any material produced by hand, by machinery or by other agency . . . anything made from raw materials by the hand, by machinery, or by art . . ." Art is "systematic application of knowledge or skill in effecting a desired result. Also an occupation or business requiring such knowledge or skill; a craft; as industrial

arts." Webster's New International Dictionary, 2nd Ed. in *Pellegrini v. Allegrini et al* 2 Fed. (2d) 610 District Judge Dickinson said: "It is not necessarily a 'work of art' something displaying artistic merit, but it is 'objet d'art' something upon which the labors of an artist as such have been employed."

It is apparent that under the above definitions of manufacture and art a certain object may be an article of manufacture as well as a work of art and the design therefor might well come under the Design Patent Law as a design for an article of manufacture or under the Copyright Act as a design for a work of art. On this point, Well on Copyright Laws says at page 227: "The Act of May 9, 1902, provides that any new original and ornamental designs for an article of manufacture may be patented. This Act is not specifically repealed by the present Copyright Code, but if such manufactured articles are to be 'objects of art' it would appear that designs therefor may be copyrighted as 'writings' whether or not they may be patented.

"It is deemed that it is merely a matter of legislative intention and procedure whether many forms of expression, lying on the borderland between copyright and patent, be subject to the Copyright or Patent Laws, and that such decisions fall into the natural, as distinguished from the artificial, historical, domain of copyright. Such designs would accordingly appear both copyrightable and patentable."

The Design Patent Law and the Copyright Law afford different types of protection, *Pellegrini v. Allegrini et al. supra*. The method of procedure, the term of protection and the penalties for infringement are different under each act. *Louis DeJonga & Co. v. Breuker & Kessler Co.* 182 Fed. 150. In a case which comes under either statute, it becomes a matter of choice by the author or owner whether he will seek protection under the patent or copyright law. In the last cited case above, the court said: "Nevertheless, when the painting left the artist's hand, it was of such character as made it eligible either for copyright or for patenting, at the option of the author or owner . . . Since it was qualified for admission into the two statutory classes, I see no reason why it might not be placed in either. But it could not enter both. The method of procedure, the term of protection, and the penalties for infringement, are so different that the author or owner of a painting that is eligible for both classes must decide to which region of intellectual effort the work is to be assigned, and must abide by the decision."

The complete "Ruther" memorial is clearly an object of art as well as an article of manufacture. The Ruther design is an artistic drawing fairly within the fine arts and was entitled to copyright as a design for a work of art. The design came within Rule 12 of the Rules and Regulations for Registration of Claims to Copyright: "but the registration in the Copyright Office has been made to protect artistic drawings notwithstanding they may be afterwards utilized for articles of manufacture."

(Continued on page 208)

Cemeteries Can Foster The Memorial Idea

Mount Hope, in New York,
Erects a Memorial



● Many of our cemeteries, like many memorialists, make frequent use of the words "sentiment, devotion, honoring our dead" and similar terms. And yet, these cemeteries and these memorialists rarely manifest any of the sentiment they try to arouse in others. Fortunately, this inconsistent attitude is changing. And to a surprising extent, our cemeteries are now sensible to the fact that the mortuary crafts must do something more definite than mere talk about sentiment.

Picturesque Mount Hope at Hastings-on-Hudson is one of the major cemeteries in the great metropolis. Thanks to able and resourceful Crawford T. Perkinson, Vice President of the cemetery, Mount Hope has done much to publicize and popularize the memorial idea,—and to generate sentiment toward the cemetery. The flag-staff on this page, for example, was recently erected by the cemetery because Mr. Perkinson strongly feels that the National Emblem should fly in all cemeteries. And in order to emphasize the memorial idea, Mr. Perkinson resolved to dedicate the flag-staff to some historic personality in the community. It so happens that Admiral Farragut once resided in Hastings-on-Hudson, hence the rockery with 13 boulders features a tablet which dedicates the flag and staff to the famed hero of Mobile Bay.

A memorial erected and dedicated by a cemetery! Here is applied sentiment,—the sort of manifested sentiment that promotes the memorial idea. High naval officials, military and patriotic societies together with a large public attended the impressive ceremonies, while one of the nation's finest submarines was docked at Hastings in further honor of the event. The crowd who attended the ceremonies, and the millions who read of the dedication in the metropolitan press, thus had concrete testimony of the fact that the memorial idea marches onward. All credit to Mr. Perkinson and to Mount Hope. Dealers and cemetery executives elsewhere in the land should profit from this magnificent example of idealism.

Copyright Infringement Opinion

(Continued from page 206)

The defendants contend further that the "Ruther" design is not the original work of the author but that all of the essential elements were in common use prior to plaintiff's copyright. The defendants introduced testimony and numerous exhibits to show that the essential elements of the "Ruther" design were used prior to plaintiff's copyright. The true test of originality is whether the production is the result of independent labor or of copying. Drone on Copyright p. 208 In *Emerson v. Davies* 2 Story 779 (8 Fed. Cas. 615) Justice Story said: "In truth, in literature, in science and in art, there are, and can be, few, if any thing, which is an abstract sense, are strictly new and original throughout. It is a great mistake to suppose, because all the material of a work or some parts of its plan and arrangements and modes of illustration, may be found separately, or in a different form, or in a different arrangement, in other distinct works, that therefore, if the plan or arrangement or combination of these materials in another work is new, or for the first time made, the author, or compiler, or framer of it, (call him which you please) is not entitled to a copyright. The reverse is the truth in law, and, as I think, in common sense also." Plaintiff's testimony shows that the design was the independent work of the artist Peterson and that it was not copied from any other work. Defendants' testimony does not contradict this and their numerous exhibits do not show any work similar to the "Ruther" or any one having a plan or arrangement or combination of elements as in this "Ruther" design.

The defendants further contend that the copyright law does not protect the plaintiff from the manufacture, in another medium, of the design copyrighted. The copyright grants the exclusive right "to complete, execute and finish it if it be a model or design for a work of art". The Copyright Act has been held to afford protection to the copyrighted idea against infringement by manufacture in other media. In *Palk v. Howell & Co.*, 37 Fed. 202 it was held that the copyright of an artistically designed photograph was infringed by the manufacture of a chair with an imitation of the photograph stamped in raised figure on the leather bottoms and backs. In *King Features Syndicate v. Fleischer et al* 299 Fed. 533, it was held that the copyrighted book of cartoons known as "Barney Google and Spark Plug" was infringed by the manufacture and sale of a toy, an exact reproduction of the horse, "Spark Plug". The court there said: "We do not think it avoids the infringement of the copyright to take the substance or idea, and produce it through a different medium, and picturing in shape and details in sufficient imitation to make it a true copy of the character thought of by appellant's employee . . . The concept of beauty expressed in the materials of statuary or drawing, is the thing which is copyrighted. That is what the infringer copies. The Copyright Act was intended to prohibit the taking of this conception. The Copyright Act protects the conception of humor which a cartoonist may produce, as well as the conception of genius which an artist or sculptor may use." In *Fleischer Studio v. Ralph A. Freundlich, Inc.*, 73 Fed. (2d) 276, it was held that a copyrighted book of cartoons picturing "Betty Boop" was infringed by the manufacturer of a "Betty Boop" doll . . . The court said: "The infringement charged was a reproduction of the Betty Boop cartoon in manufacturing a doll. This, a three-dimensional form of a doll, is an infringement of the two-dimensional picture or drawing."

The defendants further contend that they have not infringed the plaintiff's copyright. The test of infringement is whether the defendants have made an original independent production or a copy of the plaintiff's work. In *Pellegrini v. Allegrini*, supra, the court said: "The test must rest in finding that the second 'work' is not an original treatment of a subject open alike to treatment by both, but is a copy more or less servile of the first. There may be a strong likeness in the two, and yet such a finding may not be made; there may be any number of differences between the two, and yet the finding be unhesitatingly made." The testimony in this case clearly shows that the work of the defendants was not original but that it was copied with several changes from the copyrighted work. The testimony even shows that the design from which the defendants' monument was made, was traced from the copyrighted design. This clearly shows infringement by the defendants.

Proposed findings of fact and conclusions of law which have been submitted, are answered and filed herewith.

Upon application, a master will be appointed to report on the damages, costs and disposition of the infringing memorial.

ALBERT W. JOHNSON,
United States District Judge.

It Pays to Be a Good Loser

By the Designer-Salesman

(Continued from page 205)

serves to be encouraged. And it was quite typical of him that he should say such nice things when you showed him my design. When you see him again, give him my congratulations, please, and tell him that if, as he says, my design was "infinitely superior" to his own, he should remember that in an organization like ours, many trained men collaborate on a design, hence the credit belongs to no individual.

May I again assure you that I understand the reasoning that led to your decision. If ever the Trust Department has another project of this kind, please be assured that I will be glad to submit designs and happy to renew a very pleasant acquaintanceship.

Sincerely,
ELWOOD M. GRANFIELD.

Is it necessary to make any comment on that letter? I hope not. Well, several years went by. Lawrence, the successful competitor, outgrew his community and became identified with one of the largest concerns in the craft. Granfield, travelling one day in the far west, received a telegram from New York instructing him to fly immediately to Lowester, Massachusetts. The President of the Trust Company, to whom he had written the above letter, wished to confer with him, and *with him alone*. That bank official had never forgotten Granfield's letter,—nor the personality and ability of the man. He had never forgotten that you "can't make a silk purse out of a sow's ear."

Today, on a high promontory in the beautiful cemetery at Lowester stands an imposing mausoleum. It is one of the most imposing mausoleums in New England. Granfield designed it. Granfield sold it. There was no competition. That banker had faith in a man who is big enough to be a good loser.

Trade News

RECENT WORK • DEALER NEWS • MANUFACTURERS NEWS
ORGANIZATION NEWS • EQUIPMENT AND SUPPLY NEWS

BARRE GRANITE ASSOCIATION OUTING

The annual picnic of the Barre Granite Association was held at the Italian Pleasure club at Berlin Pond, Vermont. The usual games furnished diversion and a fine dinner of appetizers, spaghetti, roast chicken, with all the extras, was served by "Pete" Puricelle, assisted by A. Comolli, Duncan McMillan and others.

Vocal selections by Jim Webster and Tony Sassarossi were greatly appreciated. Bowling, pitching horseshoes were afternoon events. Ted Lawson's bowlers defeating the Attilio Perantoni team in the finals.

SILICOSIS LABORATORY WORK

At Barre, Vt., the Vermont state department of health, have arranged for an industrial hygiene division at the Barre City Hospital, under the direction of Edward G. J. Urban, an air conditioning engineer who has recently completed a year's work at the Harvard school of public health, studying dust control.

He will count the number of dust particles in the air from samples taken from granite sheds, and determine the efficiency of dust removing devices.

Another room will be used for examination of workmen, including chest X-rays, and a careful medical and statistical study will be made by Dr. Lester E. Judd.

As additional funds are available the work of protection will be enlarged.

The purpose of the present staff is not to force regulations upon the granite industry but to work with both employers and employees to find the most efficient and practical methods of protecting workers from granite dust. Dr. Russell and other experts are of the opinion that a dust content of not more than ten million particles per cubic foot of air is presumably safe for workers in granite sheds. Therefore, the state board of health has adopted a resolution that the goal of the engineering work shall be to keep the dust content below that figure in all operations used to manufacture granite.

Both employers and employees and all the physicians in Barre are extending every co-operation to the staff of this division. Many of the stonesheds have installed dust removing machinery, and others are making plans to do so immediately. However, Harold W. Slocum, who is in charge of the division of tuberculosis and industrial hygiene, states that the problem of granite dust control is not entirely solved by the installation of dust removing machinery. There remains the problem of proper disposal of this dust, the upkeep of the machinery, which must be constantly checked for efficiency, and of equal importance, the cooperation of all workers in properly using the devices installed, the elimination of careless and harmful habits.

The Barre work has the advantage of the cooperation of both employers and employees and, through the U. S. P. H. S., it is available for consultation the leading experts in the country. In fact, the work is being followed with considerable interest in all parts of the country, for it is hoped that it will point the way to the prevention of silicosis and tuberculosis not only for the granite industry in Vermont but for the entire United States.

NEW BROADCASTER

Mario Comolli, son of C. Comolli, quarrier and manufacturer of Elberton, was honored by election as president of the senior class at North Carolina State University, where he graduated in June. Mr. Comolli broadcasts over station WPTF at Raleigh.

A NEW DEALER

E. McLamb, in Goldsboro, No. Carolina, has recently established the McLamb Monument Co. This is the first time in several years that Goldsboro has had a retail dealer. Mr. McLamb reports business to be very good.

QUARRIERS RE-ELECT OFFICERS

At the annual meeting of the Barre Quarriers' Co-operative, Inc., held at Runaway lodge in Chelsea with 17 members attending, the entire old slate of officers and directors was re-elected. The officers are: W. F. Corry, president; H. B. Jones, vice-president; J. Wendell Smith, secretary; Athol R. Bell, treasurer. The officers are members of the board of directors with the following additional members of the board, Donald W. Smith, Alex Straiton, Frank C. Corry, James Pirie, Fred Pirie and Maurice Kelley.

CREDIT MEN ELECT PAUL FIELDEN

THE new president of the National Association of Credit Men, elected at the annual convention in Chicago, June 21 to 24, is Paul Fielden of the Norton Company, Worcester, Massachusetts. Mr. Fielden has been in close touch with the affairs of the National Association, having been a director in 1934 and vice president in 1935.

As a credit man, Mr. Fielden has had a broad experience, having been engaged in credit work with the Norton Company for 17 years, 10 years as Assistant Credit Manager and seven years as Credit Manager. The company with which he is connected manufactures grinding wheels, pulpstones, and a variety of abrasive products, grinding machinery, refractory ware and non-slip tile.

U. S. MARBLE AND GRANITE COMPANY

Trading as United States Marble & Granite Co., Asa L. Wooten, Oneco, Fla., has entered into a stipulation with the Federal Trade Commission to discontinue representations in advertising matter implying that he manufactures the tombstones and monuments he sells in interstate commerce.

According to the stipulation, the products sold by Wooten are manufactured at plants which he does not own or operate, although his advertising matter contained assertions such as "Sell Direct From Factory To You" and "From Stone Quarry To Monument Factory Direct To You."

Wooten also agreed to cease representing that his company is the largest of its kind in the world, that it has been selling tombstones and monuments for 30 years, and that purchasers of his products save from 30 to 35 per cent, when such are not the facts.

The National Better Business Bureau issued a bulletin regarding this advertiser on April 8, 1936.

WISCONSIN SALESMEN MEET

The first summer meeting of the Wisconsin Association of Memorial Salesmen, was held at Wausau, Wis., at the Wausau Hotel on July 12th and 13th.

President Frank J. McDonough of Milwaukee, presided at the first business session, where the constitution and by-laws were read and discussed. An interesting discussion of monument selling, etc. followed. A luncheon was served to members and ladies, followed by a trip to the quarries, where all processes were observed.

At six o'clock in the evening, the visitors were taken to Rib Mountain, the highest point in Wisconsin, later a banquet was served.

Speakers were Charles M. Johnson, Wausau; "Cooperation Between Manufacturers and Salesmen," his subject. Arthur K. Soule, Chicago, spoke on "Ethics in Selling Memorials." Both speeches were highly instructive and enjoyable.

On Friday, a trip was made through the manufacturing plants of Wausau. A business meeting followed, where reports of resolutions, membership and legislative committees and officers were given, discussed and approved. Luncheon was served, followed by an open business meeting and an address on "The License Law," was given by DeWayne Nelson, executive secretary of the Memorial Craftsmen of Milwaukee, Inc.

Every one reported an unusually enjoyable and instructive meeting and expressed deep appreciation to the Wausau manufacturers and quarriers for their hospitality and cooperation.

SUMMER MEETINGS OF WISCONSIN MEMORIAL CRAFTSMEN

THE Wisconsin Association of Memorial Craftsmen held their annual summer meeting at Wausau, Wisconsin on August 9th and 10th, at the Hotel Wausau.

Monday morning was devoted to registration. In the afternoon, while the business session was held, the ladies were enjoying a sight seeing expedition to Rib Mountain Park. At the business section, Omar Bittmen, Milwaukee, state association president, presided; Matt Schumacher, Port Washington, secretary and treasurer, recorded events. Lucian Schlimgen, National President, B. E. Kuechle, claims department head of the Employers Mutuals and De Wayne Nelson, exec.-secretary of the Milwaukee Memorial Craftsmen, Inc., were the principal speakers. Silicosis, dust hazards, the defunct license bill, beauty of memorials and cemeteries, the coming National Convention at Cleveland, Ohio, the fair trade practices act and a survey of the Wisconsin industry, were among the many topics discussed. The association unanimously approved by resolution the governments national youth administration project to restore old and forgotten cemeteries.

Monday evening, the banquet was held at Vogls Club at the Eau Claire Dells. "Red Roberts" and his eleven piece orchestra with vocalists and novelty acts furnished entertainment and music for dancing, for the craftsmen, families and guests.

Tuesday morning's feature was a sight seeing trip to the quarries. The Rib Mountain Granite Company, the Lake Wausau Granite Company, the De Voe Granite Co., and the Anderson Brothers & Johnson Company all exhibited their quarries and manufacturing plants. The quarries, quite widely separated, are located in the midst of beautiful woodland scenery. Many of the guests who were seeing the first quarries and granite manufacturing operations exclaimed at the magnitude and wonders of the processes and realized why monumental work of quality could not be "cheap".

The final event was a picnic at Marathon Park, refreshments and beer were in abundance. The craftsmen and guests, were lavish in their appreciation of the hospitality extended to them by C. W. Johnson, chairman, and the members of the local granite industry and other contributors who made the outing such a pleasurable occasion.

PLYMOUTH MONUMENT TO BE SENT TO PALESTINE

Plymouth: A Wisconsin Pike River grey granite monument will mark the final resting place of Marjorie Beth De Jong in Basrak Iraq. in Palestine. The monument will be shipped from the Kegler Memorial works, Plymouth, Wis., soon.

Marjorie Beth, daughter of the Rev. and Mrs. Garrett E. De Jong, died in 1931 while her father was a missionary in that country. Several weeks later, having fulfilled a seven-year term there, the parents returned to this country. Recently, desiring to have their daughter's grave marked, they instructed Alfred Gehlhoff, manager of the Kegler Memorial Works, to have a marker carved from Wisconsin pike river grey granite and sent to Iraq. A lamb will adorn the stone, which will read, "Marjorie Beth, daughter of Rev. and Mrs. G. E. De Jong—1930—1931."

Wisconsin granite, Mr. Gehlhoff explained, is a harder stone than can be found in that country and will endure the weather conditions more easily. Other monuments are chiefly of marble—there is only one granite stone in that cemetery now—sent from Italy, France, and surrounding countries but the quality is not as good as the granite to be found in Wisconsin. Mr. Gehlhoff believes this to be a record long distance shipment for a monument, and it will be sent when a missionary friend of the Rev. De Jong returns to his duties there after a brief vacation in the United States.

—Sheboygan Press of July 31, 1937.

EXPERIMENTAL LABORATORY

In an effort to find a more extensive range of "STEEL" finishes for use on Granite and stone, the Pittsburgh Crushed Steel Company, manufacturers of DIAMOND CRUSHED STEEL, and CAMPBELL-HORIGAN, a leading Pittsburgh monumental firm, have recently established an experimental laboratory.

The experimental work will be done at the CAMPBELL-HORIGAN plant. D. W. Wright of CAMPBELL-HORIGAN will be in charge of the work. He will be aided by R. L. Belknap, president CAMPBELL-HORIGAN, Mr. W. L. Horigan, secretary CAMPBELL-HORIGAN, and Mr. William H. Skirble, promotional department, Pittsburgh Crushed Steel Company. Wright, Belknap, and Horigan, have devoted their entire life to the study of stone and art in stone, in connection with their business.

Experimentation will be done with all sizes of DIAMOND CRUSHED STEEL from sizes 8 to 60.

Any discoveries and finishes uncovered will be passed on for the benefit of the entire trade.

Stone fabricators, are urged to forward any ideas that they may have to the Pittsburgh Crushed Steel Company, Pittsburgh, Pa., so that the entire trade may be availed of the opportunity to take a step forward.

PAINFUL INJURY

Adolfo Comolli, of Comolli & Co. Inc., at Barre, Vermont is in the hospital with a badly crushed left foot. While working in the plant, a heavy stone, being moved, fell on his foot. The doctors are hoping to save the crushed toes.



NEW GRANITE QUARRY
DEVELOPED IN CITY
LIMITS OF ELBERTON,
GEORGIA

John Weiblen of Atlanta, Ga., and New Orleans, La., who has been identified with the granite quarrying industry in Georgia for many years, has developed a large granite ledge in the city limits of Elberton, Ga.

This ledge produces a beautiful gray granite, similar in texture and color to light Barre. It takes a fast and brilliant high polish, splits perfectly on both rift and grain, producing good patterns, and cuts very economically. It is Mr. Weiblen's intention to specialize in producing and finishing granite for mausoleum work because it is possible to quarry any size sawblock or roof stone. All types of finished memorial work will be solicited however, as well as rough stock, sawed slabs and sawblocks. The quarry is active at this time, having already shipped several carloads. Additional equipment, such as sawgangs, cutting shed etc., are being added to facilitate production. This new Elberton granite is to be known to the trade as "Weiblen's Gray" and the producers name will be "Elberton City Quarries."

"PEERLESS" PICNIC

On Saturday, July 31, the employees and their families, of the Peerless Granite Co., at Barre, Vt., held their annual "shed" picnic at Berlin Pond. There were broiled chickens cooked by a committee composed of G. Valisi, G. Ferrari and R. Gandreault. Everyone agreed they were the "best ever". A soft ball game was played between the cutters and the overhead but after seven innings of questionable baseball, the game ended with a tie of 7 to 7. It will be played off next year. Mam-molo and Johnson were the battery for the O-H and Lanfrancini and Cruickshank for the cutters.

WILL YOU BE AMONG THOSE PRESENT?

WHERE? Convention,—Fort Worth, Texas.

WHO? Association of American Cemetery Superintendents.

WHEN? October 3rd to 7th inclusive.

WHY?

- (1) Southern Hospitality.
- (2) Worth-while Meetings and Papers.
- (3) Round-table Discussions.
- (4) Help for Your Problems.
- (5) Your Help for Our Problems.
- (6) Plenty of Entertainment.

WHEREFORE, We invite you to attend.

RAYMOND E. SIEBERT,
President, A.A.C.S.

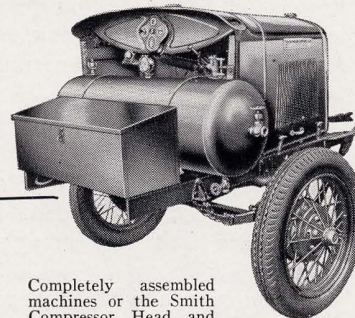
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Manufacturers

Wausau Memorial Granite



Here's the Unit
You Need

The Smith Air
COMPRESSOR
made from FORD PARTS

Completely assembled
machines or the Smith
Compressor Head and
Accessories with in-
structions for mounting.

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GORDON SMITH & CO., Inc.
Bowling Green, Ky.

Internationally used for drill-
ing rock, breaking pavement,
riveting, sand blasting, spray
painting, metallizing and gen-
eral use with pneumatic tools.
Replaces cumbersome, ineffi-
cient portable compressors on
90% of the jobs. **LOW IN
COST—ECONOMICAL TO
USE.** Over 60 cu. ft. a minute
capacity. Pressure up to 175
lbs. a square inch. Head
equipped with high speed com-
pressor valves; automatic un-
loading and idling.

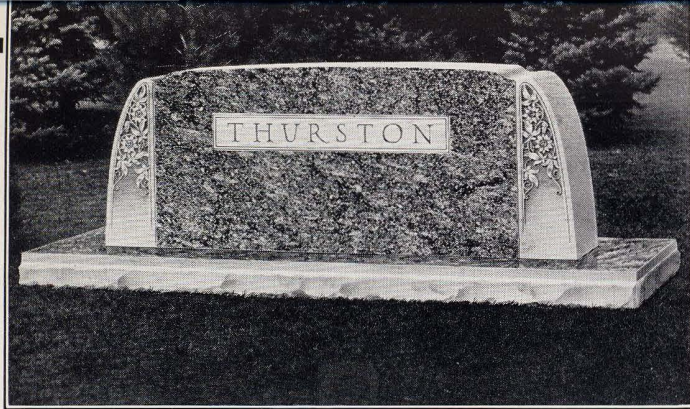
ROCK OF AGES FROLIC

The annual picnic of the Rock of Ages firm, was held at Lake Elmore State Park. Over 1500 employees and their families from Barre, Northfield, Montpelier and Waterbury attended, the beach and baseball park being crowded from early forenoon until nightfall.

A tournament of baseball, a tug of war, swimming, boating, free lunch and a beauty contest for "Miss Rock of Ages" made an eventful day. Miss Dorothy Prindle of Northfield was chosen Beauty Queen.

Phillips & Slack, plant No. 1, manufacturers defeated the quarriers in the tug of war, for the second year.

A log rolling contest evoked much merriment. The quarry team won the baseball championship. Rock of Ages employees' recreation committee sponsored the picnic, and M. B. Emerson furnished two trucks for transportation.



One of Many Original MOTTLED VENETIAN Designs

FROM ALL OVER THE LAND
COME TALES OF A GLORIOUS
GEM STONE CALLED

"MOTTLED VENETIAN"

● ● A Colored Minnesota Granite that is strikingly different. Beautiful beyond Compare, Its Unique Appeal Makes Ready Customers Out of Confused Prospects.

"One customer brings another"— . . . "The most appealing product I ever handled"— . . . "The most profitable specialty we have ever had"— . . . Your distinctive designs have brought us many sales"—
"Mottled Venetian is the only 100% specialty we ever carried."—

MOTTLED VENETIAN is sold only through exclusive dealers in protected territories—the *Most Valuable Monumental Franchise in America*. Your territory may be open! Write today for further information.

LIBERTY GRANITE COMPANY

Quarriers and Manufacturers

ST. CLOUD, MINNESOTA

NEW PARTNER

Fred Aucamp has joined the firm of John T. Wrenn at A and Courtland Streets in Philadelphia. The firm name hereafter will be Aucamp & Wrenn.

MONTANA NEWS

By H. T. Franks

Mr. E. O. Kindschy of Lewiston, Montana, who has been a member of the Memorial Craftsmen for over five years, started his business twenty-four years ago. He feels very strongly that the retailer must be protected.

Samuel Hazelton and Oran Hazelton operate as the Billings Marble and Granite Co., at Billings, Montana, business established by H. Hazelton, a brother, in 1897. It has been operated under the present management since 1911. The shop is equipped with modern machinery and they report very satisfactory 1937 business.

D. E. Ayres who died on May 30, 1936, established the Livingston Marble and Granite Works, at Livingston, Montana, in 1907. It is now operated by his three sons, Roy R., J. T., and C. E. Ayres.

Their mother died on May 15, 1937. They have a large, well equipped plant, also operate a grey stone quarry. They also maintain a display room at Bozeman, Montana.

Frank Hazelton of the Kalispell Stone Works at Kalispell, Montana, recently made a trip to St. Cloud, Cold Springs and Ortonville, Minnesota.

CATALOGUE ON REQUEST

The Ellison Bronze Co., Inc., at Jamestown, New York, have just issued an attractive booklet, containing illustrations of bronze doors and mausoleum equipment, also detail drawings and specifications. They will gladly forward you a copy upon request.

THIRD GENERATION

LeRoy Bott is the third generation of the family name to "carry on" the memorial tradition in Utah. His firm Nu-Art Memorial Co., at Brigham City, Utah is working on a memorial to Brigham Young.

* * *

John H. Bott & Sons Co., Inc., was established in 1876 by John H. Bott. It is now operated by L. J. and Wm. J. Bott. They are exclusive wholesale dealers. Have a plant equipped with all modern devices for manufacturing all varieties of granite and marbles. Cover Pacific, northwest and immediate territory. Exclusive distributors for Georgia Marble. Cross Brothers line, Black Diamond, Superior, McGilvary—Raymond, Ortonville granites and Anderson—Johnson. Mr. Wm. Bott advises their intention to build a new office and display room in order to carry a larger stock for the benefit of the retail dealers.

* * *

The Logan Monument Co., at Logan, Utah, has been established four years. Has a well equipped plant. T. H. Brown is the president.

AN INDIANA DEALER

R. J. Gamble, of Gamble Brothers, Delphi, Ind., was formerly with the H. P. Hinman Co., at Barre, Vt. He reports sales good and volume increase.

NEW DERRICK

The Liberty Granite Co. are installing a new eighty-five foot derrick at their Mottled Venetian Quarry. W. V. Schermerhorn and H. C. Soule are selling its beauties to the trade.

Business is reported excellent throughout the St. Cloud area.

Trade News

M. E. C. COOPERATES WITH N. Y. A.

THE National Youth Administration has found a new outlet for its energies in the restoration and beautification of run down cemeteries. Such jobs as the resetting of old headstones and monuments, the cleaning up of neglected plots and the landscaping of entire cemetery areas are engaging the attention of N. Y. A. directors in many parts of the country. At the request of National Director Aubrey Williams of the N. Y. A. the Memorial Extension Commission is cooperating in this work.

The first move by the M. E. C. was to send copies of the booklet, "How To Beautify Your Cemetery Plot", to all the state and regional directors of the N. Y. A., who supervise these projects throughout the United States. The M. E. C. offices in New York and St. Albans have also volunteered to advise N. Y. A. directors in regard to any branch of cemetery clean-up activity. Beautification work of this kind is restricted to public cemeteries, but there are plenty of these scattered through the country to occupy the attention of thousands of N. Y. A. workers.

The National Youth Administration was set-up by order of the President in June, 1935. It was designed to meet the needs of young folks who were unable to find jobs. It operates along various lines which include aid to students in high schools, colleges, universities and professional schools, who are required to do part time work in return for such financial help and, part time employment on various public works for which the government pays from \$20 to \$22 for from 40 to 44 hours work per month. Cemetery projects may come under either of these plans. The workers must be between the ages of sixteen and twenty-five years.

Memorialists and cemetery men who are interested in promoting projects of this kind in their own localities are advised to communicate with the N. Y. A. director for their state, whose name and address may be obtained from the Memorial Extension Commission, 11 West 42nd Street, New York.

Monuments, Memorials & Statuary

In all Granites, Marbles and Bronze

Imported Granites and Premiums

Whether your needs be Barre, St. Cloud, or Elberton, any of the imported granites or marbles, you'll find our facilities more than helpful. We also have a complete line of sales premiums which fare proving increasingly beneficial to retailers. Won't you write or further information and samples.

E. G. LADEWICH & CO., Mansfield, Ohio

Exclusive Wholesale Manufacturers of Missouri Red Granite

— Also All Other Granites —

CENTRAL MONUMENT CO.

3535 Gratiot St., St. Louis, Mo.



There's REAL PROFIT in Cleaning Granite!

400 to 600% may sound like an exaggeration—but that's the profit you can make using **MAGNUS GRANITE CLEANER** on your stone cleaning jobs. It quickly and safely removes all dirt and weather-stains, restoring monuments to their original clean appearance.

Why not start now making the large profits possible in monument cleaning with **MAGNUS GRANITE CLEANER**? Send today for a 10-lb. trial order (\$8.00 money-back guarantee). Or, request your copy of our practical handbook "Cleaning Granite and Marble for Profit".



MAGNUS CHEMICAL COMPANY
15 South Avenue Garwood, N. J.

MAGNUS CLEANERS

See the DIFFERENCE

PUT IT ON THE JOB. Then see what it will do



A Superior
Abrasive for
Sandblasting
Monuments

COMPARE with other abrasives on the market

A VIRGIN GRAIN free from dust or bond

COSTS NO MORE than ordinary abrasives made from broken grinding wheels

MORE ECONOMICAL to use

Write for sample

CUTS FASTER—LASTS LONGER—PRODUCES BETTER WORK

A complete line of tools and supplies for the Monumental trade carried in stock

BRUNNER & LAY

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WHOLESALE MANUFACTURERS OF

Missouri Red Granite

MONUMENTS, MARKERS and ROLLS

Your inquiries given prompt attention

J. P. BOURGOIN & CO., INC., Elmwood, Ill.



OWENS LONG LIFE SAND-BLAST NOZZLE

Patented

Price \$9.00 Postpaid in U. S. A.

Small Nozzles for Shape Carving \$9 each. Sizes 1-8, 3-32, 1-16, 3-64

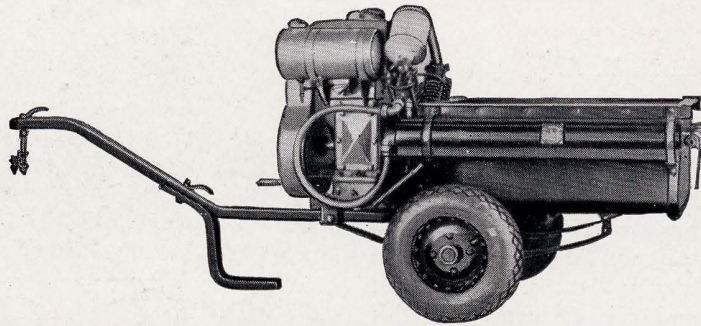
Order one today or write for circular

Also Owens Snap-On Straight Edge

W. B. OWENS, 1516 Pico Blvd., Santa Monica, Calif.

Portable Power for Every Purpose

The new Model E-22 Lindsay Portable Air Compressor is shown at the right mounted on the improved auto trailer. It runs a plug drill or a sandblast with $\frac{1}{8}$ " nozzles.



OTHER POPULAR SIZES

Model E-5,—for pneumatic tool lettering. Model E-12,— maintains the full pressure with $\frac{3}{32}$ " sandblast nozzles or can be slowed down to run a carving tool.

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"Give 'Em Air!"
(Reg. U. S. Pat. Off.)

FROM TREASURY DEPT., JULY, 1937

DELINQUENT employers in the stone cutters industry and quarry fields were advised recently by Commissioner of Internal Revenue Guy T. Helvering to make immediate tax returns as required under the provisions of Titles VIII and IX of the Social Security Act to avoid further payment of drastic penalties which are now accruing.

Commissioner Helvering pointed out that every person employed in the stone cutters industry and quarry fields came under the provisions of Title VIII, which imposes an income tax on the wages of every taxable individual and an excise tax on the pay roll of every employer of one or more. This tax is payable monthly at the office of the Collector of Internal Revenue. The present rate for employer and employee alike is one per cent of the taxable wages paid and received.

Under Title IX of the Act, employers of eight or more persons must pay an excise tax on their annual pay roll. This tax went into effect on January 1, 1936, and tax payments were due from the employers, and the employers alone, at the office of the Collector of Internal Revenue on the first of this year. This tax is payable annually, although the employer may elect to pay it in regular quarterly installments.

The employer is held responsible for the collection of his employee's tax under Title VIII, the Commissioner explained, and is required to collect it when the wages are paid the employee, whether it be weekly or semi-monthly. Once the employer makes the one per cent deduction from the employee's pay, he becomes the custodian of Federal funds and must account for them to the Bureau of Internal Revenue.

This is done, Mr. Helvering said, when the employer makes out Treasury form SS-1, which, accompanied by the employee-employer tax, is filed during the month directly following the month in which the taxes were collected. All tax payments must be made at the office of the Collector of Internal Revenue in the district in which the employer's place of business is located.

Penalties for delinquencies are levied against the employer, not the employee, the Commissioner pointed out, and range from 5 to 25 per cent of the tax due, depending on the period of delinquency. Criminal action may be taken against those who wilfully refuse to pay their taxes.

The employers of one or more are also required to file Treasury forms SS-2 and SS-2a. Both are informational forms and

must be filed at Collectors' offices not later than next July 31, covering the first six months of the year. After that they are to be filed at regular quarterly intervals. Form SS-2 will show all the taxable wages paid to all employees and SS-2a the taxable wages paid each employee.

Participation in a state unemployment compensation fund, approved by the Social Security Board, does not exempt employers from the excise tax under Title IX, Commissioner Helvering said. Nor does the fact that there is no state unemployment compensation fund relieve the employer of his Federal tax payments. In those states where an unemployment compensation fund has been approved, deductions up to 90 per cent of the Federal tax are allowed the employer who has already paid his state tax. These deductions are not allowed unless the state tax has been paid.

This tax is due in full from all employers in states having no approved fund. The rate for 1936 was one per cent of the total annual pay roll containing eight or more employees, and for 1937 it is two per cent. The rate increases to three per cent in 1938 when it reaches its maximum. The annual returns are made on Treasury form 940.

An employer who employs eight or more persons on each of twenty calendar days during a calendar year, each day being in a different calendar week, is liable to the tax. The same persons do not have to be employed during that period, nor do the hours of employment have to be the same.

Actual money, when paid as wages, is not the sole basis on which the tax is levied. Goods, clothing, lodging, if a part of compensation for services, are wages and a fair and reasonable value must be arrived at and become subject to the tax.

Commissions on sales, bonuses and premiums on insurance are wages and taxable.

Officers of corporations whether or not receiving compensation are considered employees for the purpose of taxation.

Wages paid during sick leave or vacation, or at dismissal are taxable.

Traveling expenses required by salesmen are not wages if the salesmen account for, by receipts or otherwise, their reasonable expenditures. That part for which no accounting is made is construed as a wage and is taxable.

Exercise great care in filling out Treasury forms SS-1 and 940. Directions are easy to follow and correct returns mean no unnecessary delay.

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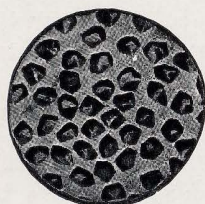
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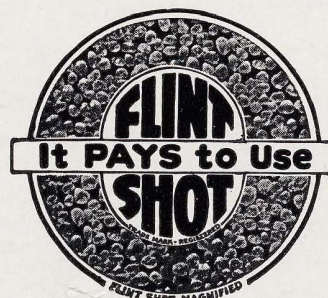
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★ STAR denotes a display advertiser. See advertisers index for page number.

*Buyers
Guide*

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BRONZE · STATUARY · ACCESSORIES & SERVICES
MACHINERY · TOOLS · SUPPLIES

■ ACCESSORIES & SERVICES

ASSOCIATIONS AND ORGANIZATIONS

- American Granite Association, Inc., 221 Columbus Avenue, Boston, Mass.
- *Memorial Craftsmen of America, 360 No. Michigan Ave., Chicago, Ill.
- *Memorial Extension Commission, St. Albans, Vermont

DESIGNS (Air Brush, Photographs, Models)

- *Alfred J. Comi, Barre, Vermont
- *Bliss Design Company, Rockford, Ill.
- *E. R. Peterson, Rockford, Illinois
- *Harry L. Ogborn, 401 West Blvd., Charlotte, N. Carolina

FENCES AND GATES (Iron, Chain, Link, Wire)

- Crown Iron Works Co., Minneapolis, Minnesota
- *Stewart Iron Works, 423 Stewart Block, Cincinnati, Ohio

FOLDING CHAIRS METAL

- *Stewart Iron Works Company, 423 Stewart Building, Cincinnati, Ohio

PORCELAIN PORTRAITS FOR MONUMENTS

- *The Abendroth Studio, 7008 So. Paulina St., Chicago, Ill.
- *J. A. Dedouch Co., Inc., 606 Harrison St., Oak Park, Ill.
- *Flaschner Co., 1296 Third Avenue, New York, N. Y.
- *Memorial Portrait Company, 141 East 45th St., New York N. Y.

SETTEES, VASES, URNS

- Crown Iron Works Co., Minneapolis, Minnesota
- *Stewart Iron Works, 423 Stewart Building, Cincinnati, Ohio

■ BRONZE EQUIPMENT & MARKERS

- Crown Iron Works Co., Minneapolis, Minnesota
- *Illinois Bronze & Iron Works, 915-23 So. Kildare Ave., Chicago, Illinois
- *Stewart Iron Works, 423 Stewart Building, Cincinnati, Ohio
- Architectural Bronze & Aluminum Corporation, 2338-40 Belmont Ave., Chicago, Ill.

■ GRANITE SUPPLIES

- Honer Granite Sample Shop, 13 Cooper Ave., No., St. Cloud, Minnesota

■ IMPORTERS OF GRANITE

- *R. C. Bowers Granite Company, Montpelier, Vermont
- *Cook, Watkins & Patch, Inc., 221 Columbus Ave., Boston, Mass., Plant, Barre, Vt.
- Gray Rock Granite Company, Inc., Quincy, Massachusetts
- Reed & Vendret, Inc., 43 Vernon St., Quincy, Mass.
- *E. G. Ladewich & Co., Mansfield, Ohio
- *Burton Preston & Co., Mansfield, Ohio
- W. C. Townsend & Co., Zanesville, Ohio
- The Waldron Shield Company, Inc., Barre, Vermont

■ MONUMENT MANUFACTURERS

GRANITE MONUMENTAL MANUFACTURERS (By States)

- Allen Granite Co. (Allen's Blue), Elberton, Ga.
- *Berkeley Granite Corporation, Atlanta, Georgia
- *Dakota Granite Works, Dakota Mahogany Memorials, Milbank, South Dakota
- *DeVoe Granite Company, Wausau Memorial Granite, Wausau, Wisconsin
- *Harmony Blue Granite Co., Elberton, Georgia
- *EGYPTIAN PINK GRANITE—J. P. Gilman Granite Co., Kansas City, Kansas
- *J. P. Bourgoin & Co., Inc., Elmwood, Ill.
- Golbranson & Company, Inc., Quincy, Mass.
- ADRIAN, 48 Penn St., Quincy, Mass.
- Gray Rock Granite Company, Inc., Quincy, Massachusetts
- Peerless Granite Company, 88 Penn St., Quincy, Mass.
- *E. Settimelli & Sons, Inc., 24 Totam St., Quincy, Mass.
- Harmony Blue Granite Co., Elberton, Georgia

*E. G. Ladewich & Co., Mansfield, Ohio

*Millstone Operating Corporation, Millstone Granite, Millstone, Conn.

W. C. Townsend & Company, Zanesville, Ohio

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- *Buttura & Sons, Barre, Vermont
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- *Bonazzi & Bonazzi, Montpelier, Vermont
- *Capitol Granite Company, Inc., Montpelier, Vermont
- *Chioldi Granite Company, Barre, Vermont
- *C. L. O'Clair Granite Works, Waterbury, Vermont
- *Comolli & Company, Barre, Vermont
- *Cook, Watkins & Patch, Inc., 221 Columbus Ave., Boston, Mass., Plant, Barre, Vt.
- *Cross Brothers, Northfield, Vermont
- *Everlasting Memorial Works, Montpelier, Vermont
- *Johnson & Gustafson, Barre, Vermont
- *Jones Brothers, Inc., 10 High St., Boston, Mass., Plant, Barre, Vt.
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MARBLE MONUMENTAL MANUFACTURERS

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- *Georgia Marble Company, Tate, Georgia
- *Grey Rock Granite Co., Inc., Quincy, Massachusetts
- *E. G. Ladewich & Co., Mansfield, Ohio
- *Vermont Marble Company, Proctor, Vermont

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GRANITE QUARRIERS (By States)

- *Allen Granite Company, Allen's Blue, Elberton, Georgia
- *Berkeley Granite Corporation, Berkeley Blue, Atlanta, Georgia
- *Collins-Durax Co., Inc., Salisbury Pink, Salisbury, No. Carolina
- *Dakota Granite Works, Dakota Mahogany Granite, Milbank, South Dakota
- *DeVoe Granite Company, Wausau, Wisconsin
- *French Creek Granite Company ("F/C" Black), St. Peters, Pa.
- John L. Goss Corporation, GOSS DEER ISLE PINK GRANITE, 77 Summer Street, Boston, Massachusetts; Quarries: Stonington, Maine
- *Harmony Blue Granite Company, Harmony Blue, Elberton, Ga.
- *Harris Granite Quarries Company, Balfour Pink, Salisbury, North Carolina
- *Jones Brothers, Inc., Select Barre Granite, Barre, Vt., Boston, Mass.
- *J. K. Pirie Estate, Select Barre, Barre, Vermont
- *Liberty Granite Co., St. Cloud, Minnesota
- *Millstone Operating Corporation, Millstone Granite, Millstone, Conn.
- *Rock of Ages Corporation, Rock of Ages Barre, Barre, Vermont
- *E. L. Smith & Company, Select Barre, Barre, Vermont
- *J. S. Swingle, Inc., Peerless Quincy, Quincy, Mass.
- *Wells-Lamson Quarry Company, Select Barre, Barre, Vermont
- Wetmore & Morse Granite Company, Select Barre, Montpelier, Vermont

MARBLE QUARRIERS (By States)

- *Georgia Marble Company, Tate, Georgia
- *Vermont Marble Company, Proctor, Vermont

(Continued on page 219)

Machinery • Tools • Supplies

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- *R. C. Bowers Granite Co., Montpelier, Vermont
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- *The Carborundum Company, Niagara Falls, N. Y.
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- *P. K. Lindsay & Company, Inc., 210 Broadway, Everett, Mass.
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- *Schramm, Inc., West Chester, Pennsylvania

AUTOMATIC FEED FOR STONE SAWS

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- *Pangborn Corporation, Hagerstown, Maryland
- *Pittsburgh Crushed Steel, Pittsburgh, Pennsylvania

CEMENT (Patching)

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CRUSHED STEEL

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- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Pittsburgh Crushed Steel Co., Pittsburgh, Pennsylvania
- *Dawson-Macdonald Company, Inc., 178 Purchase Street, Boston, Mass.
- *Smith, Whitcomb & Cook Co., Barre, Vermont

DRILLS, PNEUMATIC

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- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Schramm, Inc., West Chester, Pennsylvania
- *Smith, Whitcomb & Cook Co., Barre, Vermont
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DUST COLLECTING EQUIPMENT

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- *Dawson-Macdonald Company, 178 Purchase St., Boston, Mass.
- *Pangborn Corporation, Hagerstown, Maryland
- *Ruemelin Mfg. Company, 3840 No. Palmer St., Milwaukee, Wis.

DUST RESPIRATORS AND GOGGLES

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- *Chicago Eye Shield, 2319 Warren Blvd., Chicago, Ill.
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- *Pulmosan Safety Equipment Corporation, 176 Johnson Street, Brooklyn, N. Y.

LEAD

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- *Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- *Rochester Lead Works, Rochester, New York
- *Trow & Holden, Barre, Vermont

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- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.

MONUMENT CLEANERS

- *ADRIAN, 48 Penn St., Quincy, Mass.
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- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Dawson-Macdonald Company, Inc., 178 Purchase Street, Boston, Mass.
- *Magnus Chemical Company, Garwood, New Jersey
- *Trow & Holden, Barre, Vermont

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- *Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Brunner & Lay, 727-739 So. Jefferson St., Chicago, Illinois
- *Lane Manufacturing Co., Montpelier, Vermont
- *Smith, Whitcomb & Cook Co., Barre, Vermont

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- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *The Carborundum Co., Niagara Falls, N. Y.
- *Dawson-Macdonald Co., Inc., 178 Purchase St., Boston, Mass.
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- *Norton Company, Worcester, Mass.
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- *Smith, Whitcomb & Cook Co., Barre, Vermont
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- *Minnesota Mining & Mfg. Co., Saint Paul, Minn.
- *Ottawa Silica Co., Ottawa, Illinois
- *Owens, W. B., 1516 Pico Blvd., Santa Monica, Calif.
- *Pangborn Corporation, Hagerstown, Maryland
- *Peoria Sand Blast Mfg. Company, Inc., Peoria, Illinois
- *Ruemelin Mfg. Co., 3844 No. Palmer St., Milwaukee, Wis.
- *Pulmosan Safety Equipment Corporation, 176 Johnson Street, Brooklyn, N. Y.
- *Lane Manufacturing Co., Montpelier, Vermont
- *Smith, Whitcomb & Cook Co., Barre, Vermont

STONE SAWS

- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Dawson-Macdonald Co., Inc., 178 Purchase St., Boston, Mass.
- *Lane Manufacturing Co., Montpelier, Vermont
- *Stone Machinery Co., Elberton, Georgia, Syracuse, N. Y.

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- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
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Obituary Record

John P. Johnson

John P. Johnson, aged fifty-three years, died from a heart attack, on June 16, 1937.

While Mr. Johnson had been in poor health since 1930, he had still been active in business and local affairs. Stricken with bronchial pneumonia, he had apparently recovered after an illness of three weeks—while visiting his plant on June 14, he suffered a heart attack, which proved fatal.

Mr. Johnson was born in Sweden, April 14, 1884. He came to this country in 1909. He lived first in Rockford, Ill., then Sauk Rapids, Minn., and Melrose. In 1913, he and his family moved to Ortonville, where he was foreman of the Hunter Granite Company until 1930 when he and G. H. Lindholm purchased the business, now called the Ortonville Monument Works.

He leaves his widow and one son, Eric (another son, Ulrik, died in infancy), three brothers and three sisters and other relatives in Sweden.

In 1930, Mr. and Mrs. Johnson made a trip to Sweden, visiting his mother, then living, and other relatives. Mr. Johnson was active in church affairs, as a member of the Zion Lutheran Church and a member of the board of trustees. He had served on the city council and school board of Ortonville, and was a member of the I. O. O. F. and A. F. & A. M.

Mr. Lindholm and Eric Johnson will continue the business, G. E. Lindholm as general manager and Eric Johnson will be foreman.

Ivan W. Dorsey

Ivan W. Dorsey, aged 58 years, president and general manager of the Mashon-Dorsey Monument Co., died on June 10, 1937 at his home in Coldwater, Mich., after a two years' illness.

He was prominent in memorial and civic circles. He is survived by his widow, his mother and one sister, all residing in Coldwater.

Earl H. Blakeley

Earl H. Blakeley died from a heart attack at his home in Indianapolis, Indiana, on June 28, 1937. Born at Monon, Indiana, he came to Indianapolis in 1901, soon after his graduation from De Pauw University. For a time he was connected with the Indianapolis Journal before founding the Blakely Granite Co., of which he was the head until his death.

Active in all civic and memorial affairs, he will be greatly missed. He is survived by his widow, two sons, and his mother. His son, Earl, will continue as head of the business, one of the largest retail firms in Indiana.

Fred C. Mason

Fred C. Mason, vice president of the Memorial Stone Co., Stone Mountain, Ga., died July 8th, at an Atlanta hospital, after a several weeks' illness from a serious heart condition.

He was 54 years of age, born in Chicago, Illinois, living later in Brooklyn, N. Y. He moved to Isle of Pines, in 1901, then to Atlanta in 1911 to enter the memorial industry.

He was a member of the Masonic order, a Kiwanian, and a Gamma Delta Psi. A member of the Presbyterian Church in Atlanta, where he maintained a permanent home, his summer home was near Stone Mountain.

C. Adrian Pillars

C. Adrian Pillars, sculptor, died from a heart attack on June 21, 1937 at Jacksonville, Florida. Born at Rantoul, Illinois in 1870, he is survived by his widow, one son and three daughters.

He was regarded as one of the three greatest sculptors of the present era. Many of his statues are in the Hall of Fame at Washington, D. C. He had resided in Florida since 1894.

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

MACHINERY SURFACING MACHINES

We have several second hand machines at attractive prices.
Address BICKNELL MFG. CO., Rockland, Maine.

WANTED TO BUY: USED CONCRETE VIBRATOR ALSO marble polisher. **O. C. W., 920 Rosedale Road, N. E., Atlanta, Georgia.**

FOR SALE: 7x7 CURTIS DUPLEX AIR COMPRESSOR, 15 H. P. Induction Motor, Starting Switch, Curtiss 7x7 Air Tank Safety valve and gauge, Pangborn Sand Blast Generator Type AU-3-500 lbs. capacity, 2 Chain Hoists, 58 ft. Rubber Hose, Electric Cable, Fuse Boxes. Will sacrifice at \$600.00 cash complete. Good reason for selling. Located in N. E. Penna. **Address P. M. W., % Monumental News.**

FOR SALE: 5 TON DERRICK MAST AND BOOM IN GOOD condition. Also Smith Whitcomb and Cook Hoist to operate same. Very reasonable. Write **D. M. Miles Coal Co., Barre, Vermont.**

FOR SALE

WELL DEVELOPED GRANITE QUARRY IN GROTON, VT. producing best light and dark granites equal to best Vermont grades. Also quarry equipment. Here is your chance, granite prices are up, operate your own quarry and have your own prices.

Also granite plant with all modern equipment.
Write to Quarry care **MONUMENTAL NEWS.**

FOR SALE TO SETTLE ESTATE

Old established (over fifty years) monument and marble business. Splendid location, on highway between Philadelphia and Valley Forge, in prosperous community, serving population of over fifty thousand. For details

**NORRISTOWN-PENN TRUST COMPANY
TRUST DEPARTMENT
Norristown, Pa.**

FOR SALE

MONUMENTAL SHOP WITH RESIDENCE IN TURLOCK, CALIFORNIA. Long established; low price. **Address Turlock Monumental Works, 1100 West Main Street, Turlock, California.**

FOR SALE: BUILDING, STOCK AND EQUIPMENT OF MONUMENTAL plant in a southern Wisconsin city; includes fine showroom, sand blast equipment. Some exceptionally fine monuments in stock. Ill health cause of sale. Terms. **Address Box 139, % Monumental News.**

FOR SALE: BEST RETAIL MONUMENT WORKS IN COLORADO.
Address A. B. C., % Monumental News.

FOR SALE: MODERN WHOLESALE MONUMENTAL GRANITE shop. Property consists of three quarries and u-to-date manufacturing plant. To be sold by owner who wishes to retire.
Address A. P., % Monumental News.

FOR SALE: MODERN TOMBSTONE WORKS, INCLUDING REAL estate, situate in Boyertown, Pa. Owner deceased. Only tombstone plant in town having 4,000 population. Populous adjacent community. Equipment in good condition. Splendid opportunity.

The National Bank of Boyertown, Pa., Executor.

HELP WANTED

WANTED—Designer-salesman with manufacturing experience. Opportunity with progressive retail firm in western New York. Personal interview. **Address A. T. S., % Monumental News.**

SALESMAN WANTED: EXCELLENT OPPORTUNITY FOR EXPERIENCED young man with designing ability for New York vicinity. Must have own car. Write or telephone for appointment. **H. K. Peacock Memorials, Inc., 745 Fifth Avenue, New York City.**

WANTED: 2 MONUMENT SALESMEN BY ONE OF THE LARGEST retail concerns in the South in city of approximately four hundred thousand population. Salesmen must be capable of handling large sales. Must furnish best of references. Good proposition for the right man. **Address A. M. I., % Monumental News.**

SITUATIONS WANTED

FIRST CLASS ALL AROUND WORKMAN, EXPERIENCED draftsman, designer, estimator, experienced shop salesman, expert shape carver, letterer, wants connection where skill and ability are required. **Address Western States, % Monumental News.**

WANTED: STEADY POSITION BY A-1 LETTERER AND CUTTER. Would like place in small shop. Experience on sand blast, can take care of shop sales. Married, sober and can give best of references. **Address P. A., % Monumental News.**

WANTED: STEADY WORK BY GENERAL WORKMAN, CAN letter, cut, layout, sandblast and sell. **Address Reliable, % Monumental News.**

POSITION WANTED: MAN 46 YEARS OLD, GOOD ON SQUARE cut or round raised letters. 26 years monument shop experience, operate sand blast, layout and cut rubber, good shop or road salesman. Will locate any place. **Address S. B., % Monumental News.**

DESIGNER DRAFTSMAN—8 YEARS EXPERIENCE IN FULL size drawings, pencil, ink, water color and air brush sketches, also shape carving, wishes position with reliable firm wholesale or retail. **Andre Dude, 65 Olean Street, Rochester, New York.**

FIRST CLASS ALL AROUND MAN FOR RETAIL SHOP—13 years experience in cutting, lettering, sand-blasting, lay out work, and can handle drop in trade. I am 30 years old and married. Have passed silicosis exam. Will go anywhere. **Address M. C. M., % Monumental News.**

ALL AROUND WORKMAN WANTS STEADY POSITION, 38 years old, experienced in retail and wholesale lay-out work, operate sand-blast. Cut and letter marble or granite. 8 years experience in shape and feather-edge carving foreman, shop sales and managing experience. **Address Box 902, % Monumental News.**

DESIGNER, DRAFTSMAN, ESTIMATOR WITH FULL KNOWLEDGE of the business, wishes position with reliable firm. **Address D., % Monumental News.**

SANDBLAST MAN—SPECIALIZING IN SHAPE AND SUPER-imposed carving, desires steady job with reliable firm. **C. C. Duncan, Sr., % Curry Monument Co., Rome, Ga.**

TECHNICAL INSTRUCTION

TECHNICAL EDUCATION IN EMBALMING AND SANITARY science opens way to state licensed embalming positions and to undertaking profession: six and nine months' course qualifies men and women. Ask for catalog and information. **Worsham College of Embalming, 620 So. Lincoln St., Chicago, Illinois.**

LOW PRICES

ROLLS - COLUMNS - URNS - VASES

In any of the domestic granites.

Write for prices and save yourself money.

L. J. HOLLEARN

155 No. Clark

Chicago, Ill.

BUYERS GUIDE

(Continued from page 216)

STATUARY (Granite, Marble & Imported Marble)

*Burton Preston & Co., Mansfield, Ohio

*Comolli & Company, Inc., Barre, Vermont

*Leonard J. Hollearn, 155 No. Clark St., Chicago, Ill.

*E. G. Ladewich & Co., Mansfield, Ohio

W. C. Townsend & Co., Zanesville, Ohio

*H. A. Whitacre, Inc., 66-67 Sixty-ninth Street, Middle Village, Maspeth, N. Y.

■ WHOLESALE OF ROUGH STOCK & MONUMENTS

*R. C. Bowers Granite Co., Montpelier, Vermont

*J. P. Bourgoin & Co., Inc., Elmwood, Ill. (Missouri Red Granite)

*Central Monument Co., 3535 Gratoit St., St. Louis, Mo.

*Burton Preston & Co., Mansfield, Ohio

*E. G. Ladewich & Company, Mansfield, Ohio

W. C. Townsend & Co., Zanesville, Ohio

ATTENTION

Monument Dealers

YOU can easily and quickly increase your sales volume and your profits through the sale of Stewart Cemetery Products including Iron and Chain Link Wire Fence, Gates and Arches, Bronze Tablets, Urns and Vases, Settes and Benches. Many have taken advantage of this unusual offer and are enjoying substantially increased profits. You carry no stock . . . your time is your only investment.

Write today for complete information about the liberal Stewart Dealer Plan. This places you under no obligation.

Stewart IRON and WIRE
FENCES

The STEWART IRON WORKS CO., Inc.
423 Stewart Block Cincinnati, Ohio

"World's Greatest Fence Builders Since 1886"

Here

Those who have ability, ingenuity, ambition—or what it takes to make a business—are worthy of support and encouragement when they start out on their own. Needless to say, the industry would be relieved of one of its large difficulties and there would be a little smoother sailing for those conducting legitimate enterprises if the requirements for going into business were more stringent, if the neophyte required a vehicle more rugged than a shoestring on which to embark.—ATHOL BELL, *Rock of Ages Magazine*.

Our Pain of the Month is the sentimentalist who sent his business card along with the floral wreath to an acquaintance's widow. She should have sent a receipt for a Memorial Park lot purchase along with the acknowledgment note.

No matter how industriously and painstakingly we have worked in the past to obtain our present reputation and standing, we cannot afford to assume an attitude of independence. To say an individual's business is his own is only one side of an important truth; his business is also a trust. His clientele believes in him, and so long as he merits their confidence his business continues and grows. If an individual neglects his business, or loses the faith of his clientele, his business suffers accordingly.—HARRY E. SANDERS, *Superintendent, Harrisburg Cemetery Association, Harrisburg, Pa.*

It's time for an amendment to the Thomas system to include display rooms that appeal to the emotions. Monuments are not sold to best advantage by either the Woolworth or Sears-Roebuck principles.

and

Air Conditioned Chipping Goggles



No. 535

Cesco Safety Devices are expertly designed to meet the requirements of the men who use them. This goggle (No. 535) has eye cups fashioned anatomically to fit the eye sockets. This enlarges the range of vision, as the lenses set closer to the eye. Result: no eye strain.

Cross circulation of air within the eye cups keeps the eyes cool. No. 535 (illustrated) is popular with stone workers because the lenses will stand a very heavy blow—giving the wearer a comfortable sense of security. Moderate in cost. Write.

CHICAGO EYE SHIELD COMPANY
2300 Warren Blvd. Chicago, Illinois

"Probably the only tombstone on which an authentic name was changed to a fictitious one is in the graveyard of Trinity Church in New York City. In 1776, Charlotte Stanley was buried there. In 1790, a novel called "Charlotte Temple," based on her tragic life, appeared and aroused so much sentiment and sympathy that the name on the stone was changed from Stanley to Temple.—COLLIERS.

The one trouble with many designer-salesmen is that they forget it's the CUSTOMER'S MONUMENT really and not entirely their own.

"Many a memorial, beautiful in form, is forever marred by an inscription made up of letters of no distinct form and spaced with utter disregard for any principle of good spacing. Take any dozen men in the monument industry, ask them all what should be the first thing to do in starting a movement for better memorials and they would all say, 'Let's begin by improving the lettering.'—EGON WEISS, *Author of "The Design of Lettering."*


With the present rate of automobile deaths, our prospect list is being taken care of anyway.

One of the chief troubles with most of us is that we worry too much about our competitors. If we would think more about how we could improve ourselves and how we could better serve those who come to us for advice, we would be better able to solve their problems, and we would be bothered less about our competitors.—FREDERICK J. HIBBARD, *Chicago Sculptor*.

There

Dependable

DARK BARRE GRANITE

A large crane with a long boom is lifting a heavy, rectangular granite block. The crane is positioned on the left, and the block is suspended by cables from the right. The background is a light, textured surface.

To the memorial manufacturer and the dealer there is both profit and pleasure in the assurance of having **DEPENDABLE MATERIAL** with which to work—plus **UNHAMPERED SERVICE** in supply and delivery. The Rock of Ages Quarry Division is happily able to fill any requisition for Dark Barre Granite—of any dimension—promptly when ordered, and without the slightest risk of let-down in uniformity of color or texture. This capacity for quality-plus-service creates a perfect background for the manufacture of finished memorials of distinction and beauty. To these facilities there is now added the factor of adequate

PROTECTION against SUBSTITUTION!

In your interest we have evolved a standard method of identification of our Dark Barre Granite used in the manufacture of memorials in plants other than our own. The value of this barrier against unfair practices heretofore employed in certain areas will be quickly recognized by both manufacturers and dealers. In future every memorial or part of a memorial made from granite furnished by the Rock

Rock of Ages Corporation
Quarrying Division
Identification of Granite
The material

in this is
granite from our quarries at Barre, Vt.
The guarantee of the memorial is made
by the manufacturer to whose certificate
this identification of material is affixed.

of Ages Quarry Division will be identified by a duplicate serially-numbered sketch, and **MANUFACTURER'S CERTIFICATE MUST BE STAMPED BY OUR REPRESENTATIVE** with the specific mark of identification shown at the left. Only through the medium of this combined **IDENTIFICATION STAMP** and **SERIAL-NUMBERED SKETCH** may the dealer or eventual purchaser be assured of Dark Barre Granite from the Rock of Ages quarries.

ROCK OF AGES CORPORATION - BARRE, VERMONT

SCOTCH AND SWEDE, BARRE, QUINCY, CONCORD AND WESTERLY GRANITE

GRANITE POLISHING SUPPLIES,
CARBORUNDUM GRAINS AND
BRICKS, IRON SAND, CRUSHED
STEEL, PUTTY POWDER, ETC.

R. C. BOWERS GRANITE CO.
MONTPELIER, VT.

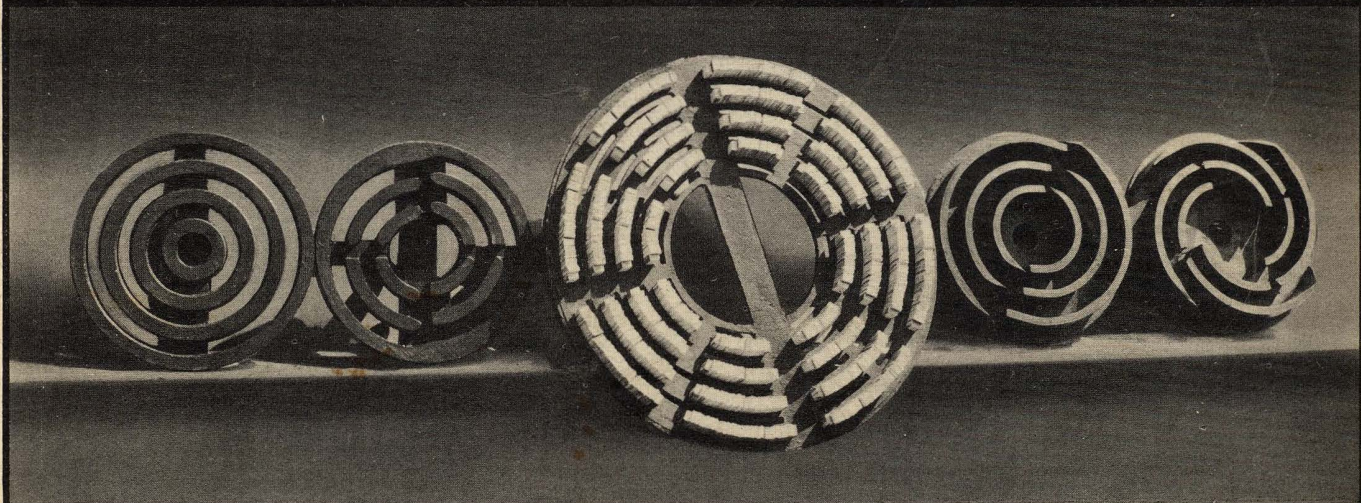
124 Union St., Aberdeen, Scotland

Quarries: Barre, Vt.

LANE WHEELS *Produce Highest Quality Polishing*

Full freight Allowed up to \$1.50 per 100 lbs.

Ironing Wheel Covers Loaned—Buffer Frames Exchanged



Send for Complete Price List

All sizes in stock for immediate shipment

LANE MANUFACTURING COMPANY

Established 1857

MONTPELIER

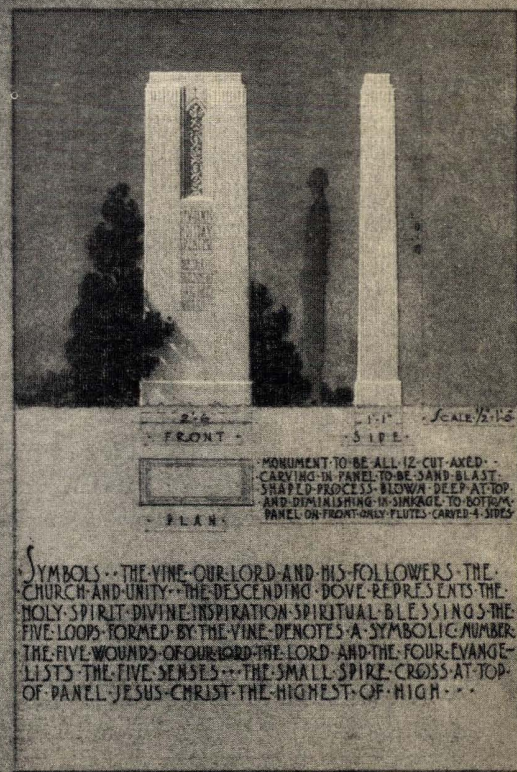
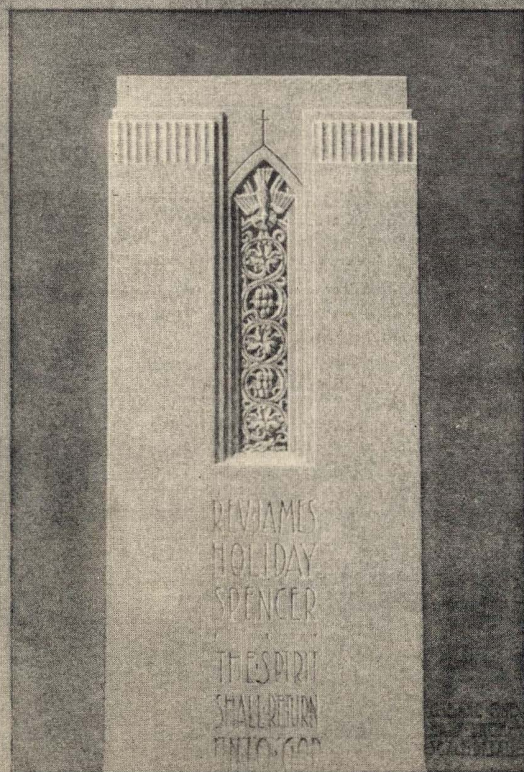
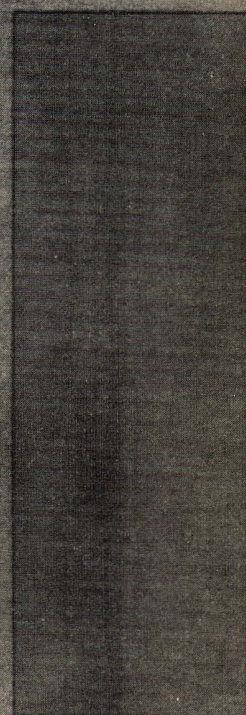
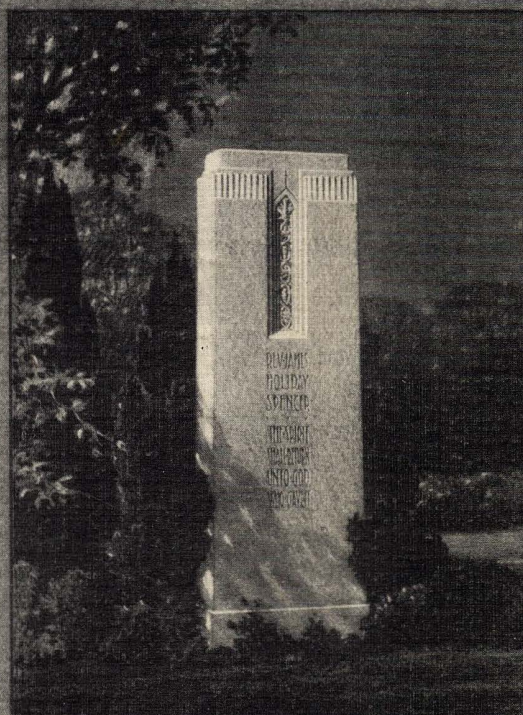
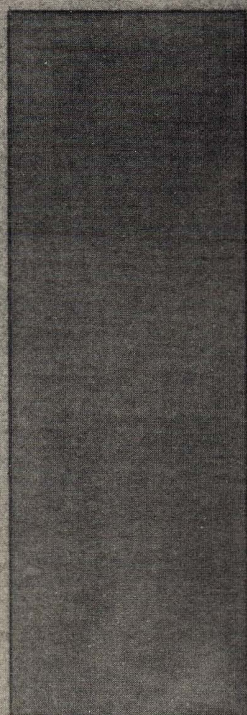


VERMONT

MONUMENTAL NEWS

GRANITE · BRONZE

MARBLE · SCULPTURE



DECEMBER
1 9 3 7

A SELECT BARRE GRANITE MEMORIAL OF MODERATE COST

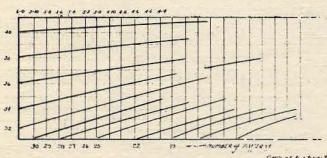
McLEOD'S PATTERN SYSTEM

now available to the Trade
at LOWER PRICES!

ACCURATE CURVES — a great TIME SAVER
in Drafting Room and Sandblast Room

Draftsmen, sand blast operators and memorial designers will be pleased to know that McLeod's Pattern System, which enables users to draw *absolutely accurate ovals* and *Serpentine curves* quickly on *any stone* from a 1 foot marker to a 6 foot die with any drop up to 6 inches is now available at lower prices because of improved manufacturing facilities.

Complete in every respect this highly accurate system was perfected after more than fifteen years study and experimentation. The set consists of 40 patterns numbered from 1 to 40 on both sides, accompanied by a copyrighted chart which tells one instantly which pattern to use to procure the desired curve. It is also used on concave and convex ends of dies.



The illustration above shows a section of the chart which accompanies set Numbers 1 and 2.

This illustration shows a section of the chart which indicates proper pattern instantly.

**Over 40 Barre Firms
Endorse This System**

This system leaves nothing to chance and its worth is proven by the enthusiastic endorsement by more than 40 Barre firms.

What Prominent Barre Manufacturers Say:

Anderson-Friberg Co., Inc. —
"We have used the McLeod Pattern System for a number of months and feel that it is the finest thing of its kind that we have ever seen.

At the present time it is being used by our draftsmen, who find it invaluable, also in our sand blast room where it has proved a time saver, which we are glad to recommend."

American Granite Company —
"We are pleased to inform you that

we have found the McLeod Pattern System, which we recently purchased, very satisfactory. We find that we can save at least an hour a day in making up details by using the curves in this set.

We also find that we can save considerable time in our plant and sand blast room in cutting patterns for tops."

Burke Bros. — "We have been using the McLeod Pattern System for some time and believe it to be the greatest time saver since the Spacerite. By using these patterns we are able to get perfect tops and our sand blast men can follow perfectly when cutting lines. If unable to obtain another set we would not part with them under any circumstance."

Beck & Beck — "Wouldn't be without it. In use every day."

White Granite Company — "If it cost \$200, it would soon pay for itself in our plant."

Peerless Granite Company —
"Saves plenty of time and insures accurate curves."

TWO SETS AVAILABLE

Set No. 1 Especially For Draftsmen

Set Number 1 is designed especially for draftsmen and used as a numbering system on diagrams and details for use in the cutting department and sand engraving room. The forty patterns are accurately cut from the finest "fiberloid" transparent material. It will not shrink or warp. Put up in well made wooden box and arranged so that every number is visible and each pattern easily accessible. Full size chart with complete instructions included. Price formerly \$65.00, now\$55.00

Set No. 2 Similar To The First

Set Number 2 is designed especially for sand blast operators and draftsmen. This is practically the same as set Number 1 with the exception of the material, a high quality tempered sheet aluminum being used instead of "fiberloid." It will not corrode or rust and will not stain granite or marble when used directly on its surface. This set is also manufactured in galvanized sheet iron to withstand rougher use.

It is especially adapted for use as a guide in cutting sand blast composition for fine narrow lines and perfect curves. It can also be used for laying out full size details but is not as satisfactory for this purpose as the Number 1 set. Instead of being packed in a box this is arranged to hang on the wall in such a way that all numbers are visible at a glance and ready for instant use. Full size chart and complete instructions furnished. Price formerly \$45.00, now\$40.00

Order Your Set Now to Insure Early Delivery

W. ALFRED McLEOD, BARRE, VERMONT

Also sold by DAWSON-MACDONALD CO. and TROW & HOLDEN

The Voice of THE TRADE

These columns, a monthly Monumental News feature, are dedicated to the principle of the open forum and to the belief that a frank discussion of the industry's problems is beneficial.

While opinions expressed in these letters do not necessarily agree with our own, we do reserve the right to censorship on material of a libelous or obviously personal nature.

Letters are solicited from all branches of the trade and unless otherwise requested the writer's name will be published.

LETTERS OF INTEREST

December 10, 1937.

MONUMENTAL NEWS,
Madison, Wis.

* * * We had, we think, a very profitable exhibit. We sold much more material than we did last year in spite of the dullness at the present time and the unseasonable time for a convention. We hope very much that the powers-that-be will not elect to have another convention around the first of December. If they want to have it in the winter time, why not have it about the first of February, but, by all means, we think about the 10th of August is about the best time it could be had.

* * *

Dec. 7, 1937.

MONUMENTAL NEWS,
Madison, Wis.

Gentlemen: We want to advise you of the opening up of a new retail memorial establishment in the city of Fort Madison, Iowa, under the name of Burrus Monument Company, at the address shown above.

As you undoubtedly will assume from the firm name, Mr. Robert R. Burrus and Mr. Richard K. Burrus, of the Burrus Memorial Company of Burlington, Iowa, are interested, as well as Mr. Florian Koerner, under whose management the Fort Madison shop will be operated.

Very truly yours,

BURRUS MONUMENT COMPANY.

A MESSAGE

This year the Annual Convention of the M. C. of Mass., and R. I., has been set for January 20-21. As of last year we have sold booths to the wholesalers and they have again extended their wholehearted cooperation to our Association.

This year the State of Maine Association is holding their annual meeting in conjunction with ours, same to be held at the Hotel Statler, Boston, Mass.

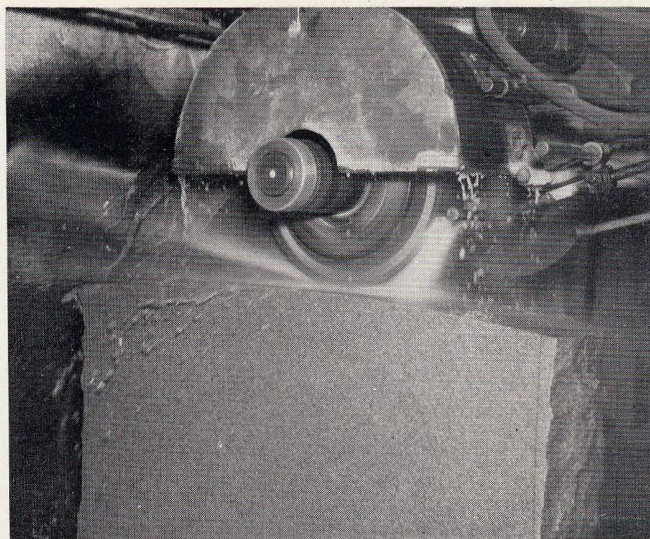
The wholesale firms exhibit their outstanding designs, sample of carvings and last year the firms exhibited at our convention with a great deal of success. This year a single letter to each of the exhibitors of last year brought a response of 100% and we are again looking forward to their exhibit.

This year from the response we have had from dealers in Maine, Mass., R. I., New Hampshire, Connecticut, and Vermont assures one of the finest meetings and conventions that has ever been held in our industry.

(Continued on page 420)

Vol. 49, No. 12
December, 1937

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For Lower Costs
on Your Forming Jobs . . .

Crystolon Wheels

For forming the contour on the top of memorials you'll like the way that Crystolon Wheels cut, you'll like the finish that they leave. The cutting material in these wheels is hard, sharp Crystolon abrasive—a silicon carbide product made in Norton Company's own electric furnace plant.

Bonded by the vitrified process Crystolon abrasive gives a wheel that is fast cutting and long lived. For use on high speed machines there are resinoid bonded Crystolon Wheels.

NORTON COMPANY, WORCESTER, MASS.
New York, Chicago, Detroit, Philadelphia, Pittsburgh,
Hartford, Cleveland, Hamilton, Ont., London, Paris
Wesseling, Germany Corsico, Italy

» NORTON ABRASIVES «

**Select
"F/C" BLACK**



FOR MEMORIALS
OF
BEAUTY
WORKMANSHIP
AND
DURABILITY

▼
**FRENCH CREEK
GRANITE CO.**
ST. PETERS, PA.

**SPECIAL
AIR BRUSH
DESIGNS**

***Eliminate
Competition***

Quick, artistic, modestly
priced special design
service to the retail
memorial craftsman.



Harry L. Ogborn
401 West Boulevard
Charlotte, N. C.

The Voice of THE TRADE

We have arranged to have prominent men speak to the dealers at our meeting and banquet and I am sure that their talks will prove of interest and value to every person, be they wholesalers or retailers.

Every dealer throughout New England will receive notice of this convention and we are sure that the trip to Boston and the attending of the meeting and Convention will prove to every dealer the necessity of a good New England Association, and this matter of the Association will receive thoughtful consideration during the meeting.

The date, January 21-22, the place, Hotel Statler, Boston, Mass.

A cordial invitation is extended to all.

NOTICE OF CHANGE

Effective January 1st, I will no longer be connected with the Berkeley Granite Corporation of Atlanta, Ga., but will be affiliated with Mr. John J. McLanahan, of the Elberton Granite Industries and the Highpoint Granite Company, of Elberton, Ga., quarriers and manufacturers of Genuine Sunset Pink, Sterling Blue, and Highpoint Blue Granites.

I wish to thank all dealers in the states of Illinois and Ohio, for past courtesies and business extended to me for the past three years where I traveled as a representative of the Berkeley Granite Corporation.

GEORGE B. CASSELLS.

December 27th, 1937.

After being Manager and Secretary of the J. H. Anderson Monument Company for the past 17 years, I have severed my connections with them and sold my interests to the Stotzer Bros. of Milwaukee, Wisconsin. I have opened a new Monumental Sales Company under the name of F. C. Fredrickson & Company, at 5633 North Ashland Avenue, Chicago.

Yours very truly,

F. C. FREDRICKSON.

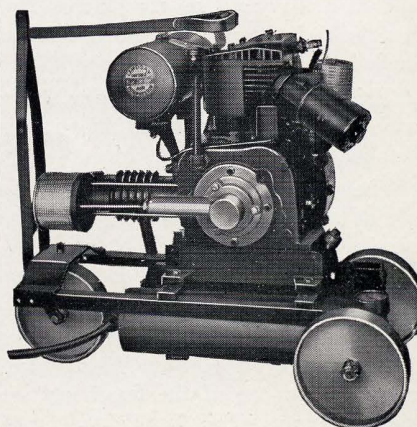
THANK YOU

To all the many friends whose greetings were read with deep appreciation and a sense of gratitude, to one and all for the kindly thought—we can only say Thank You and "God Bless us Everyone."

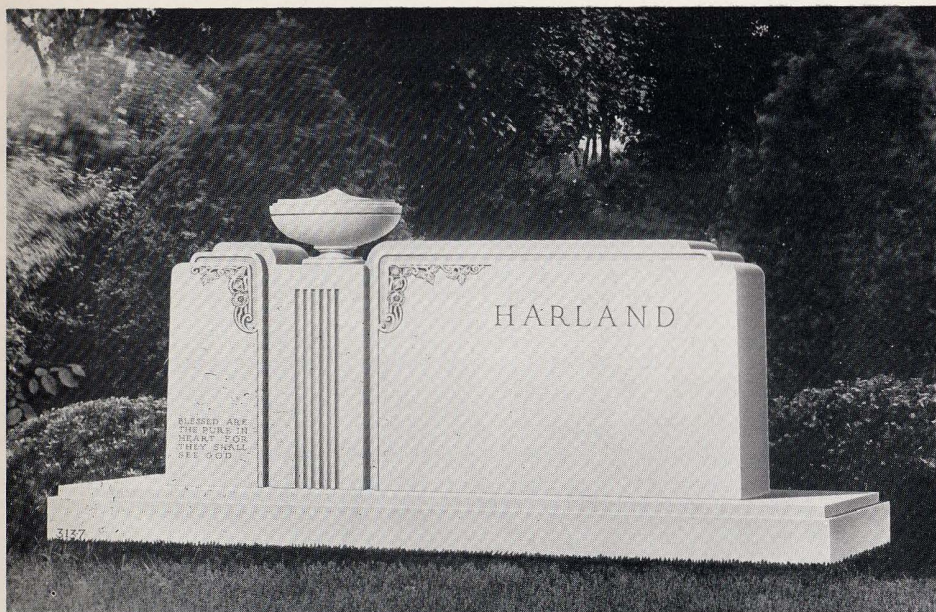


**LINDSAY PORTABLE
OUTFIT No. 12, \$362**
including compressor
as illustrated, blows
1½" letters in 2 to 3
minutes. The practical
unit for most dealers for
SAND-BLAST or **PNEUMATIC
TOOLS** in the cemetery or
branch yard.

More powerful
machines and auto
trailer mounting also
available.



P. K. LINDSAY & CO., Inc.
210 Broadway, Everett, Mass.



The Harland Monument brings a fresh and appealing interpretation of Love and Purity that is already making profitable sales.

Graceful ornament and the provision for inscriptions make the Stephan Monument an outstanding piece for the Dealer's show room.



The Harland and Stephan were two of the greatly admired Monuments exhibited by us at the recent Cleveland Convention of Memorial Craftsmen of America.

If you have not already received our booklet "Monuments of Merit", illustrating our entire exhibit at the Cleveland Convention, please write for a copy. These Monuments are proving fine sellers. The same beautiful material and workmanship furnished at all times.

THE GEORGIA MARBLE FINISHING WORKS

"Builders of Fine Monuments"

CANTON GEORGIA

Annual Meeting of Supporters of the Memorial Extension Commission, Inc., Dec. 1, 1937

THE annual meeting of the Supporters of the Memorial Extension Commission was held at the Hotel Cleveland, in the city of Cleveland, Ohio, at two o'clock in the afternoon of Wednesday, Dec. 1, 1937, it being the second day of the Convention of the Memorial Craftsmen of America, Inc., then and there in session, and in accordance with the Constitution and By-Laws.

Present at the meeting were the following representatives of Supporters, namely:

Anderson Bros. & Johnson Co., Wausau, Wis., by Charles W. Johnson.
French Creek Granite Co., St. Peters, Pa., by W. F. Noble.
Jones Bros. Company, Barre, Vt., by M. J. England.
Rock of Ages Corp., Barre, Vt., by A. R. Bell, Jos. T. Smith, Alex Straiton, W. J. Semlow.
E. L. Smith & Company, Barre, Vt., by D. W. Smith.
Wells-Lamson Quarry Co., Barre, Vt., by M. L. Kelley.
Presbrey-Leland Quarries Co., Dummerston, Vt., by E. S. Leland.
Vermont Marble Co., Proctor, Vt., by W. J. Salladin.
Melrose Granite Co., St. Cloud, Minn., by D. J. Bohmer.
Charles J. Benisch, Brooklyn, N. Y., retail dealer.
Donald W. Blake, Chicago, Ill., retail dealer.
F. C. Fredrickson, Chicago, Ill., retail dealer.
John H. Lloyd, Toledo, Ohio, retail dealer.
Lucian Schlimgen, Madison, Wis., retail dealer.

As guests of the Supporters, there were also present in the meeting, by invitation, the following representatives of firms, —viz:

TRADE MAGAZINES

Mrs. Josephine M. Bliss, representing Monument & Cemetery Review.
Mr. George R. Ford, representing American Art in Stone.
Mr. P. F. McLaughlin, representing Granite Marble & Bronze.
Mrs. Bessie S. Whitaker, representing Monumental News.

PRODUCERS

Mr. Bradford C. Patch, Cook, Watkins & Patch, Boston, Mass.
Mr. Ralph Smith, Barre Quarriers Coop., Barre, Vt.

RETAIL DEALERS

R. N. Milligan, Lawrenceville, Ill.

Also present were the following Managers of Departments of the M.E.C., namely:

C. G. Austin, General Counsel, Chicago, Ill.
Allan P. Ames, Publicity Department, New York, N. Y.
R. M. Austin, Secretary & Manager, St. Albans, Vt.

President Marshall J. England in the Chair.

After the call of the roll, the Chair called for a reading of the Minutes of the special meeting of the Supporters held on November 18, 1936, in Chicago, Ill., during the Convention of the Memorial Craftsmen of America, Inc., which was then and there in session. The Minutes of that meeting were read and approved.

Whereupon the Chair called upon William J. Salladin for a report from the office of the Treasurer. Mr. Salladin reported for the period January 1st to November 1, 1937, that the income of the Commission for that period was \$38,388.59; that the expenses of the Commission during the same period were \$29,534.32, divided as follows:

I	
Organization (Taxes (Soc. Sec.) -----	\$ 84.56
II	
Equipment:	
(a) Fixtures -----	983.25
III	
Operations:	
(a) Office Rent -----	305.00
(b) Office Supplies and Expenses -----	1,557.07
(c) Office Secretary and office help -----	1,505.00
(d) Committee Expenses -----	407.96
(e) Accounting & Bookkeeping -----	300.00
(f) Counsel -----	3,333.33
(g) Manager -----	5,833.30
IV	
Projects:	
(a) Cost of Publications -----	0.00
(b) Expense of Field Work -----	3,913.44
(c) Advertising -----	1,865.61
(d) Employment of Publicity Agency -----	7,000.00
(e) Expense of Publicity (writers, speakers, clipping service, printing, etc.) -----	2,445.80
(10 months) Total Expenses -----	\$29,534.32

The balance of \$8,854.27 was carried over into the Surplus, which now amounts to \$56,822.03.

Mr. Salladin reported in what manner the surplus funds were invested, and stated that the accounts of the Treasurer were being audited by Certified Public Accountants.

The report of the Treasurer, upon motion duly seconded, was accepted and placed on file.

Following the report of the Treasurer, and upon the request of the Chair, reports were made by Publicity Counsel Allan P. Ames, General Counsel C. G. Austin, and Secretary and Manager Roswell M. Austin.

Mr. Charles J. Benisch reported the activities of the Executive Committee throughout the year.

The Chair then announced that the next business in order was the designation of Corporate members to the Memorial Extension Commission, from the Quarrier group.

He announced that in the quarrier group there were two vacancies, one caused by the expiration of the term of Charles W. Johnson, and the other being a vacancy created by vote of the Commission.

Whereupon, Mr. A. R. Bell moved that Mr. Charles W. Johnson be reelected for a period of five years, to succeed himself, and nominated Mr. Donald W. Smith to fill the vacancy created by the vote of the Commission.

The motion and nomination were duly seconded, whereupon Mr. C. W. Johnson was declared elected for a term of five years, expiring in 1942. The Chair then announced that Mr. Donald W. Smith was unanimously elected to fill the vacancy created by the Commission, for the term expiring in 1941.

Mr. Donald W. Smith thereupon arose and offered his resignation, for the reason that in his judgment the vacancy should be left open, to be filled by a representative of some Company which might join during the course of the year, from another

(Continued on page 425)

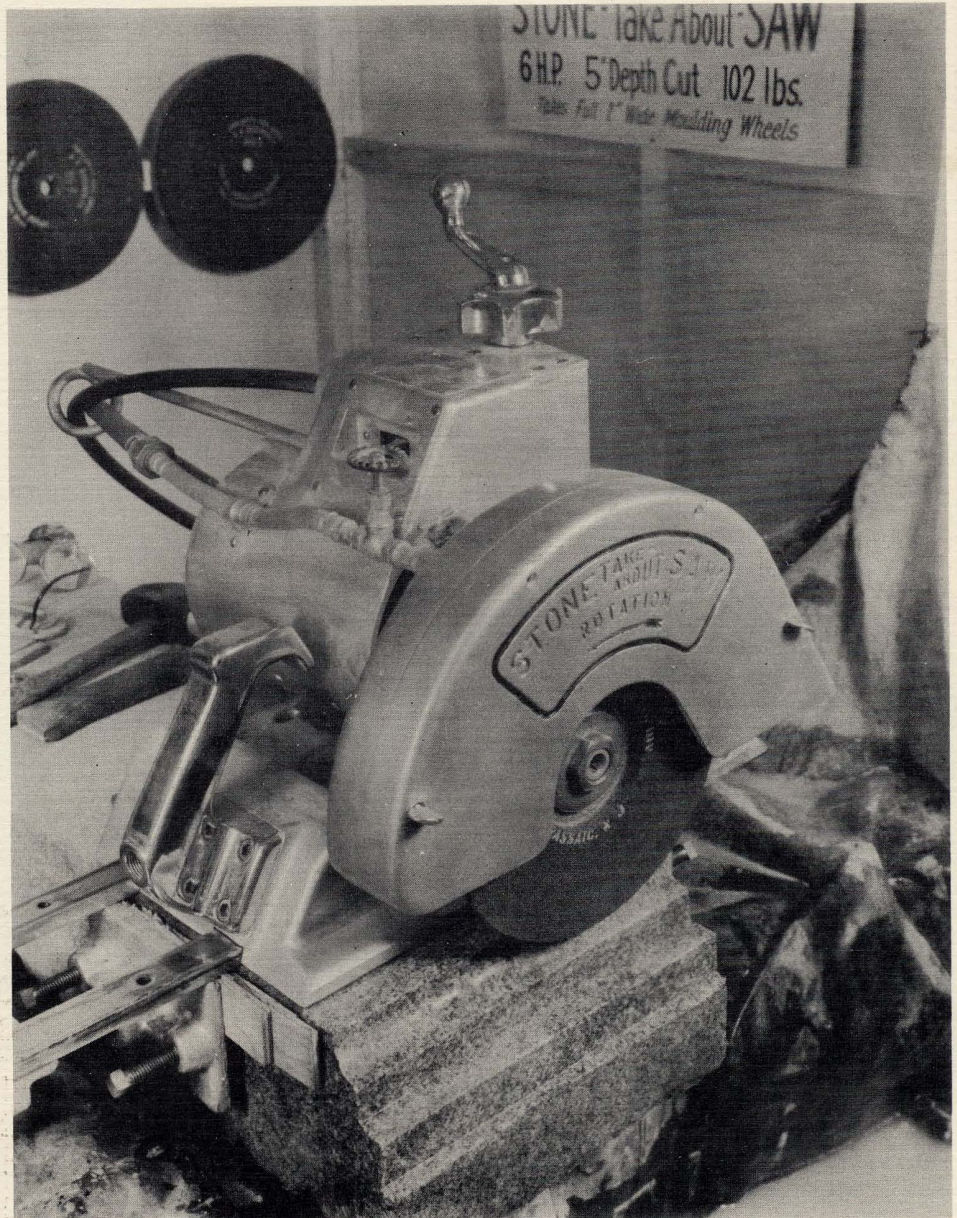
Hundreds saw the 1" Scotia followed by the 1" x 1" Check x 1½" Margin Line 1' 0" long cut complete in a half hour for less than \$1.00 at the Cleveland National Convention with the

STONE—*take about*—SAW

This normally takes some 5 hours by hand. Besides the many users in the Barre district the following wholesale districts use Stone — take about—Saws exclusively—saving \$8.00 an hour average:

GEORGIA	ST. CLOUD
WAUSAU	ORTONVILLE
RION	PIKE RIVER
MARIETTA	WASHINGTON
SALISBURY	MONTELLO
OKLAHOMA	CALIFORNIA

together with the many retail dealers in every state from coast to coast.



Over 600 in Use

STONE MACHINERY COMPANY SYRACUSE, NEW YORK

The Original Portable Saw

AN OPPORTUNITY AWAITS YOU!

OUR EXCLUSIVE DEALER FRANCHISE with Real Protection in Your Trade Territory continues to offer Progressive Dealers more Value per Dollar than any other.

EGYPTIAN PINK is a specialty stone of Rare Appeal and Proven Durability backed by Outstanding Designs at Surprisingly Attractive Prices.

WRITE TODAY for complete information on this valuable Franchise insuring Easier Selling and Longer Profits.

SOLE PRODUCERS
of

EGYPTIAN PINK

The Leading Specialty Granite Attractively Priced

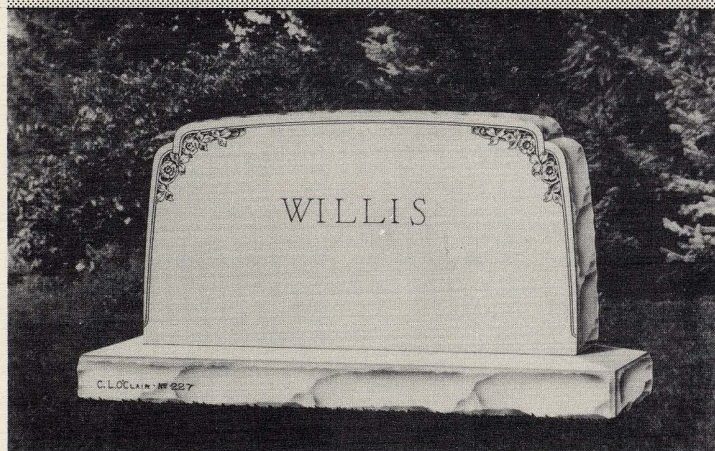
J. P. GILMAN GRANITE CO.



KANSAS CITY, KANSAS

J. P. GILMAN
GRANITE COMPANY

MASTER CRAFTSMANSHIP



MONUMENTS

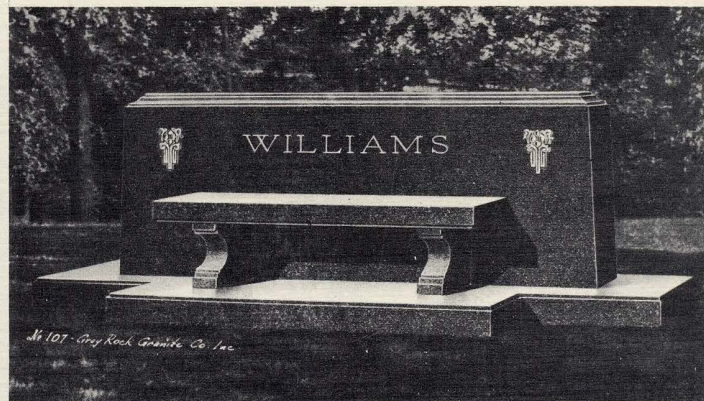
SCULPTURE

MAUSOLEUMS

THE design illustrated is but one of a large number that have produced sales for our clients. Those unacquainted with us will be definitely interested in our workmanship and prices.

We invite inquiries and quotations.

C. L. O'CLAIR GRANITE WORKS
WATERBURY, VERMONT



CRAFTSMANSHIP THAT EXCELS

An experienced organization and complete plant facilities to satisfy the most discriminating customer.

GRANITES IN STOCK

QUINCY
BARRE
WESTERLY
RED SWEDE
PREMIER PINK
BLACK SWEDE

BALMORAL
BEERS
ROSE
CARNATION

RED

EMERALD PEARL
BLUE PEARL

GRAY ROCK GRANITE CO., INC.

Manufacturers and Importers

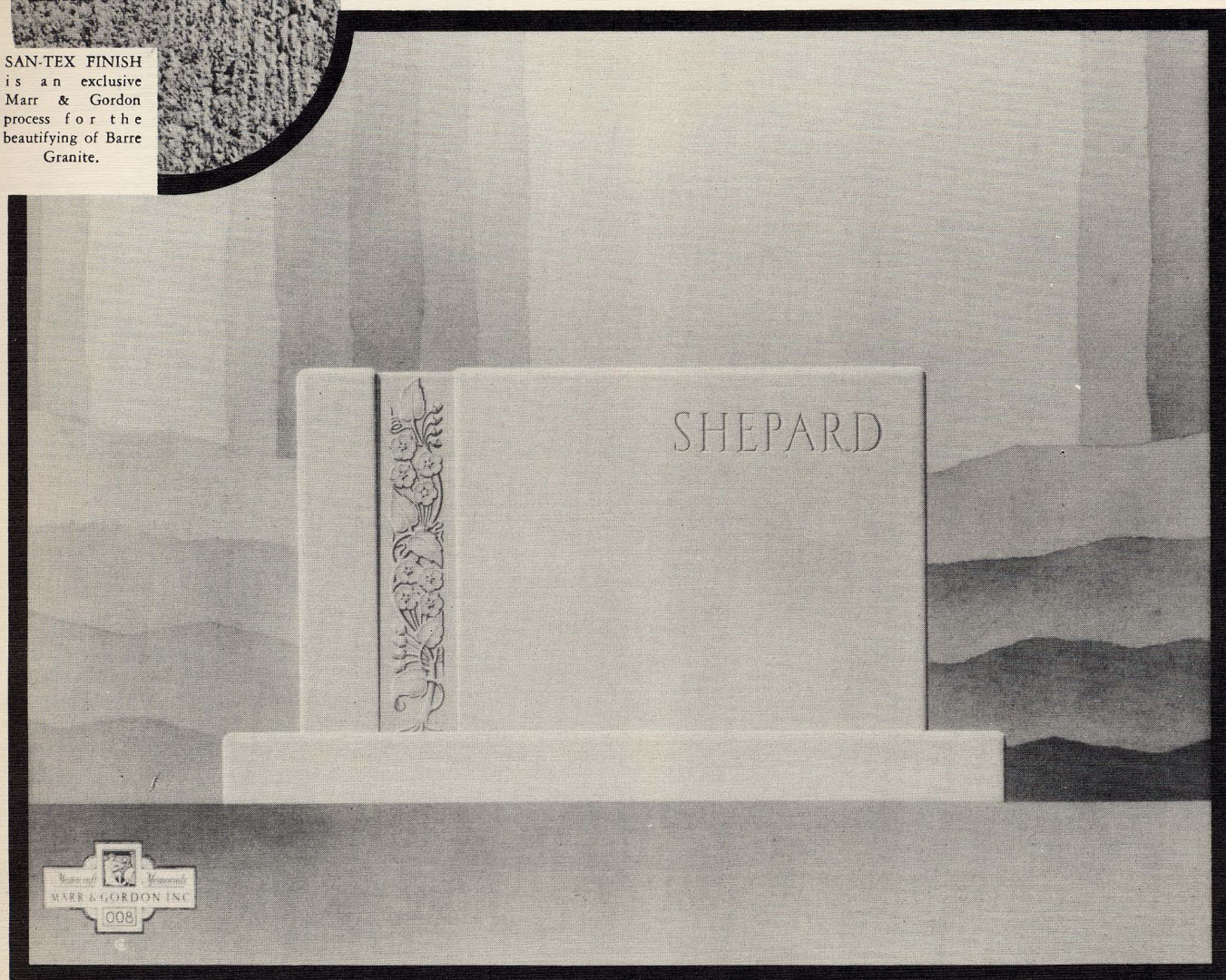
QUINCY

MASS.

SAN-TEX *at the* CONVENTION



SAN-TEX FINISH
is an exclusive
Marr & Gordon
process for the
beautifying of Barre
Granite.



Copyrighted

ONE OF OUR NEW 1938 DESIGNS

The reception accorded our Convention exhibition of new designs exceeded our expectations. That these copyrighted works rendered in the attractive manner illustrated will be a great aid to selling was clearly indicated. In these creations we have attempted to bring a new beauty of design to monumental forms proven by experience to have consumer appeal.

Dealers who saw SAN-TEX FINISH for the first time with the opportunity to compare its appeal with that of other surfacing treatments were no less impressed than our own clients who know from actual experience what SAN-TEX FIN-

ISH means in the cemetery as well as in the show room. Remember SAN-TEX MEMORIALS cost no more than other less appealing monuments.





GIUDICI BROTHERS

In the Eighteenth Century the town of Cremona in Italy, enriched by a renowned heritage of Craftsmanship in wood working, emerged as the home of the finest violin makers in the world. This tradition was so nobly pursued that even today the work of several of these families is still without equal. The essence of this greatness was a sustained family loyalty to an ideal carried on from generation to generation. Among the leading names in Barre today, we find a few firms whose histories parallel that of the great names of Cremona. One of these firms is Giudici Brothers founded in 1898 and operated today by Joseph, Americo and Hugo Giudici, sons of Frank Giudici, one of the Founders of the firm, who passed on in 1917. Joseph Cedroni, well known Barre figure and shed foreman is also a partner.

Like that of other Barre leaders, the Giudici reputation was built upon the work of sculptors and carvers, an ideal of execution which still serves as a guide to today's modern manufacturing in this plant. With several additions to the original shed built in 1906 the present plant is 300 ft. by 60 ft., and employs from 30 to 45 skilled artisans and operators aided by the finest of machinery in the fabrication of all types of monuments.

Among the many outstanding memorials created in the Giudici plant and erected by the country's leading retail Craftsmen are the Chew Mausoleum in Philadelphia, the Confederate Memorial in St. Louis, the Fireman's Memorial in Rye, New York, and the monument to the great American playwright, Avery Hopwood.

Thus we see the work of another renowned firm pursuing its heritage of accomplishment, in the face of the transition to machine methods without any loss of character in its product.

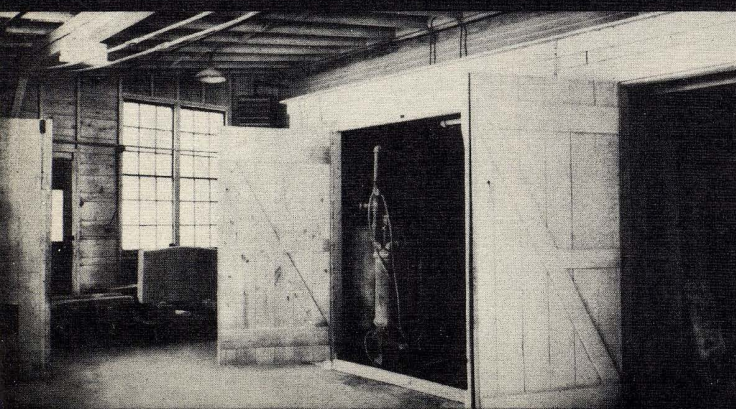
One of a series of advertisements by E. L. Smith & Co., quarriers of Smith-Barre Granite, in which the foremost shops in the world-famed Barre district are described and illustrated. Smith-Barre Granite, "Medium of The Masters," has become a standard specification with manufacturers and dealers who demand the utmost in monumental materials.



This circular saw, one of the largest in Barre, is an important feature of Giudici production. Joseph Giudici, president, is seen inspecting a line of blocks.



Americo Giudici, partner, deciding where stones will be set for polishing. Both these polishing machines, one low and the other high speed, were especially built for the Giudici plant.



The Giudici sand blast room is the last word in efficiency and modern



MED PLANTS
of BARRE



THE COLLABORATION OF SCULPTOR AND MODERN CRAFTSMAN

Such a beautiful creation as the Pileggi Monument, in times past, would have been carved in some softer material. Today modern equipment and craftsmanship make it possible to carve these memorials in a medium combining the beauty of less durable materials with a supreme permanence. The expressive beauty of this monument will long stand as the Work of a Master.

The Most Talked of
**CONVENTION EXHIBIT
AT CLEVELAND**

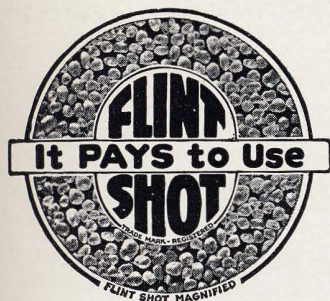
Our Convention exhibit was a revelation to many retailers hitherto unacquainted with our abilities. The characteristic enthusiasm of the country's leading retailers was expressed clearly by Mr. B. Bruzgo, president of well known Summit Hill Marble & Granite Co. of Summit Hill, Pa., who bought our entire exhibit to feature his Spring selling.

*These copyrighted designs
will bring you sales.
Write for our attractive
prices.*

**USLE &
PEROJO
GRANITE CO.**
BARRE VERMONT

REPRESENTATIVES:—

—George W. Cary, Zanesville, Ohio
Arthur Bishop, Hempstead, L. I., N. Y.
A. M. Bishop, Valley Stream, L. I., N. Y.



Use
**FLINT
SHOT**

for

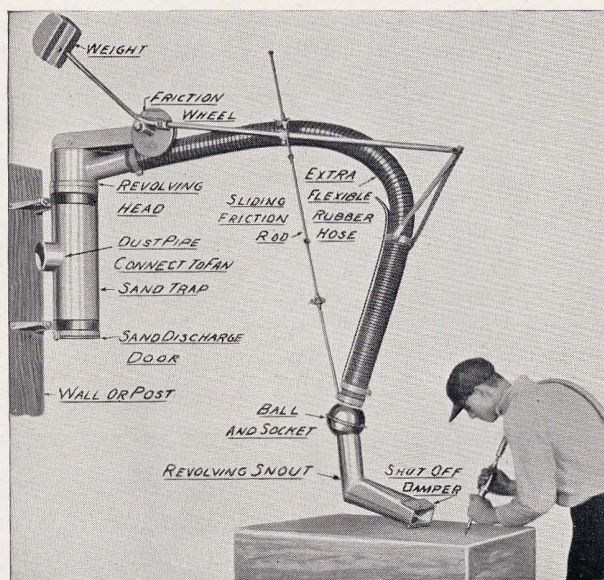
**MONUMENTAL
SANDBLASTING
UP-TO-DATE**

Send for Our Booklet

Mined and Shipped Only by

The Ottawa Silica Co.
Ottawa, Illinois

PROTECT YOUR CUTTERS —Get Rid of The Dust



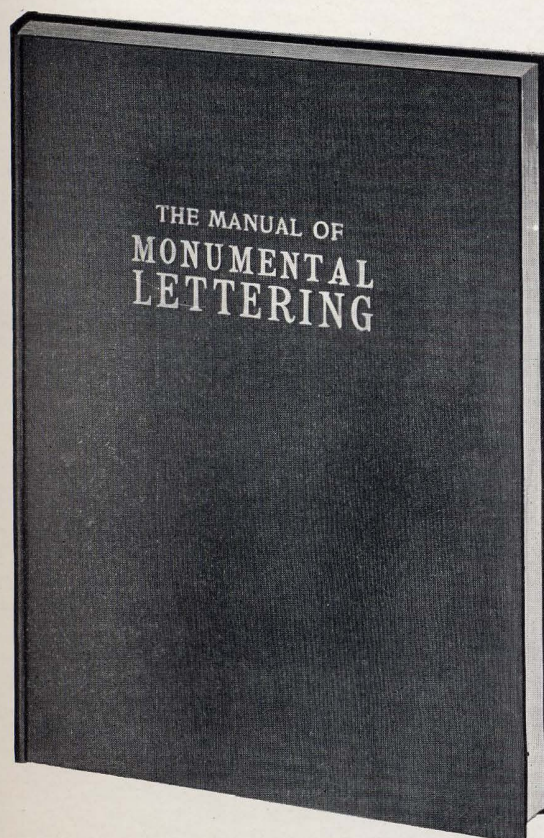
Ruemelin Banker Dust Collector

More than 1000 installations definitely prove their efficiency in collecting the dust at its source. A sound investment in health and sanitation. Durably constructed for many years' service. Low maintenance cost. Write for details and prices.

RUEMELIN MFG. CO.

3844 N. Palmer St.

Milwaukee, Wis.



The Manual of Monumental Lettering

is a complete hand book on the modern art and craft of lettering monuments.

It contains seventeen chapters of instructions on letter cutting with the pneumatic tool, written by an expert letterer and carver of many years' experience; chapters on the drafting of letters, decorations and carving; the laying out of inscriptions; laying out and drawing of lodge emblems and floral decorations; and lettering details.

This is the first and only book ever published devoted exclusively to the lettering of monuments; definite instructions on how to cut all types of letters and inscriptions with the pneumatic tool are given. Invaluable for teaching apprentices or workmen, and for perfecting the fine points of letter cutting. Drawings of all of the most used floral carvings with instructions for conventionalizing them into designs for monumental decorations and geometrical decorations for monuments are shown, and their drafting explained. All the popular monumental styles of lettering executed, and many special alphabets for special uses given.

Designs especially drawn for stone carvings of over 30 leading lodge emblems; practically all needed in monumental work. Army and Navy emblems of the World War; reprinted by frequent requests, with the addition of the leading Canadian Army insignia; over 280 drawings.

Decorative and artistic lettering; a study of the better types of modern lettering and the laying out of artistic inscriptions and letters by Robert L. Cook; eight chapters; 60 illustrations.

174 pages; 7 x 10 in. handsomely bound in permanent covers; profusely illustrated.

Price formerly \$5, now selling for \$2.50 cash with order.

MONUMENTAL NEWS, - Madison, Wis.

*Do You Remember Reading This Monumental News
Advertisement in 1897?*

THE MONUMENTAL NEWS.

495

Henry Gardiner, Sole Prop. of the

Quarries opened in 1840.

Millstone Granite Quarries.

THE ONLY GENUINE MILLSTONE, CONN., GRANITE.

Finished Monumental work and Rough Stock wholesale. Certificate of award at the Centennial Exhibition of 1876 on the Millstone Blue Granite, for the good color of the stone, its fine close grain, and good polish, and the marked contrast between the polished and dressed surfaces; a character which gives unusual distinctness in ornamentation, makes it especially adapted to fine cemetery work.

P. O. Address—MILLSTONE, CONN. Telegraph and Telephone, NEW LONDON, CONN.

Perhaps you don't—but it ran for many years in Monumental News.

But what is more important is that—the SAME QUARRY with the SAME GRANITE, though under different management, is serving not only its customers of 1897 but many new friends as well. If you have not investigated MILLSTONE, we believe you will find it a revelation. Write today!

**THE MILLSTONE OPERATING
CORPORATION**

**MILLSTONE
CONNECTICUT**

Q DARK BLUE **M** DARK PINK
QUARRIES & MANUFACTURERS

**EVERY
ARCHITECT
"ON THE TOP"**



**USES ONLY
SGA'S EVERLASTING
GRANITE FOR**

MONUMENTAL AND BUILDING PURPOSES

Svenska Granitindustri Aktiebolaget

KARLSHAMN, Sweden

FOUNDED 1896

Annual Meeting of Memorial Extension Commission

(Continued from page 422)

District. Though the Chair called for a motion on Mr. Smith's offer to resign, no such motion was forthcoming, and therefore no motion was taken upon the offer of resignation.

The Chair then announced that there were three vacancies to be filled in the Manufacturer group, one caused by the expiration of the term of W. F. Noble, the second caused by the resignation of William J. Salladin, and the third being a vacancy created by vote of the Commission.

Mr. Donald W. Blake moved that Mr. W. F. Noble be elected to succeed himself, for the term of five years. This motion was duly seconded, and Mr. Noble was unanimously elected for a term of five years, expiring in 1942.

Mr. Charles J. Benisch nominated Mr. Bradford C. Patch to fill the vacancy caused by the resignation of Mr. William J. Salladin, whose term was to expire in 1940. This motion was duly seconded, and Mr. Bradford C. Patch was unanimously elected to fill the vacancy.

Whereupon, Mr. Donald W. Blake moved that the vacancy previously voted by the Commission be left vacant for the purpose of leaving a place for some representative from a District which might join the Commission at a later date. This motion was duly seconded and unanimously carried.

The Chair thereupon announced that though there were two vacancies in the retail dealer group, caused by the expiration of the terms of John H. Lloyd and Lucian Schlimgen, yet the Memorial Craftsmen of America had not yet designated the retail dealers to fill these vacancies.

(Note: Upon the following day, the Memorial Craftsmen of America, Inc., designated Mr. John H. Lloyd and Mr. Lucian Schlimgen to succeed themselves upon the retail dealer group of the Memorial Extension Commission, Mr. Schlimgen's term to expire in 1941, and Mr. Lloyd's term to expire in 1942.)

The membership of the Memorial Extension Commission, Inc., for the ensuing year, is as follows:

	Term Expires
QUARRIER GROUP	
Charles W. Johnson -----	1942
Donald W. Smith -----	1941
Athol R. Bell -----	1940
Marshall J. England -----	1939
James G. Pirie -----	1938
MANUFACTURER GROUP	
William F. Noble -----	1942
Vacancy -----	1941
Bradford C. Patch -----	1940
Donald J. Bohmer -----	1939
John E. Ramsey -----	1938
RETAIL DEALER GROUP	
John H. Lloyd -----	1942
Lucian Schlimgen -----	1941
Charles J. Benisch -----	1940
Donald W. Blake -----	1939
F. C. Fredrickson -----	1938

ASSOCIATE MEMBERS

Lyman W. Whitcomb, American Granite Assoc., Boston, Mass.
Tracy T. Lawson, The Barre Granite Assoc., Barre, Vt.

Thereupon, President England threw the meeting open for general discussion.

Mr. Donald W. Blake reaffirmed his previously expressed opinion that for the purpose of increasing the membership of

the M.E.C., a card should be devised, in triplicate, for the use of dealers in ordering their stock from producers not now Supporters of the M.E.C., instructing such producers to add the 5¢ per cubic foot, and send the same in to the M.E.C., upon each order,—one copy of such card to go to the producer, one to the Executive office of the M.E.C., and one to be kept by the retail dealer. No action was taken upon this suggestion.

Mrs. Josephine M. Bliss, being called upon to speak for the Trade press, expressed her approval of the work of the M.E.C., and suggested that to further publicize the Memorial Idea the Executive Committee consider the advisability of taking space in the World's Fair in New York City. No action was taken upon this suggestion.

Whereupon, on motion duly made and seconded, the meeting adjourned.

Cleveland, Ohio,
December 1, 1937.

ROSWELL M. AUSTIN,

Secretary.

Annual Meeting of the Corporate Members of the Memorial Extension Commission, Inc.

THE annual meeting of the corporate members of the Memorial Extension Commission, Inc., was held at the Hotel Cleveland, in the city of Cleveland, Ohio, on Wednesday, December 1, 1937, immediately following the meeting of the Supporters, and in accordance with the Constitution and By-Laws.

Present—

From the Quarrier Group—Athol R. Bell, Marshall J. England, Charles W. Johnson.

From the Manufacturer Group—Bradford C. Patch, Donald J. Bohmer, William F. Noble.

From the Retail Dealer Group—Charles J. Benisch, Donald W. Blake, F. C. Fredrickson, John H. Lloyd, Lucian Schlimgen.

The meeting was called to order by President Marshall J. England.

The Minutes of the last annual meeting were read and approved.

The Chair announced that the election of members to the Board of Directors was next in order:

Whereupon, Mr. Donald W. Blake moved that Messrs. Athol R. Bell, Donald J. Bohmer and Marshall J. England, be elected to succeed themselves as representing granite on the Board of Directors. This motion was duly seconded and unanimously carried.

For the group representing marble, inasmuch as there were no representatives of producers of marble now in the M.E.C., Mr. Charles J. Benisch moved that Mr. Bradford C. Patch and John E. Ramsey be elected as the representatives of this group. This motion was duly seconded and unanimously carried.

For the retail dealer group, Mr. Lucian Schlimgen moved that Mr. Charles J. Benisch be elected as one of the two retail dealers on the Board of Directors. This motion was duly seconded and Mr. Benisch was unanimously elected to the Board of Directors, representing the retail dealers.

Whereupon, Mr. Schlimgen moved that until the vacancies on the Commission had been filled by the M. C. of A., the election of the second retail dealer member of the Board of Directors be deferred, and the vacancy filled by the existing Board of Directors. This motion was duly seconded and unanimously carried.

Whereupon, on motion duly seconded and carried, the meeting of the Corporate Members adjourned.

CONVENTION DESIGNS



finished in
PIRIE'S
SELECT
BARRE GRANITE

IN THE EXHIBIT OF ANDERSON-FRIBERG CO., of Barre, Vermont

For several years the Anderson-Friberg Co. has exhibited memorials finished in Pirie's Select Barre Granite at the annual convention of Memorial Craftsmen and the two illustrated on this page are among the group displayed at the convention held recently at Cleveland. Sizes, prices and illustrations of these and all the other memorials exhibited by Anderson-Friberg Co. can be obtained by writing direct to the manufacturer at Barre, Vermont.

J. K. Pirie Estate
Barre, Vermont



MONUMENTAL NEWS



The Monumental News Publishing Company

.. ESTABLISHED 1889 ..

114 SOUTH CARROLL STREET, MADISON, WISCONSIN
B. S. WHITAKER, *President*



Vol. 49, No. 12
December, 1937

Editorial

THE HARD WAY

"It is comparatively easy to prosper by trickery, the violation of confidence, oppression of the weak, sharp practices, cutting corners—all of those methods that we are so prone to palliate and condone as "business shrewdness."

Daniel Rand
Says . . .

It is difficult to prosper by the keeping of promises, the deliverance of value in goods, in services in deeds—and in the meeting of so-called "shrewdness" with sound merit and good ethics.

The easy way is efficacious and speedy—the hard way arduous and long. But, as the clock ticks, the easy way becomes harder and the hard way becomes easier. And as the calendar records the years, it becomes increasingly evident that the easy way rests hazardously upon shifting sands, whereas the hard way builds solidly a foundation of confidence that cannot be swept away.

BUSINESS FRIENDSHIP

You have possibly heard the remark, "A man's business acquaintances are wished upon him, but he can pick his own friends."

It sounds like a clever crack, but, like most cynicisms, it doesn't stand up under the test.

Just for fun, count your friendships and see if most of them were not made directly or indirectly as a result of business dealings.

Surprising? Not at all. Mere social graces may indicate anything or nothing. But if, in the stress and strain of business, you meet up with men and women who are honest, fair, tolerant and congenial, it is the sensible and natural thing to make friends of them."



SUBSCRIPTION TERMS: United States and Possessions, Mexico and Cuba one year, \$3.00; two years, \$5.00; three years, \$8.00; five years, \$12.00. Canada and other countries, \$3.50 a year. Single copies 50 cents. Published on the twenty-fifth of the month. Copy for advertisements and reading matter should reach us by the tenth of the month.



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Annual Convention of the Memorial Craftsmen of America, Inc.

THE thirty-second annual Convention of the Memorial Craftsmen of America, was held in Cleveland, Ohio, on November 30 to Dec. 3rd, 1937. The Hotel Cleveland was the official Convention Hotel and business sessions were held there. The annual Memorial Exhibit was held at the Public Auditorium, famed as the site of political conventions. The entire floor of the large arena was filled with granite and marble memorials of artistic design in a variety of sizes, all attractively landscaped.

The Exhibit was open from Monday afternoon until Friday afternoon at 6 P. M.

The Design Contest sponsored by the Barre Granite Association was a great educational feature that attracted every artistically-minded individual.

One of the high-lights of the Convention was the concert under the auspices of the Memorial Craftsmen, conducted by Mr. Walter Logan of the National Broadcasting Company of Cleveland, at the Arena of the Public Auditorium. The artists were The Cambrian Male Choir of forty voices, Carabella Johnson, Soprano and The Golden Strings Ensemble, Walter Logan, conductor, consisting of Strings, Harp, Organ and Vibraphone.

The ability of the artists, a well selected program of classical and modern music, made the concert one of great excellence, an innovation greatly enjoyed by the enthusiastic audience.

Business meetings, presided over by President Lucian Schlimgen, were held on Tuesday, Thursday and Friday.

On Tuesday, at the opening session, the invocation was given by the Rev. H. A. Klahr, of The Old Stone Church of Cleveland. The Honorable Harold H. Burton, Mayor of Cleveland, twice elected to this important office, besides extending a greeting of welcome, told many interesting facts about Cleveland and its art and business projects. Speaking of Lake Erie he said:

"It is our greatest natural asset here. It is supposed to be the boundary line between Canada and ourselves, but we regard it as a connecting link. For the past one hundred and twenty years we have had a treaty that there should be no fort on either side of the Lake and no troops stationed on either side of the Lake.

"We have the most peaceful, harmonious relations with our friends across the Lake. The boundary line is out in the middle some place, but nobody knows where it is. The water flows back and forth across it and people move back and forth across it as we have a bond of unity between our nations.

"For your information I would like to say that there is more tonnage carried on the Lake each year by one-half than is carried in the whole foreign shipping of the United States, including the Atlantic, the Pacific, and the Gulf of Mexico. I did not believe that the first time I heard it, but I will explain it to you because I think we should all know just how valuable our inland sea is to us.

"Now, on the Atlantic and Pacific Coasts and the Gulf of Mexico, four-fifths of all of the shipping is coastwise and only one-fifth goes abroad. So, the shipping on our inland sea here exceeds by one-half the entire shipping that goes abroad. Therefore, you have here a great inland sea which is one of the

points that will develop as years go by and as the Great Lakes-St. Lawrence seaway is completed it will increase the traffic and develop the middle west as a seaport more than it is at the present time. We have some ships that come from abroad at the present time."

A wire was received from John W. O'Leary, chairman of the Executive Committee of the Commerce of the United States.

* * *

"Greetings from the Chamber of Commerce of the United States. The Chamber believes that the problems of business are largely group problems and can be met only by group action such as is possible through your association. Business as a whole needs teamwork and I hope you or some of your speakers will emphasize the need for utilizing every opportunity to create a more wide spread understanding of business and a better appreciation of its service to the public. We shall make progress if your members in their home towns will actively cooperate with other business men through local organizations in developing a sound popular understanding of business. * * *

PRESIDENT LUCIAN SCHLIMGEN

President Schlimgen then gave his message, a commentary:

"1937, as far as the monument business is concerned, is practically over. I hope that everyone has had a good business, and I trust that we are all encouraged to tackle the coming season with renewed vigor.

"Several manufacturers have reported a bigger year in 1937 than any since the break in 1929. This means that the retail trade has also been better, and that we are definitely on the upgrade. But this rise calls for an aggressively active attitude in bettering our own welfare. We cannot sit back and expect good fortune to fall into our laps. The time worn proverb, but none the less accurate one, has it that "God helps those who help themselves". Today, modern success comes a-la-cafeteria style—you serve yourself.

"Some constantly improve merchandising tactics; some, their places of business and display facilities; some, their design programs and selling methods. But smart dealers will try to better all of these.

"Nothing remains the same, we have heard it said. All live organizations must grow, and change, and improve. Designs that were good years ago may still have merit, but it is the thing that is new and good that attracts.

"Here is a concrete suggestion: Change your displays! Modern department stores maintain their own crews, and keep them busy just changing displays. It pays. A counter of handkerchiefs can scarcely be compared to a stock of monuments, yet herein is a lesson to be learned. Change has a tendency to revive the interest, not only of the possible customer, but primarily also of the dealer. When passers-by know they will see something different, they will look. This is true whether it be a monument or an announcement of a new movie on the theater marque.

"There are those who blarney that times change; that requirements change; that customs change. They may even point to the incandescent bulb as replacing the candle; to the automo-



OFFICERS FOR 1937-38

Left: President
PAUL STEVENSON
Moberly, Missouri

Right: Vice President
CHESTER P. SMITH
Findlay, Ohio



bile as replacing the horse and buggy; to the cemetery without monuments as replacing the one with monuments. It all sounds plausible enough. But, let us remember that candle or incandescent bulb, it is still light; automobile or horse and buggy, it is still transportation. But, monument or no monument, it is NOT still a tribute to memory. The first two show an improvement of methods. In the last there is an attempt to eliminate the method altogether.

"May we take time out to become analytical. Since we build monuments, let us define one.

"A monument is the visible expression of a tribute to memory. Primarily, it records human emotions, and preserves for posterity the message that may be interwoven in its composition.

"Emphasis should necessarily be placed upon function. Its purposefulness and its beauty should be prime considerations. The monument should have meaning, it should be appropriate, and it should reveal a message. Its beauty and meaning should contribute to an inspirational property; and the cemetery, in place of being a sombre spot should actually intrigue the imagination of those who possess an appreciation of the finer sentiments.

"All of this discussion points to certain respects in which we as monument dealers may have been remiss. As monument men, just what are our responsibilities?

"We represent ourselves as counselors. People come to us seeking suggestions as to how they can best express their tributes to memory. They entrust their problems to us. Properly qualified we may render them a signal service. Therefore, let us exercise our qualifications, and, if necessary, let us acquire that knowledge which will make us qualified.

"The association is endeavoring to help. It has been exerting an influence right along to elevate industry standards and that includes the building up of an appreciation among the dealers for works that are functional.

"Then, witness the efforts of the Society of Memorial Draftsmen and Designers, or of the Barre Granite Association which is underwriting design competitions, the influence of which will be felt throughout the industry everywhere. I have not yet seen this year's submissions. Last year's were notably excellent, and it is my understanding that those submitted and exhibited this year are altogether in harmony with the forward movement that is now getting under way.

"May I take this opportunity now to speak of the work that has been expended to keep this association going. It is not

simply a matter of attending conventions annually and of waving a magic wand which will accomplish and objectives for which we are striving. Your directors and your Executive Committee have been delegated grave responsibilities, and they have all labored to accomplish something. I cannot speak too highly of their efforts, because they have been unselfishly solicitous, and their only recompense is a satisfaction in knowing that their work has contributed something.

* * *

"I can only suggest that money will come to you the harder way. It will have to be by careful planning, and results will show only after putting these careful plans into force. But I believe that the making of more money because of this planning is inevitable. And, so it follows if we have a better understanding of the purposes of our work, our monuments will become more appropriate and significant. This will induce a better acceptance of them by the public, there will be less resistance to sales, and finally, it will result in a happier activity for all of us."

SECRETARY CHAUNCEY G. AUSTIN

Secretary Austin gave his report. He said in part: "The managing director of a large National Association recently announced that the services rendered by a trade association are partly tangible and partly intangible. Of the former, some are direct, many are indirect. The intangible and the indirect are very frequently, if not usually, the more important. The preventive service of an association is usually of more consequence than many a positive accomplishment. The value which a member secures from his trade association depends upon the member himself. The member who examines all bulletins and informative matter transmitted by the Association, seeking for values, finds values and extracts profits. Observation reveals that the larger dealers, and those headed in that direction, utilize their trade associations to the fullest degree, while those who question the value of the Association or complain about its functioning are usually too busy to extract the value which is being transmitted to them constantly through bulletins, publications, etc., and who fail to attend conferences and participate in them to the fullest degree.

"In addressing meetings I have frequently referred to the National Association as the policeman of the monument indus-

(Please turn to next page)

OFFICERS FOR 1937-38



CHAUNCEY G. AUSTIN
Executive Secretary



ARTHUR G. WUNDERLICH
Treasurer



JOSEPH E. OSBORNE
Convention Secretary

try. We can endorse the statement that the Association is the industry's repository of accumulated experience and fact. With this as the background, the Association is ever-ready to serve its members no matter what new problem may arise or what change may take place in its complexion. An industry may well hope that it will escape serious problems, but when such problems do arise it is relieving to know that its trade association is staffed and equipped to immediately tackle the problem and to dispose of it in the best way possible.

"This element of a trade association's value makes it a form of insurance. As in all insurance, the dues or premiums must be paid with regularity if the insured or the beneficiary is to realize the face value of the policy in the event of damage or worse. When a company experiences a period of bad business there is one thing which it does not do as a result of this—it does not cancel the fire insurance carried on the plant, for that would be to merely add serious risks to the troubles already in hand. All that argues in favor of maintaining insurance in good standing, argues just as strongly in favor of maintaining the trade association intact and unweakened, by extending to it regular support.

"It is smart business to belong to one's trade association and to extend it financial and moral support with regularity. The management of an association should not find it necessary to devote any considerable part of its time to trying to make ends meet. That time could be invested to better advantage for the industry in the constructive activities of the association."

He discussed service rendered in resisting an advance in freight rates, offsetting propaganda articles in the Readers Digest, producing the booklet "Memorials and How to Select Them," for the M. C. A. members. Combatting concrete burial vaults has been another activity of the year; publishing a monthly bulletin and arranging the annual Convention exhibit and program, as well as Legislative activities, are a few of the services rendered by the Association and its officers. His closing words were:

"Each year brings greater responsibilities and a broadening of the duties of the National Association. If we are to keep step with the times, it is obvious that the members of the industry should give the Association increased financial and complete moral support."

MRS. MATHILDA BURLING

Mrs. Mathilda Burling, National President of the American Gold Star Mothers of the World War, who lost her only son in France, was the guest of honor. She made a plea for the erection of memorials designed only to express sentiment and not for use. "I think I can speak for the American Gold Star Mothers when I say that they want their boys to be commemorated by memorials that will be true works of art," said Mrs. Burling, "that will not be made for material advantage of any kind, but purely to remind all those who see them of the ideals and the sacrifices and the patriotism they represent."

Mrs. Burling also voiced her antipathy to war monuments that "glorify the brutality" of war by showing fighting men in blood-thirsty attitudes with upraised swords and bristling bayonets. "How much better," she said, "it is for our war memorials to emphasize the ideals which those dead heroes fought to preserve—the ideals of Peace and Freedom and Democracy." * * *

"I have always felt that our great national monuments like the Lincoln Memorial, the Washington Monument and the Tomb to the Unknown Soldier do more good than any other form of artistic expression.

"For these reasons I have always been opposed to the 'utilitarian' type of memorial useful as it may be for the time being. Utility—present use—detracts from the sentiment which a memorial is meant to express. At the present time I feel there is a trend toward the utilitarian and away from the purely ideal and emotional type of memorial art. Perhaps this shows that as a people we are becoming more materialistic, more 'hard boiled'—as our children say. If that is so, I hope this influence will not prevail, because America needs not less but more sentiment.

"Emotion is one of the ruling influences of life. Everyone knows this, but too often when a local committee meets to consider a memorial to a public servant or a war hero, arguments are made for expending the funds allotted in a 'useful' way—perhaps for a school or a college or hospital or a municipal building. These are all worthy objects, but to my mind they are not 'memorials' in the true sense.

"Monuments erected to the memory of our war heroes whether they are statues or architectural designs lose their value, according to my ways of thinking, unless they teach a worthy lesson. The public squares of most European cities and of

some American cities are dotted with monuments to soldiers and sailors portraying ideas which I hope will not prevail in this country of ours. I refer to those which *glorify* the *brutality* of war—statues of fighting men in blood-thirsty attitudes with upraised swords and bristling bayonets. How much better it is for our war memorials to emphasize the ideals which these dead heroes fought to preserve—the ideals of Peace and Freedom and Democracy. I do hope that the artists and designers in this audience agree with me.

"This is one of the causes to which the American Gold Star Mothers are dedicated. We are not just an organization of bereaved mothers banded together for the purpose of nursing our grief. We feel that the mothers who have made their great sacrifices are particularly the ones who should do all they can to prevent the recurrence of the catastrophies that have robbed us of our sons. This is why, when I am consulted by a committee charged with the designing or selection of a war memorial, I always urge a design that will inspire the ideals of Peace.

"No doubt many of you can recall controversies over war memorials in the places where you live. A few days ago the New York papers mentioned a dispute of this kind in Port Chester where the erection of a Spanish-American war statue was delayed for a year and one-half because the citizens of this town could not agree on the design. Some of them wanted a figure of a heroic rough rider sitting on a prancing horse, a statue that would glorify the idea of war and of killing. I am glad to say those who opposed this type of statue finally won and the monument will show the figure of a war weary soldier leaning on a rifle, exemplifying the futility of trying to settle disputes between nations by force of arms.

"What I have said applies, I think, as much to the private memorials in our cemeteries as it does to the more conspicuous monuments to celebrities in our public squares. Precisely as a nation or a community has its heroes so each family has its own heroes; it may be a parent who has died, a beloved child snatched too soon from the home, a brother or sister whose work on earth is done. Their lives and their characters may mean little to those outside the circle of the family itself but within that circle memory remains and affection never dies. The memorials raised to these members of the *family* are in a sense even more important than those raised by the nation or state or city—because there are millions of such families and because the sentiment which impels us to erect these private monuments is the fundamental emotion of family love and family loyalty which is one of the bases of our greatness as a nation."

Thursday Session, December 2

At the Thursday session, an invitation was presented by De Wayne Nelson to the Association to hold its next annual convention at Milwaukee, Wisconsin.

Mr. Vincent Donatelli of Pittsburgh, Pa., suggested the Association cooperate with the cemetery officials in cleaning and straightening stones so that cemeteries may become more beautiful.

Mr. Vernon Curl of Concordia, Kansas, told of one cemetery that was unique—"every grave is marked." He urged strong State Associations that would cooperate with the National in every line.

ROSWELL AUSTIN

Roswell Austin, executive secretary of the Memorial Extension Commission, gave his annual report at this time.

He spoke briefly of the highlights of the year in the work of the Extension Commission—protecting the industry from

menaces, promoting the industry—"meaning the sale of more and better monuments."

The need of more money to do a really good job of promoting the memorial idea by national advertising, radio, etc., was told. He urged cooperation with cemetery superintendents. He told of the closing for all time of no-monument cemeteries in Maine, Vermont, Massachusetts, Connecticut, Nebraska and Wisconsin by legislative action; of the danger of surface burial vaults, of the Commission he said:

"The Memorial Extension Commission is a strong, healthy body. It has been doing a job, not as big as we want it is true, but it has been doing a real service and paying for that service. It does not owe a penny to anybody in the world and it has a reserve fund that commands respect not only from you, but our allied industry, as well as those which we regard as menaces to our industry."

* * * "The Commission has done a tremendous job with the funds available to it and being in such a healthy condition financially it is going to continue to do a good job and there is no cause to worry about it.

However, it does command from you and it gets from you a desire for a greater means of accomplishing its purposes, and in that, of course, we are one. The only thing is *how* to get it." * * * "Do your buying from those people who support the Commission."

No previous convention had ever been dignified by so distinguished a speaker as United States Senator Alben W. Barkley of Kentucky, who thrilled his audience by the scholarly address that we reproduce in full in the January issue of MONUMENTAL NEWS.

Friday Morning, December 3

At the business session an open forum invited discussion of many topics: time for holding conventions, state and national,—district and state group work,—taxing per cubic foot for promotional work, number of retail dealers representatives in the M. E. C.,—a national M. C. A. magazine,—a legitimate retail dealer,—etc.

Mr. S. Burns Weston, Ohio State Division of the National Youth Administration spoke briefly of their work in cemetery rehabilitation, of the need and value of work for unemployed youth.

MR. ERNEST S. LELAND

Mr. Ernest S. Leland of New York City, announced the prize winners of the design contest sponsored by the Barre Granite Manufacturers Association.

"There were one hundred and fifty drawings exhibited in the Auditorium and that same group of drawings were exhibited at the Fort Worth Convention of the Association of the American Cemetery Superintendents. And, as my good friend Ripley would say, believe it or not, the same first prize was selected by three different groups—the Jury of Awards, the Memorial Craftsmen of America, the Association of American Cemetery Superintendents, and they all selected design number seven for first prize. That design belongs to Roy A. Elwell of New York and he receives the first prize of four hundred dollars.

"The second prize was won by Timothy G. Armstrong, 120 Brand Avenue, Englewood, N. J., and he won two hundred and fifty dollars. Design No. 23.

"The third prize of one hundred dollars was won by Rudolph A. Matern, 8602 Forest Parkway, Woodhaven L. I. (84)

(Continued on page 439)

I Went To Cleveland

The Designer-Salesman, Enthused by the Contest Drawings, Gives His Views on the Jury Awards and the Popular Votes

WELL, it was a great show. A fellow-reporter, in days gone by, once told me that no convention story was a good convention story unless the writer in some way attempted to persuade the reader that it was the best convention yet. But this cynicism has nothing to do with my first sentence. It was a great show at Cleveland and I say it because I believe it. Of course, I still think that the exhibition of art in New York Convention was a wow, but then a lot of the customers didn't see why there should be so much sculpture and high art at a monument exhibit,—so again I say, Cleveland was a great show. There were lots of monuments, beautifully designed monuments. And there was the greatest exhibition of memorial designs I have seen in my over-long career as a knight of the drawing board.

Naturally, being invested with the title of "designer", and the *acquired* title of "designer-salesman," my interest centered on that vast velvet draped wall where busy Manager Ted Lawson of the Barre Granite Association, and contest chairman "Sonny" Watt of the same enterprising organization, had hung the exhibition of drawings submitted in the Select-Barre Design Contest for a Cemetery Memorial of Moderate Cost. And unless I was seeing double *all through* the convention, which I was not, there was an army of memorialists who shared the pride and joy I experienced when I studied these drawings.

Being a veteran in the underpaid art of pushing a pencil—and one about ready to ask for a pension—I have in the course of events seen a lot of exhibitions and a lot of contests, in all branches of the arts and crafts. In fact, juries have been known to experience bad moments in which, for no good reason at all, they have awarded *me* prizes. But when I look back upon those days before Uncle Bill Hohenzollern started the little fracas in Europe,—the days when I had nothing better to do than dream of immortal fame as an artist with long hair and fingers like Robert Louis Stevenson,—when, as I say, I look back upon those days and compare the memorial designs with the drawings exhibited at Cleveland, well, then I begin to realize that gray hair is not altogether a congenital trait,—that time and talent march on! Which is one reason why I submitted no design in the Select-Barre Contest.

If you intend to go on reading this article, you may as well prepare yourself for what may sound like a panegyric of praise but what is in fact a highly significant statement of the truth. That contest, my friends, was a triumph. It was a victory of imagination over stagnation. And the best proof I can give you are the squawks I heard here and there among the spectators.

Please don't misunderstand me. Some of the squawks were merited. A lot of the designs fell far short of being what you would call poetry in stone, or anything else. And a lot more of the designs, heaven be praised, were not exactly what Old Bill Higgins of Hillsborie, Ioway would call "good sellers." What tickled me most were the squawks made by some of the high hat fellers who entirely missed the subtle qualities in some of the more creative designs; although I must hand it to quite a few of these hasty critics that upon a second and third study of the designs, they wiped the grin of'n their faces and showed a little more of the stuff that makes a real designer less of a critic and more of a sympathetic understander,—if you know what I mean.

Yes sir, the boys in that Contest certainly lived up to the requirement, in the Rules of the Contest, which stressed the importance of *creative design*. And they didn't miss much on significance and sentiment either. Perhaps a lot of the more casual visitors at the exhibit might have changed their minds about a lot of the designs if they had taken pains to read the Rule Book which, incidentally, is mighty good reading for anybody who is interested in the cause of better memorial design. Yes, the Creator gave some of those lads a creative mind and they certainly did a lot of creating. And I have an idea that a surprisingly large number of those creations will breed a flock of *adaptations* which will make the chronic critics of memorial art in America realize that something has happened. And I think, with all due respect to my fellow-designers in the craft, I think one reason for the amazing degree of originality in those Contest drawings is the fact that the Select-Barre contest committee wisely resolved to open the competition to all comers,—architects, sculptors, painters, paper hangers and decorators, art students, draftsmen, modelers and all. And the results proved what similar contests in other arts and industries have proved,—that a high percentage of artist, inexperienced in a given field or branch of the arts, will crack through with IDEAS that may go haywire so far as saleability and practical detail is concerned, but ideas none the less; and ideas which the specializing designer can adapt to the glory of the craft and the profits of his boss. At any rate, I'd hate for some of those hard-working contestants to see the flock of memoranda I carried away from that convention in my sketch books! And when I adapt these ideas, put them into somewhat more "practical form", certain folks will drop in and say: "Gee, it must be great to *create* beautiful things like that!" But then, so long as a lot of my fellow knights of the sepulchre find it more profitable to sneer at new ideas, unusual ideas, why shouldn't I profit by my perspicacity (wow!).

MONUMENTAL NEWS

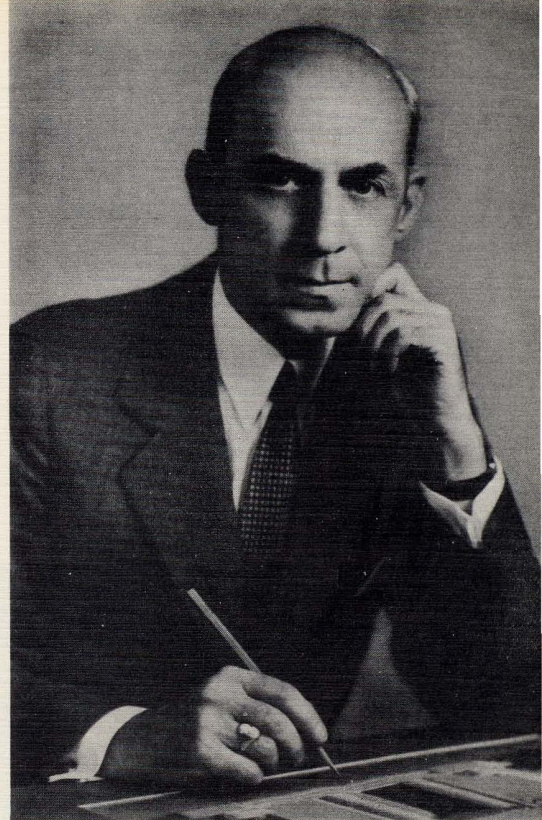
REVIEW OF MEMORIAL ART



DESIGN CONTEST

A CONVENTION FEATURE

Our cover this month features the beautiful monolith by Roy A. Elwell which won first prize in three different votings on the Select-Barre Design Contest.



ROY A. ELWELL — 1st PRIZE, \$400

MR. ELWELL has perhaps established a precedent in art contests by winning three first honors in the same Competition. His impressive erect tablet of monolith form reveals that refined sense for proportion and distribution of detail which won for him the second prize in last year's Select-Barre contest.

Mr. Elwell was born in Aberdeen, Scotland, where his father, an American citizen, was at the time representing an American firm in the wholesale marble and granite business. Highly trained in design, Mr. Elwell studied under William A. Richards of Quincy, under Mr. Carl Kappes at the Toledo Museum of Fine Arts, the Mechanics Institute of Boston and the Columbia University School of Architecture. For many years chief designer for W. C. Townsend of Zanesville, Mr. Elwell's work attracted the attention of an architect on the staff of Presbrey-Leland who met Mr. Elwell, singularly enough, at the previous Cleveland convention. Accepting an offer from Presbrey-Leland, Mr. Elwell moved to New York and has ever since been Delineator for the well known Fifth Avenue concern. Mr. Elwell resides in Long Island. His daughter is a student of architecture and interior decoration at the New York School of Fine and Applied Arts.

PRIZE WINNING AND POPULAR VOTE DESIGNS IN THE SELECT-BARRE CONTEST

JURY AWARDS

\$400 1st Prize	\$250 2nd Prize	\$100 3rd Prize
Roy A. Elwell, New York, N. Y.	Timothy G. Armstrong, Englewood, N. J.	Rudolph A. Mattern, Woodhaven, L. I., N. Y.

HONORABLE MENTION: 1—Max Rome, Brooklyn, N. Y.; 2—Leonard Wayman, Muncie, Ind.; 3—David Painter, Chicago, Ill.; 4—J. O. Cezar, Bedford, Ind.; 5—J. Joshua Fish, Philadelphia, Pa.; 6—J. Von Der Lancken, Brooklyn, N. Y.; 7—Lido Mochetti, Westerly, R. I.; 8—Lido Mochetti, Westerly, R. I.; 9—V. V. Conery, Cleveland, Ohio; 10—H. A. Hebel, Harrington Park, N. J. and J. Ratti, New York, N. Y.

POPULAR VOTE BY A. A. C. S.

1st Prize	2nd Prize	3rd Prize
Roy A. Elwell, New York, N. Y.	Robert B. Marshall, Sunnyside, L. I., N. Y.	W. B. Fleming, Providence, R. I.

HONORABLE MENTION: 1—Edwin F. Wood, St. Louis, Mo.; 2—Kenneth Whittaker, Cleveland, Ohio; 3—L. Orsini, Middle Village, L. I., N. Y.; 4—W. B. Cobb, Wilmette, Ill.; 5—Eugene Laird, Erie, Pa.; 6—J. Joshua Fish, Philadelphia, Pa.; 7—L. C. Cavitt, Jr., Wichita, Kan.; 8—L. C. Cavitt, Jr., Wichita, Kan.; 9—G. W. Dimond, Jr., St. Paul, Minn.; 10—Robert B. Marshall, Sunnyside, L. I., N. Y.

POPULAR VOTE BY M. C. A.

1st Prize	2nd Prize	3rd Prize
Roy A. Elwell, New York, N. Y.	Eugene Laird, Erie, Pa.	Robert B. Marshall, Sunnyside, L. I., N. Y.

HONORABLE MENTION: 1—J. E. Iacobucci, Cleveland, Ohio; 2—August Satre, Brooklyn, N. Y.; 3—Alfred J. Comi, Barre, Vt.; 4—W. B. Cobb, Wilmette, Ill.; 5—Charles W. Berlis, Erie, Pa.; 6—Alfred J. Comi, Barre, Vt.; 7—John Jamieson, Cleveland, Ohio; 8—Arthur Ware, New York, N. Y.; 9—Robert B. Marshall, Sunnyside, L. I., N. Y.; 10—Kenneth Whittaker, Cleveland, Ohio.



To this elongated, quadruple headstone, the Jury of Award gave Second Prize. Careful study of the Contest Rules and the lot-diagram which it contained, caused many to alter their opinion of Mr. Armstrong's solution. A superb example of masterful delineation, the memorial bespeaks a refined sense of line and decoration.

Like so many of the prize and mention winners, Mr. Armstrong is an architect not associated with the memorial craft. Identified with the office of James Gamble Rogers, world-famed New York architect, Mr. Armstrong graduated from the Ohio State University school of architecture, later studying two years at Yale University. His genius came into recognition when he won second place in the 1937 Paris Prize Competition, one of the major distinctions in architecture. Born in Ohio, Mr. Armstrong is married and resides at Englewood, New Jersey, where, just a few days before he received news of the Select-Barre Prize, the talented young architect became the father of a daughter.

2nd PRIZE WINNING DESIGN

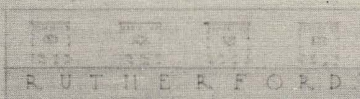
\$250

Select-Barre Design Contest

Design by

TIMOTHY G. ARMSTRONG

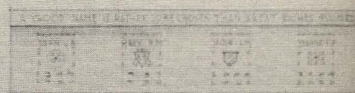
Englewood, N. J.



FRONT



END



PLAN

NAMES AND DATES OF EACH MEMBER OF FAMILY TO BE ON CURVED SURFACE OF STONE. EPITAPH TO BE ON TOP.



HALF SIZE

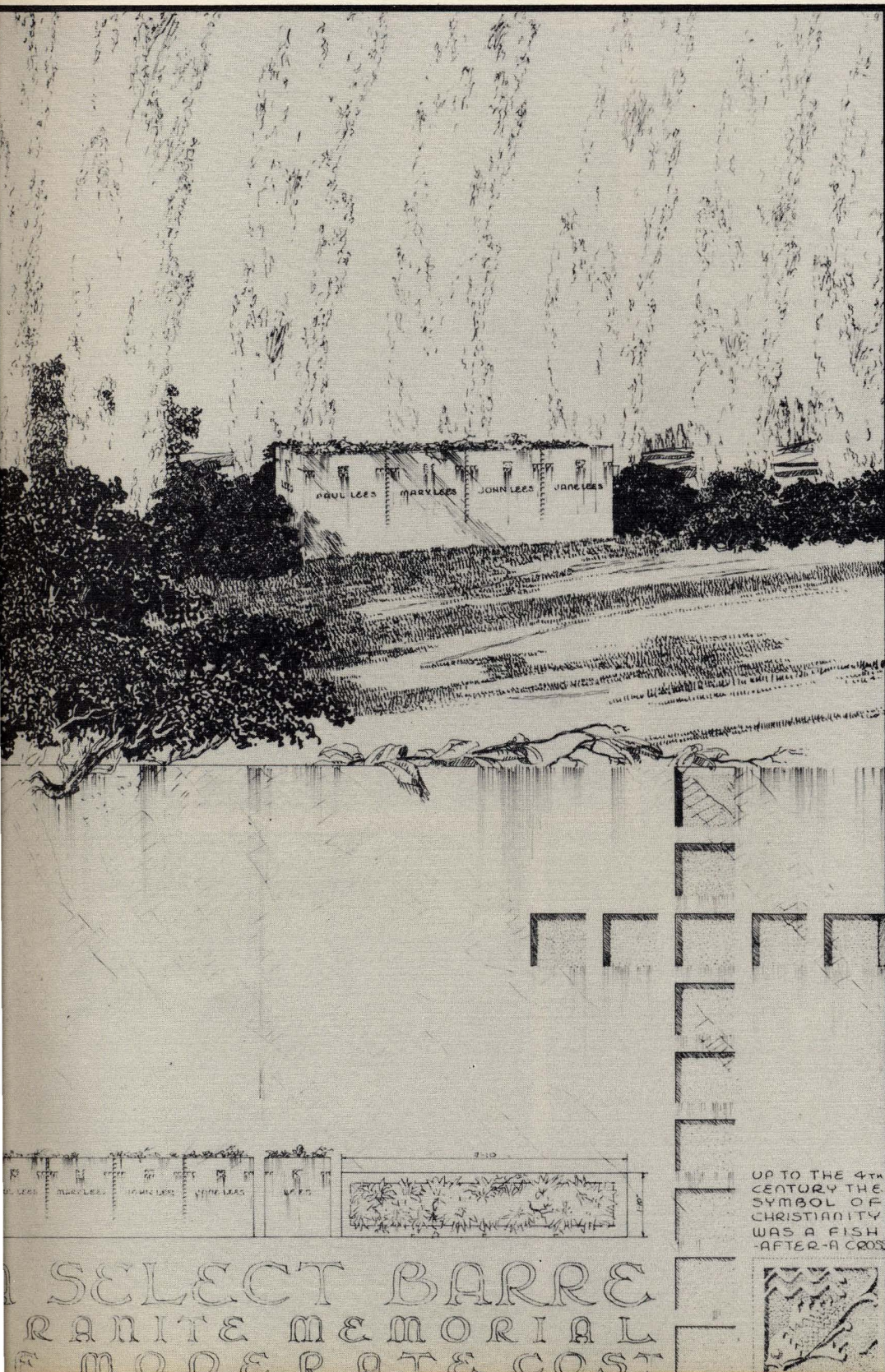
SAND BLOWN CARVING IS SYMBOLIC OF EACH MEMBER OF THE FAMILY. HALF SIZE DETAIL SYMBOLIZES ONE'S LIFELONG LOVE OF ANIMALS.

A SELECT-BARRE GRANITE MEMORIAL

OF MODERATE COST

Combining the quadruple headstone and flower-box, Mr. Mattern's design is an elongated monolith of appealing proportions and restraint in decoration. Mr. Mattern's training in the theory of design is evident in the skillful positioning of the decoration and the unique detail of the Cross which divides the name panels.

A graduate in architecture from the University of Michigan, Mr. Mattern won a scholarship at the Cranford Academy of Art at Bloomfield, Michigan. He later extended his studies at the School of Architecture, New York University. He collaborated, two years ago, on the group that won First Prize in the Alumna American Academy in Rome Collaboration Contest. Mr. Mattern was born in Brooklyn twenty-five years ago and he is now on the staff of American Homes, Inc., producers of pre-fabricated houses. An enthusiastic water color artist, Mr. Mattern does his renderings in various media, using pen and ink on the prize design.



3rd PRIZE WINNING DESIGN

\$100

Select-Barre Design Contest

Design by

RUDOLPH A. MATTERN

Woodhaven, L. I.

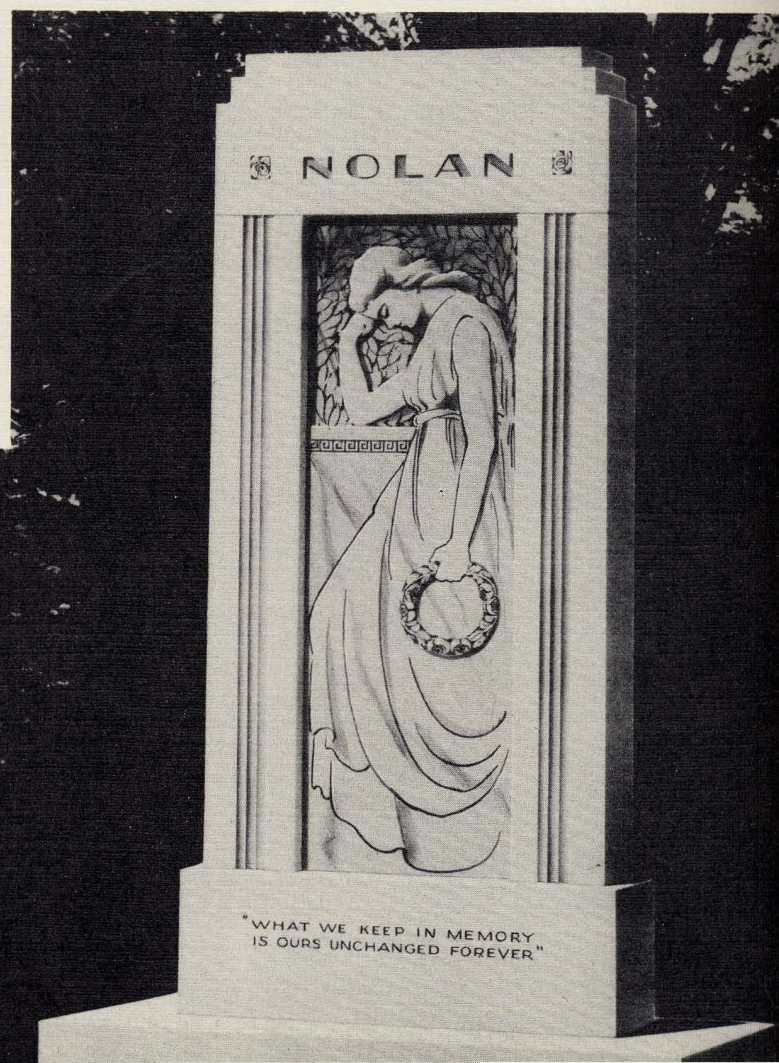
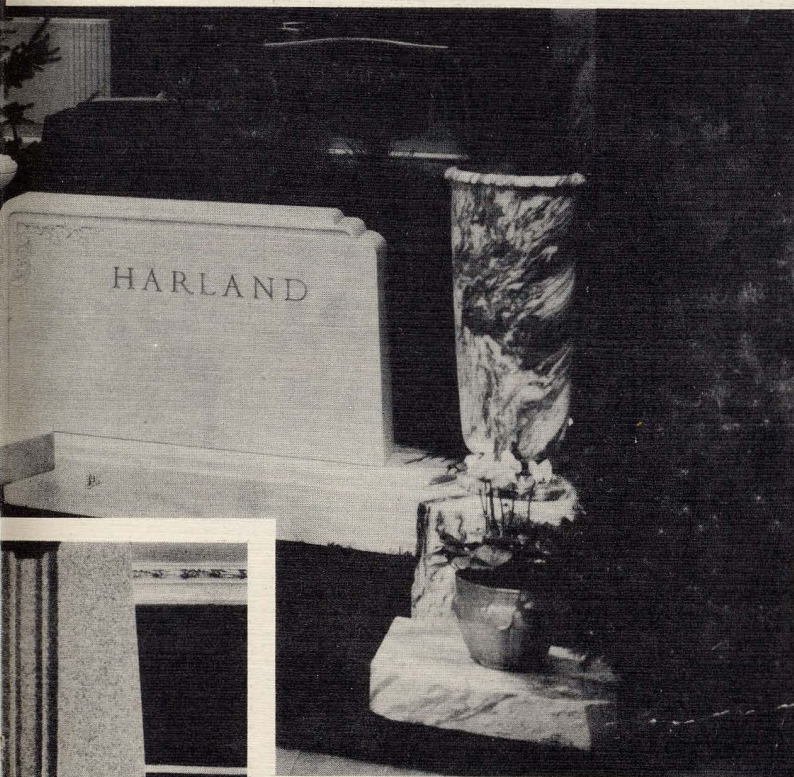
THE CLEVELAND CONVENTION

In the upper center we see a part of the Georgia Marble Finishing Work's exhibit, which was particularly meritorious from the design standpoint.

In the lower center the Rock of Ages feature monument is shown along with two smaller but well designed monuments.

The Heath Sundial by the Allen Granite Company of Elberton, Ga., is an ideal example of how outstanding design and modern machinery combine to create distinctive memorials in the lower price field.

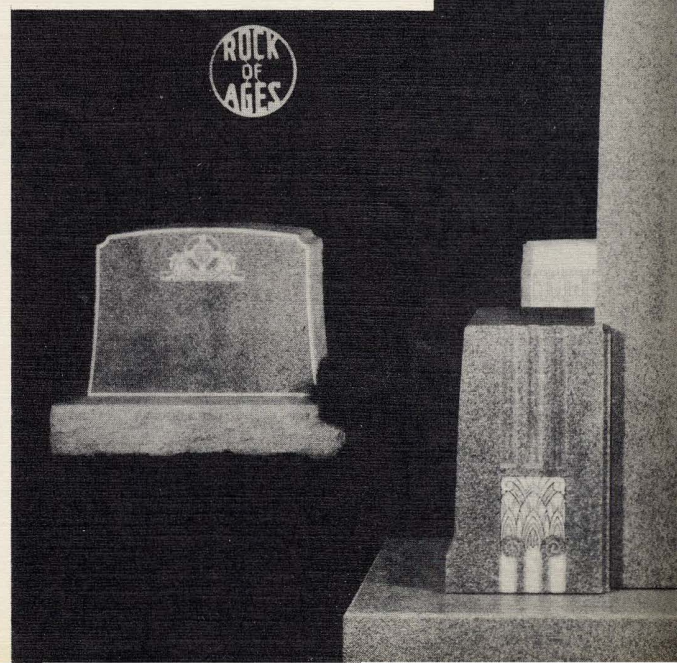
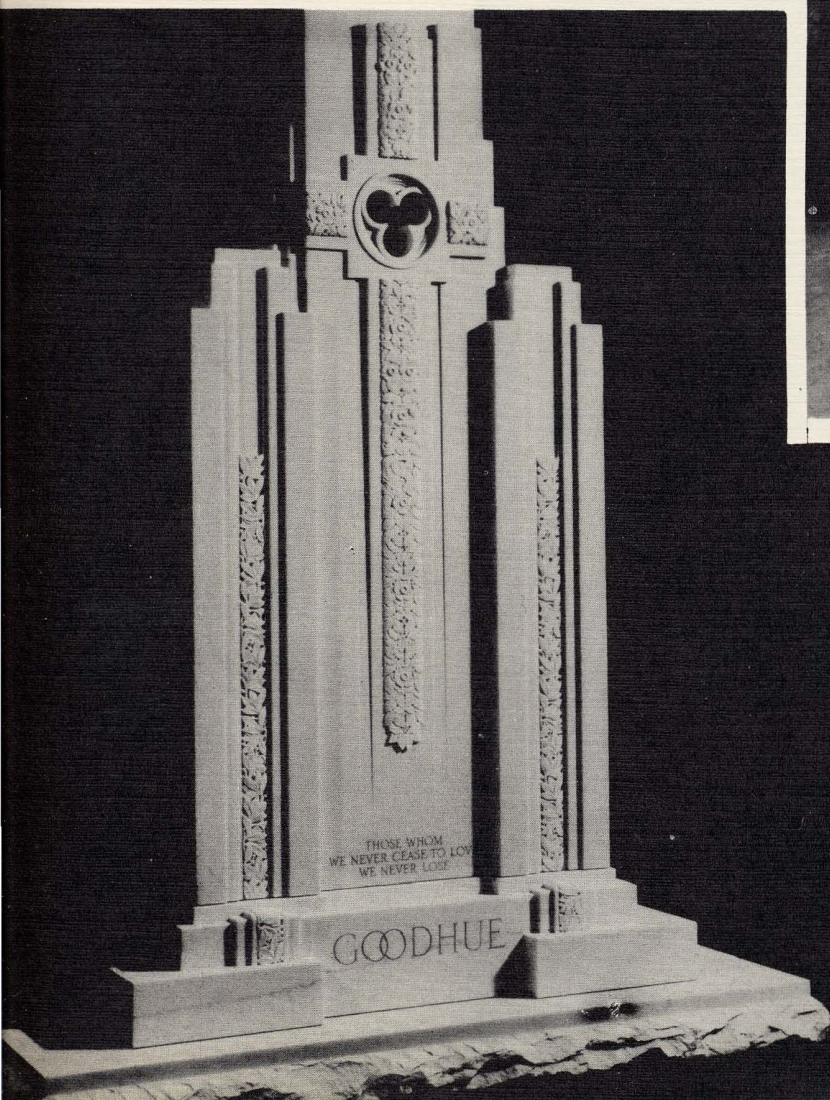
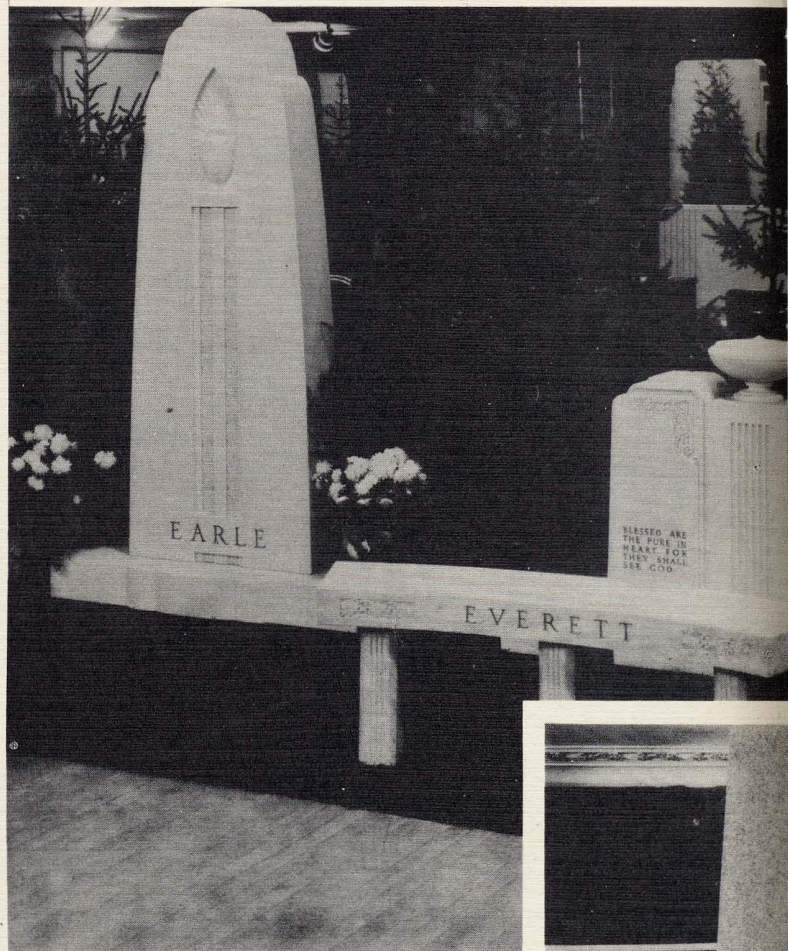
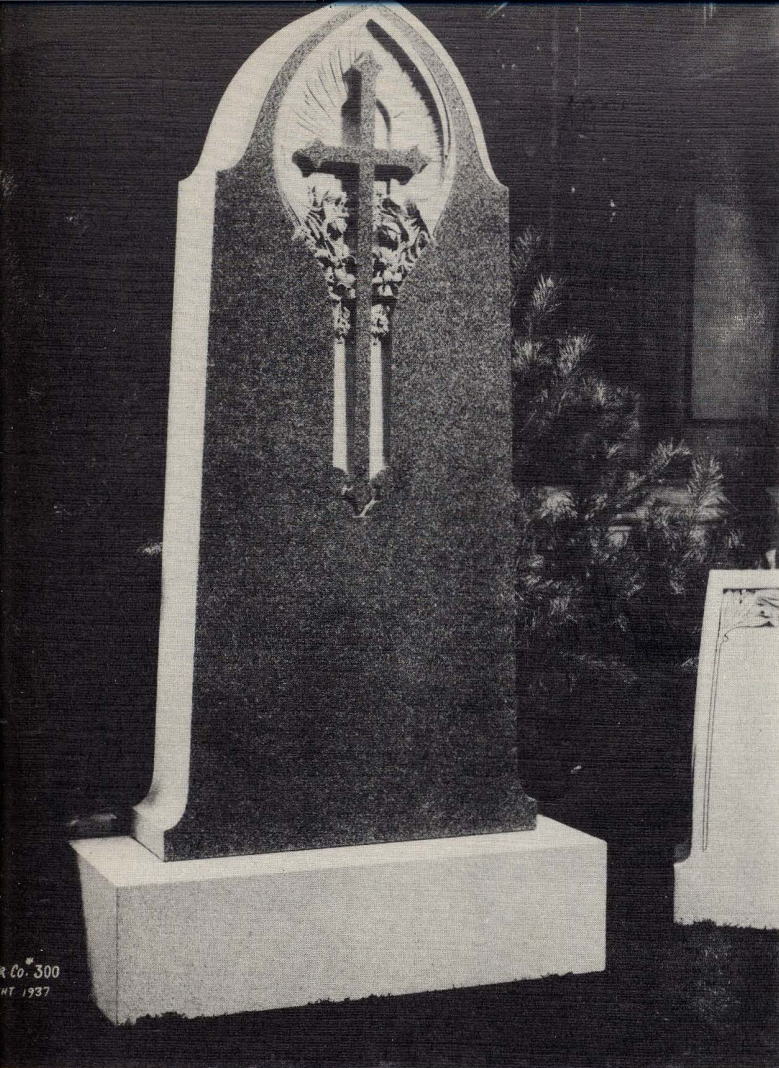
The Nolan Monument must be seen to be fully appreciated. This creation of the versatile design staff of the Georgia Marble Co. was done largely by machine, and the contrasts in its various colored marbles were most effective.

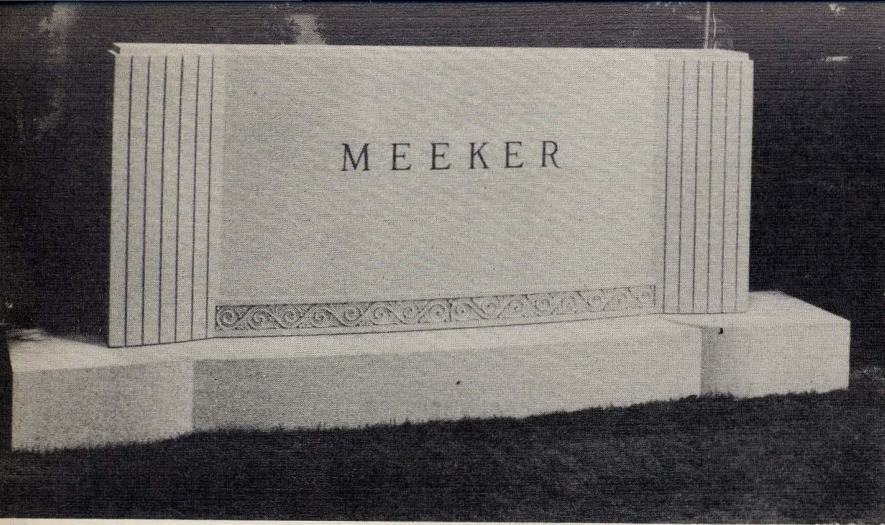


OUTSTANDING MONUMENTS OF

THE beautiful hand carving in the polished cross monument (upper left corner) was admired by many with the realization that even our finest shape work can never replace hand carving such as in this monument shown by Chioldi Co. of Barre.

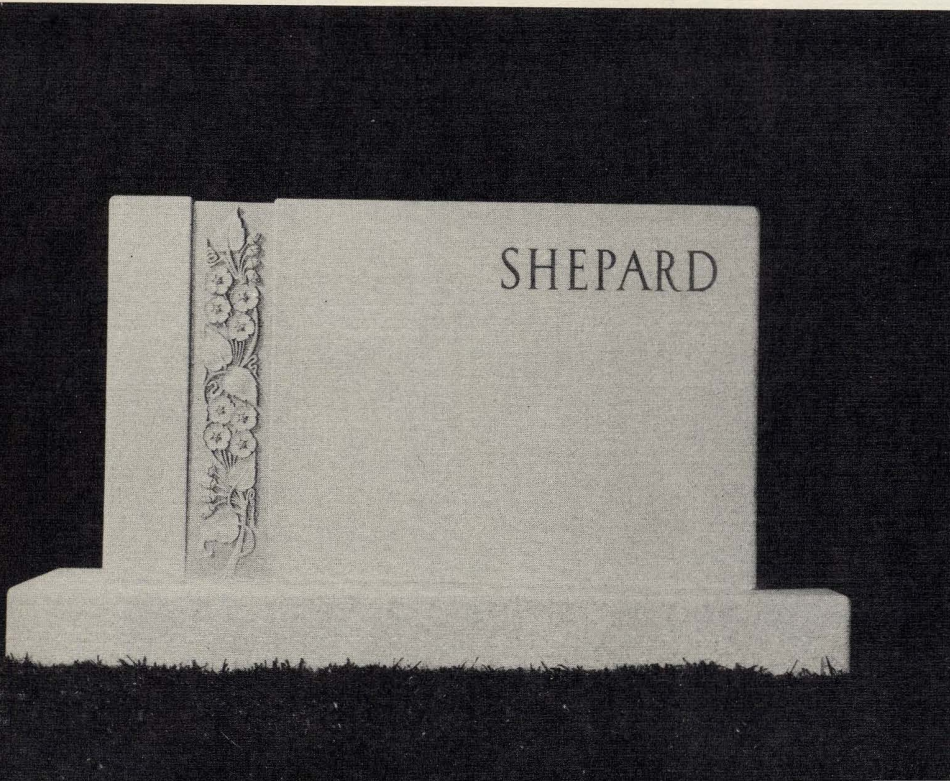
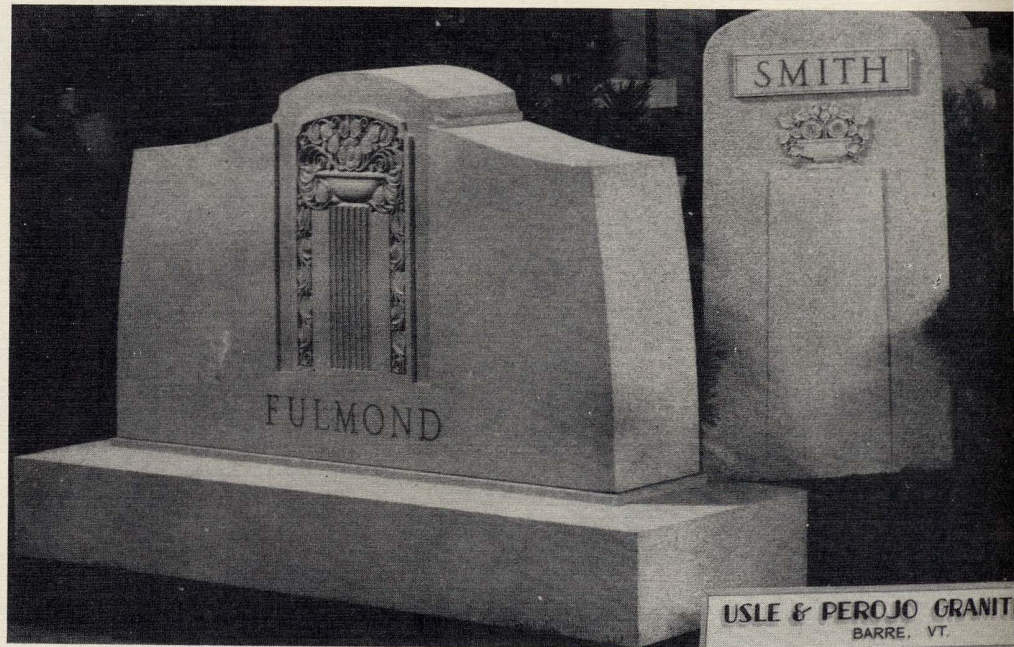
In the lower left corner we show a true masterpiece of design and workmanship by the Vermont Marble Co. Its modernism is effectively relieved by an emphasis on natural decoration. Note how the designer has consciously utilized modern machinery.





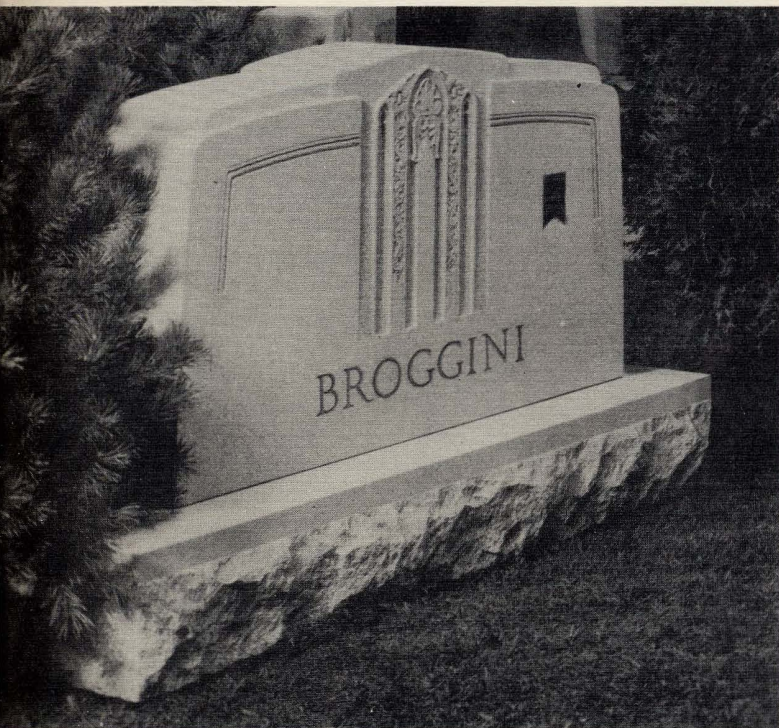
The Meeker Monument in the Johnson & Gustafson exhibit was called the "Perfect Memorial" by more than one observer. Simplicity of line, and commendable restraint in decoration, characterized this work.

Individuality in small work and the desirability of contrasting finishes is indicated in the Smith Monolith by Usle & Perojo of Barre, whose exhibit was one of the most complimented of the Convention.

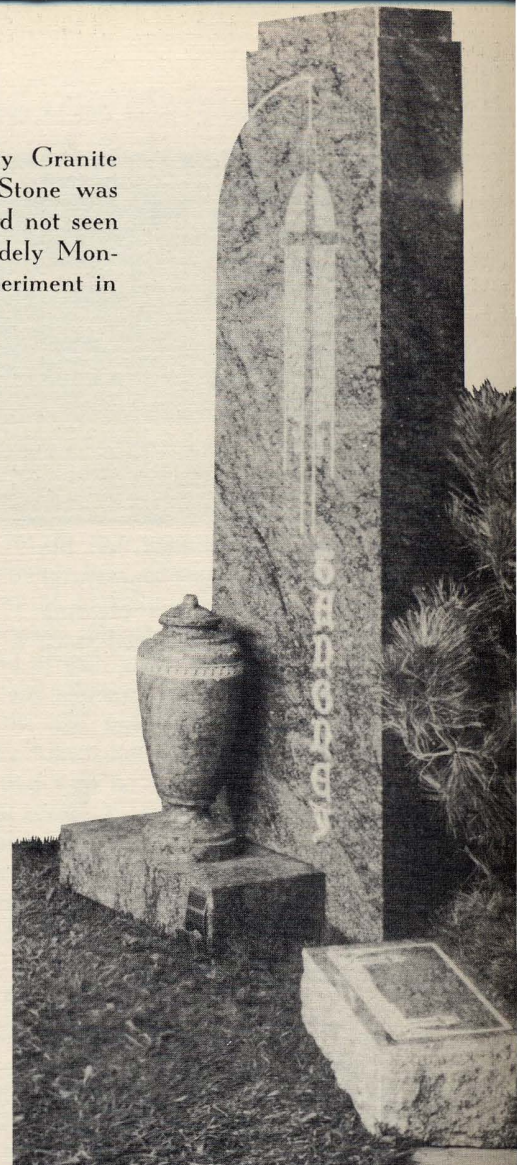


The Shepard Monument by Marr & Gordon of Barre has a certain charm not found in many more pretentious memorials. A triumph indeed in design and proper usage of the modern machine. Finished by their SAN-TEX process, it was most favorably received.

The beauty of Liberty Granite Co's Mottled Venetian Stone was the talk of many who had not seen in previously. The Sangdely Monument was a notable experiment in modern design.

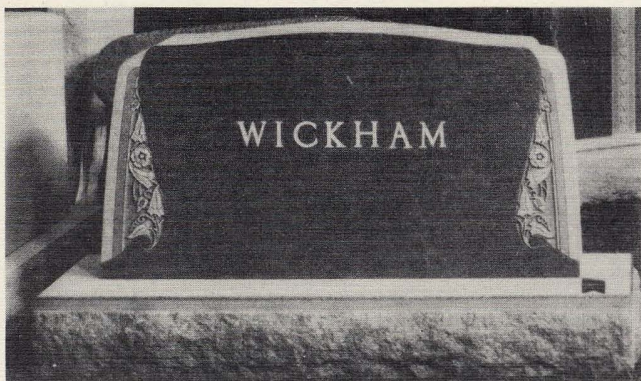


The Broggin Tablet by the Des-ilets Granite Co. of Montpelier, Vt., was a fine example of sound design and commendable machine carving. Although an accepted theme, nevertheless its carving lends a definite individuality.



The Frost polished design by Cook, Watkins & Patch of Barre is another example of the designer being thoroughly familiar with modern machines. Derived from the classical stele its modernism is a refreshing variation.

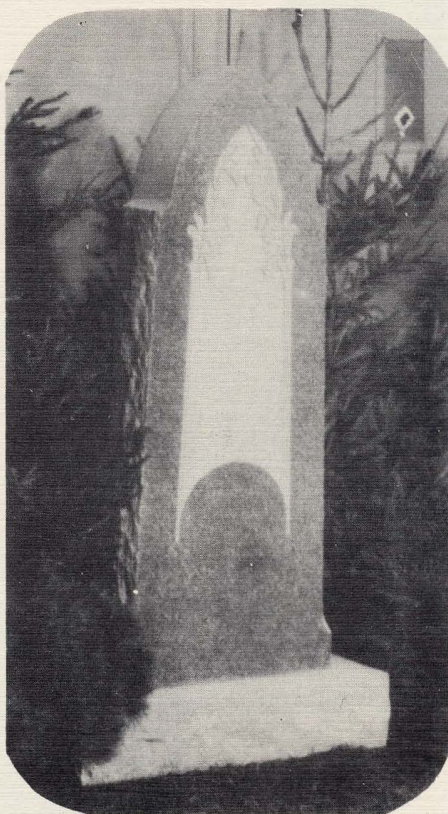




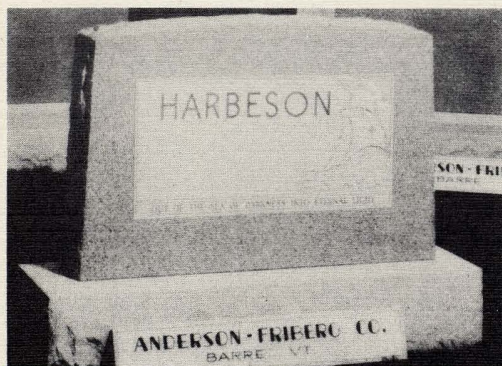
The Wickham design by the Ortonville Monument Company of Ortonville, Minn., was a pleasing improvement on the accepted stock job of past years.



Contour richness, a proper grouping of masses treated with a restrained modernism give us this appealing Stadler tablet by Anderson & Friberg.



One of the best selling monuments of the Convention was this vertical design by the J. P. Gilman Company of Kansas City, Kan. Executed in their Egyptian Pink Granite, its beautiful color and surface contrasts were noteworthy.



Experimenting in pictorial sculpture by Sand blast was noted in several exhibits. This Harbeson tablet with its "Out of the Sea of Darkness into Eternal Light" epitaph was shown by Anderson & Friberg of Barre.



The Trueman monument by the French Creek Granite Company of St. Peters, Pa., shows how good design enriches even the most ordinary stock memorial.

There is another thing about this contest that deserved more appreciation than it has received. The contest was sponsored by the Barre Granite Association. They put up the money, a tidy sum equal to more than five times the amount of the prizes, and perhaps only the charming ladies in the B. G. A. office can adequately explain the amount of correspondence and detail work which the contest involved. But, nothing extenuated, I want to pass a well deserved tribute to the officers and staff of the National Alliance of Art and Industry. For the first time in the annals of memorial art in America—at any rate to my knowledge—a major organization in the art world has taken our craft under its wing and by virtue of its vast following out over the country, it brought the possibilities of memorial design and the memorial idea to thousands upon thousands of people whose business it is to guide and direct the destiny of public taste in America,—by which I mean the artists, architects, sculptors, art teachers, museums and schools of art and architecture. It was a big job for the Alliance to bring this contest to the attention of this large and potent group. It was a still bigger job to interest so large a group of these people in a problem so unusual as a cemetery memorial. The Alliance and the B. G. A. did it. And they did it with magnificent success.

And now what about the prize winning designs and the popular votes?

The prize winners and the winners of the two popular votes are listed in this issue. It would seem to me that if anybody lost in this contest, it was the Jury! Both the cemetery officials and the memorialists ignored all the designs selected by the jury, with two exceptions. And one of the exceptions has perhaps established a precedent in competitions. Roy Elwell of New York, winner of second prize in last year's contest, this year walked away with *all three decisions* for first place! And he won by a wide margin. The Jury gave him the \$400 grand prize. The cemetery executives gave him the popularity vote at Fort Worth and the boys of the MCA likewise put him at the top in the vote at Cleveland. But only one other design selected by the *Jury* appears on the list of thirteen most popular designs at the two conventions. The cemetery officials voted for a design by J. Joshua Fish to which the Jury gave an honorable mention prize of \$25. But with the exception of the design by Elwell and the design by Fish, not a single Jury winner appears on the popular designs at Fort Worth and Cleveland. The two conventions, however, showed a remarkable similarity of choice,—much to the surprise of many folks who still like to think that the cemeterians are a bit oblique on memorial design,—which they are decidedly not.

Yes, just as the cemetery and memorial crafts are finding a high level of mutuality on many problems, so at these two recent conventions they found a unanimity of taste on a large percentage of the designs. Both organizations gave Roy Elwell first place. The second choice at Fort Worth was the third choice at Cleveland. Both conventions united in giving fourth honorable mention to the drawing by Mr. W. B. Cobb. A design by Mr. Eugene Laird likewise appears on both ballots. In other words, the cemetery officials and the memorialists manifested a singular similarity of taste in design. It would be a lot of fun to have the three sets of thirteen designs grouped on separate sheets and to analyze this similarity of choice as against the choice of the jury!

I was hovering around the Select-Barre exhibit when Ted Lawson and Sonny Watt of the Barre Granite Association were pinning on the ribbons,—after the ballots had been counted. The Jury, poor souls, as usual came in for a lot of razzing. A lot of this razzing was the sort of snap judgment which in-

variably follows an affair of this kind. I asked one cock-sure knight of the drawing board, who was doing a lot of talking, if he had carefully read the Book of Rules for the Contest. No, he had been given a copy, but he did not read it. But the Jury read it. They not only read it, they studied it. That is the business of a Jury in any contest. And if a lot of folks had read those rules, they might not have been so quick and sure in their disagreement with the jury. And, may it be said to their credit, a lot of people in the Auditorium that afternoon changed their minds about some of the designs which the Jury selected, notably in the case of the Second and Third prizes.

It was the Second prize which perhaps excited the most comment. "Why" said a lot of the visitors, "it's nothing but a long headstone!" And so it was. And if I had been assigned to design a memorial for the four grave plot illustrated in the Rule Book, I would certainly have submitted such an elongated marker for at least *one* of my recommendations. Mr. Armstrong, winner of 2nd prize, placed the name and a personalized symbol at the head of each grave, grouping the family of four on one memorial and eliminating markers on such a small plot. But then, as the old saying goes, "degustabus non despuntandum est" and I shall not dispute on the question of taste. No, that Jury didn't go far wrong on Mr. Armstrong's design. It was an old theme, but he made a gem of the design,—superbly proportioned, subtle in line, exquisitely but simply decorated and, it was *different* from the preponderant assortment of tablet forms with which most designers solved the problems stated in the book of rules. As for other squawks, they largely centered around the criticism that many of the "memorials were not *moderate* in cost."

Obviously, the term "moderate cost" is relative. A nickel stick of candy is not expensive to the average person, but it comes high to the little lad who has only a penny in his pocket. The Contest Committee up there in Barre worked a long time on the cost problem in compiling the rules. Naturally, since the rule books were to be broadcast over the country and the drawings exhibited publicly, it would have been folly to base the cost limit of the monuments on a wholesale quarry price. It would have placed cost information in the hands of the public. It was suggested that a retail price must be fixed on the designs, but *what* is a retail price? Someone suggested doubling or trebling the quarry cost, but here again the public would be getting cost information. And so the contest committee merely limited the size of the designs on the superficial area principle, giving the Contestant sufficient illustrations in the book to give him an idea of the typical moderate cost memorial of today. There were many designs which, in contour and decoration, were possibly beyond the moderate cost border line—whatever that may be—but this was a limitation which in no way impaired the magnificent success of the contest as a major event in the progress of memorial design in America. High praise, that, but more than well merited.

The intrinsic value of the Contest to the memorial craft will depend largely upon the co-operation of state and local organizations in holding exhibits of the designs. Conducted as it was by the National Alliance of Art and Industry, the Contest acquired prestige in the art world and this prestige will stand in good stead when publicity is required for any local exhibition of the drawings. Evidence of this may be found in the publicity which the Contest has thus far acquired. The art news in New York's world-famed Times carried a lead item about the prize winners and a large group of magazines have

(Continued on page 441)

Cemeteries—Their Influence on the Public

By James S. McDonnell, President of
McDonald and Sons, Inc., at Toronto,
Ontario, Canada, on November 23, 1937

DURING the twenty years last passed, it has been my privilege to spend four months of each year as a summer resident of this great Province of Ontario at my home at Point Abino, on the northern shore of Lake Erie. During that period, while my business activities have been practically confined to the United States, still I have had the opportunity of visiting many of your Canadian Cemeteries and contacting with some of your members. Consequently, I am, to a limited extent, familiar with the problems that confront both the Cemetery Superintendents and Memorial Craftsmen of Canada, and really welcome this opportunity of meeting you and expressing, even though it be in a homely way, some of my thoughts which perhaps may be of interest to you and possibly contribute some little bit toward the advancement of our common good.

Not so many years ago a British statesman and writer of world renown, William E. Gladstone, penned the following words: "Show me the manner in which a nation or community cares for its dead, and I will measure with mathematical exactness, the tender sympathies of its people, their respect for the laws of the land, and their loyalty to high ideals."

It is my firm conviction that this thought, so ably expressed by Gladstone, is either consciously or subconsciously in the mind of practically every cemetery superintendent in the Dominion of Canada and the United States, and that every one of you is really, honestly, conscientiously and intensely interested in the beautifying of the burial ground under your charge, and with the idea of impressing not only the present, but also future generations with the ability, industry and artistic sense of those living and working at the present time.

Of course, all superintendents as well as all granite dealers, have to live and the earning of a certain amount of money is necessary; but I firmly believe it is not the monetary consideration that is primarily in the mind of the average superintendent, but rather the development and beautification of the cemetery under his charge. Every one of you beyond question has under his jurisdiction and supervision not only a convenient burial ground for the dead, but in the making, a most important yardstick which will be freely used by the generations of the future in determining the characteristics and ability as well as the education and spiritual impulses of those who are living today.

Moreover, you have under your care and charge, potential storehouses of North American Art, and I use the term in its broadest sense, including every part of the continent. Some of the finest examples of American sculpture are to be found in our cemeteries. What work of St. Gaudens is better known or more highly admired than the Adams Memorial in Rock Creek Cemetery, Washington? The Martin Milmore Memorial in Forest Hills Cemetery, Boston, is one of the best efforts of Daniel C. French. These are only two of the many illustrations of sculpture to be found in the cemeteries of America, and

in my mind are forerunners of many more to come, as the public becomes more cemetery conscious as a result of the stupendous efforts that are being made by cemetery officials today to improve and beautify the grounds under their charge.

The importance of cemeteries, monuments and sepulchral edifices on public thought can perhaps be no better illustrated than the experience one ordinarily encounters when making a European trip. If you go to London, for instance, one of the first places you visit is Westminster Abbey which is really a large memorial chapel containing monuments of various forms and of a variety of design. If you go to Dublin one of the first places you visit is Glasnevin Cemetery. When you travel through Ireland your attention is constantly called to the beautiful Celtic crosses found in different parts of that country—many of them in isolated places not accessible to the ordinary tourist. When you go to Scotland your attention is called to the numerous beautiful memorials there—I have in mind particularly the Walter Scott Memorial at Edinburgh which is one of the most striking examples of Gothic art in Europe.

When you visit Paris one of the first places the courier will show you is Père Lachaise Cemetery. If you visit Italy the Campo Santo at Genoa is invariably inspected and the memorials there very much admired. The Vatican at Rome contains beautiful examples of classic art, most of which are of a memorial character. In Egypt, the Pyramids were erected as burial places of the Egyptian Pharaohs, and the Obelisks of Egypt were nearly all erected as memorials. The same is true of ancient Greece and Assyria.

There is a wonderful and interesting background, therefore, as an incentive for the beautification and development of our cemeteries from the viewpoints that I have mentioned and I conscientiously feel that this phase of the situation, even unknowingly appeals and is a driving force in the lives of many of our American cemetery superintendents in the prosecution of their activities.

Then again, we must not forget the monetary consideration. A beautiful cemetery, properly laid out, and properly landscaped, and with monuments and mausoleums suitable for the lots on which they are located, means the sale of larger and better and more expensive lots and the investment of more money on the part of the public. Cemeteries so developed will be a source of interest to the public generally; will be frequently visited, and should be a source of pride to the city, or town, or hamlet in which they are located.

Cemetery Superintendents have, therefore, as I visualize the situation, a most important task before them. To accomplish the desired results they must necessarily have the cooperation of all those whose activities are connected with or directed toward the development and beautification of our cemeteries, and the granite dealer or Memorial Craftsman here becomes a most important factor.

Trade News

RECENT WORK • DEALER NEWS • MANUFACTURERS NEWS
ORGANIZATION NEWS • EQUIPMENT AND SUPPLY NEWS

TWO MONUMENTAL WORKS MERGE

The sale of the O'Toole Monumental Works, 173 Grove street, to the John J. Kittredge Monumental Works, 152 Webster street, is announced. The purchase includes all property, equipment and good will, and the concern will continue to be operated by the Kittredge company as a branch with the former owner, Robert F. O'Toole in charge.

Merging of the companies brings together two of the oldest monumental works in the state. The O'Toole company was established by the late Austin O'Toole, 65 years ago. The Kittredge Company was begun by the late John J. Kittredge more than 50 years ago. His son, Joseph J., and daughter, Margaret G., now conduct the business. They plan to modernize the new branch and to install a new display of markers and headstones, they announced.

PRESBREY-LELAND STUDIOS APPOINT DIRECTOR OF DESIGN

Mr. Walter John Konrad, R.A., has been appointed to the office of Director of Design in the studios of Presbrey-Leland, Fifth Avenue, New York. An alumnus of the Columbia University School of Architecture, Mr. Konrad brings to his new office a thorough academic training in design and a wide experience in the practice of architecture. Formerly Assistant Chief Designer for the Standard Oil Company of New Jersey, Mr. Konrad has been engaged on three major projects in the East during the past four years,—the Century of Progress at Chicago, with Layman-Whitney Associates, the interior decoration of the Steamships Manhattan and Washington with Walter M. Ballard Company and the decorative metal craftsmanship at Radio City with Oscar B. Bach, famed metal worker. Mr. Konrad resigned from Voorhees, Gmelin & Walker, one of American's outstanding firms in the field of architecture, to accept his new office. The appointment of this talent architect to head the staff of designers at Presbrey-Leland brings another gifted architect into the field of memorial design.

CHANGE IN PARTNERSHIP

Finneman & Kalusche Co., St. Cloud, Minnesota, dissolved partnership on April 1st, 1937.

Anton Kalusche will continue the manufacture of vases, urns, rolls and granite samples and assumed all accounts receivable under the name of Kalusche Sample Shop.

Nick Finneman will manufacture monuments and granite polished slabs, as the Finneman Granite Co. The same office personnel will be maintained. Mr. Eugene T. Thacher in charge and general manager of Kalusche Sample Shop.

EMILIO POLITI AFFILIATES WITH PEERLESS GRANITE COMPANY

Emilio Politi, who was formerly head designer for Wenz Bros., of Allentown, Pa., and later with H. K. Peacock Memorials of New York City for five years, has joined the Peerless Granite Co., of Barre, Vermont as head designer and draughtsman.

Mr. A. S. Fontana, formerly with Peerless, has now entered the retail business in Mechanicsville, New York.

AN APPRECIATION

The many friends and acquaintances throughout the memorial industry, will be grieved to learn of the recent death of Mrs. J. B. Sullivan, of Westerly, Rhode Island.

The poise and charming personality, the optimistic viewpoint and the strength of character of Mrs. Sullivan were felt by all who were fortunate enough to have been her friends. May we extend to her family our deep and heartfelt sympathy.

OFFICERS ELECTED

At the 30th annual meeting of the Memorial Craftsmen of Pennsylvania, held at the Hotel Philadelphia, on Nov. 3d and 4th, the following officers were elected for the ensuing year:

President, Robert C. Sullivan, Cynwyd; vice-president, J. E. Gibbons, Jr., Williamsport; secretary-treasurer, William P. Eisenbrown, Reading; directors: Fred O. Schleiter, Freedom; Edwin H. White, Honeybrook; Jay S. Auker, Mifflintown; Emil O. Wilkinson, Ebensburg, and William H. Jones, Philadelphia.

MEMORIAL DRAFTSMEN MEET

The Society of Memorial Draftsmen and Designers met on December 6th at the Hotel Victoria in New York City. The Vermont Marble Co. picture "Mountains of Marble" was exhibited. The design problem for the month was a small type horizontal tablet.

A Chicago chapter is being considered by a committee appointed to survey membership possibilities.

MACHINE TEST SILICOSIS

A machine called an ergometer has been developed at the University of Rochester Medical School, Rochester, N. Y. It is supposed to show how far silicosis has developed in a patient.

The machine, developed by Dr. Wm. S. McCann, professor of medicine and physician in chief at Strong Memorial Hospital, is of the bicycle type, mounted on a heavy base with braking apparatus composed of electro magnets. By means of levers attached to this disk-brake, a rider pedaling at a constant speed, can be observed. Expired breathing passes through a valve of a recording spiro meter. Increased inspiration is said to be greatest in persons affected by a dust disease.

NEW SILICOSIS LAW

The American Labor Review commenting on state Compensation Laws finds that the New York Law offers no protection or aid to workers now suffering from the disease. Deprived of the right to sue, the silicotic is denied equal justice under the law and if affected by the disease is encouraged to remain in his present employment without medical attention or transfer to less hazardous employment.

The Wisconsin Law discourages "oppressive methods" of medical examination, makes provisions for special compensation and guidance into safe employment.

Nineteen Hundred Thirty Seven proved that it wasn't so hard on those who saw **VALUE**, as a sales stimulant in

Mottled Venetian Granite

and we honestly believe that the season of

Nineteen Hundred Thirty-Eight

will find even greater success for those who are featuring this lovely material.



We thank all the retail dealers who visited our booth at the Cleveland Design show.

Dealers who did not obtain all the information they desired while at the design show, in reference to **MOTTLED VENETIAN** and our dealer franchise, write us regarding your wishes, and our office or our field men will be glad to convey the information to you.

We have available the most valuable dealer franchise ever offered in America to memorial dealers interested in an exclusive product with complete territorial protection. Hundreds of dealer franchises and exclusive territories have already been signed with dealers, and we are granting exclusive territory franchises daily. Write us today, your territory may still be unassigned. **DON'T WAIT!**

RIGID INSPECTION

applies to our product Mottled Venetian granite, assuring complete satisfaction.

LIBERTY GRANITE COMPANY, Inc.

St. Cloud, Minnesota

"Exclusive quarriers and manufacturers of Mottled Venetian granite."

Walter Emmett Tate

Walter Emmett Tate, aged 59 years, vice president and general manager of the Georgia Marble Works at Tate, Ga., and a brother of Colonel Sam Tate, died instantly of a broken neck when his small coupe turned over on a curve ten miles north of Ellijay, Ga., and plunged down a fill.

The accident occurred about 2 o'clock Tuesday morning, Dec. 14, 1937. The car turned over several times in its plunge of about twenty-five feet down the fill.

John Mulkey, also of Tate, and an employe of the Georgia Marble Works, another occupant of the car, sustained slight injuries in the crash.

The car was going into a turn to the left when it left the pavement. There had been a rain earlier in the evening and the road was very slippery.

Mr. Tate's body was thrown out and crushed beneath the car during its plunge down the bank of the fill. The car was traveling south at the time. It was demolished.

Funeral services for Mr. Tate were held Wednesday, Dec. 15, at the residence in Tate, with burial in the Tate family cemetery.

Mr. Tate had been connected with the Georgia Marble Works for about thirty years. He was a member of the Methodist Church and was a Mason and member of the Shrine.

Besides Colonel Sam Tate, president of the Georgia Marble Works, Mr. Tate leaves another brother, Luke Tate, and is survived also by his wife, a daughter, Mrs. L. O. Benton, of Monticello, Ga.; two sons, Steve C. Tate and Sam Tate II, both of Tate, and two sisters, Mrs. Florence Tate and Mrs. J. P. Morton, both of Tate.

SCHEDULE OF THE 1938 STATE MEETINGS

MEMORIAL CRAFTSMEN OF AMERICA, INC.

November 26, 1937.

Following is a schedule of the 1938 State Meetings of the Memorial Craftsmen of America. As further information is available it will be forwarded to you for release.

MICHIGAN—Tuesday and Wednesday—January 11 and 12, 1938. Michigan Union Hotel, Ann Arbor, Mich.

MARYLAND, DEL. and D. C.—Tuesday and Wednesday—January 18 and 19, 1938. Hotel Emerson, Baltimore, Md.

MASS., RHODE ISLAND and ME.—Thursday and Friday—January 20 and 21, 1938. Statler Hotel, Boston, Mass.

NEW JERSEY—Tuesday—January 25, 1938. Douglas Hotel, Newark, N. J.

ILLINOIS—Wednesday—February 9, 1938. Leland Hotel, Springfield, Ill.

INDIANA—Friday and Saturday—February 11 and 12, 1938. Athletic Club, Indianapolis, Ind.

MINN., NORTH and SOUTH DAKOTA—Tuesday and Wednesday—February 15 and 16, 1938. Lowry Hotel, St. Paul, Minn.

WISCONSIN—Friday and Saturday—February 18 and 19, 1938. Republican Hotel, Milwaukee, Wis.

IOWA—Tuesday and Wednesday—February 22 and 23, 1938. Kirkwood Hotel, Des Moines, Iowa.

NEBRASKA—Friday and Saturday—February 25 and 26, 1938. Yancey Hotel, Grand Island, Nebr.

MISSOURI—Tuesday and Wednesday—March 1 and 2, 1938. Merchant's Hotel, Moberly, Mo.

OHIO—Thursday and Friday—March 3 and 4, 1938. Deshler-Wallick Hotel, Columbus, Ohio.

NORTH and SOUTH CAROLINA—Thursday—March 10, 1938. Jefferson Hotel, Columbia, S. D.

Trade News



LUCIAN SCHLIMGEN

Announcement of the purchase of Schlimgen Memorials, Inc. by Lucian Schlimgen was made recently. Schlimgen is president of Lucian Schlimgen, Inc. The purchase was made Nov. 19.

With this change the management of a long established monument firm, founded by John Schlimgen, one of Madison's pioneers, reverts to Lucian Schlimgen. Schlimgen was associated with his father, the late Fred M. Schlimgen in the Schlimgen Memorials, Inc. firm from 1921 until the death of Fred M. Schlimgen in 1931. He remained as directing head of this business until 1936, at which time he established the monument firm bearing his name, and now located at 1922 University ave.

Schlimgen Memorials, Inc. firm will eventually be absorbed. The stock and equipment of the firm will remain at the Schlimgen building located at 1327 University ave. until a decision respecting its disposition has been reached.

Of singular interest to those who see it is the attractive and uniquely designed building which houses the offices of Lucian Schlimgen, Inc. Occupancy of the new building started in June of this year.

BRONZE ANGEL IS STOLEN BY FOREST HOME VANDALS

The theft of a bronze angel from a fashionable part of Forest Home cemetery, Milwaukee, was revealed Wednesday, Dec. 15th. It was taken from the imposing burial monument of the Fred Schroeder family, apparently by vandals hoping to dispose of it for its scrap metal value.

Members of the family, whose wealth is founded in the John Schroeder lumber business, were said to have discovered the robbery when they went to place flowers at the grave.

The headstone stands some 10 feet high and is of granite. On each side are niches in which stood bronze statues about 5 feet 6 inches tall. Each of the statues cost \$750. One of them remains, holding in her hands a plaque bearing this verse:

"I am the resurrection and the life. He that believeth in Me, though he were dead, yet shall he live, and whoever liveth and believeth in Me shall never die."

The vandals pried one statue loose, so that it fell forward. One of the wings tore a hole in the frozen ground. The statue was carried or dragged 100 yards to the cemetery fence. Several boards of the picket fence were knocked out, and presumably the bronze angel was shoved through and hauled away in a truck.

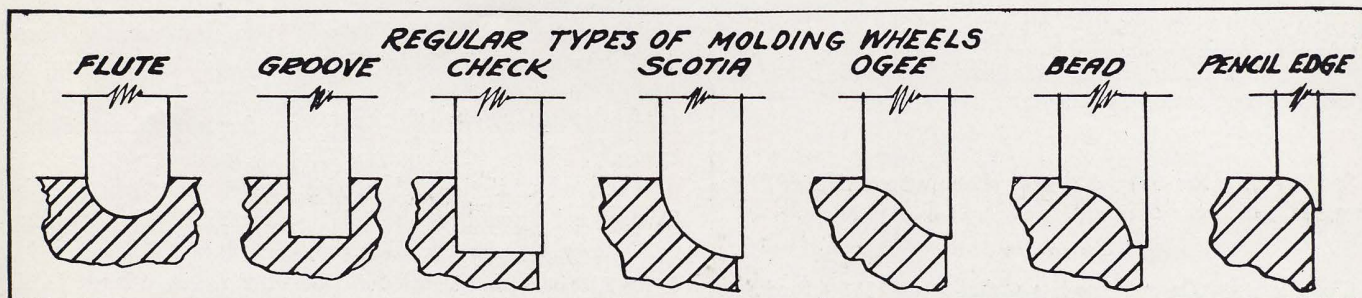
The monument was said to have been put up 33 years ago. It is in an area near N. 27th and W. Cleveland Av.

If sold for scrap metal the stolen angel would bring little. Scrap bronze sells for only 5c a pound now, according to a scrap metal dealer here, making the 500-pound statue's value as junk about \$25.

The thieves also stole a bronze urn from the grave of George H. Benzenberg, a former city engineer and one of the most noted men in Milwaukee municipal affairs. In 25 years of city service, he erected the Sixteenth st. and Holton av. viaducts, introduced lift bridges to the city, planned the Menomonee valley sewage system, improved the North Point pumping station and did other notable civic work. He died in 1925.

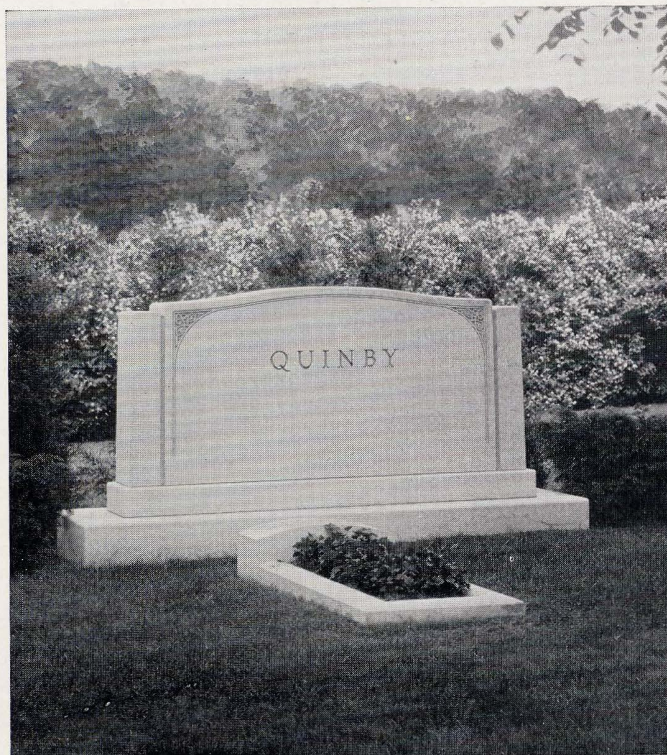
CEMETERY LAWS APPLY TO CREMATORIES

The Court of Appeals in New York state has ruled the Cemetery Laws also apply to Crematories, "as the purposes are one and the same (to dispose of the dead body) we find no reason for narrowing the acts of the Legislature, which must have a definite purpose in restrictions made applicable only to those counties within or adjoining the vast population of the city of New York."



Did you see the demonstration of Manhattan Molding Wheels on the Stone Take-About Saw at Cleveland?
Are you taking advantage of these?

The Memorial Craftsmen Convention



Velvet-toned Steel finish—"steeled" with No. 20 DIAMOND CRUSHED STEEL

PROVED that . . .

● DIAMOND CRUSHED STEEL is growing in popularity for *steeling* granite, as the industry increasingly recognizes the need for originality in design and finish.

Manufacturers agree that *steel finish* is a coming operation because of its natural appearance. DIAMOND CRUSHED STEEL is easy to use . . . a little goes a long way.

● SAMSON STEEL SHOT is used by the majority of manufacturers for sawing . . rubbing . . polishing . . shape carving.

"SAMSON" is the "*king of shot*". It is uniform in size . . heat treated for durability . . tested for crushing strength. SAMSON goes further . . lasts longer.

Write for samples . . information.

PITTSBURGH CRUSHED STEEL CO.
PITTSBURGH, PA.



STEEL SHOT AND GRIT CO.
BOSTON, MASS.

RANDOM NOTES

By J. C. Brewer

E. H. Simpson has taken over the business of his father, Asa Simpson, in Grand Rapids, Mich. Mr. Asa Simpson died about a year ago; the firm had been established over twenty-five years.

* * *

Mr. Stewart, formerly in the manufacturing business in Sioux City, is now operating a shop at 1880 So. Broadway, in Denver, Colo. His present business is called the Stewart Monument Co.

* * *

Nicholas Minodian, located at Bountiful, Utah, was formerly at White Plains, N. Y. He likes Utah much better and reports the best season in ten years.

* * *

Sol Terrance has opened a new shop just outside of Pittsburgh, Cal., near the cemetery.

* * *

The Piedmont Mont. Co. has moved from 3380 Piedmont Ave., and are building a new plant at San Pablo, Berkeley, Calif. E. A. Swan and C. J. Tronoff, the proprietors are well known in the memorial field in the Bay district.

ONTARIO ASSOCIATIONS MEET

The Ontario Cemetery Superintendents' Association and the Canadian Memorial Craftsmen met in a joint convention at the Carls-Ritz Hotel in Toronto on Nov. 22-24. Both were in convention at the same time, holding separate meetings with a joint meeting one afternoon. The Craftsmen met Nov. 22 and 23. The Cemetery group met on Nov. 23d and 24th.

The afternoon joint session, with Wm. Forbes, of London, in the chair, started off with some movies presented by the Vermont Marble Company, and introduced by W. S. McLeod, of that Company. This was followed by amateur movies of a trip through the Thousand Islands taken last summer when the Craftsmen met in Brockville for a picnic. A third set of movies, in color, depicted views in Mount Royal Cemetery, Montreal, and described by Mr. Roy, Superintendent of that cemetery. James McDonnell of Buffalo, read a paper on "Experiences of a Lifetime," being his contact with Cemeteries in Ontario and throughout the USA. Alex Park, Vice-President of Oglesby Granite Co., Elberton, Ga., gave a brief talk, he having traveled 1,500 miles to attend the convention. J. H. Gibson, of Hamilton, gave an address covering his trip to the AACS Convention at Fort Worth, Texas, with notes as to that great gathering.



PORCELAIN PICTURES

Burnt in at high temperature and guaranteed everlasting waterproof.

Special Copper Reinforced Porcelains

Oval No. 2 $3\frac{3}{4} \times 5$ \$4.50

—Also—

Gold-Edge China Ovals

No. 1— $3\frac{3}{4} \times 4\frac{1}{2}$ —\$5.50

No. 2— $4\frac{1}{8} \times 5\frac{1}{8}$ —7.00

No. 3— $5\frac{1}{4} \times 6\frac{1}{4}$ —8.00

Bronze and Chromium Frames to fit from \$1.50 to \$2.50

Memorial Portrait Co.

Ralph Flaschner, Pres.

141 East 45th St., New York

DEDO MONUMENT PORTRAITS

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Featuring a QUALITY PRODUCT

DEDO PORTRAITS are creations of real artists and craftsmen. A special copper base insures their strength and over forty years experience guarantees their DURABILITY and PROTECTION. The patented JADCO FASTENER makes them a permanent attachment to monument. DEDO JADCREST lends an often desired privacy to the portrait and is in keeping with the finest memorial traditions.

J. A. DEDOUCH COMPANY

608-610 Harrison St.

Oak Park, Ill.

CONVENTION OF MEMORIAL CRAFTSMEN OF AMERICA, INC.

(Continued from page 431)

"The following designs received honorable mention:

	Design
Max Rome -----	6
Brooklyn, N. Y.	
Leonard Wayman -----	86
Muncie, Ind.	
David Painter -----	90
Chicago, Ill.	
Joseph O. Cezar -----	9
Hadford, Indiana	
J. Joshua Fish -----	86
Philadelphia, Penna.	
Julian Von Der Lancken -----	83
Brooklyn, N. Y.	
Lido Mochetti -----	89-87
Westerly, R. I.	
Verney V. Conery -----	30
Cleveland, Ohio	
H. A. Hebler -----	8
Harrington Park, N. J.	

"I have just one observation I want to make about these drawings. I have been trying to design memorials all my life. A young chap from Syracuse, Leonard Boynton said, and very wisely, 'there are a million dollars worth of ideas in the drawings.' * * * The lesson I got from those drawings over there is the fact that while I will concede that the vast majority of the drawings submitted are very impractical, yet with very few exceptions there is not a drawing in that mass that some of us cannot get an idea from.

"But, the proudest thing to me is the fact that the first prize design obtained the highest vote here at this Convention, and was selected by the Cemetery Superintendents Association and the Jury of Awards in New York."

At the Friday afternoon session the following officers were chosen for the coming year:

President—Paul Stevenson, Moberly, Missouri; Vice-President—Chester P. Smith, Findlay, Ohio; Treasurer—Arthur G.



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Wunderlich, Joliet, Illinois; *Convention Secretary*—Joseph E. Osborne, St. Paul, Minn.; *Members of the Memorial Extension Commission*—John H. Lloyd, Toledo, Ohio; Lucian Schlimgen, Madison, Wisconsin.

Resolutions were presented.

Committee reports given and the treasurer's report.

Invitations were extended for the next annual convention—by Mr. George Mackenzie and Mr. McNally of Toronto, Canada,—to come to Toronto; by Mr. Joseph Bianchi, representing his city of Buffalo, New York.

BANQUET

The banquet was held in the Grand Ball room, on Thursday evening. The orchestra, Alyce Brent and Madelon, dancers, and other entertainers performed during the serving of the courses. Dancing followed from eleven to three.

(Continued on page 441)

LET THIS BE YOUR GUIDE!

Trade News

THE MONUMENTAL NEWS

The Monumental News accepts advertisements only from firms it can recommend both as to integrity of product and business practices. Rates for these listings are \$10 per year including a year's subscription to the Monumental News, \$1 for each additional listing. Free listings to regular display advertisers.

* STAR denotes a display advertiser. See advertisers index for page number.

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Small Nozzles for Shape Carving \$9 each. Sizes 1-8, 3-32, 1-16, 3-64

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RACE ISSUE IS INVOLVED IN LABOR CONTROVERSY

Interstate Granite Company Declares Majority of Workers Not Seeking Collective Bargaining; Negroes Ineligible to Join Union

The race issue officially joined the labor issue in Charlotte, N. C., and went into the record as something for the National Labor Relations board to do something about. The question was raised by the Interstate Granite company, which was answering Wagner act charges that it had dismissed a man for union activity and had refused to bargain in good faith.

One of its defense contentions was that a majority of its skilled workmen had not sought to bargain collectively, that several negroes who were skilled workmen had not joined the union. The A. F. of L. representative previously had said that negroes were not eligible to membership in the stone cutters' union. Inasmuch as the new question may shift the majority to the non-union side in the plant, it is of great importance in the present hearing. It is of even greater importance in its wider implications.

The question now is whether the N. R. L. B. will rule whether the negroes, in fact, are skilled workmen and, if so, what effect the union's exclusion of negroes from its activities will have on its charges that the company refused to bargain. One of the results might be that the labor board would order an election to determine the will of the majority as constituted in the light of its own findings.

The hearing was in its third day, having followed an involved course since Monday. Lawrence K. Kisters is the trial examiner. Reece Hilton is attorney for the government. Frank K. Sims, Jr., and W. A. Mason are attorneys for the company. Vance Vaughn, A. F. of L. organizer, a member of the Granite Cutters' International Association of America, made the formal charge against the Bob Scoggins company.

The charge was that M. B. Shell was dismissed for union activity and that the company refused to bargain with its collective workers.

The answer was that Shell, a stone cutter, was not dismissed for union activity, but that he declined to return to work on a contract basis. As for refusal to bargain the company answered that no credentials of authority for negotiations had ever been presented by the union. It made the added contention today that even though that point should be remedied no majority of the skilled workers of the plant had ever moved for collective bargaining. It then insisted that negro workers, aside from other negroes who admittedly were unskilled were craftsmen and entitled to be heard in any question involving the majority of the skilled workers. That angle was being further developed this afternoon.

The union view was that recent changes at the Scoggins plant that in which the cutting plant was contracted to S. T. Efrid, he in turn sub-contracting individual pieces of work to the craftsmen was done for the purpose of breaking up the forming union.

The company built up its contention that a request for a contract was never adequately presented by testimony that Organizer Vaughn was intoxicated when he appeared with the committee, this being denied by the organizer.

For **ECONOMY** on **BLASTING** Operations use:

CYCLONE BLAST ABRASIVE

Hard — Sharp — Fast Cutting

ABRASIVE PRODUCTS COMPANY - - - **Lansdowne, Penna.**

AGENTS IN CANADA: RITCHEY SUPPLY CO., TORONTO

CONVENTION OF M. C. A.

(Continued from page 439)

LADIES' AUXILIARY

The Ladies Auxiliary under the leadership of Mrs. Lucian Schlimgen, President, and her committees, furnished very enjoyable features for the visiting women. They were urged to hear the address by Mrs. Mathilda Burling, National President, of the Gold Star Mothers on Tuesday morning and attend the reception in her honor at four in the afternoon. In the evening the concert was a feature of unusual interest.

On Wednesday, the business session and election was held and at one a luncheon was given at the Silver Grill of Higbee's and a tour of the store followed.

Thursday afternoon a conducted tour of the Cleveland Museum of Art and a sight-seeing trip to Nela Park, Laboratory Headquarters of the National Lamp Division of the General Electric Company, and the banquet in the evening, completed the program of entertainment for the ladies.

I WENT TO CLEVELAND

By the Designer-Salesman

(Continued from page 433)

requested further details about the Contest and its results. In short, we've been yapping about publicizing the memorial idea. Here is one precious way to help that cause,—that is, if the Barre Granite Association carries out the plan to send these drawings here and there over the country during the year. Requests for these exhibits have already been received, as they were last year, and perhaps the first exhibits will be held at the Beaux Arts Institute of Design in New York and at the University of Pennsylvania in Philadelphia,—repeating the experience of last year. So let's see what will happen.

It is perhaps redundant for me to add my word of congratulations to the contestants and to the quarriers and producers of Select-Barre Memorials, who sponsored the contest. Certainly, the Barre concerns who supported the contest must by this time well know what has been accomplished. The current bulletin of the Association of American Cemetery Superintendents, giving high praise to the Contest, perhaps typifies the spirit of gratitude we all feel toward those who gave time and money to what we must all concede is one of the finest examples of organized co-operation in the cause of memorial art in America.

TRY A . . .

Monumental News Want Ad

When you want to pick up a bargain in
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SUPPLIES, ETC.**

See page 443



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R. G. Koch

R. G. Koch, aged 54 years, died at Kansas City, Mo., on Oct. 28. He is survived by Mrs. Koch and a daughter.

The Obituary Record

William Campbell

"William Campbell, Senior, president and founder of the North Star Granite Corporation, St. Cloud, Minn., and highly respected St. Cloud citizen, died November 20, 1937 at University Hospital.

"Funeral services were conducted at the residence at 2 o'clock Monday afternoon, by Rev. E. C. Biller and burial was made in the family lot in North Star Cemetery. Active pallbearers were his grandsons and an honorary escort of representatives of the St. Cloud granite industry.

"Mr. Campbell was the oldest ranking pioneer in the granite industry of St. Cloud. He founded the business now known as the North Star Granite Corporation, about forty-five years ago. Having learned the stonecutter trade in his native Scotland, he immigrated to America at the age of 21 and followed his profession for a few years in the eastern and middlewest granite centers.

"He was a man who knew granite, a hard worker with that Scotch stability of character and highly honored. Civic honors came to him unsolicited, as he never was a self-seeker for his own personal prominence.

"He built up an important industry and, while he had his season of prosperity and adversity, he carried on with courage and determination. He gave employment to thousands during his long years as a granite producer.

"He was an excellent citizen and his host of friends will long revere his worth and memory."

There will be no change in personnel or management. Mr. John Campbell will continue as General Manager.

Carl Price

Carl Price, president of the Kenton Marble and Granite Company, died at Antonio Hospital in Kenton, Ohio on November 6, 1937, after an illness of several months.

Active for many years in every branch of memorial association work, Mr. Price had served in every important office in state and national associations. He was at the time of his death a director of the memorial association, The Memorial Craftsmen of America. He had missed only one meeting of this organization in twenty-one years. Mr. Price was also a director of the Kenton Savings Bank.

He was active in church work, Masonic bodies of the Toledo Consistory and the Mystic Shrine, and past president of the Chamber of Commerce. He is survived by his widow, Mrs. Elsie Merkle Price and a brother Frank D. Price, a member of the firm, The Kenton, Marble and Granite Company.

Gustave T. Reinhard

Gustave T. Reinhard, owner of the Reinhard Granite Co., at Hanford, California, died on Oct. 4, 1937. He was a resident of California since 1909, when he moved from Pennsylvania.

For many years he served as church organist, and last February he and Mrs. Reinhard celebrated their golden wedding anniversary.

The third generation of the family is now carrying on the business he established.

Louis J. Brusa

Louis Joseph Brusa, aged 51 years, died December 14, 1937, at Barre, Vermont, after several years of poor health.

Born in Brema Useria, Italy, he came to this country when sixteen years of age, and in 1905 joined with his brothers John and Caesar in the granite business, from which he retired last June. Both brothers are deceased. Mr. Brusa leaves a widow and three sisters.

Donald J. Murray

Donald J. Murray, one of Barre Town's most respected citizens, died on Nov. 20, 1937, after a brief illness from heart attacks, aged 58 years. At the time of his death he was foreman at the quarry of E. L. Smith and Company, Graniteville, Vermont. He is survived by his widow, four children, four brothers and three sisters.

SUPPLY and EQUIPMENT at the CONVENTION

THE DAWSON-MACDONALD EXHIBIT

The Dawson-Macdonald Company had a very complete and interesting Exhibit at the Convention.

They showed all the supplies which are regularly used, and featured their outstanding items, such as CANNONBLAST Abrasive, SET-RITE, the well-known setting compound, and MAGIC, the Wonder Cleaner for Granite.

In addition, they introduced their Prest-O Cut Lettering System, which eliminates hand-cutting of the stencil sheet and always produces accurate, uniform and beautiful letters in one-third the time. It is believed that this system will soon play an important part in the industry, particularly with the increased use of epitaphs.

They also introduced the New Dustfoe Respirator, which was an instantaneous hit. They sold a large number of these Respirators which weigh only 5¼ oz. Full vision is obtained in any direction and there is no interference with goggles or helmets, and coarse particles are stopped by an outer felt screen, and fine particles, even the invisible ones—so dangerous to health, are filtered out by an inner specially designed cellulose filter.

In addition, Dawson-Macdonald Company featured the new Lindsay Portable Air Compressor, with Cemetery Sandblast and Curtain, which is now so popular in the trade.

Their new D-M Blasting Abrasive proved of great interest. They also showed a complete line of Wright Hoists and Trolleys, along with the popular Lane Edger.

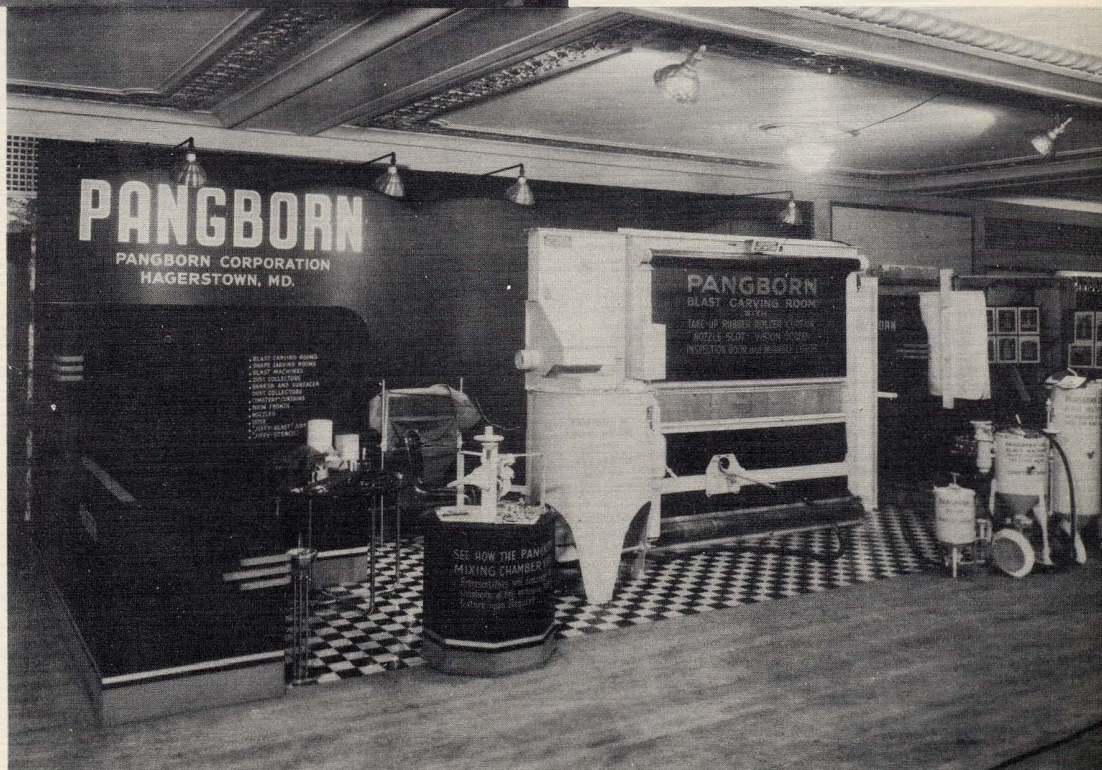
Their representatives in attendance were Mr. "Chick" Dawson, E. F. ("Mac") Macdonald, Charlie Bates, Harold Miller, Russel Ferguson, Vernon Miller and the popular Jimmie Gillespie.

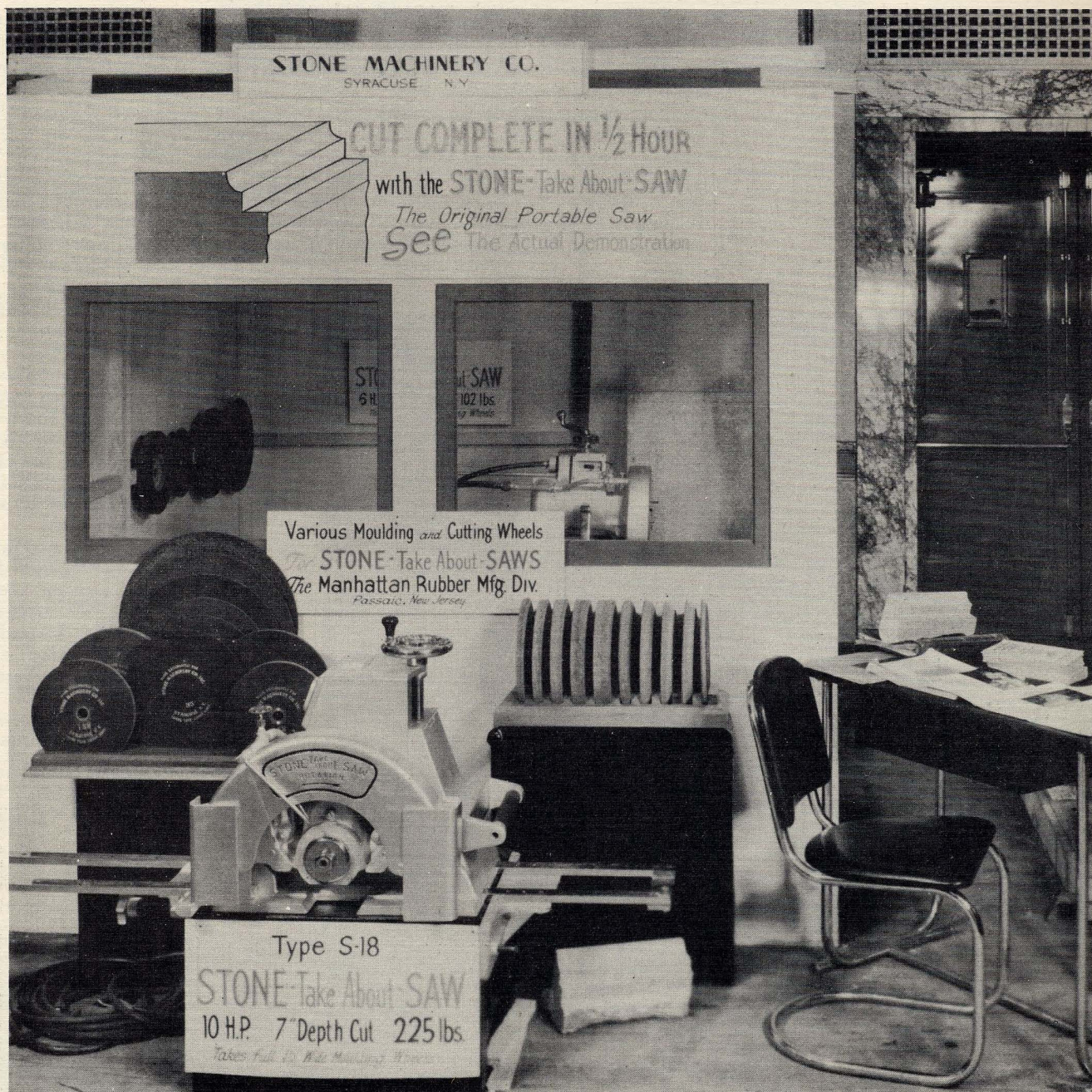


THE PANGBORN EXHIBIT

The Pangborn Company had their usual interesting showing under the charge of Mr. Victor Stine. Four Sand Blasts of different sizes were exhibited and the capabilities and special uses for each explained. A typical Pangborn Blast carving room with rubber roller curtain, nozzle slot, vision screen, inspection door and movable lights was displayed. A Pangborn AC-2 Blast was attached along with their automatic abrasive elevator which cleans and handles the abrasive at the same time. The simplicity of Pangborn construction was shown by a break down of the mixing chamber assembly.

In addition dust collectors of several types were shown along with cemetery curtains, nozzles, "Jiffy Blast" abrasive and "Jiffy Stencil".





THE EXHIBIT OF THE STONE MACHINERY CO

One of the most interesting and busiest exhibits was that of the Stone Machinery Company, Syracuse, New York showing the actual cutting of Barre Granite with their STONE-TAKE ABOUT-SAWS.

Hundreds could hardly believe their eyes when they saw a perfect inch Scotia followed by an inch by inch check by an inch and a half margin cut one foot long in Barre Granite in less than a half hour complete which normally takes some five hours by hand.

This was all made possible by the use of the new molding wheels

manufactured by the Manhattan Rubber Mfg., Div., of Passaic, New Jersey for the STONE-TAKE ABOUT-SAWS.

Mr. Arthur Stone was on hand giving first hand information and answering the many questions asked by interested retailers. Mr. Steinberg, executive of the Manhattan Rubber Mfg. Co., was in attendance not only to tell those interested of his new molding wheels, but also to investigate other possibilities of applying wheels to modern design trends.

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TECHNICAL EDUCATION IN EMBALMING AND SANITARY science opens way to state licensed embalming positions and to undertaking profession; six and nine months' course qualifies men and women. Ask for catalog and information. **Worsham College of Embalming, 620 So. Lincoln St., Chicago, Illinois.**

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BRONZE • STATUARY • ACCESSORIES & SERVICES
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■ ACCESSORIES & SERVICES

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- American Granite Association, Inc., 221 Columbus Avenue, Boston, Mass.
- *Memorial Craftsmen of America, 360 No. Michigan Ave., Chicago, Ill.
- *Memorial Extension Commission, St. Albans, Vermont

DESIGNS (Air Brush, Photographs, Models)

- *Alfred J. Comi, Barre, Vermont
- *Bliss Design Company, Rockford, Ill.
- *E. R. Peterson, Rockford, Illinois
- *Harry L. Ogborn, 401 West Blvd., Charlotte, N. Carolina

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- *Stewart Iron Works, 423 Stewart Block, Cincinnati, Ohio

FOLDING CHAIRS METAL

- *Stewart Iron Works Company, 423 Stewart Building, Cincinnati, Ohio

LITHICROMY

- *Memorial Art Co., Salina, Kansas

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- *J. A. Dedouch Co., Inc., 606 Harrison St., Oak Park, Ill.
- *Flaschner Co., 1296 Third Avenue, New York, N. Y.
- *Memorial Portrait Company, 141 East 45th St., New York, N. Y.

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- Crown Iron Works Co., Minneapolis, Minnesota
- *Stewart Iron Works, 423 Stewart Building, Cincinnati, Ohio

■ BRONZE EQUIPMENT & MARKERS

- Architectural Bronze & Aluminum Corporation, 2338-40 Belmont Ave., Chicago, Ill.
- *Illinois Bronze & Iron Works, 915-23 So. Kildare Ave., Chicago, Illinois
- Crown Iron Works Co., Minneapolis, Minnesota
- *Stewart Iron Works, 423 Stewart Building, Cincinnati, Ohio

BRONZE DOORS & EQUIPMENT

- Ellison Bronze Company, Inc., Jamestown, New York

■ GRANITE SUPPLIES

- Honer Granite Sample Shop, 13 Cooper Ave., No., St. Cloud, Minnesota

■ IMPORTERS OF GRANITE

- *Cook, Watkins & Patch, Inc., 221 Columbus Ave., Boston, Mass., Plant, Barre, Vt.
- *Gray Rock Granite Company, Inc., Quincy, Massachusetts
- Reed & Vendret, Inc., 43 Vernon St., Quincy, Mass.
- *E. G. Ladewich & Co., Mansfield, Ohio
- *Burton Preston & Co., Mansfield, Ohio
- *W. C. Townsend & Co., Zanesville, Ohio
- The Waldron Shield Company, Inc., Barre, Vermont
- *R. C. Bowers Granite Company, Montpelier, Vermont

■ MONUMENT MANUFACTURERS

GRANITE MONUMENTAL MANUFACTURERS (By States)

- *Millstone Operating Corporation, Millstone Granite, Millstone, Connecticut
- *Allen Granite Co., (Allen's Blue) Elberton, Georgia
- *Berkeley Granite Corporation, Berkeley Blue, Atlanta, Georgia
- *Harmony Blue Granite Co., Harmony Blue, Elberton, Georgia
- *J. P. Bourgoin & Co., Inc., Elmwood, Illinois
- *J. P. Gilman Granite Co., Egyptian Pink Granite, Kansas City, Kansas
- ADRIAN, 48 Penn St., Quincy, Massachusetts
- *Gray Rock Granite Co., Inc., Quincy, Massachusetts
- Gollbranson & Company, Inc., Quincy, Massachusetts
- Peerless Granite Company, 88 Penn St., Quincy, Massachusetts

*E. Settimelli & Sons, Inc., Quincy, Massachusetts

*Liberty Granite Company, St. Cloud, Minnesota

*Harris Granite Quarries Company, Balfour Pink, Salisbury, North Carolina

*E. G. Ladewich & Co., Mansfield, Ohio

*W. C. Townsend & Co., Zanesville, Ohio

*French Creek Granite Co., St. Peters, Pennsylvania

*Dakota Granite Works, Dakota Mahogany Memorials, Milbank, South Dakota

*Rock of Ages Corporation, Rock of Ages Granite, Barre, Vt.

*DeVoe Granite Company, Wausau Memorial Granite, Wausau, Wisconsin

*Svenska Granitindustri Akiebolaget, S. G. A.'s Everlasting Granite, Karlshamn, Sweden

MEMBERS OF THE BARRE GUILD

(Lest there be any misunderstanding, all Barre manufacturers are guild members. The following firms are merely those who are Monumental News advertisers.)

- *American Granite Company, Barre, Vermont
- *Anderson-Friberg Company, Barre, Vermont
- *J. O. Bilodeau & Company, Barre, Vermont
- *Buttura & Sons, Barre, Vermont
- *Chioldi Granite Company, Barre, Vermont
- *Comolli & Company, Barre, Vermont
- *Cook, Watkins & Patch, Inc., 221 Columbus Ave., Boston, Mass., Plant, Barre, Vt.
- *Johnson & Gustafson, Barre, Vermont
- *Jones Brothers, Inc., 10 High St., Boston, Mass., Plant, Barre, Vt.
- *Marr & Gordon, Barre, Vermont
- *Peerless Granite Co., Barre, Vt.
- The Waldron Shield Company, Inc., Barre, Vermont
- *Usle & Perojo, Barre, Vermont
- *Bonazzi & Bonazzi, Montpelier, Vermont
- *Capitol Granite Company, Inc., Montpelier, Vermont
- *Everlasting Memorial Works, Montpelier, Vermont
- *Cross Brothers, Northfield, Vermont
- *C. L. O'Clair Granite Works, Waterbury, Vermont

MARBLE MONUMENTAL MANUFACTURERS

- *Georgia Marble Finishing Works, Canton, Georgia
- *Georgia Marble Company, Tate, Georgia
- *E. G. Ladewich & Co., Mansfield, Ohio
- *Vermont Marble Company, Proctor, Vermont

■ QUARRIES OF GRANITE AND MARBLE

GRANITE QUARRIES (By States)

- *Millstone Operating Corporation, Millstone Granite, Millstone, Conn.
- *Allen Granite Company, Allen's Blue, Elberton, Georgia
- *Berkeley Granite Corporation, Berkeley Blue, Atlanta, Georgia
- *Harmony Blue Granite Company, Harmony Blue, Elberton, Ga.
- *J. P. Gilman Granite Company, Egyptian Pink Granite, Kansas City, Kansas
- John L. Goss Corporation, GOSS DEER ISLE PINK GRANITE, 77 Summer Street, Boston, Massachusetts; Quarries: Stonington, Maine
- *J. S. Swingle, Inc., Peerless Quincy, Quincy, Mass.
- *Liberty Granite Co., St. Cloud, Minnesota
- *Melrose Granite Company, St. Cloud, Minnesota
- *Collins-Durax Co., Inc., Salisbury Pink, Salisbury, No. Carolina
- *Harris Granite Quarries Company, Balfour Pink, Salisbury, North Carolina
- *French Creek Granite Company ("F/C" Black), St. Peters, Pa.
- *Dakota Granite Works, Dakota Mahogany Granite, Milbank, South Dakota
- *Jones Brothers, Inc., Select Barre Granite, Barre, Vt., Boston, Mass.
- *J. K. Pirie Estate, Select Barre, Barre, Vermont

- *Rock of Ages Corporation, Rock of Ages Granite, Barre, Vt.
- *E. L. Smith & Company, Select Barre, Barre, Vermont
- *Svenske Granitindustri Akielbolaget, Karlshamm, Sweden
- *Wells-Lamson Quarry Company, Select Barre, Barre, Vermont
- *Wetmore & Morse Granite Company, Select Barre, Montpelier, Vermont
- *DeVoe Granite Company, Wausau, Wisconsin

MARBLE QUARRIERS (By States)

- *Georgia Marble Company, Tate, Georgia
- *Vermont Marble Company, Proctor, Vermont

STATUARY (Granite, Marble & Imported Marble)

- *Leonard J. Hollearn, 155 No. Clark St., Chicago, Ill.
- *Burton Preston & Co., Mansfield, Ohio

- *E. G. Ladewich & Co., Mansfield, Ohio
- *W. C. Townsend & Co., Zanesville, Ohio
- *H. A. Whitacre, Inc., 66-67 Sixty-ninth Street, Middle Village, Maspeth, N. Y.
- *Comolli & Company, Inc., Barre, Vermont

■ WHOLESALE OF ROUGH STOCK & MONUMENTS

- *J. P. Bourgoin & Co., Inc., Elmwood, Ill. (Missouri Red Granite)
- *Central Monument Co., 3535 Gratoit St., St. Louis, Mo.
- *Burton Preston & Co., Mansfield, Ohio
- *E. G. Ladewich & Company, Mansfield, Ohio
- *W. C. Townsend & Co., Zanesville, Ohio
- *R. C. Bowers Granite Co., Montpelier, Vermont

Machinery • Tools • Supplies

ABRASIVES

- *Brunner & Lay, 727-739 So. Jefferson St., Chicago, Ill.
- *Pangborn Corporation, Hagerstown, Maryland
- *Dawson-Macdonald Company, Inc., 178 Purchase Street, Boston, Mass.
- *Lombard & Company, Inc., Winter Hill Station, Boston, Mass.
- *Norton Company, Worcester, Mass.
- *The Carborundum Company, Niagara Falls, N. Y.
- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Kochalox Corporation, Pittsburgh, Pennsylvania
- *Smith, Whitcomb & Cook Co., Barre, Vermont
- *Trow & Holden, Barre, Vermont
- *R. C. Bowers Granite Co., Montpelier, Vermont

ABRASIVE DISCS & WHEELS

- *Dawson-Macdonald Co., Inc., 178 Purchase St., Boston, Mass.
- *Norton Company, Worcester, Mass.
- *The Manhattan Rubber Company, Passaic, New Jersey
- *The Carborundum Company, Niagara Falls, N. Y.
- *Smith, Whitcomb & Cook Co., Barre, Vermont
- *R. C. Bowers Granite Co., Montpelier, Vermont
- *Lane Manufacturing Co., Montpelier, Vermont

AIR COMPRESSORS (Stationary)

- *Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Schramm, Inc., West Chester, Pennsylvania
- *Trow & Holden, Barre, Vermont

AIR COMPRESSORS (Portable)

- *Gordon Smith & Company, Bowling Green, Kentucky
- *Dawson-Macdonald Company, Inc., 178 Purchase Street, Boston, Mass.
- *P. K. Lindsay & Company, Inc., 210 Broadway, Everett, Mass.
- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Schramm, Inc., West Chester, Pennsylvania
- *Ruemelin Mfg. Company, 3840 No. Palmer St., Milwaukee, Wis.

CEMENT (Patching)

- *Pittsburgh Crushed Steel, Pittsburgh, Pennsylvania

DRILLS, PNEUMATIC

- *Brunner & Lay, 727-739 So. Jefferson St., Chicago, Ill.
- *Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Schramm, Inc., West Chester, Pennsylvania
- *Smith, Whitcomb & Cook Co., Barre, Vermont
- *Trow & Holden, Barre, Vermont

DUST COLLECTING EQUIPMENT

- *Pangborn Corporation, Hagerstown, Maryland
- *Dawson-Macdonald Company, 178 Purchase St., Boston, Mass.
- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Ruemelin Mfg. Company, 3840 No. Palmer St., Milwaukee, Wis.

DUST RESPIRATORS AND GOGGLES

- *Brunner & Lay, 727-739 So. Jefferson St., Chicago, Ill.
- *Chicago Eye Shield, 2319 Warren Blvd., Chicago, Ill.
- *Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- *Pulmosan Safety Equipment Corporation, 176 Johnson Street, Brooklyn, N. Y.

LEAD

- *Brunner & Lay, 727-739 So. Jefferson St., Chicago, Ill.
- *Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- *Rochester Lead Works, Rochester, New York
- *Trow & Holden, Barre, Vermont

LIFT TRUCKS & PLATFORMS

- *Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.

MONUMENT CLEANERS

- *Brunner & Lay, 727-739 So. Jefferson St., Chicago, Ill.
- *ADRIAN, 48 Penn St., Quincy, Mass.
- *Dawson-Macdonald Company, Inc., 178 Purchase Street, Boston, Mass.
- *Magnus Chemical Company, Garwood, New Jersey
- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Trow & Holden, Barre, Vermont
- *POLISHING MACHINERY & SUPPLIES
- *Brunner & Lay, 727-739 So. Jefferson St., Chicago, Ill.
- *Pangborn Corporation, Hagerstown, Maryland
- *Dawson-Macdonald Co., Inc., 178 Purchase St., Boston, Mass.
- *Norton Company, Worcester, Massachusetts
- *The Carborundum Co., Niagara Falls, N. Y.
- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Smith, Whitcomb & Cook Co., Barre, Vermont
- *Trow & Holden, Barre, Vt.
- *Lane Manufacturing Co., Montpelier, Vermont
- *Ruemelin Mfg. Co., 3844 No. Palmer St., Milwaukee, Wis.

SALES CONTRACTS (Dealers)

- *ADRIAN, 48 Penn St., Quincy, Mass.

SAND BLAST MACHINERY AND SUPPLIES

- *W. B. Owens, 1516 Pico Blvd., Santa Monica, Calif.—Supplies
- *Brunner & Lay, 727-739 South Jefferson St., Chicago, Illinois—Machinery & Supplies
- *Ottawa Silica Co., Ottawa, Illinois—Supplies
- *Peoria Sand Blast Mfg. Co., Ottawa, Illinois—Machinery
- *Pangborn Corporation, Hagerstown, Maryland—Machinery & Supplies
- *Dawson-Macdonald Co., Inc., 178 Purchase St., Boston, Mass.—Machinery & Supplies
- *P. K. Lindsay & Company, 210 Broadway, Everett, Mass.—Machinery
- *Minnesota Mining & Mfg. Co., Saint Paul, Minnesota—Supplies
- *W. H. Gage Glue Co., 19 So. First St., St. Louis, Mo.—Supplies
- *Pulmosan Safety Equipment Corporation, 176 Johnson St., Brooklyn, New York—Supplies
- *The Commercial Paste Company, Columbus, Ohio—Supplies
- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.—Machinery & Supplies
- *Smith, Whitcomb & Cook Co., Barre, Vermont—Supplies
- *R. C. Bowers Granite Co., Montpelier, Vermont—Supplies
- *Lane Manufacturing Co., Montpelier, Vermont—Supplies
- *Ruemelin Mfg. Co., 3844 No. Palmer St., Milwaukee, Wisconsin—Machinery & Supplies

STONE SAWS

- *Dawson-Macdonald Co., Inc., 178 Purchase St., Boston, Mass.
- *Stone Machinery Co., Elberton, Georgia, Syracuse, N. Y.
- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Lane Manufacturing Co., Montpelier, Vermont

SURFACERS & STONE WORKING TOOLS

- *Brunner & Lay, 727-739 So. Jefferson St., Chicago, Ill.
- *Dawson-Macdonald Co., Inc., 178 Purchase St., Boston, Mass.
- *Z. O. Benson, St. Cloud, Minnesota
- *The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- *Schramm, Inc., West Chester, Pennsylvania
- *Smith, Whitcomb & Cook Co., Barre, Vermont
- *Trow & Holden, Barre, Vt.
- *Lane Manufacturing Co., Montpelier, Vermont
- *STEEL SHOT, CRUSHED STEEL & AUTOMATIC FEED
- *Brunner & Lay, 727-739 So. Jefferson St., Chicago, Illinois
- *Pangborn Corporation, Hagerstown, Maryland
- *Dawson-Macdonald Co., Inc., 178 Purchase St., Boston, Mass.
- *The Dallett Company, 165-189 W. Clearfield St., Philadelphia, Pennsylvania
- *Pittsburgh Crushed Steel Co., Pittsburgh, Pennsylvania
- *Smith, Whitcomb & Cook Company, Barre, Vermont
- *R. C. Bowers Granite Co., Montpelier, Vermont

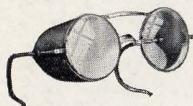
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and

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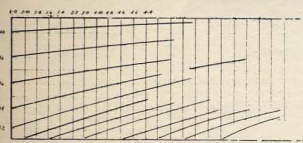
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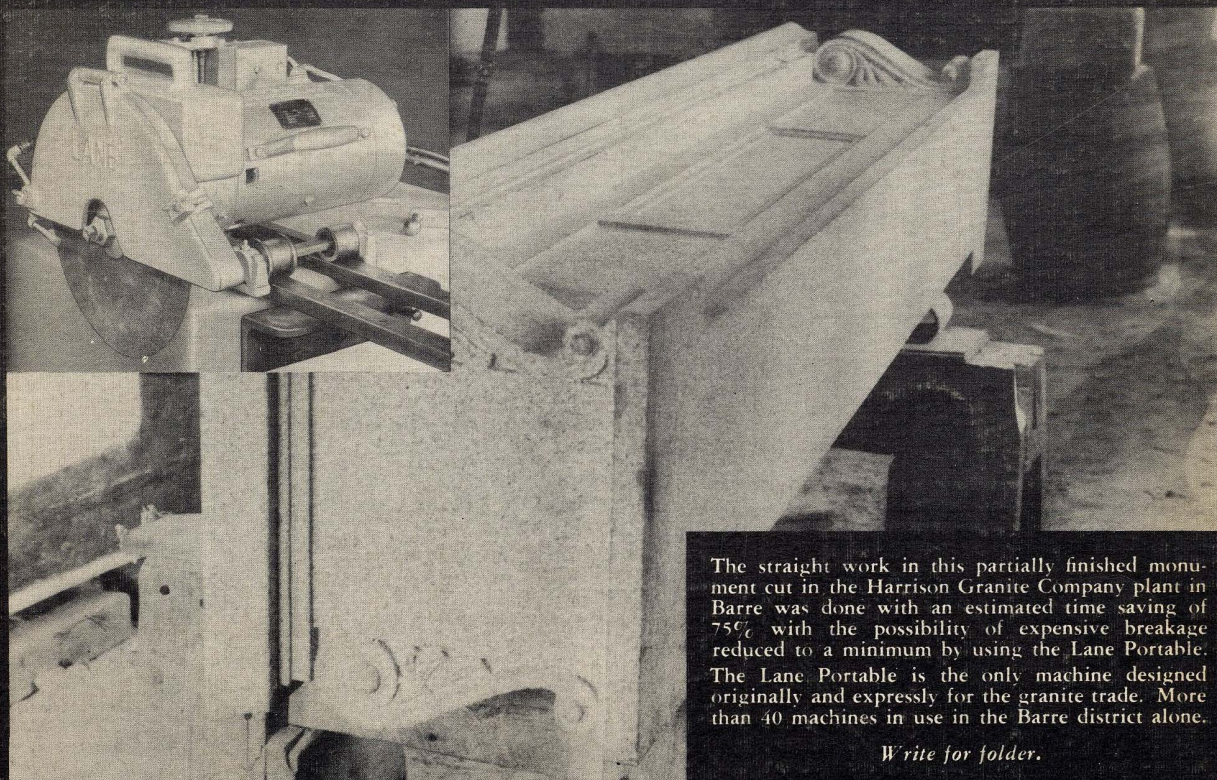
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