

MARCH

1950

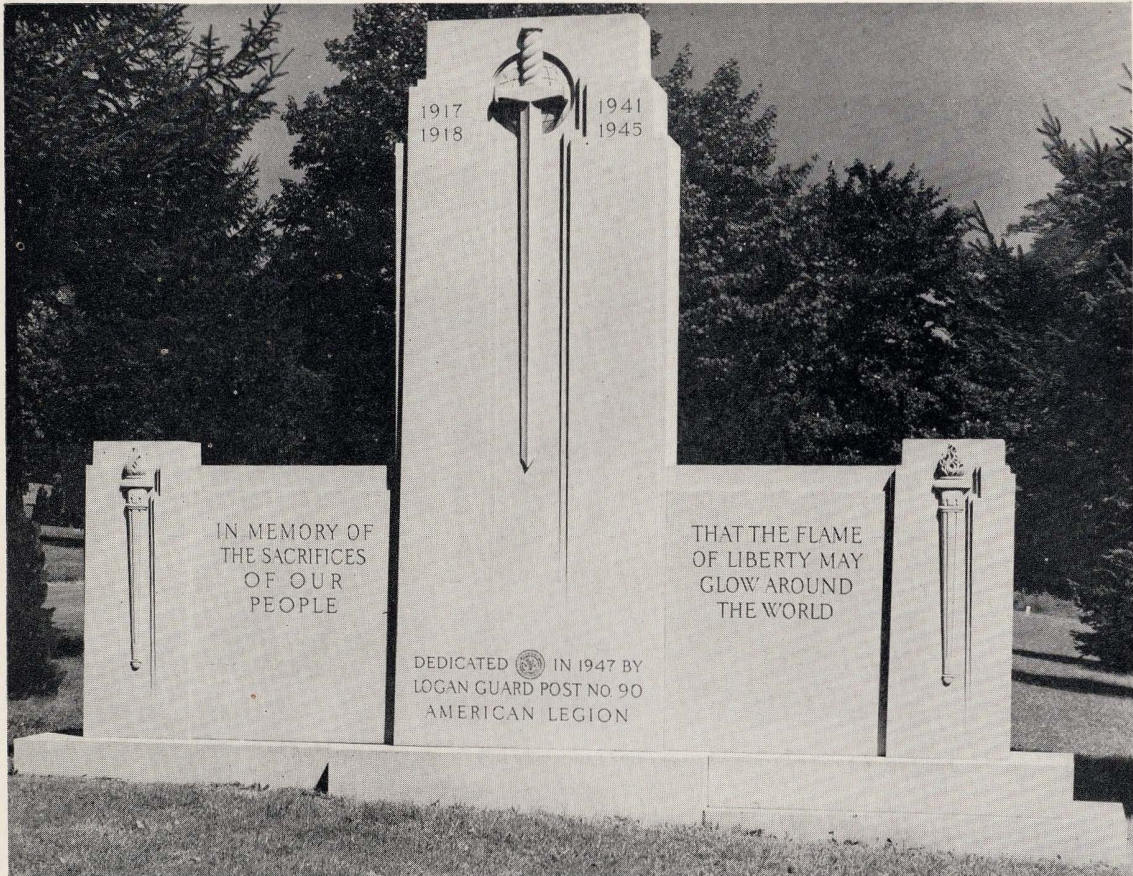
Monumental
NEWS-REVIEW

Combining

MONUMENTAL NEWS

GRANITE MARBLE & BRONZE

THE MONUMENT AND CEMETERY REVIEW



AMERICAN LEGION WAR MEMORIAL

erected in Mt. Rock Cemetery, Lewistown, Pa.

"This beautiful memorial, designed and erected by the Luck Monument Company of Lewistown, Pa., and manufactured by the Valz Granite Co. of Barre, Vt., of Wetmore & Morse Barre granite, was selected to grace a large plot in Mount Rock Cemetery, allocated for the final resting place of Legionnaires. It was dedicated on Memorial Day 1948 with fitting ceremonies and a wide attendance. No finer description of this fine monument could be given than the dedicatory remarks of Mr. John W. Wilson, Post Historian, who said:

"The memorial was built of everlasting granite as a symbol of the unchanging principles and ideals for which our nation and our people sacrificed and fought and worked, that mankind might have freedom and peace."

—*Monumental News-Review, February 1950*

Once again Wetmore & Morse Certified Select Barre Granite has been chosen for an outstandingly significant memorial to our valiant heroes. For your next "special" work specify *Wetmore & Morse*.

WETMORE & MORSE QUARRY

DIVISION OF ROCK OF AGES CORPORATION

BARRE, VERMONT



TWO MODERN SCREEN MEMORIALS

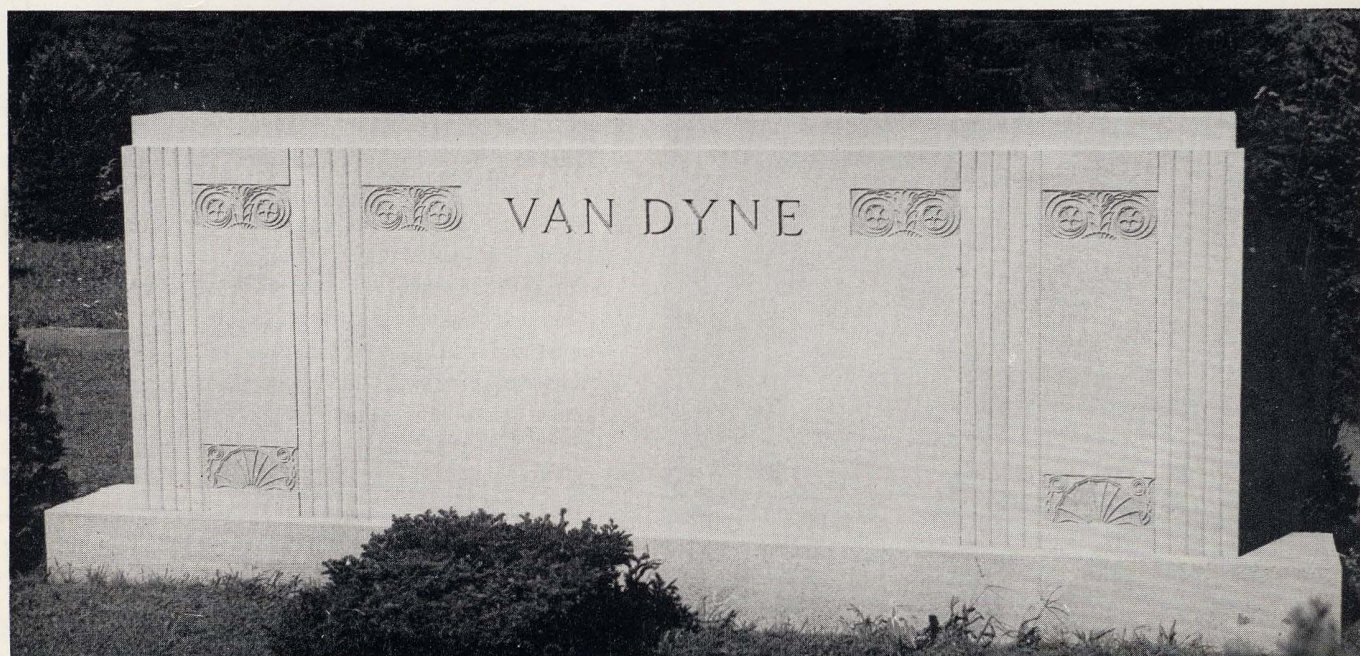
Many authorities on commemorative art believe that memorials of the Screen Type take their origin from the "rood screen" of the church which partitions the nave from the chancel and choir. In any case this form has an especial appeal and is ideally suited for larger cemetery plots.

These fine examples of screen memorials were manufactured by Hoyt & Milne, Inc. of Barre, Vt. The Futterman screen was erected by the American Monument Co. of New York City; The Van Dyne by Barre Memorials of New York City.

Once again we are pleased to note that Pirie's Select Barre Granite was "The Preferred Choice."

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

Quarriers of Pirie's Select Barre Granite



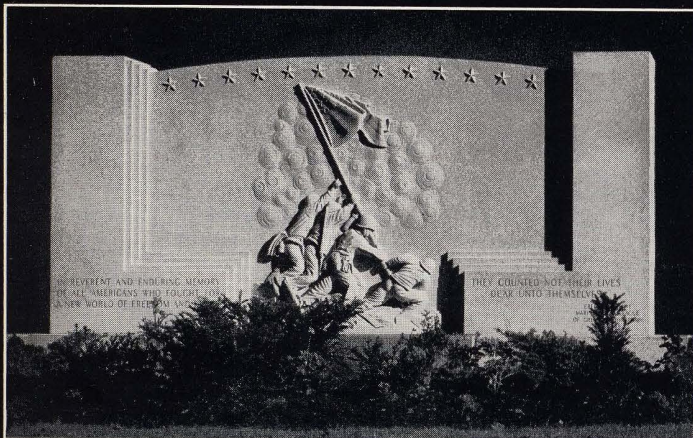
Customer Appreciation

Matt O'Hagan
PROPRIETOR

... has always been the key-stone of our business. In pre-war, war, and post-war times, we've always tried to see the problem from the dealer's point of view. Financially, this golden-rule way of doing business isn't always the most profitable, but it is still the most rewarding. Most of our clients today were with us twenty years ago, which to us is something beyond price. Inquiries invited.

ROUX GRANITE CO.
BARRE, VERMONT

6-8



THE IWO JIMA WAR MEMORIAL AT JOHNSTOWN, PA.
COPYRIGHTED DESIGN 1949, CHIOLDI GRANITE CO.

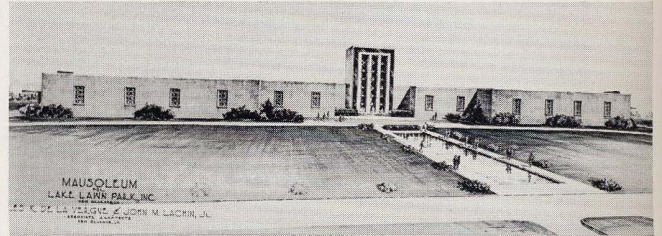
Finer Monuments
and
Mausoleums

CHIOLDI GRANITE CO.

BARRE, VERMONT

LETTERS TO THE EDITOR

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



"LARGEST MAUSOLEUM"

March 13, 1950

Monumental News-Review:

Enclosed you will find a release or statement we furnished the three newspapers in New Orleans relative to the mausoleum we are to construct in our new cemetery operation known as Lake Lawn Park, Inc. This announcement was carried in these papers on Wednesday, March 8th.

Cordially yours,

CHARLES B. STEWART

Secretary

Acme Marble & Granite Company
101 City Park Ave., New Orleans, La.

N.B.: In addition to this new operation we are the owners and operators of Acme Marble & Granite Company, St. Vincent de Paul Cemetery Association and the Wholesale Granite Works, Inc., all of this city.

EDITOR'S NOTE: *We hear of more than one cemetery man in the monument business. Here is the other side of the picture, a monumental firm, not only in the cemetery field but the builders and owners of a Public Mausoleum as well. The press release mentioned is printed below.*

"NEW ORLEANS TO HAVE ONE OF THE LARGEST AND FINEST MAUSOLEUMS IN THE UNITED STATES."

Plan for the construction in New Orleans of one of the largest and finest mausoleums in the United States were announced yesterday by Albert L. Stewart, president of Lake Lawn Park, Inc.

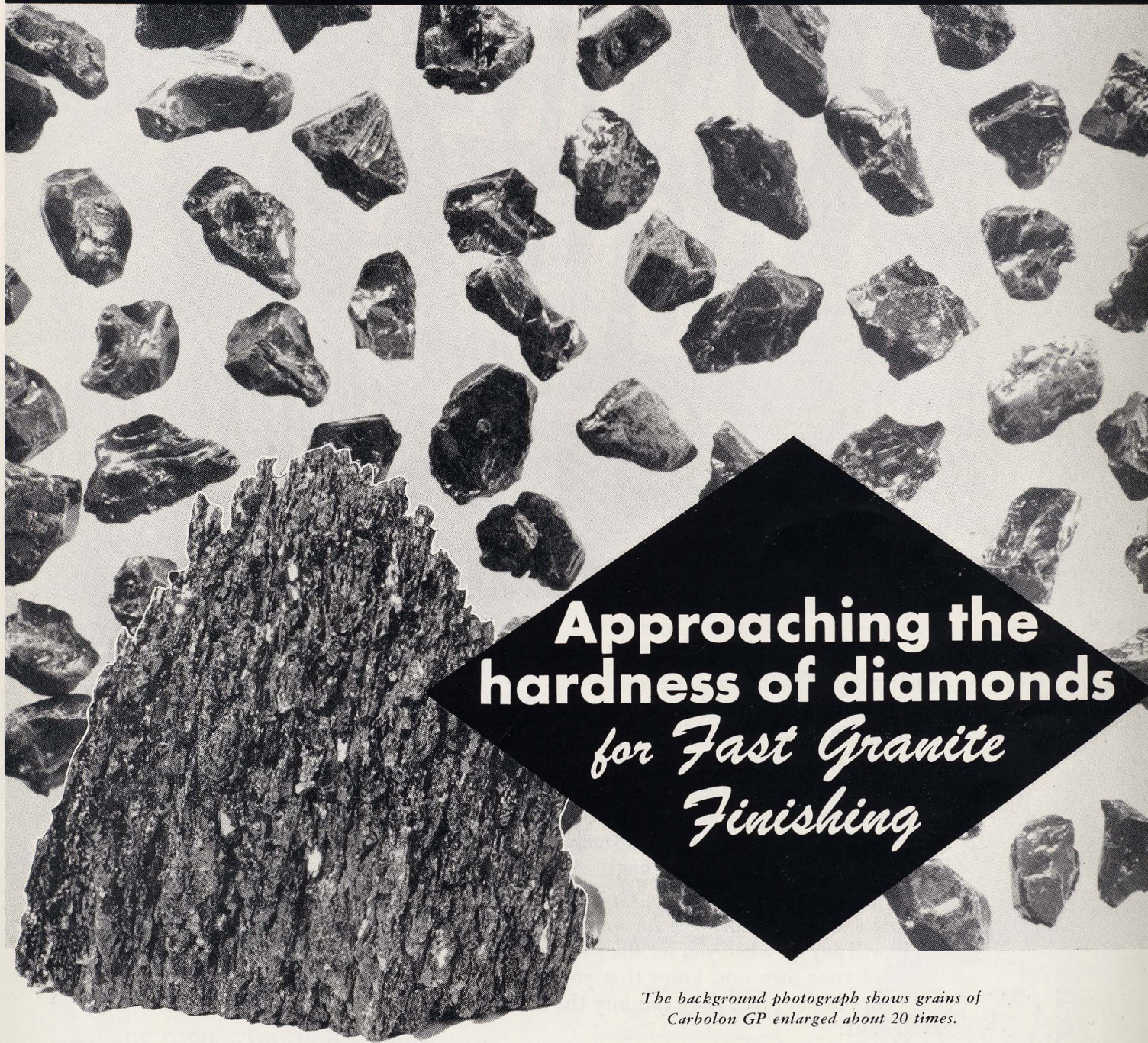
Located at 6700 Pontchartrain Boulevard, Lake Lawn extends north from the Black Bridge toward the Lake along the New Basin Canal. Lake Lawn Park and Mausoleum, New Orleans newest and most comprehensive cemetery operation, will cover 18 acres.

In making the announcement, Mr. Stewart said: "Lake Lawn Park and Mausoleum will fill a great need in our community for it will offer a wide selection of all types of interment including private family tombs, private ground plots, and marble crypts within the mausoleum. The single purchase price will include perpetual care and no further annual costs. This will be the only cemetery in New Orleans which will stipulate perpetual care in every type of burial."

[Continued on Page 8]

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

CARBOLON



**Approaching the
hardness of diamonds**
*for Fast Granite
Finishing*

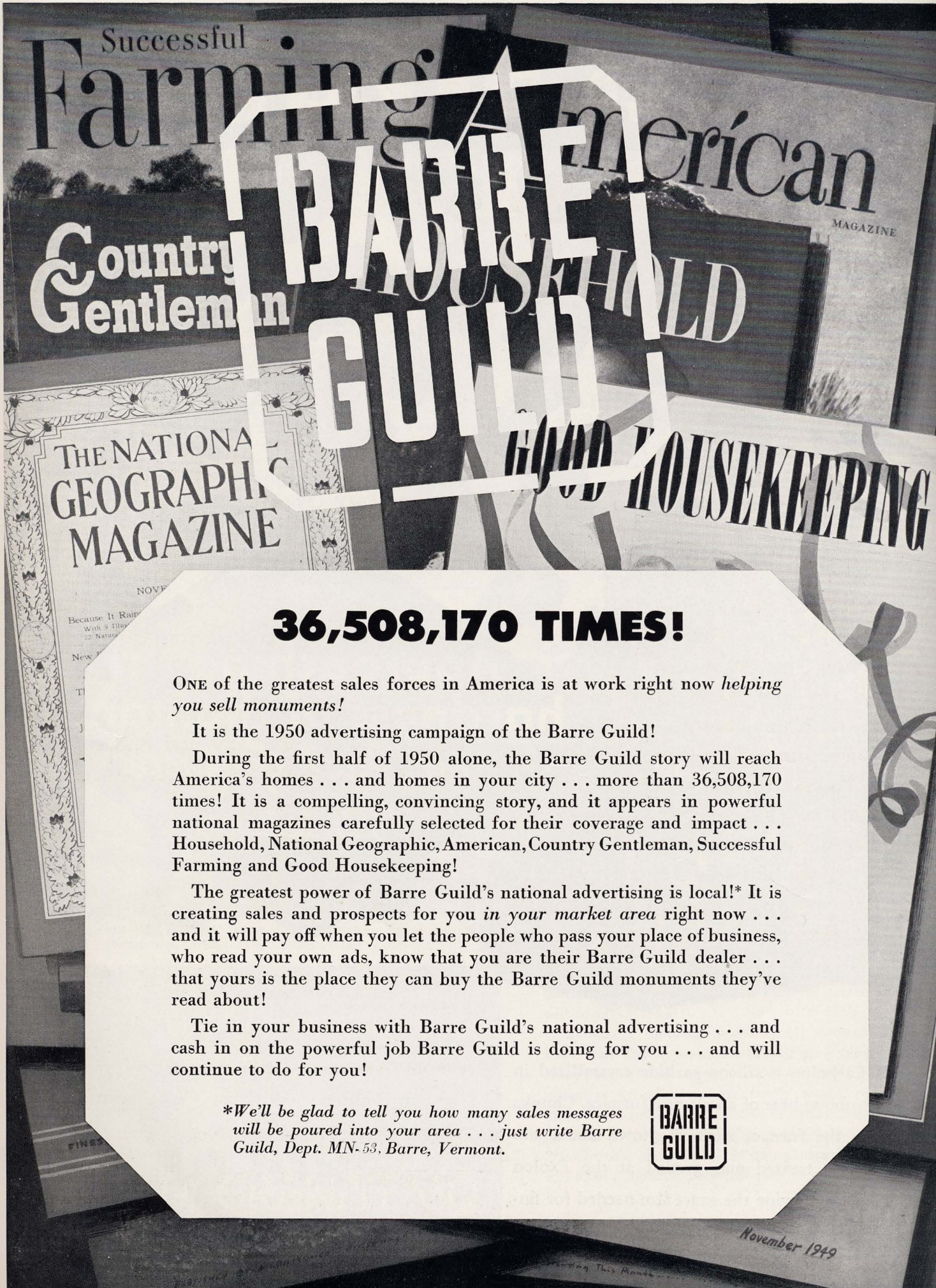
*The background photograph shows grains of
Carbolon GP enlarged about 20 times.*

● Carbolon is silicon carbide crystallized in the intense heat of an electric furnace. Chunks from the furnace such as shown above are crushed, treated and graded at the Exolon Plant to provide the exact size needed for finishing hard, brittle materials such as granite.

If you are interested in speeding-up your granite finishing operations Carbolon will help you.

THE EXOLON
COMPANY
944 East Niagara St., Tonawanda, N. Y.

Manufacturers of SILICON CARBIDE and ALUMINUM OXIDE ABRASIVES



BARRE GUILD

36,508,170 TIMES!

ONE of the greatest sales forces in America is at work right now *helping you sell monuments!*

It is the 1950 advertising campaign of the Barre Guild!

During the first half of 1950 alone, the Barre Guild story will reach America's homes . . . and homes in your city . . . more than 36,508,170 times! It is a compelling, convincing story, and it appears in powerful national magazines carefully selected for their coverage and impact . . . Household, National Geographic, American, Country Gentleman, Successful Farming and Good Housekeeping!

The greatest power of Barre Guild's national advertising is local!* It is creating sales and prospects for you *in your market area* right now . . . and it will pay off when you let the people who pass your place of business, who read your own ads, know that you are their Barre Guild dealer . . . that yours is the place they can buy the Barre Guild monuments they've read about!

Tie in your business with Barre Guild's national advertising . . . and cash in on the powerful job Barre Guild is doing for you . . . and will continue to do for you!

**We'll be glad to tell you how many sales messages will be poured into your area . . . just write Barre Guild, Dept. MN-53, Barre, Vermont.*



November 1949

Only Dallett Craftsmen

can give you expert

Dallett Repair Service!

INSPECTION • RECONDITIONING • REPAIRING • REBUILDING

DALLETT has now enlarged its facilities for the inspection, reconditioning, repairing and rebuilding of Dallett Precision Made Pneumatic Tools.

Here at our factory, your Dallett Tools are thoroughly inspected by expert craftsmen who know intimately every part of the tool. All worn parts are replaced with only genuine Dallett parts that were made by us for each Dallett Tool. Tools are completely rebuilt with the same precise care that is given to the making of new tools. They are rigidly tested before being returned to you and again are ready for long life and satisfactory service.

No one is better able to do this work than the men who make them.

No one can inspect, recondition, repair or rebuild your Dallett Tools with the

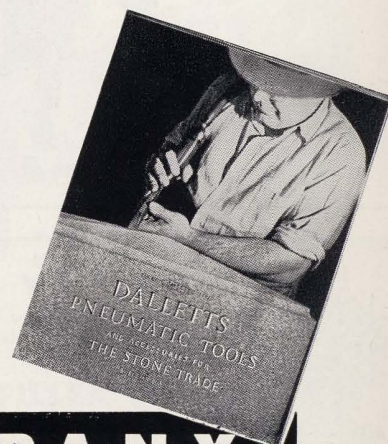
same deft craftsmanship, precision, economy and satisfaction that you can and will obtain at our factory.

Periodical inspection of all the Dallett Tools in your possession is the first step to insure long life and economical operation of them.

Send us your Dallett Pneumatic Tools for a complete check-up and make certain to get the utmost performance of them.

WRITE FOR NEW
DALLETT
BULLETIN 550 →

This Bulletin, prepared for the Stone Trades exclusively illustrates and describes Dallett's Tools and Accessories designed for Craftsmen who work in Stone.



THE DALLETT COMPANY



Manufacturers of Pneumatic Tools and Accessories

SINCE 1883

MASCHER AT LIPPINCOTT STREET

PHILADELPHIA 33, PENNSYLVANIA

45 Years' Experience



MANUFACTURING BARRE GRANITE

in Quality MONUMENTS—MARKERS

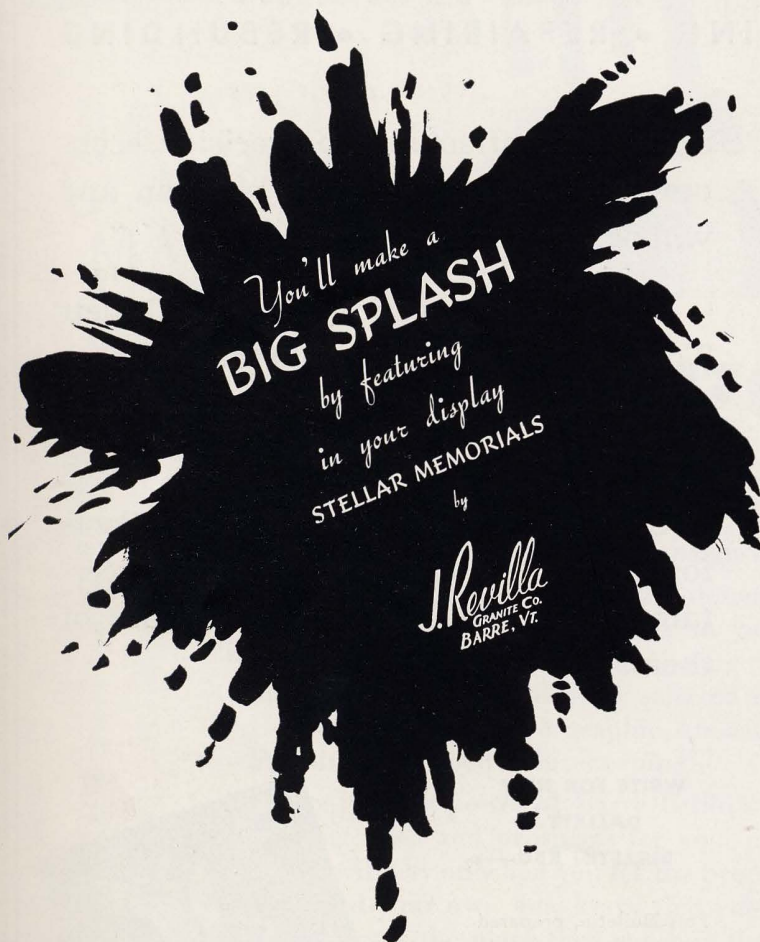
polished, steeled, axed

Sand Blast Engraving • Lettering

Duplicate Work and Slabs

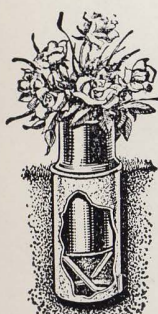
PROVOST GRANITE COMPANY, INC.

RIVERTON, VERMONT



CEMETERY VASES

All Stainless Steel or Extra Heavy Galvanized Metal. With Stainless Steel Heads. Green Baked Enamel. Easy and Fast operating. Reversible. Standard Size 4x8". Same price any quantity. Immediate Shipment.



We have supplied vases for past 20 years.
Write for Free Literature and Prices
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The Non-Reversible,
All Stainless Steel
Flower Container.
Shown at right in one size only, 3½" Diam.
at top, Plus ½" Flange. 3" Diam. at Bot-
tom, 6¼" Deep is designed for Stone Bases
and Urns. Will not stain the Memorial.

LETTERS TO THE EDITOR *Continued*

"LARGEST MAUSOLEUM"

Continued from Page 4

Mr. Stewart continued: "The 440 foot wide structure illustrated is believed to be the largest single section of a mausoleum ever to be built initially and is the first million dollar unit of a much larger projected building. Ample acreage has been set aside and dedicated, for the expansion of similar units to join the original building and provide spaces for interment for generations to come.

"The structure will be erected on piling and will be of steel reinforced concrete, stainless steel, bronze, art glass and everlasting granite. The soft colors of the enduring grey granite exterior of the building, heightened by a highly polished dark granite trim will blend perfectly with the luxuriantly landscaped setting. Its neo-classical design will reflect the spirit of reverence associated with the purpose of a mausoleum.

"This magnificent building which will be built, literally 'for the ages' represents the most advanced thought and experience of engineering and architectural specialists in this type of architecture. It is the result of an extensive study of similar structures throughout the country, and will incorporate the best features of this survey.

"The landscaping will be blended with the new civic designs for the embellishment of the great neutral ground highway that will replace the New Basin Canal. Broad flowing lawns will display an abundance of beautiful shrubbery, evergreens and flowers. Like a great mirror the rectangular pool will reflect the polished granite tower and portals as well as the serenity of the scene.

"Actual development of Lake Lawn Park has been in progress for several months. Heavy reinforced paved concrete roads are now under construction and a highly efficient subsurface drainage system has already been completed.

"Lake Lawn Park and Mausoleum will be protected by a Perpetual Care Endowment. Perpetual care means the provision through income from an established endowment fund with proper legal and financial safeguards for the perpetual maintenance of the cemetery's beauty, property and services. At Lake Lawn this will be assured by a Board of Trustees of representative individuals who will administer the perpetual care funds independently from the management of Lake Lawn Park itself."

The officers of Lake Lawn Park, Inc., are Albert L. Stewart, President; Frank B. Stewart, Vice-President and Charles B. Stewart, Secretary. The construction of the mausoleum will be under the supervision of the Acme Marble and Granite Company of New Orleans. The architects are Jules K. de la Vergne and John M. Lachin, Jr.

RE THE IWO JIMA MEMORIAL

The Editor

Monumental News-Review, Inc.:

Dear Sir,

Your June issue contained a very interesting article entitled, "The Flag Raising on Iwo Jima."

A monument as artistically designed, and so strikingly

[Continued on Page 13]

tough...rugged... **SANDBLAST resistance**

**DUTCH BRAND
E-Z Sandblast
Stencil**

**This is the Sandblast Stencil
you can depend upon**

● Years of top performance in the field under actual working conditions have proved the merit and dependability of DUTCH BRAND E-Z Sandblast Stencil. Years of experience working with memorial craftsmen are behind the development of stencil qualities so desired by the trade. Best of all . . . rigid inspection assures the uniformity of each shipment . . . you can depend upon it. The next time you order specify DUTCH BRAND E-Z Sandblast Stencil . . . you'll enjoy working with it.

Other DUTCH BRAND Features

- High adhesion . . . will not loosen
- Light color . . . easy marking
- Good aging qualities
- Edges stand up



- Works on shape carving
- Prompt service from local jobbers

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VAN CLEEF BROS. INC.

Manufacturers . . . Rubber Products . . . Est. 1910
CHICAGO 19, U. S. A.

E-Z FILLER CEMENT

Here is a companion item that will eliminate a large part of clean-up on axed and hammered surfaces. If you haven't already tried it . . . it will pay you to do so.

Surface Your Granite Faster

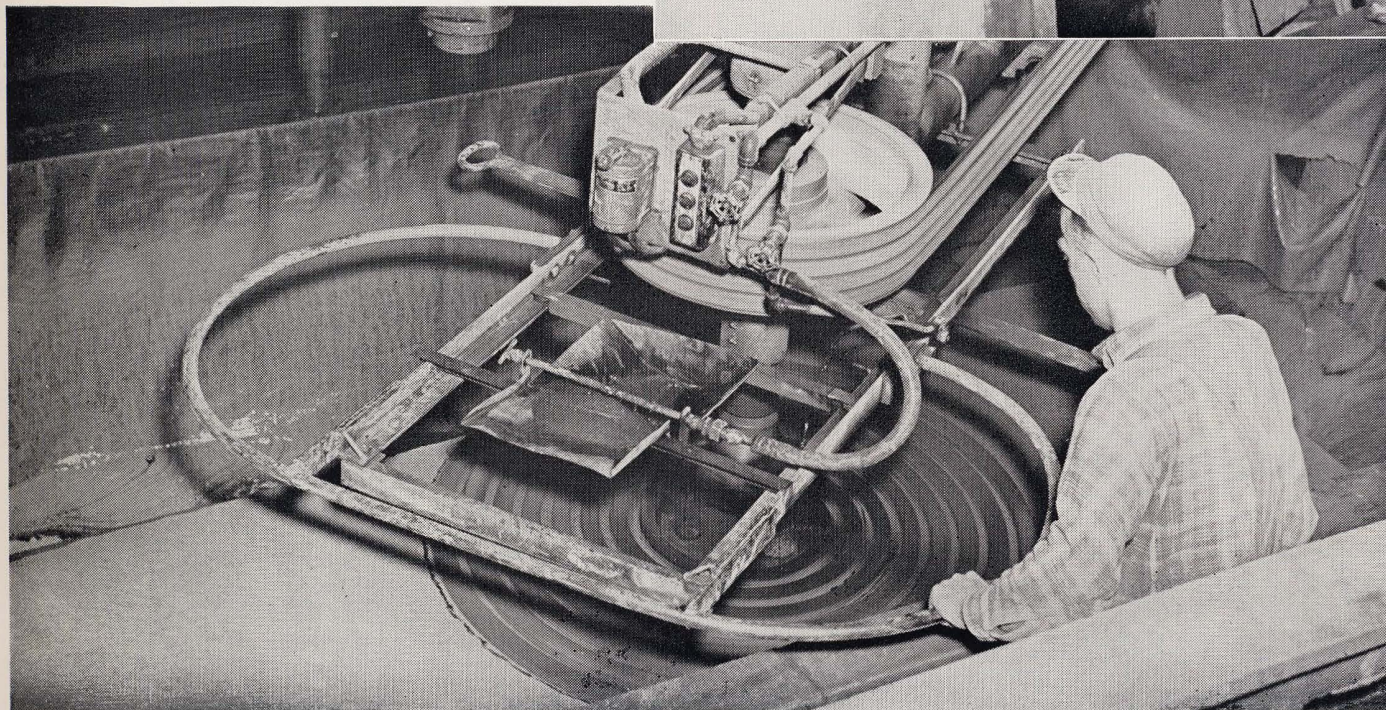
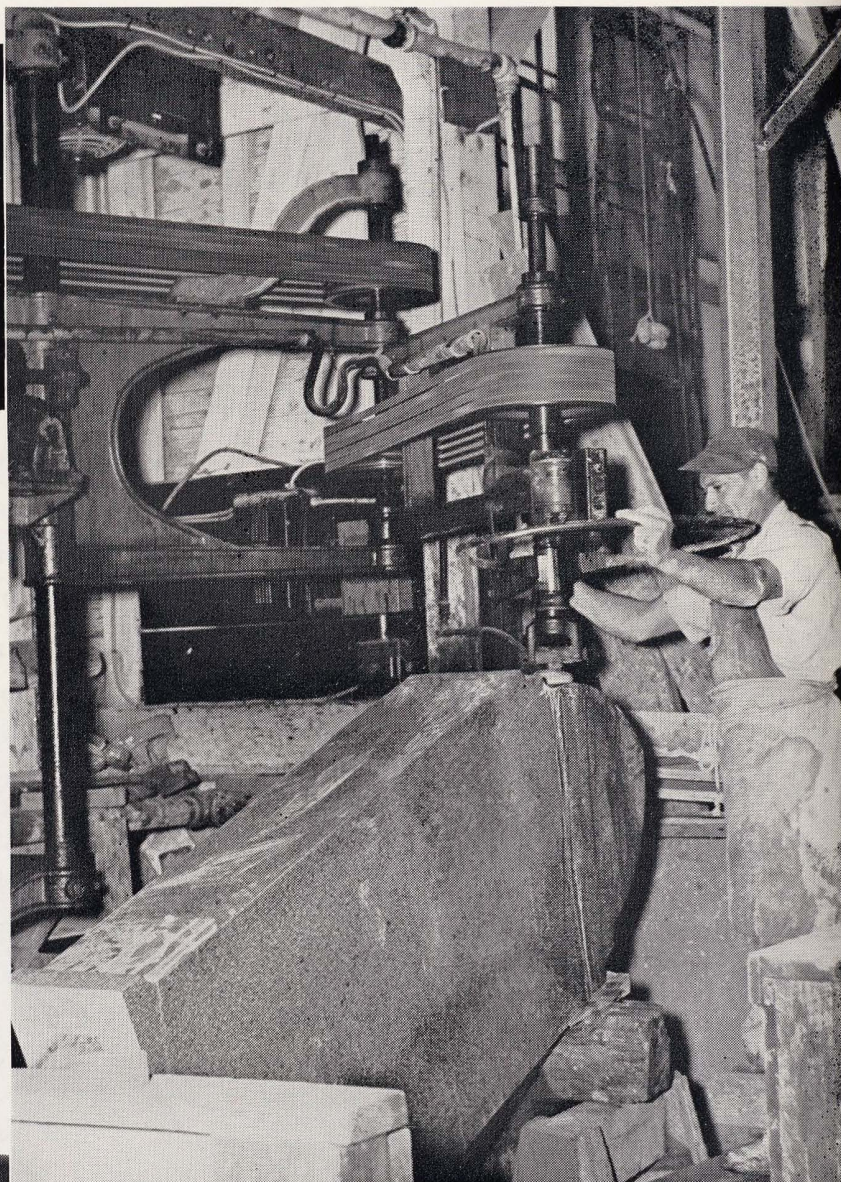
**with CRYSTOLON and
ALUNDUM Abrasives**

You can remove saw marks quickly and efficiently — close the stone faster — with strong, sharp CRYSTOLON abrasive. You'll find that every keg lasts longer too! That's why they're using this outstanding abrasive in granite sheds everywhere for performing "ironing out" operations.

You'll like the economical results you get with hard, tough ALUNDUM abrasive (grain size 600) for completely closing the surface of the stone in preparation for final buffing operations with tin-oxide.

If you're not taking advantage of these easy-to-use, longer-lasting Norton abrasives for surfacing your granite, contact your Norton abrasive engineer or distributor soon, and arrange for tests.

G-200



NORTON COMPANY • WORCESTER 6, MASS.

Distributors In All Principal Cities

NORTON® ABRASIVES



**"It's easy to do clean,
intricate shape-carving
with Pangborn blast-
carving equipment!"**

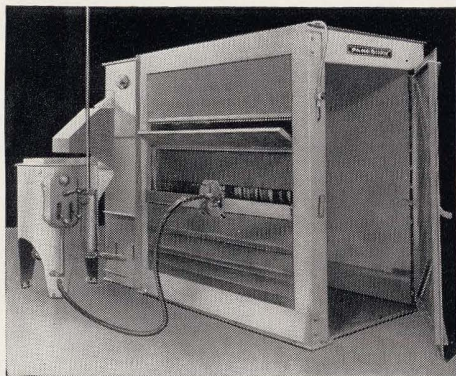
Says EDWIN F. DARNER

**Pangborn's Complete Line of Memorial Art Blast-Carving
Equipment Makes Your Work Faster, Easier, More Profitable**

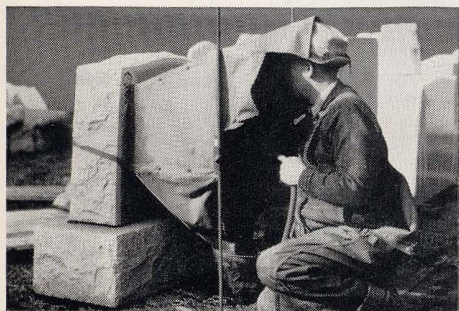
No matter what your blast-carving need, Pangborn has the right equipment. Every piece of Pangborn equipment, from Blast-Carving Rooms to hose, nozzles and abrasives is engineered to give you better, cleaner, cheaper jobs.

**Pangborn's
Complete Blast-
Carving Room**

is the finest Memorial Art equipment available at any price. This easily operated outfit is a sturdy steel room with accordion-fold Curtain Front. Has an efficient Pangborn Blast Machine, automatic abrasive separator,



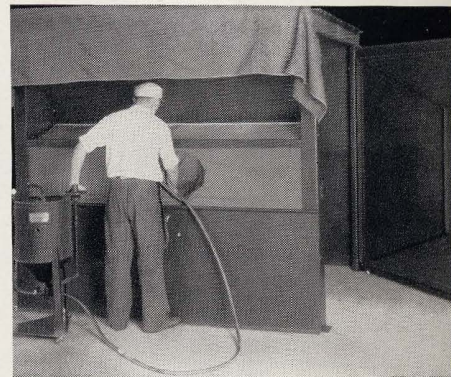
exhaust fan and Pangborn Dust Collector.



**Portable Blast
Curtain.** Location-cut lettering and other away-from-the-shop jobs are no

problem when you have the Pangborn Type "D" Portable Curtain. This folding curtain collects spent abrasive for re-use and is equipped with a large canopy to shield the operator's eyes from bright outside light. Shops having small portable equipment can save money and turn out better jobs with this curtain.

Shape-Carving Equipment. Shape-Carving is made so simple with the Pangborn Shape-Carving Room that you will be able to take on new, interesting and profitable work. This canopy-topped room has an extra-large viewing window and comes with the "triple-purpose" Pangborn Blast Machine. Ideal for accurate shape-carving of delicate floral designs.



WRITE TODAY for free information and literature on how Pangborn Blast-Carving can help you.

PANGBORN CORPORATION,
298 Pangborn Blvd., Hagerstown, Maryland.

Pangborn

BLAST-CARVING AND DUST CONTROL EQUIPMENT

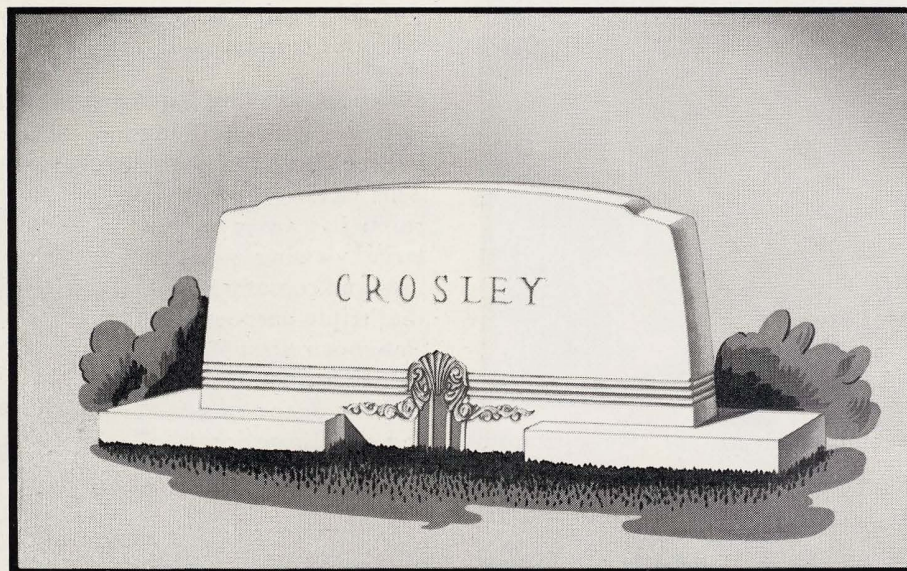
WHEN DAY IS DONE

Selecting suitable memorials for departed members of bereaved families is often influenced by the suggestion of dealers whose judgement and good taste in such matters is considered sound and earnest.

Discharging such a duty enables one to recommend types that are in all respects appropriate.

Cultivating the confidence of patrons thus becomes a most important factor. And no one is more competent to perform this service than the seller.

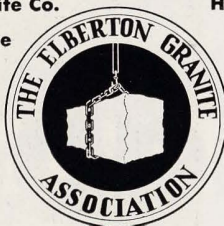
Many desirable features commend Elberton granite as a superlative monumental stone. They are — permanence, character, texture, beauty — plus artistic design and skillful execution.



THE ELBERTON GRANITE ASSOCIATION, ELBERTON, GA.

Comolli Granite Co.
Elberton Granite Industries, Inc.
Allen Granite Co.
National Granite Co.
Lincoln Granite Co.

Hoover Granite Co.
Harmony Blue
Granite Co.
Republic
Granite Co.



Highpoint Granite Co.
Sterling Granite Co.
Coggins Granite &
Marble Industries,
Incorporated

Georgia Granite Co.
Berkeley Granite Co.
Southern Quarrying Co.
Beaverdam Granite Company
Oglesby Granite Quarriers

LETTERS TO THE EDITOR *Continued*

IWO JIMA . . .

Continued from Page 8]

different, certainly deserves all the praise that you showered upon it.

However, I can't help but feel that the *REAL* spirit of that historic event was not captured in the stone, if as your staff photographer seemed to think that the reaction of the public was summed up in the words of the child who said, "Gee, Mister, I hope I can do that some day."

High praise? Hardly; for, if anything, the child was condemning it! If that scene is the symbol of anything it is the symbol of achievement. It is the symbol of finality. It is the symbol that says, "There! It is done!"

If the men on that stone could have answered the child they probably would have said, "Sonny, *we're* doing this so that *you* will never have to."

Call me idealistic if you will, but them's my sentiments.

Other than that, congratulations on a fine article.

Yours truly,

WILLIAM N. CALDWELL

2220 Perryville Ave.,

Pittsburgh 14, Pa.

EDITOR'S NOTE: *Somehow or other this fine letter was lost in our files, but is printed now with apologies. Frankly, Mr. Caldwell, and others, as the staff photographer in question, and also a veteran, I quite agree with your letter. May I add that our staff critic took certain civilian liberties with the child's statement, which actually was, "Gee, will you send me the picture." As every veteran knows who has really seen war, it's not quite like the civilian or Hollywood interpretation. Frankly, I waited several hours "on location" for the proper light and shadows in taking this photograph and heard comment from literally more than a hundred citizens, and the public reaction to this memorial in the main was one of solemn and just pride.*

" . . . ONLY ONE PERMANENT RECORD . . . "

Monumental News-Review:

We are sending to you enclosed a part of the *New York Times* of December 4th, which while it presents a good joke, it also presents the thought that there is only one permanent record, and that is the tombstone.

This should be food for thought for our battle against the NO MONUMENT CEMETERIES.

With all good wishes, we remain,

Very truly yours,

ERWIN H. LIPSTADT

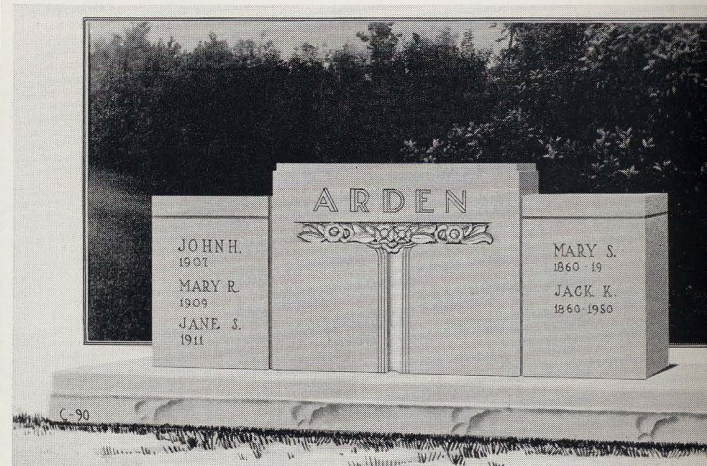
Lipstadt Memorial Company

370 Amsterdam Ave., New York 24, N. Y.

LONDON

A church sexton one night was confronted by a skeleton in the church yard, inquiring where it could get free teeth under the health scheme. The sexton gave the information. Next night, he came upon the skeleton wrenching a tombstone out of the ground. "They told me to come back with my identity card," it explained.—*New York Times Magazine*, December 4, 1949.

·QUALITY GRANITE. SKILLED CRAFTSMANSHIP ·PROMPT SERVICE.



The Arden Memorial Screen affords an attractive design for the multiple burial plot, with the wings or appendages providing ample space for inscribing the individual names.

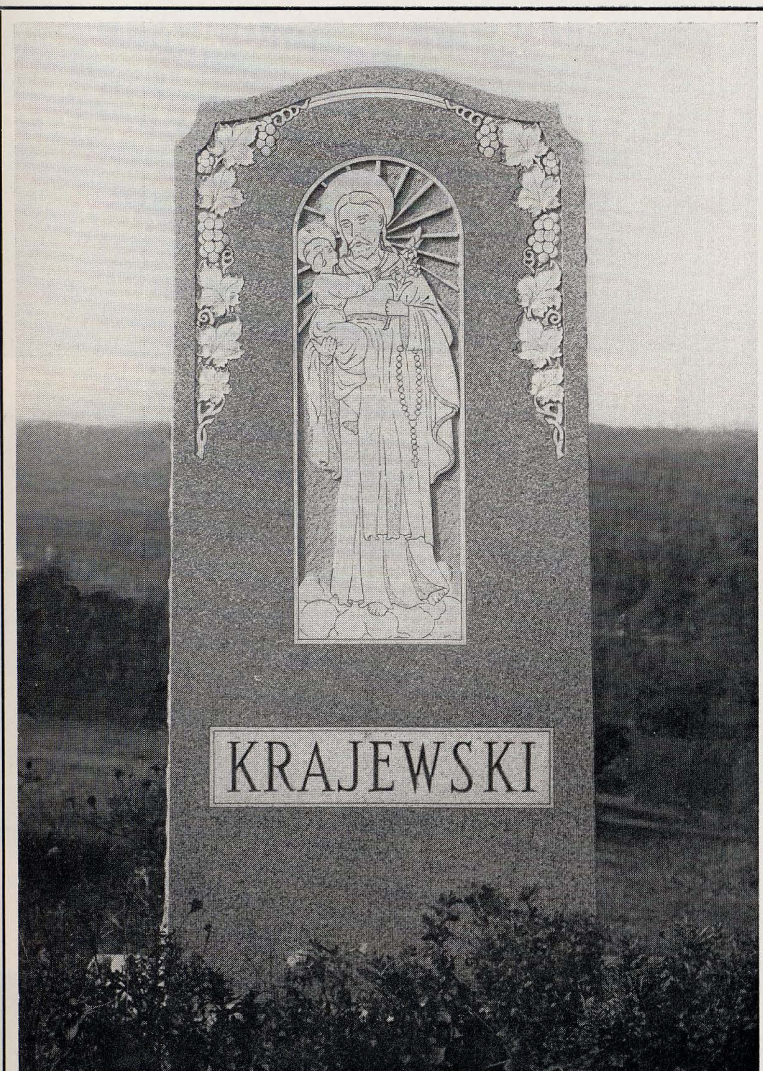
Satisfaction . . .

We have been satisfying discriminating clients for many, many years . . .

Cooperating with the dealer and assuring him of complete satisfaction have always been, and will continue to be, our primary objectives.

COMOLLI GRANITE COMPANY

ELBERTON, GEORGIA



The Effectiveness of Modern Sculpture by Machine Methods

"THE KRAJEWSKI MEMORIAL, illustrates the effectiveness and beauty of modern sculpture by machine methods in the hands of the skilled artisan. Thus even today the appeal of sculptured art is not beyond the means of the majority of American families. This panel of St. Anthony and the Holy Child tells a beautiful story familiar to all. The True Vine symbolizing Christ and His Followers (St. John 15-5) forms an effective frame for the inset panel."—Monumental News-Review, January 1950.

Manufactured in our plant for Bristol Memorial Works, Inc., of Bristol, Conn., of Rock of Ages Barre Granite, the Krajewski Memorial stands in St. Thomas Cemetery, Thomaston, Conn.

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



"Supreme Quality Memorials"

LETTERS TO THE EDITOR *Continued*

LETTER FROM GLOBE MARBLE & GRANITE CORP.

Monumental News-Review, Inc.:

After the war, owing to the scarcity of material, every odd granite could be sold. We experienced then that granites which were only fit for building purposes were used for high classed polished monumental works. Not only did domestic granites turn up with fantastic names—but the same applied also to imported granite. And a lot of wholesale manufacturers fell for these foreign granites even when they never heard of them before.

That was the time when unknown small quarriers or agents from abroad, making use of the reputation that Swedish granites have enjoyed here for many years, peddled their usually inferior granites.

These "newcomers" went so far as to imitate long established brands.

We had and still have the unpleasant experience that our SWED ROSE RED (registered United States patent office) and quarried by Granitaktiebolaget C. A. Kullgrens Enka, Uddevalla, Sweden, whom we are representing in this country is mistaken with some other granites called "Mahogany Rose Red," "Sw. Rose Red," "Tranas Red" and etc.

It is our continued concern that our registered name should be protected and only be used by our customers. And only our customers are allowed to issue our certificate guaranteeing the first class quality of "SWED ROSE RED."

Yours very truly,
GLOBE MARBLE & GRANITE CORP.

ARTHUR F. FRAY
Long Island City 1, N. Y.

"... VERY GRATIFYING ..."

Monumental News-Review:

The editorial "spot" given our two historical markers in your January issue is certainly very gratifying to me and the local Historical Society. Please accept our thanks.

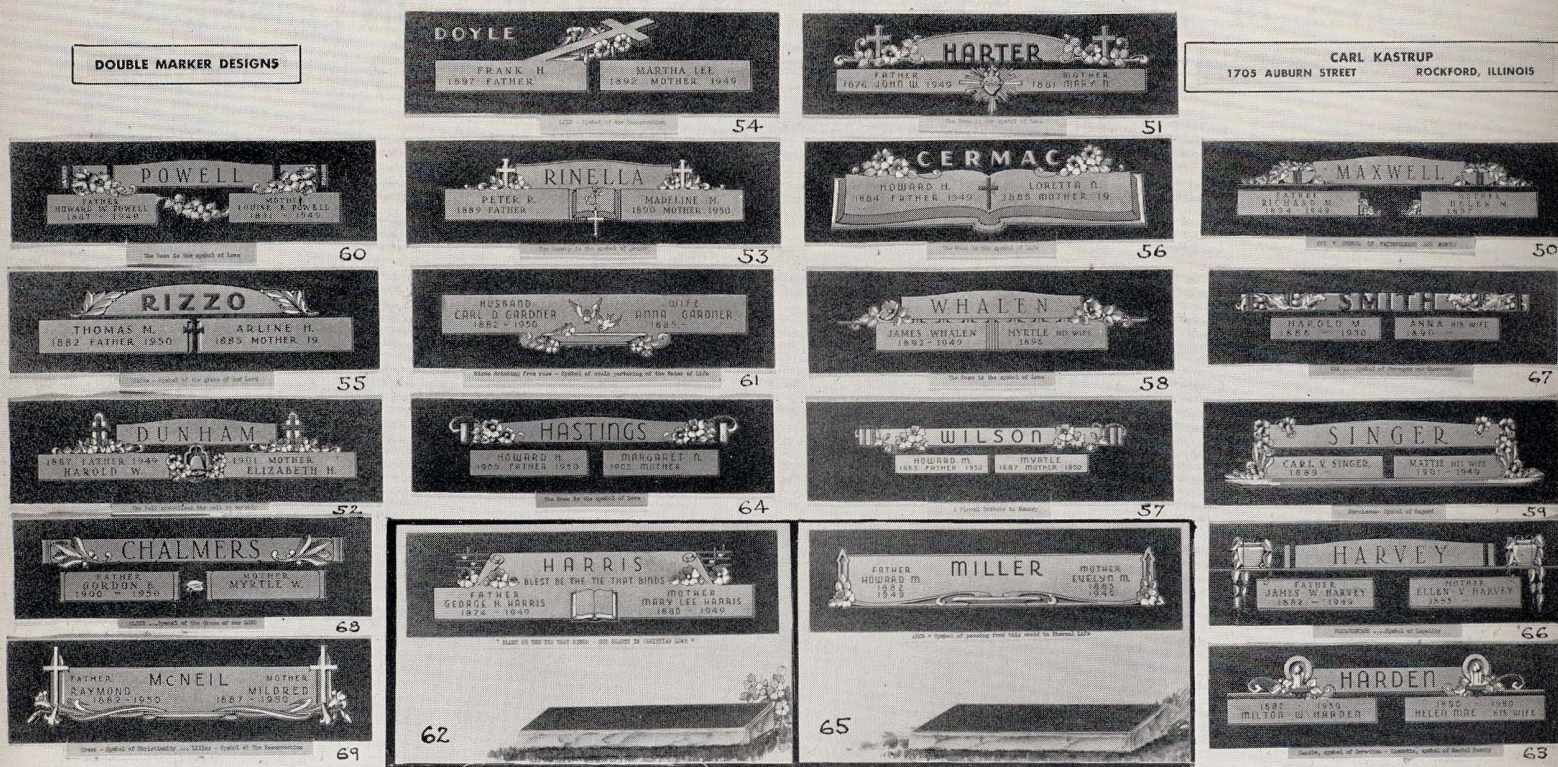
You will be interested to hear that the North Star Granite Corporation of St. Cloud has come forward with the offer of a marker to be erected this year by our organization. Dedication should take place in the fall, and if a good picture is available, I shall hope to get it off to you, with the pertinent facts.

Yours very truly,
GLANVILLE SMITH
Stearns County Historical Society
Cold Spring, Minnesota

ADDRESS OF EVAN JENSENS OF COPENHAGEN

Several subscribers have written us for the address of the Evan Jensens, world-famous creators of decorative art and statuettes in bronze and silver, some of whose work we featured on page 41 of our February issue. Although undoubtedly, correspondence addressed to Copenhagen, Denmark would reach them, their letterhead reads as follows:

EVAN JENSENS
BRONSTOBERI
COPENHAGEN, DENMARK
3-7 HESSELGADE
CABLE—EVANBRONCE



EACH DESIGN SHOWS THE MARKER ILLUSTRATED AS SHOWN ON 62 & 65 - AND ALL HAVE SYMBOLISM

INTRODUCING

A BRAND NEW SERIES OF 20 DOUBLE MARKER DESIGNS

THESE ARE THE BEST MARKER DESIGNS WE HAVE
EVER MADE. BEAUTIFULLY PRINTED TO ORDER ON 11x14
HEAVY WEIGHT GLOSSY FINISH PRINTS OR MAT FINISH.

Black and White **\$10.00** Doz. Colored Backgrounds
\$1.25 Each. Stone and Background Colored **\$1.50**
Each. Special Price: **The entire lot of 20 Black**
and White for \$15.50. Full size details blue print
form same price as Black and White Prints.

CARL KASTRUP

1705 AUBURN STREET

ROCKFORD, ILLINOIS

NEWS of the STATE and DISTRICT CONVENTIONS

MAINE MONUMENT BUILDERS TALK BUSINESS AND EAT LOBSTER

The Memorial Craftsmen of Maine held their regular annual meeting December 7, 1949, at the Eastland Hotel, Portland, Me.

Joe Morrison, George E. Morrison & Son, South Portland, Me., president, presided at the one day meeting for which more than 75 craftsmen, wholesalers and supply men gathered. He introduced Charles A. Berry, Charles A. Berry Monument Co., Portland, Me., who gave the principal address dealing with the problems and prospects of the industry.

Several wholesalers put on a display and exhibit and also modern up-to-date designs were shown with emphasis on religious symbolism which can be cut by the sandblast method.

A banquet of Maine lobster was served at noon and during the dinner prizes presented by the supply houses were drawn and distributed.

Among the guests were several cemetery superintendents, one of whom, Robert Chase, superintendent of Evergreen Cemetery, Portland, talked to the group emphasizing the better relations that exist today between retail dealers and cemetery officials.

Reelection of the 1949 officers took place in the afternoon and include: Joe R. Morrison, George E. Morrison & Son, South Portland, Me., President; Edward Dornan, William E. Dornan & Son, Inc., East Union, Me., vice-president; Russell B. Ela, Ela Monument So., Portland, Me., secretary-treasurer. Directors: John DiMatteo, Maine Memorial Co., South Portland, Me.; Marius Page, Bath, Me., and Stan Fletcher, Fletcher & Butterfield Co., Bangor, Me.

ROBERT MANTHEY PRESIDENT OF THE WISCONSIN ASSOCIATION, M.B.A.

One of the largest attended meetings in the association's history is reported to have taken place February 3, 1950, at the Plankinton House, Milwaukee, Wis., when members and friends convened for the annual winter convention of the Wisconsin Association, Monument Builders of America.

After calling the meeting to order at 10 A.M. in the Lotus Room of the Plankinton Hotel, Walter L. Kuebler, Walter L. Kuebler Memorials, Burlington, Wis., presented the annual report of activities, and then called on Merrill W. Schaefer, Schaefer & Company, Milwaukee, Wis., who read two reports, that for the secretary and the treasurer. It was a satisfaction both to give and hear these reports due to the large number of paid-up members resulting in a favorable bank balance.

The appointment of committees followed after which the meeting adjourned for lunch. Interest was added to this period by the distribution of prizes donated by wholesalers, supply houses and the trade press.

Ed Wagner, public relations representative of the American Monument Association opened the afternoon session as guest speaker. His "chart" talk was directed toward arousing the dealers to an awareness of the increasing menace of no-monument and memorial park promotions.

According to Secretary Schaefer "the highlight of the Wis-

consin Convention" was the sales training program which was put on by Alex Park, executive vice-president and secretary of the Monument Builders of America.

A discussion on the costs of monuments and markers was lead by Fabian Monfils, Kenosha Monument Company, Kenosha, Wis.

One of the most valuable parts of the Wisconsin meeting was an Open Forum. Practically all of the members present took part, problems were presented and many ideas offered for their solution.

New officers elected for the coming year included, Robert J. Manthey, Carl Manthey & Sons Co., Green Bay, Wis., president; Maurice Mundt, E. A. Mundt Granite Co., Marinette, Wis., first vice-president; Anton Kneuppel, Appleton Marble & Granite Works, Appleton, Wis., second vice-president, Walter L. Kuebler, Walter L. Kuebler Memorials, Burlington, Wis., director ex-officio and Art Jones, director for three years. Delegates to the national convention, Fabian Monfils, Kenosha Monument Co., Kenosha, Wis., and Robert Manthey, the new president.

NORTHWEST MONUMENT BUILDERS ELECT DAVE WIRTH PRESIDENT

Minnesota, North and South Dakota, known as the Northwest Monument Builders, held their 45th annual convention February 6-7, 1950, at the Hotel Lowry, St. Paul, Minn.

The meeting was called to order by Don Gilmer, Delano Granite Works, Delano, Minn., president of the association, and after the invocation Mayor J. Delaney welcomed those in attendance to St. Paul.

"Advertising is Our Salvation," was the subject of an instructive address by Robert Phillips, Jr., public relations and field representative of the American Monument Association, Buffalo, N. Y. He was followed by Richard McBride, field representative of the Barre Granite Association, Barre, Vermont, who reported on the plans and activities of the Barre Guild.

An inspiring address on salesmanship was presented by F. Karr of the St. Paul Association of Commerce, with the next feature being a film, "Cavalcade of Marble" an interesting production of the Vermont Marble Company, Proctor, Vermont.

The sales training course which was an outstanding feature of the 1949 annual convention of the A.M.A.-M.B.A. in Chicago, was presented by Alex Park, executive vice-president and secretary of the Monument Builders of America. Mr. Park also reported that the sales training program would be presented again this year at the annual convention in St. Paul, Minn., August 20-24, 1950, and told of other interesting features to be expected.

A fine dinner, good music, gifts for the ladies and door prizes for the lucky members with dancing to climax the evening, made the banquet held in the Fiesta Room of the Lowry Hotel an evening to be remembered with pleasure. E. L. Stockinger of St. Cloud was the master of ceremonies.

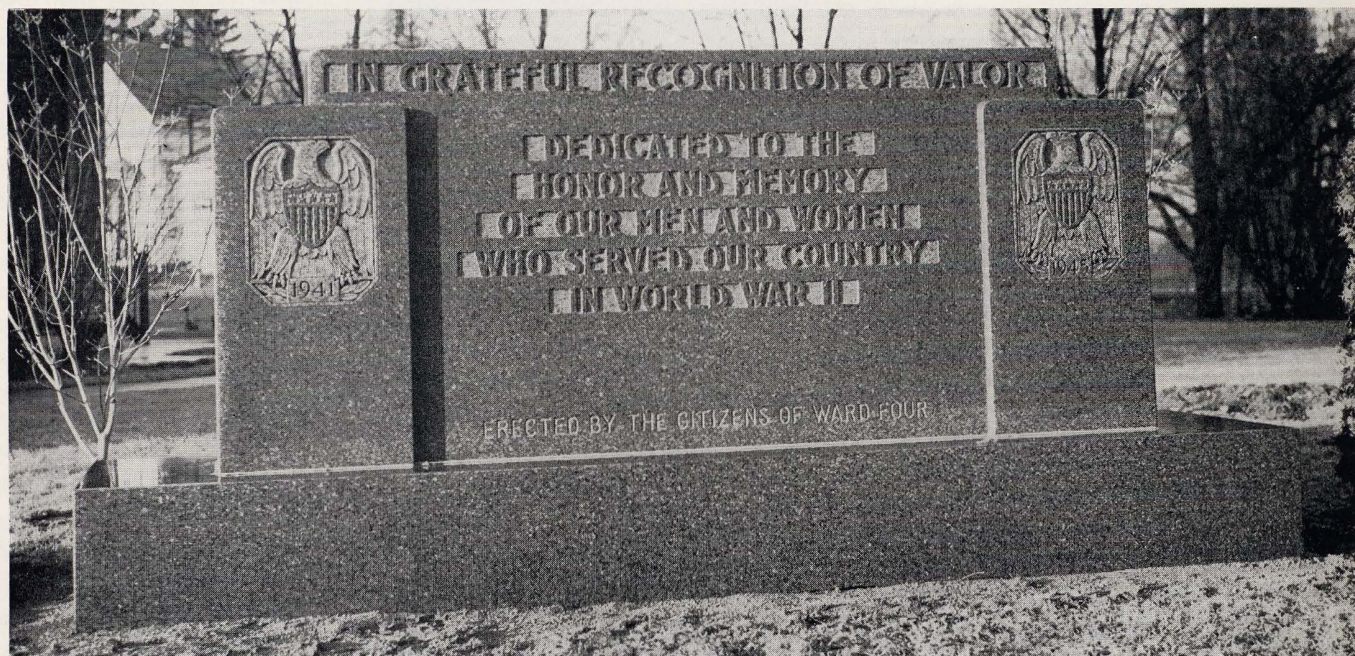
The second morning, Paul Daggett, executive secretary of the Catholic Cemeteries of the Twin Cities spoke to the

[Continued on Page 54]



QUINCY GRANITE

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Courtesy of Louis Cassani, Quincy, Mass.

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THE IDEAL GRANITE FOR POLISHED MEMORIALS

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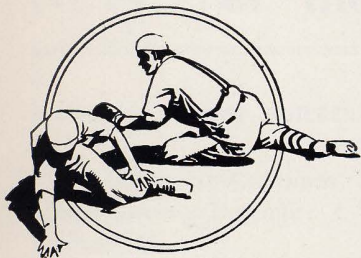
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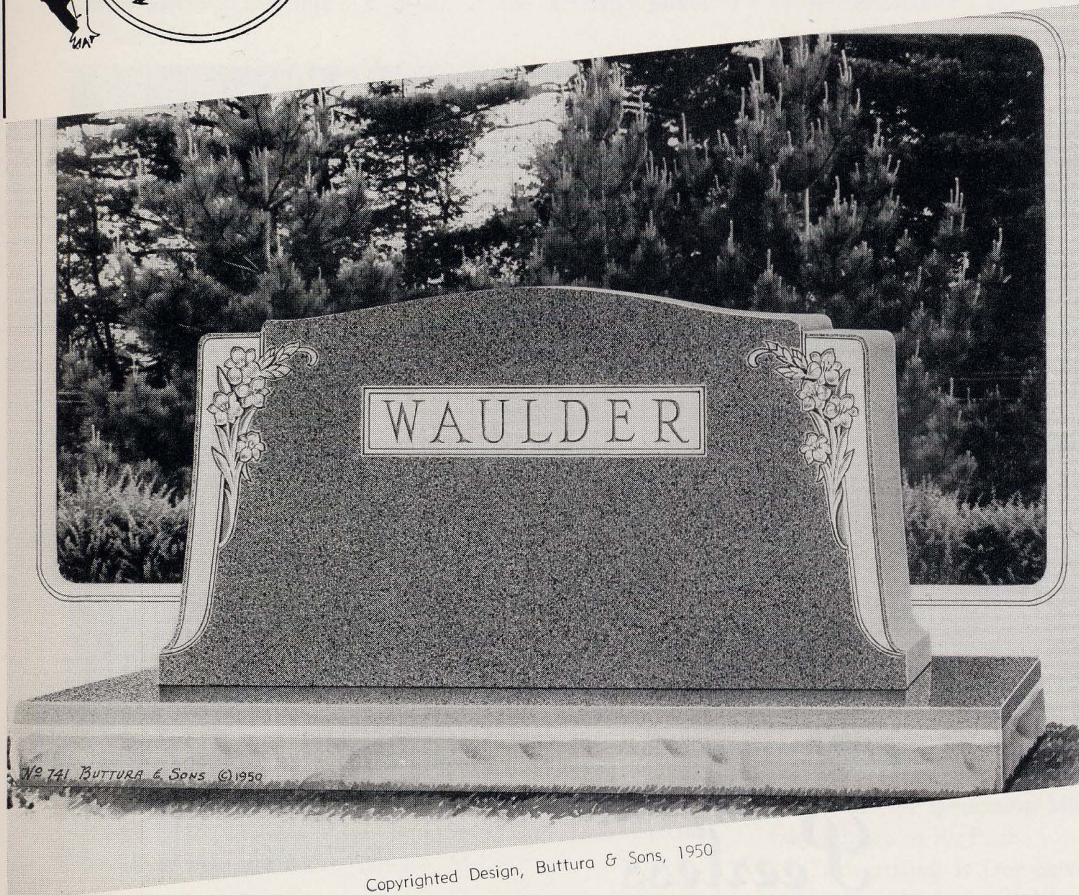
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IF YOU ARE selling BETTER BUILT MEMORIALS,—if you are doing your level best to promote the erection of *only first class* monuments in the cemeteries of your community, you are helping to insure your future, also that of the entire industry. The general public forms its opinion of you as a memorialist and commemoration *as an idea*, by the appearance of the monuments being placed in your cemeteries.

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BUTTURA & SONS . . . Barre, Vt.

"Better Built Memorials"

ARCHBISHOP CUSHING HITS SOCIALIST CEMETERIES

The remarks of Archbishop Richard J. Cushing to the Second Annual Meeting of the National Catholic Cemetery Conference in Boston, Massachusetts, received conspicuous notice in the Boston Daily Globe for Feb. 16, 1950. Headlines for a three column story read: "Socialist Cemeteries Hit By Archbishop Cushing." He said that ideas have been advanced that would have everyone "buried in great non-sectarian, non-religious, non-profit, non-personal, non-descript, national Socialist cemeteries." He urged Catholic cemetery officials to resist any effort to "nationalize, secularize, or socialize our cemeteries." He cautioned that cemetery officials should be vigilant about the rights of "consecrated ground, and Christian burial, the rights of our blessed dead in the realm of cemeteries."

NEWS FROM ACA LEGISLATIVE COMMITTEE

"An Associated Press release out of Washington, D. C., Feb. 25, 1950 quoted members of the House Public Lands Committee as saying that they consider the chances of getting a bill passed this year to establish national cemeteries in Ohio and Michigan are 'not good.' Articles appearing in Michigan and Ohio newspapers shortly thereafter reaffirmed this information. The purpose of the article was ostensibly to plant the thought in the minds of persons favoring such cemeteries that they had better get to work and create more enthusiasm for such projects. Articles which reached our attention indicated that the House Public Lands Committee was under pressure not to pass such bills. It is good to know that the weight of our arguments has been felt, but any suggestions that pressure has been exerted is certainly far from the truth. The plain fact is that the common sense statements which have been made by private cemetery interests appeal more to the House Public Lands Committee than do the vague and expensive theories of the government cemetery advocates. This seems apparent, for 2 Army Authorities had just finished testifying before the Committee a few weeks prior to publication of the article."

The Legal Department...

VALIDITY OF CEMETERY'S RULES

A cemetery refuses to permit installation of a monument brought in from another cemetery on reinterment of bodies memorialized by the monument. The refusal is based upon failure of the monument to conform to the cemetery's rule requirement that monuments must be finished on the front and back. The particular stone is unfinished, excepting as to the name panel. The association has permitted two similar monuments to be erected on other lots. We are asked to discuss the legal aspects of the situation in the light of pertinent court decisions.

We assume that the rule in question was in force when the lot in which reinterments were made was purchased. If it was not, it is very doubtful that the rule can be enforced in this case, because the courts generally recognized that where there is no restriction upon the kind of memorial that may be erected when a lot is sold, a restriction as to size, design, etc., may not be imposed against that lot. But a restrictive rule, if reasonable, may be enforced against lots sold after its adoption.

"It is everywhere recognized that cemetery associations have the right to provide by reasonable rules and regulations, of general and *uniform operation*, for the improvement and adornment of the cemetery and the lots therein." But a distinction is to be drawn between rules adopted before, and those adopted after, sale of the lots against which it is attempted to enforce the rules. In some cases, a cemetery unsuccessfully attempted to enforce a rule in derogation of the rights previously granted by conveyance to the lot owner. (*Johnson v. Cedar Memorial Park Cemetery Assn.*, 233 Iowa Rep. 427, 9 N. W. 2d, 385, decided by the Iowa Supreme Court.)

Assuming that the rule in question was adopted before purchase of the lot on which the association now refuses to permit a rough stone to be installed, the rule would seem to be valid *if it has been uniformly enforced in the section where the lot is situated*. We know of no court decision that denies to an association the right to insist upon uniformity in the size or type of memorials, as against purchasers of lots after the rule is adopted. This is especially so in the case of privately owned and operated cemeteries, or where there are other local cemeteries in which one may secure burial space where no restrictions distasteful to him are enforced. In the Iowa case, the court recognized that such cemeteries may adopt a rule forbidding installation of any memorial other than a bronze marker on lots thereafter sold.

But if the cemetery association involved in the case presented by our correspondent has waived the rule against unfinished monuments in other cases, and especially in the section where the particular lot is situated, the courts would be very apt to declare that the rule cannot be enforced in this instance.

Again we quote from the Iowa decision—because it is the latest comprehensive opinion on the general subject and cites similar conclusions reached by the appellate courts of other states:

"But plaintiff argues, the rule prohibiting granite and requiring bronze markers, if any are used, has not been applied generally and uniformly by defendant. It is also argued that the rule has been waived. *It is well recognized that a regulation*

Conducted by
A. L. H. STREET
Authority on Cemetery
Law and Legal Editor
of the Monumental
News-Review



adopted by a cemetery must not be applied in an arbitrary or discriminating manner. . . . If the regulation is applied to all who acquire burial space in the same manner, under like circumstances, it does not offend the law."

In the Iowa case, it was decided that the rule there involved had been uniformly enforced and was not waived.

A SALES TAX DECISION

An Arkansas memorial dealer's attorneys seem to have misinterpreted the sales tax law of that state, and thereby the dealer was stuck with a ten per cent penalty and interest.

The law imposed a two per cent on retail sales and the dealer proceeded upon a theory that the tax ought not to be computed upon the gross price of a memorial, including labor and personal services involved, but only upon the part of the price apportionable to the sale of the stone. He estimated that labor and services represented one-half of the price and therefore reported his sales on the basis of only one-half of the total price received. The Arkansas Supreme Court ruled that he was liable for tax on the entire amount received and was subject to a statutory penalty of ten per cent plus interest for failing to account on that basis, in addition to being required to "kick in" with the amount of tax unpaid. (*Ferguson v. Cook*, 220 S. W. 2d 808.)

The Supreme Court noted that the statutes of the different states vary in wording, but that in the only other case cited as having been decided in the monument field, the Appellate Division of the New York Supreme Court ruled that a sales tax imposed in that state must be computed upon the full price of the memorial, including that part apportionable to labor. (*Goldstein Monument Works v. Graves*, 254 App. Div. 798, 4 N. Y. Supp. 2d 241, cited in a note at 139 A. L. R. 384.)

Imposition of the penalty was upheld by the court on the ground that, although the dealer did not collect from his patrons the amount of tax computed upon the total price, he did fail in making his return to the tax authorities to show that he had made a deduction from the price on account of labor and services. This was not discovered until the authorities audited his books.

TEN CHARACTERISTICS *of* THE MASTER MEMORIAL SALESMAN

1. *He is a student of art* in general and of memorial art in particular. He believes he has a mission in life and that the destiny of the memorial idea depends largely upon him because he is the intermediary between the public and the entire industry.
2. *He impresses his public* because he can appreciate and talk the art of his business together with both the emotional and practical aspects of the problem his client confronts. He is more of a counsellor than he is a salesman.
3. *He inspires confidence* because he can visualize his ideas, and the ideas of his clients, with rapid sketches. He knows that *anyone can learn to draw* with little if any more effort than it takes to master the game of bridge!
4. *He commands respect* because he is an expert, a man who respects his art and craft as a profession; and proves it by the way he talks and by the *visual demonstration* of his sketches.
5. *He is imbued with sentiment himself* and his nice sensibilities reveal themselves in his conversation and his ideas. He is therefor convincing and persuasive in appealing for the personalized memorial—the only memorial that offers any hope for the future of the memorial idea.
6. *He respects bereavement* and he does not consider the bereaved to be merely “prospects for a sale.” They are human beings in sorrow and suffering who need his help and who can mitigate their grief through the articulate sentiment which constitutes his prime service.
7. *He is not a mere order taker* and he does not think in terms of the order book but of the client and the client's problem; how he can truly and sincerely help them to make their sentiment and devotion articulate and beautiful regardless of the amount they wish to spend. He eschews merchandising clap-trap; he stimulates sentiment, not price-consciousness. He never speaks of the Die—Base—Bevelled Top—Rock Ends, etc.—terms out of place in his field—terms belonging exclusively to the Manufacturer.
8. *He analyzes the prospect's problem* by investigation and questioning before he volunteers any suggestions or “opens up his kit(!).” He wants facts about the site, the character and story of the family or the deceased, their faith, antecedents, associations, interests, occupation and any other data which may give him clues to an idea, a theme, a personalized motif for the memorial. He does not “prescribe” an idea until he has “diagnosed” the case!
9. *He knows memorial art*; the types of design ranging from the humble marker to the towering obelisk and the architecture of the mausoleum. He can reason or rationalize good design, the good from the bad; he knows his lettering, ornament and the basic principles of esthetics as applied to architecture and the memorial. This command of essential information enables him to exercise his imagination in suggesting unusual ideas and themes for a memorial, and in convincing his client that he has the right solution!
10. *He commands a good income* because his ability, his service and his pride of profession command results—profitable results!

E. L. SMITH QUARRY

DIVISION OF ROCK OF AGES CORPORATION

BARRE, VERMONT

Reprinted by request from our February 1942, advertisement in the Monumental News-Review

Monumental NEWS-REVIEW

THE TRADE JOURNAL OF THE
MONUMENTAL INDUSTRY

Established 1889

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

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It took untold millions of years to create the vast deposits of Georgia Marble. Nature's heat and pressure created a massive unit of solid compact material. To wrest the marble from its natural bed requires many years of experience.

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The Marble with the Sparkling Crystal

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A Simplified Method for Establishing PROPER SELLING PRICE

In the past year we have had many inquiries from subscribers both old and new for information as to figuring costs and establishing selling prices that will insure a profit. Most of these letters have been answered along the lines of the article below, which we recently received from one of the most successful memorialists in the East, entitled:

COST KEEPING SIMPLIFIED

"To the cost of the monument at the quarries, add the freight and cartage, the cutting or lettering done in your shop, the hauling to the cemetery and setting, the foundation, and whatever else you spend to get the job ready for your customer. That will give you the cost set in the cemetery—to which must be added overhead and profit.

"Overhead includes: Rent, Heat, Light and Power, Taxes, Insurance, Tool Sharpening, etc., Supplies, Advertising and Stationery, Telephone and Telegraph, Depreciation, Interest on Investment, Bad Debts, Proprietor's Salary, Selling Expenses, Extra Labor, Clerk Hire, anything in fact that is helping to swell your costs.

"Don't guess at your overhead expenses. Keep a record of each item, and at the end of the year divide the total of your overhead expenses by the total amount of your sales. That will show what percentage of your business is being eaten up by overhead. If this percentage runs too high, you must do either one or both of two things—cut down your overhead expenses or enlarge the volume of your sales. In certain sections, where careful records have been kept, dealers figure their overhead at 30 per cent, with an extra 10 per cent added for profit. Taking that as a basis, they increase their total cost by two-thirds to get their selling price. To put it in the form of a rule: *Increasing the total cost by two-thirds will allow for a margin of 40 per cent on every sale (30 per cent overhead and 10 per cent net profit).*

NOTE: Increasing the cost by three-fourths gives a 43 per cent margin (33 per cent overhead and 10 per cent profit). Increasing cost by seven-eighths gives a 46 per cent margin (36 per cent overhead and 10 per cent profit). Doubling the cost gives a 50 per cent margin (40 per cent overhead and 10 per cent profit). You may work all this out in percentages if you choose, but the results will be approximately the same.

AN EASY WAY TO FIGURE THE SELLING PRICE

"Call it that you buy a Monument, f.o.b. quarries for	\$100
And that the Freight and Cartage is	20
The Lettering	10
The Hauling and Setting	12
The Foundation	14

Then the Cost of Monument Set in Cemetery is\$156
Now suppose that your Total Sales for the Year are.....\$14,000
And that your Overhead Expenses for the year are\$ 4,200
 $\$4,200 \div \$14,000 = .30$ (which shows that your overhead is 30 per cent of your yearly sales).

"In order to get a selling price which will cover this 30 per cent Overhead and a 10 per cent margin of Profit, you must increase the total cost by two-thirds. Two-thirds of $\$156 = \104 . $\$156$ plus $\$104 = \260 , the selling price, and $\$104$ is 40 per cent of $\$260$. (30 per cent overhead and 10 per cent net profit.)"

EDITOR'S NOTE: We think it wise to note that the 66 2/3% figure is neither arbitrary nor magic, and should be considered as the minimum markup to insure a 10% profit. This formula applies in the main to standard work, purchased at quarry centers, and special designs should carry an extra markup to bear their share of the overhead. Obviously a retailer who concentrates his selling on personalized special work should and can charge more and must take a higher percentage for his markup, unless he includes this extra work and expense in his overhead column and finds that his volume permits a fair profit at the lesser markup. One of the most prevalent errors of self-delusion, and a certain short-cut to a dead end, is the failure of the retailer, who does a large share of his own manufacturing, to figure his true costs. Here, there is a human tendency, but no less fatal, to forget that the manufacturing end must bear its share of depreciation, rent, management and other charges and also show a profit on the books before a selling cost has been determined. This fact plus the all important time taken away from selling and the equally bad tendency to think in terms of production rather than the emotional problem of the prospect often leads to a price psychosis and is more responsible for ill conceived price-cutting than any other single factor. The retailer with a deeply imbedded price psychosis seldom is capable of creative and profitable selling. In the end it is not how cheap you can make it and sell it, but how beautiful and how satisfying the memorial is to your client. The client that buys for less generally gets less, because he bought with his head not his heart and this customer seldom joins the ranks of your "unseen salesmen."



Father of the
Israeli Army
COMMEMORATED
at
WEST POINT

"He had a distinguished World War II record behind him, a promising law practice ahead. But he dropped everything to answer a new call—and died fighting for Israel."

—The Saturday Evening Post

A SIMPLE but impressive monument was recently erected in the cemetery on the grounds of the United States Military Academy at West Point. It marks the grave of a professional soldier whose career is, in many respects, unique in the annals of American military history.

Many times decorated and otherwise honored for his valor and resourcefulness in World War II, Colonel David Marcus, the class of 1924, became the organizer of an army for the youngest nation of our time. His brilliant ability as an organizer, his career as an officer in the regular army and his amazing genius in the science of logistics, strategy and tactics are largely responsible for the triumph of Israel over the Arabs and for the founding of the new nation. Like George Washington in the American Revolution, beloved "Mickey" Marcus organized disarrayed bands of devout and valiant guerillas into an efficient and successful army. He lost his life in winning the war for Israel.

The story of David Marcus is an epic in American history; a pattern of what is and must remain the "American way of life." A devout orthodox Jew, "Mickey" Marcus shared quarters at the Academy with a Roman Catholic and an Episcopalian. He soon became one of the most popular plebes at the Academy. Raised in the lower East Side of New York City, "Mickey" had early learned to fight his way through life; and the lesson he learned in childhood stood him in good stead throughout his remarkable career. He learned how to fight, and his fearless fighting and training gave America one of her great soldiers. Let us quote, in evidence, the opening lines of a feature story in the *Saturday Evening Post*, December 4, 1948:

"The referee raised the blond boy's gloved hand, and all West Point stared unbelievably. Cadet David (Mickey) Marcus, the future intercollegiate champion, had lost his first fight—a mere inter-class championship affair—to a fellow cadet. While the stunned cadet corps watched silently, the chunky loser hurried across the ring to extend smiling congratulations to the victor. He held out both gloves, but flinched a little as his opponent's left glove touched his, the lethal one that had scored so often for Army in intercollegiate meets.

"The flinch gave the post surgeon his cue. He scrambled up into the ring and said: 'Mr. Marcus, let me see your left arm.'

"The loser extended it hesitatingly. The surgeon held his wrist and pushed against the glove. The cadet winced again.

"'Mr. Marcus, your wrist is dislocated,' he said accusingly.

"'Yes, sir,' was the reply.

"'When did you dislocate it, Mr. Marcus?'

"'This afternoon at riding, sir.'

"'Did you go into the ring knowing that your wrist was dislocated?'

"'Yes, sir.'

"There was a hush, then the surgeon asked testily, 'Mr. Marcus, what made you do such a damn-fool thing?'

"'Sir,' the cadet replied, 'I knew my class needed this bout. I didn't think we had anybody else that could lick Mr. Ducrot. I thought maybe I could do it with one hand. I was badly mistaken, sir.'"

Devotion to family, home, country, tradition, and faith are cardinal tenets of the Jewish religion and the Jewish ideology.

[Continued on Page 52]

The Barre Guild and Conditions in The Barre Granite Industry

*(A Speech delivered at Michigan Association in Lansing and at 13 other
State Conventions by Richard T. McBride)*



RICHARD T. MCBRIDE
*Field Representative
Barre Granite Association
Barre, Vermont*

IT GIVES me a genuine sense of pleasure to appear before your State Convention once again. As many of you know, I am the Field Representative of the Barre Granite Association, a trade association composed of 77 quarriers and manufacturers of the Barre, Vermont, district. On behalf of the members of our Association, I would like to thank you for the opportunity to report on the activities of the Association during 1949 and to tell you of our plans, particularly our dealer merchandising plans, for 1950. First on Apprentice Training.

Apprentice Training

The number of apprentices employed in the Barre district as of November 30, 1949 was 144, consisting of 115 Cutters, 24 Polishers and 5 Sawyers.

Seventy-two apprentices were graduated with appropriate ceremonies at the Hotel Barre during June of 1949. Such graduation exercises have contributed greatly to the morale of these men and recognition of their diligence and skill has been the policy of the Joint Apprentice Training Committee.

Skilled Carvers

The five Italian carvers which the Association brought to Barre about a year and a half ago have successfully passed their indoctrination period in working granite. Reports indicate their work to be exceptionally good and undoubtedly their performance will improve as time goes by.

The status of the five men is now in the hands of the Congress of these United States. Since their arrival in July, 1948, they have remained on a temporary six months visa which has been renewed several times.

Now, their probationary period has elapsed. We have arranged for the introduction of legislation to convert their temporary status to a permanent one, providing Congress is agreeable. This legislation will probably be acted upon during the 1950 session. Providing this legislation is passed these men will be able to file first citizenship papers and seek admission of their families under the quota. It is our hope that permanent residence may be secured without too much delay.

Picture Story

Many of you, I know, have seen the story on Barre which appeared in several Sunday supplements, including the Pittsburgh Press and the Detroit News. I think you will all agree that stories of this nature have a terrific publicity value and while of benefit to all phases of our industry, it seems to us that the dealers in cities where the story appears have a marvelous opportunity to use this material to their own advantage. The story has now appeared in four Sunday newspapers and we believe that it may appear in about 10 more.

Barre School of Memorial Art

The Barre School of Memorial Art is in its fourth year of operation this year. There are 32 students enrolled, representing 12 states and the Territory of Hawaii. Any young man who is interested in the monument industry, who hopes to

become a designer or a draftsman or a designer-salesman, is eligible to attend. The purpose of the school is to train young men for the retail field and most of the students who come to the Art School are affiliated with some retail dealer. The regular program is two years in length. During the first year the group is divided into two classes, which alternate between free-hand drawing and drafting in such a way that there is continued progress throughout the year. During the second year students work on special subjects which might include drafting including mausoleums, air brush technique, modeling and so on.

Students who want to gain a particular skill may enter the school for periods shorter than the regular two year course. Such students work under the guidance of Emilio Politi, director of the school and valuable training on special subjects can be secured in this manner. Obviously, however, it is not possible to obtain the basic background and understanding possible in the regular two-year program.

The tuition is \$375.00 per year which includes expendable supplies such as paper and pencils but does not include room and board. Rooms in Barre are available from \$3.00 to about \$7.00 per week and room and board is available for about \$15.00 per week.

Veterans are eligible for the educational benefits provided under the G. I. Bill and this year about 55 per cent of the students at the school are veterans.

Possibilities for part-time work are limited. The school day ends at 2:00 P. M. and some of the students have secured jobs in local stores from 2:00 to 6:00, but jobs in the granite plants usually are hard to find because the plants close at 4:00 P. M., just two hours after the student could start working each day. The school cannot guarantee jobs nor can it guarantee employment upon completion of the two year course, although 95 per cent of the school's graduates are presently employed within our industry.

Two publications are available which describe the curriculum and operation of the school in detail and can be obtained by dropping us a card in Barre, Vermont.

Consolidation Service

On January 3, 1950, the Barre Guild Consolidation Service started operations. The Barre Guild Consolidation Service

[Continued on Page 42]



The Statue Memorial
to JOHN VINCENT POWER
who was awarded
THE CONGRESSIONAL
MEDAL OF HONOR
recalls our obligations
as MEMORIALISTS

by Ernest Stevens Leland

This fine memorial to First Lieutenant John V. Power, United States Marine Corps Reserve, Worcester's only Congressional Medal of Honor Awardee, stands on the lawn of the City Hall of Worcester, Massachusetts, the gift of the citizens of that community in grateful memory of the sacrifice and valor of one of its most promising young men. The sculptor was B. B. Cianfarani of the Gorham Bronze Company of Providence, R. I., who cast this 8' 6" bronze likeness as well as the plaque. The pedestal of Goss Pink Deer Island Granite was furnished by Davis Memorials Co. of Worcester, Mass.

IT WAS on December 21, 1861, that President Lincoln affixed his signature to the first Congressional Medal of Honor Award. During the momentous year of 1918, President Wilson approved a special act of Congress which ranked the Congressional Medal of Honor on equal station with the highest military honors bestowed by any other nation, awards such as the treasured Victoria Cross of the British Empire and The Legion of Honor in France.

Approximately three thousand Congressional Medals of Honor have been awarded since Lincoln signed the first citation. With few exceptions, the heroism and sacrifice of these men has not been permanently commemorated for posterity. The citations, the medals, and the identity of these heroes remain lost to us in government records, newspaper files and in the homes of these immortals. This is a sad commentary upon our profession as memorialists.

To the community, and particularly to the younger generation who should derive inspiration from the heroism and

DEDICATION CEREMONIES ATTENDED
BY MANY THOUSANDS

Many thousands of grateful citizens solemnly attended the dedication of the John Vincent Power Memorial on November 2, 1947 to the young 1941 graduate of Holy Cross College, who gave his life for his men and his Country. Left to right in this Dedication Day photograph are seen: Major General Clifton B. Cates, his former commanding officer, his mother, nephew, his father, Patrolman Powers of the Worcester Police Force, and Mayor Jeff Sullivan.

Photos by *The Worcester Telegram-Gazette*.



sacrifice of these men and women, the memory of their signal service to the nation remains unrecorded on monuments in hundreds of communities throughout the nation. This is wrong. It is wrong for the community and wrong for the memorial idea.

Why, as memorialists, have we failed so miserably to advocate the *permanent* commemoration of these Congressional Medal of Honor Heroes in our communities? It is a sad commentary upon our resourcefulness, enterprise and, most important, our sense of duty to the community.

In the light of all the many ambitious plans and programs for "promoting the Memorial Idea and Ideal," why have we ignored this golden opportunity to focalize public attention on the historic and inspirational function of public memorials commemorating notable citizens and notable events? Have we "put the cart before the horse" in our sincere efforts to protect and promote the Memorial Idea?

Devotion to Deity, and gratitude for sacrifice in any worthy cause for country and mankind, has ever been and should always remain a vital factor in evolving and developing the ideals and moral aspirations of a Nation. The function of the artist—the memorialist in our case—involves the obligation of visualizing and perpetuating this devotion to God and country.

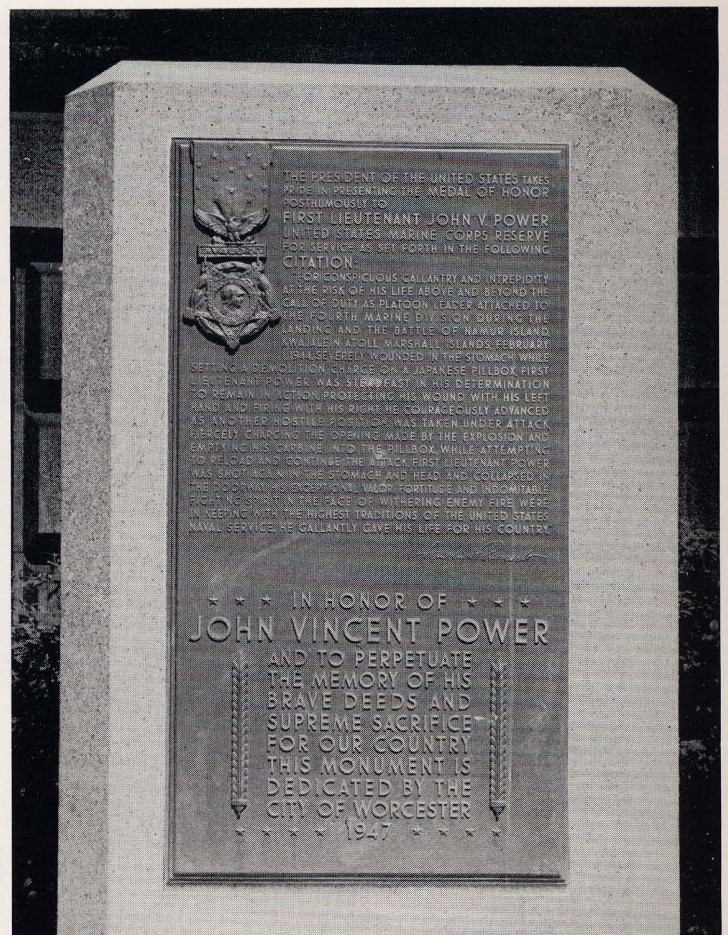
We are in immediate danger of degrading and demoralizing these ideals here in America. As memorialists we share responsibility for a dangerous degeneration of our ideology. The permanent commemoration and glorification of heroes and historic events is a responsibility which the memorialist has neglected or ignored. The uncommemorated heroes who have been awarded the Congressional Medal of Honor, since 1861, present typical examples of lost opportunities in advocating public memorials to notable people and notable events in the community.

Perhaps we should take a lesson from the comic sheets, the movies and television. To an astounding degree these media have revealed the reaction of the normal child and adult to stories of courage, heroism and sacrifice.

The current and fictitious adventures of "Hop-a-long Cassidy," for example, are made far more important to young and old alike than the *true* and inspiringly dramatic adventures of men and women who have shaped the destiny of our civilization. Day by day, young and old alike follow the fantastic and fictitious adventures of Roy Rogers, Gene Autry, the Lone Ranger and others born of the cartoonist and the script writer, while the true and dramatic stories of our Nathan Hales, in peace and war, are lost to memory. Yes, we may well take a lesson from this public reaction to heroism, real and fictional, in our fumbling efforts to promote the Memorial Idea.

As children we learned to revere the heroes of ancient myths, legends, sagas and recorded history. As grown men and women, we all retain this reaction to bravery, chivalry and sacrifice. It is a natural projection of our unattained dreams and aspirations. And just as millions derive a reaction to fictitious heroes in stories and comic strips, so likewise they are moved by monuments to notable men and events. Day by day, hundreds pause beside the statue of Nathan Hale in City Hall Park, New York. People have been known to kneel in prayer before the great statue of Lincoln in the Memorial at Washington. And this reaction is not confined to monuments commemorating the great immortals.

Educators, psychiatrists, physicians, editors and clergymen



INSCRIPTION ON THE PLAQUE

"Replica
of
Medal
Here"

The President of the United States takes pride in presenting the Medal of Honor posthumously to
FIRST LIEUTENANT JOHN V. POWER
United States Marine Corps Reserve for service as set forth in the following CITATION:
"For conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty as Platoon Leader attached to the Fourth Marine Division during the landing and the battle of Namur Island, Kwajalein Atoll, Marshall Islands, February 1, 1944. Severely wounded in the stomach while setting a demolition charge on a Japanese pillbox, First Lieutenant Power was steadfast in his determination to remain in action. Protecting his wound with his left hand and firing with his right, he courageously advanced as another hostile position was taken under attack, fiercely charging the opening made by the explosion and emptying his carbine into the pillbox. While attempting to reload and continue the attack, First Lieutenant Power was shot again in the stomach and head and collapsed in the doorway. His exceptional valor, fortitude and indomitable fighting spirit in the face of withering enemy fire were in keeping with the highest traditions of the United States Naval Service. He gallantly gave his life for his country.

Franklin D. Roosevelt

★ ★ ★ IN HONOR OF ★ ★ ★
JOHN VINCENT POWER
AND TO PERPETUATE
THE MEMORY OF HIS
BRAVE DEEDS AND
SUPREME SACRIFICE
FOR OUR COUNTRY
THIS MONUMENT IS
DEDICATED BY THE
CITY OF WORCESTER
★ ★ ★ ★ 1947 ★ ★ ★ ★



alike are alarmed by this current rage for the heroes of comic strips, movies and television, with their accent on crime, criminals, blood and thunder. And well they might be. With rare exceptions, none of these stories conveys a moral, an appeal to the nobler instincts of men, women and children. Just as there is a belated movement to improve both the characters and stories on the screen, radio, television and the comic sheets, so likewise there should be a nation-wide movement to permanently glorify men and women who, in *real life*, fearlessly and often dramatically served the nation, mankind and God. Take for example the stories of Congressional Medal Heroes. With rare exceptions, their feats of heroism were performed in a fearless effort to save a man or a unit in their "outfit."

The Congressional Medal of Honor citation usually reads: "For extraordinary heroism and gallantry above and beyond the call of duty." To which might well be appended the words of the Nazarene: "Greater love hath no man than this, that a man lay down his life for his friends."

Excerpts from The Encyclopedia Americana:

"MEDAL OF HONOR—An honor bestowed upon men of the Army, Navy and Air Corps and their components such as the Marine Corps and Coast Guard for specific services; regarded as a higher token of the War Hero than the Victoria Cross of England, the Legion of Honor of France, and the Iron Cross of Germany. It is given not for sheer performance of duty, no matter how hazardous, that duty

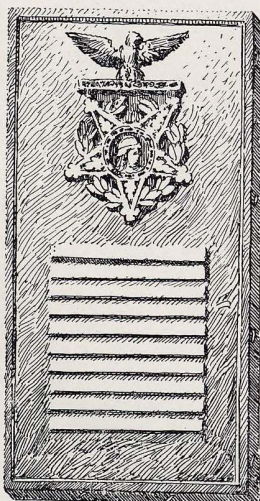
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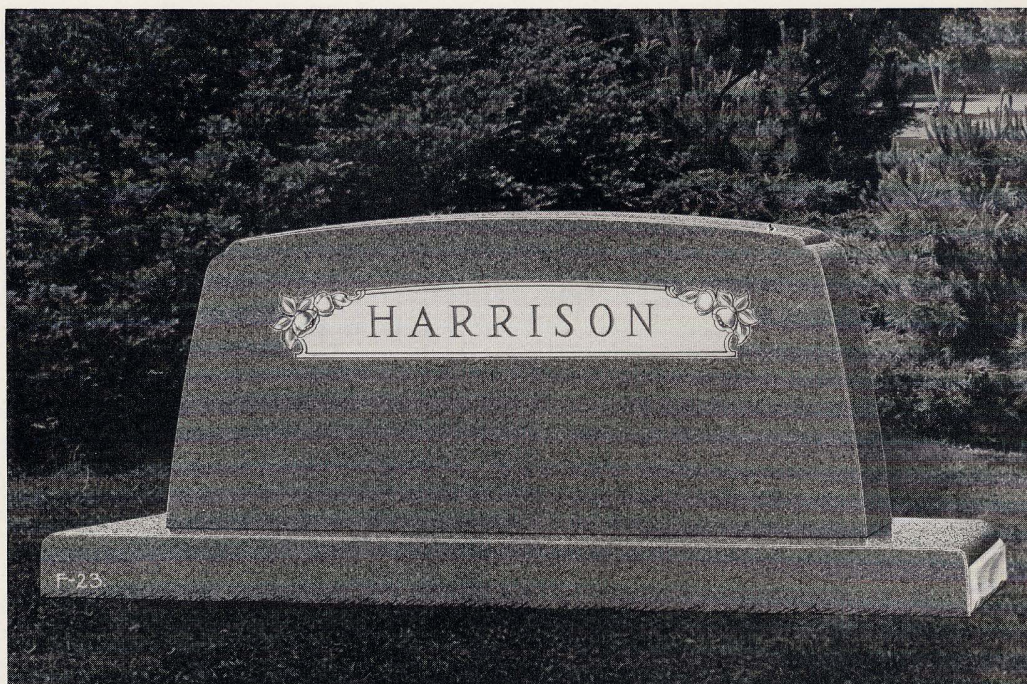


REPRINTED SUGGESTIONS FOR MEDAL OF HONOR MEMORIALS

On this page appear illustrations of suggested Medal of Honor Memorials, which appeared in our May 1947 issue. These contributions of Conrad Kenerson of Barre are reprinted with the hope that our second feature article on a Congressional Medal of Honor Memorial may stimulate needed action. The Greek stele design above to Pfc. William J. Grabiarz of Buffalo is we understand still a possibility as a future memorial.

Editor's Note: We would greatly appreciate receiving information as well as photographs of other memorials to Congressional Medal of Honor heroes.





A Plain Memorial with Simple Panel Carving

THE Harrison design illustrated is No. F-23 in our series of new designs. Some people prefer a plain memorial with a simple panel carving and it was this thought that prompted us to design the Harrison monument.

Let us digress from the subject of design for a moment and tell you about our new photograph laboratory which we now have completed. To meet the demand for an increasing volume of photographic designs we have installed two large automatic print dryers and an automatic print washer, together with a new 11 x 14 copy camera, and filing space containing more than 10,000 negatives of monument designs. The entire photographic department has been re-designed to make it the most efficient that modern machinery and methods will permit.

Operated by expert technicians, our photograph department has a capacity of 200 prints per hour. By using new methods and automatic equipment we have been able to improve the quality of our work, and speed delivery of orders.

This is No. 103 of a monthly series of designs by Glen I. Lammers, President, Bliss Design Co., Rockford, Ill.



ROBERT PHILLIPS, JR.
Field Representative
and
Public Relations
American Monument Ass'n

"WHERE DO WE GO FROM HERE?"

*Presentation of American Monument Association Field Program
by Robert Phillips, Jr., Public Relations and Field Representative, A.M.A.*

ONE of the smartest moves any business man can make is to periodically pull up short—take stock of what the future offers and then make his plans accordingly. That's the purpose of my part in this meeting. You are all monument dealers. I represent the American Monument Association. Let's all take a look at ourselves for a few moments and ask:

(1) *Where Do We Go From Here?*

Where do we go from here? I am going to answer that with one word out of the mouths of our competition:

(2) *Nowhere, If the Memorial Park Boys Have Their Way*

How much are they having their way? How much are they elbowing their ideas into the American way of life and the American way of interment after life has ceased? How much have they affected your business and mine already? Here, gentlemen, are the facts. Some of you have heard them for years. Few of you have done anything about them. Gentlemen, I'm not crying "Wolf" when I say we have reached a stage of sink or swim. If your earnings don't already reflect the trend away from monuments, you are a fortunate dealer indeed.

(3) *Memorial Parks Have Sold Over \$100,000,000 Worth of Non-Monument Cemetery Lots In a Little Over 30 Years*

(4) *55 New Memorial Parks Have Been Established In the U. S. A. In the Past 3 Years*

(5) *Today There Are 450 Memorial Parks In this Country. Tomorrow There Will Be More*

(6) *In 1949 They Sold \$7,000,000 Worth of Non-Monument Cemetery Property*

(7) *Their Sales Goal for 1950 Is \$10,000,000*

Those are the facts. And, to any man in any phase of the monument business they should be frightening facts. Why? Because

(8) *\$100,000,000 Decrease In Monument Cemetery Property Sales Means a \$200,000,000 Loss In Monument Sales*

(9) *If Memorial Parks Sell \$10,000,000 Worth of Lots In 1950 You Will Lose \$20,000,000 Worth of Monument Sales*

This is your problem—and don't think because you did not have a Memorial Park in your community in 1949 that

you will not have one in 1950 or '51. It's our problem, too, as an Association and we're very mindful of it. Let's take a typical example of the inroads of a Memorial Park in a typical American city. Here's what happened in Syracuse, New York, over the past 5 years.

(10) *One Memorial Park In Syracuse, N. Y. Sold 1633 Lots for a Total of \$429,000*

(11) *15 Syracuse Monument Dealers Lost In Five Years a Sales Potential of \$858,000 or \$57,000 Each*

Now, the insidious part of such losses is that the monument dealers don't feel the loss the first year—may not feel it for many years—or, until the purchasers of this Memorial Park property have a death in the family. Then, when they might normally purchase a memorial of granite or marble, they never do. Slowly but surely our market is being taken from us. It's a progressive loss mounting year by year. Why are these Memorial Parks so successful? What are their methods? How do they work? Here, again, are the facts. Let's know them so we may combat them.

(12) *Memorial Parks Employ 7 to 25 Salesmen Each*

The Memorial Parks don't wait for business to come to them. They go after it—door to door by high pressure—and, in a great many instances, by questionable methods. They picture the traditional cemetery as overcrowded, morbid, ugly—like this—

(13) *Picture of Overcrowded Cemetery Is Used to Show Disparaging Comparison With Memorial Parks*

They castigate monuments as inartistic symbols of death. They call the traditional cemetery un-democratic. The rich man erects a huge monument, the poor man has only a slab. They tell their prospects that the cost of a lot and monument averages \$1,750—and that a Memorial Park burial will cost only a fraction of that. They go around informing people that the traditional cemeteries are sold out—except for very expensive lots. Now, you and I know this is not so, but the public does not. In many instances their sales methods violate the ethics of the entire cemetery business. They sell lots as investments. They offer lots free, yet we know the price of these lots is buried in the so-called "perpetual care" costs. Again, we know, but the public does not.

(14) *It's Too Late Now*

The most important question you face, and we face, today is—

(15) *What to Do About It*

We all know that the traditional cemetery is generally either a non-profit, religious or municipal institution and doesn't have either the knowledge or the funds to fight the threat of the Memorial Park. We all know that, in a great many cases, the traditional cemetery's only answer has been to open a non-monument section itself—and that is no answer for us or for you! Why shouldn't they turn to bronze sections, if the public wants them? They must sell what the public wants. They aren't going to fight our battles for us. We've got to fight our own. We've got to educate the public to the many advantages—and there are many—of interment in traditional

[Continued on Page 49]

The Case History of The SUN-DIAL as a CEMETERY MEMORIAL

BY ERNEST STEVENS LELAND

"Some will say that the 'Leighton Case' was unusual; and that the average dealer has few opportunities to personalize memorials. That statement I challenge. While I concede that the 'Leighton Case' was unusual, nevertheless, long experience has taught me that a simple marker at the grave of an infant, no less than an imposing monument on the family plot of a millionaire, can be designed to SAY something, to MEAN something, to be a source of DEEP CONSOLATION TO THE BEREAVED and a lasting INSPIRATION to the passer-by, and to posterity. . . ."

SOON after World War I, I spent a long week-end with an old military school classmate of mine in the South, at his plantation located some twenty miles from one of the most picturesque and historic sites along the Atlantic seaboard. It was at a garden party during this week-end that I met "Mrs. Leighton." We had many mutual friends in the South and the conversation was enjoyable. I did not know, at the time, that Mrs. Leighton, whose extensive estate is one of the garden spots of the South, had recently lost her husband.

Later in the evening "Mrs. Leighton" joined a group of us before the fireplace. During an interval in the conversation she asked: "Are you going to be here for a day or two? I understand that you may be able to help me with a problem. . . ." So, I accepted an invitation to luncheon at "Leightonia" for the following noon, which resulted in a memorable experience.

Mrs. "Leighton" was an elderly lady but, like so many Southern aristocrats, she retained a charm and vivacity which endeared her to all. Her stately mansion was surrounded by gardens, open to the public during the flower-blooming seasons. When the luncheon guests had departed, Mrs. "Leighton" led me into the living room. She told me her story and explained her problem. It was a story and a problem that is familiar to all veteran memorialists; a story of confusion, uncertainty and indecision in selecting a memorial for the family plot.

"For more than a year now," she said, "I have been trying to decide what to do . . . Over there in the library is a stack of drawings, photographs, booklets, catalogs and a few plaster models . . . The more I go through them all, the more confused I become. Almost every day someone calls, writes or telephones with a new idea . . . Many of the designs are quite lovely, but all of them leave me, well, shall I say *cold*? . . . I can find no reason for selecting one from the others. . . . So much I want the monument to be right; to *mean* something to all of us. . . . I don't want anything large or pretentious. . . . Surely there must be *some* answer to my problem. . . ."

We talked at random for a time and, as usual, I tried to find some association of ideas, some personal sentiment, some *idea* or *theme* for the memorial (the *diagnosis* technique, which fortunately the younger generation of memorialists is rapidly adopting.) Mrs. "Leighton," in referring to the expense of maintaining the huge gardens in these days, mentioned the fact that Mr. "Leighton" had been an ardent collector of old sun-dials and dial-stones. Whereupon I suggested that we take a stroll through the gardens before going to the cemetery.

At the far end of the main walkway in the gardens stood an ancient Elizabethan sun-dial surmounting a wide-spreading series of native flagstone steps. "This I would like to see," I said to Mrs. "Leighton" . . . "my mother's memorial is a sun-dial. . . ." There was a moment of tense silence as I studied the lovely old dial. Then she exclaimed: "Oh, a sun-dial for the *monument*! . . . Why didn't I think of that before . . . why didn't someone suggest the idea. . . . This dial was his pride and joy. . . ." We lingered there talking for a few minutes and then I suggested that we drive to the cemetery.

I had some misgivings about the sun-dial solution to her problem. Would the family lot be shaded by wide-spreading white oaks with their pendant moss, so typical of old churchyards in that section of the South? If so, no dial.

As we approached the old churchyard, my apprehension about the sun-dial idea became acute. The church was surrounded by what seemed to be a forest of sublimely beautiful trees, typical of the southeastern Atlantic coast. But my worries were dispelled when Mrs. Leighton led me to a new section of the grounds which the Church had recently acquired. "It is all very barren out here now," she explained, "but the Rector and the Vestry plan to make it more like a garden than a cemetery. . . ." She paused a moment and then wistfully asked: "Is your idea to move the old dial out here? . . . how *wonderful*! . . ." The question was a poser.

Perhaps if the old dial had been mine, and in my garden, I would have moved it to the churchyard without compunction. But I could not honestly recommend the idea to Mrs. Leighton. There were two reasons. The ancient Elizabethan dial at "Leightonia" was a landmark in the famed gardens which were to become an endowed park, forever open to the public. The second reason was that the venerable dial-stone was carved in an English sandstone which, despite the mild Southern climate, was in a sad though appealing stage of deterioration. There was only one answer to her question.

"No, I don't think so," was my reply. "I think, for sentiment's sake, that the old dial should stay where it is; where he placed it and where it is a landmark in the grounds. . . . Furthermore, a cemetery memorial should be done in some *permanent* material. . . . I think that we should reproduce the old dial in one of the native marbles or granites here in your state. . . ."

For a long time she gazed down upon the grave of her beloved husband, as I stood aside with hat in hand. Then, impulsively, she turned to me and exclaimed: "However can

[Continued on next page]

Continued from Page 31]

I thank you? . . . Why didn't I, or someone, think of this idea before? . . ."

* * * * *

So likewise I wonder. I wonder why so many of us miss so many opportunities to find so simple a solution to a simple problem of expressing love and sentiment. I wonder why we close our eyes to the fact that *commemoration* is an expression of human emotion; not the mere *merchandising* of a *commodity*.

It is good for the public, and for the entire memorial industry, that the younger generation of memorialists is beginning to acquire a more *professional* rather than a *commercial* approach to the public; to fellow human-beings who suffer the ordeal of bereavement.

Like architects, interior decorators and those in allied arts and crafts, the younger generation of memorialists is endeavoring to recognize and to answer the type of problem which confronted "Mrs. Leighton."

As an art and an industry, dating back to primitive times,

we are opposed to the modern idea of regimented markers in no-monument cemeteries. So likewise many of the traditional cemeteries are opposed to the non-American idea of regimentation, despite the fact that in ill-advised self-defense some traditional cemeteries are adopting no-monument sections at

[Continued on Page 69]

EDITOR'S NOTE: *As in other case histories in this popular series, the names herein are fictional, although the story itself is factual. Mr. Leland has long been persuaded with some difficulty to write these personal stories of his days as a memorialist; in many cases only after we learned the facts of his many ingenious solutions from others. Mr. Leland now suggests that the value of these case histories would be greater, if he were to tell of the cases of "Lost Sales," where his competitor found a better solution, and also suggests that he assume hypothetical cases and sketch suggested solutions. So in the near future you may expect stories of "lost sales" and hypothetical cases, as well as a few of the factual cases of his personal successes, that we already have in our unpublished file.*

STUDIES *for* SUN-DIALS

from Leland's SKETCH BOOKS . . .

A. This medieval dial-stone is similar to the sun-dial in the gardens of "Leightonia," which prompted the personalized memorial "case history" recounted in this article. The family name was omitted on the dial-stone because the client and the designer, for reasons of sentiment, desired to make the sun-dial a meticulous reproduction of the original in the gardens. Ledger-stones at the graves of the parents, and markers at the future graves of the children, perpetuate the family name, and the family records.

B. Preliminary sketch for a Georgian dial-stone later erected in famed Hollywood Cemetery in Richmond, Virginia.

C. The wall-dial, so frequently seen on church walls in England, was the theme for this monolithic monument. These vertical dials should face in the general direction of the south, and the angle of the gnomon and the dialing of the hour lines, should be determined by an expert horologist, an astronomer or a civil engineer versed in the ancient art and science of designing dials.

D. The truncated Doric column properly remains one of the most favored motifs for both the garden and cemetery sun-dial pedestal. The low plinth or base presents a problem in attaining adequate scale for the family name; hence, the suggestion that the name together with some inscription or decoration, be carved on the flat surface of the platform.

E. This sketch is one of many which Leland made in designing the sun-dial memorial at the resting place of his mother whose music, as a concert violinist, "brought sunshine into the souls of all who heard her work, here and abroad."

F. A sun-dial, placed upon a simple monolith done in antique-tooled finish, is the motif of this inexpensive but distinctive memorial. Sun-dial, bird-baths, monumental urns and vases together with garden pergolas and balustrades have long been a favored theme for memorials Leland has designed

throughout the country.

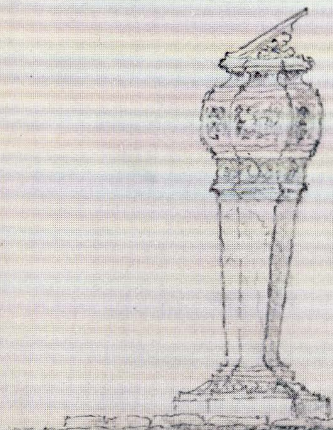
G. Study for an inexpensive sun-dial memorial. The surfaces are given a stippled or "antique" tooled finish, with all edges slightly rounded. The band of carving could appropriately be a conventionalized treatment of the Morning Glory, which awakens with the dawn; but Leland in his fabulous stream of ideas and sketches, never concerns himself with detail. So we do not know what he had in mind for the carving indicated in this sketch.

H. The sun-dial here indicated was adapted from an old millstone which was an ornamental feature on the estate of a family in Connecticut. On impulse, Leland suggested that the ancient millstone would make an ideal setting for a bronze sun-dial. But upon reflection, it was decided that the stone was not suitable for a memorial, and that the site called for a more monumental design. Hence, sketch "I," which with minor variations, was enthusiastically approved by the family.

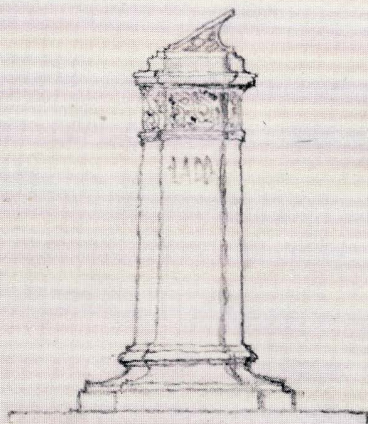
I. Sketch indicating the approved adaptation of the old millstone, mentioned in the description above. The massive bronze dial modelled by a noted sculptor, is supported by a dial-stone done in Connecticut granite and by a platform composed of fieldstones from the family estate.

J. Dial-stones shaped like a baluster are among the most familiar decoration in the formal gardens of the Old World. This sketch was a "memorandum" made during a conference with a New England family. From his seat on the expansive veranda, Leland gazed down upon the garden, and the baluster sun-dial imported from Europe. His solution was gratefully adopted by the family.

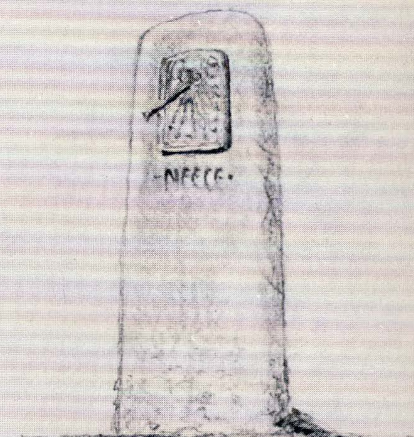
K. The Modern architecture lends itself to the design of a modest and inexpensive dial-stone, as indicated by this sketch, which was a preliminary study for a sun-dial memorial in the garden section of a new cemetery.



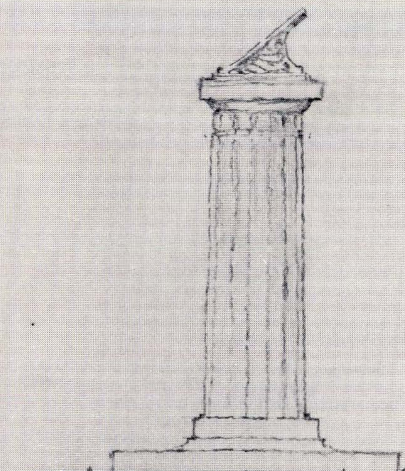
"A"



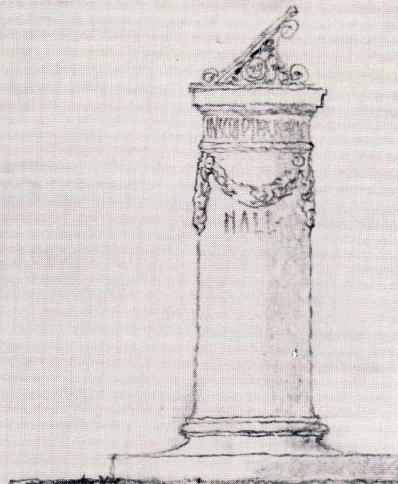
"B"



"C"



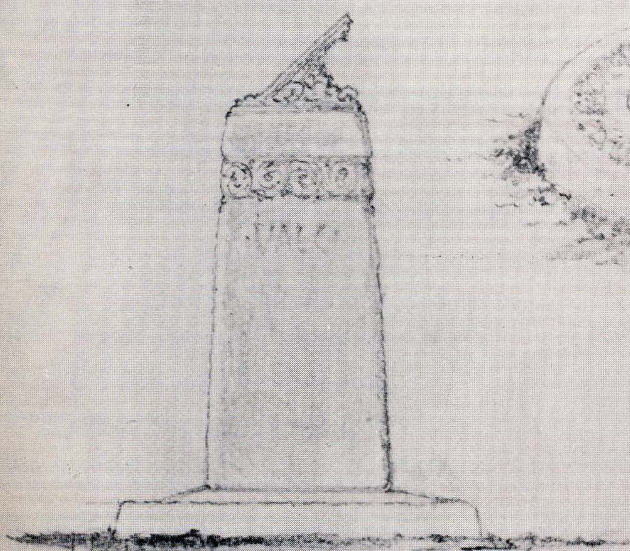
"D"



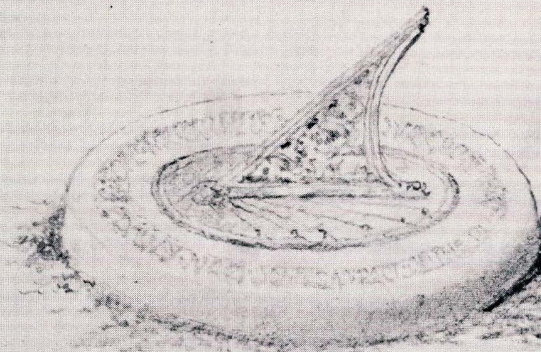
"E"



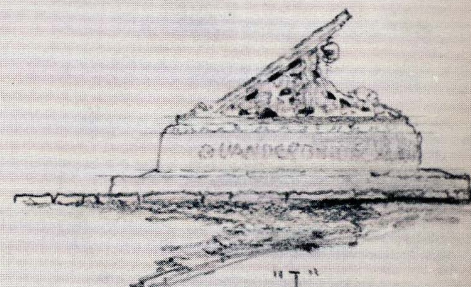
"F"



"G"

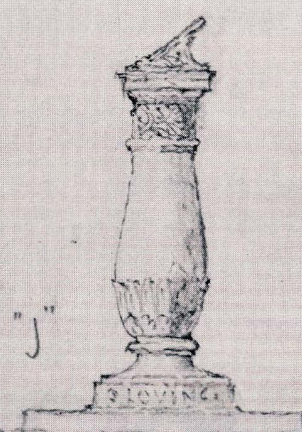


"H"

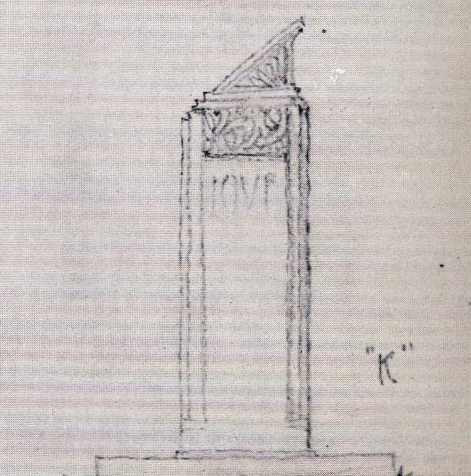


"I"

SVN-DIALS
RANDOM PENCIL SKETCHES BY
E. St. John



"J"



"K"

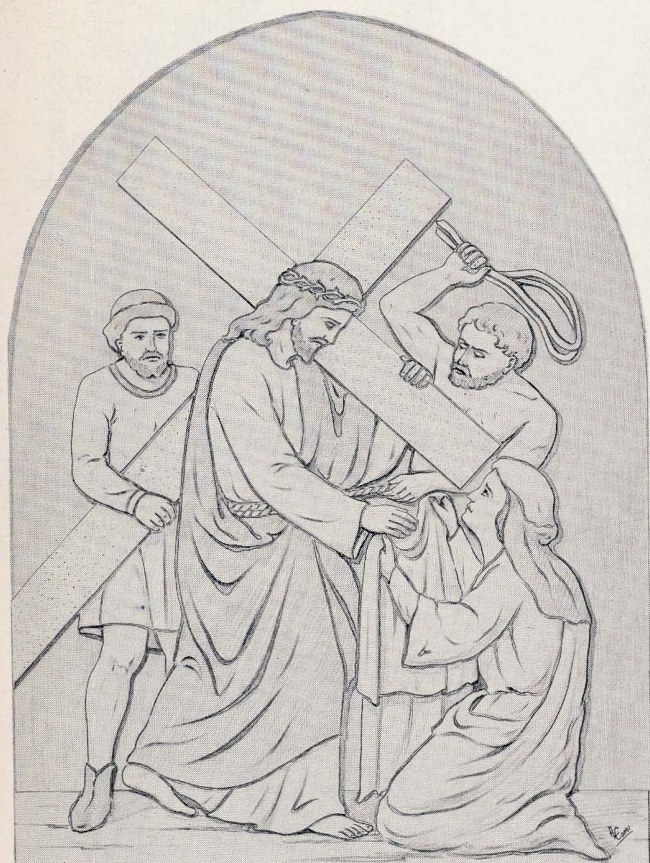
Stations of the Cross as a MEMORIAL THEME

By
Al Comi

BARRE DESIGN SERVICE
BARRE, VERMONT

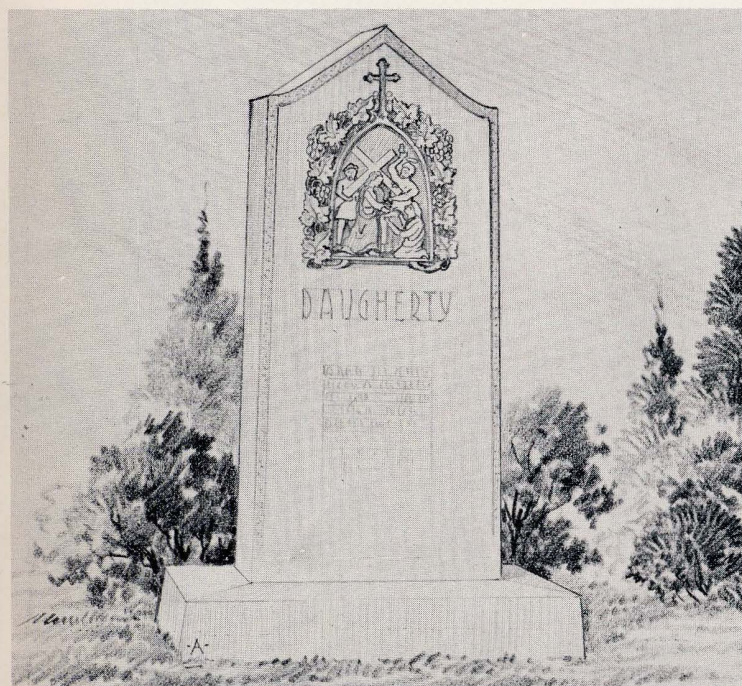
*Full size detail of the
Sixth Station of The
Cross, 15" x 20", as well
as several other Stations
are available.*

*Photographs of all of Mr. Comi's
Designs featured in Monumental
News-Review are available in
either glossy or matte finish prints
in 11" x 14" size at current prices.*

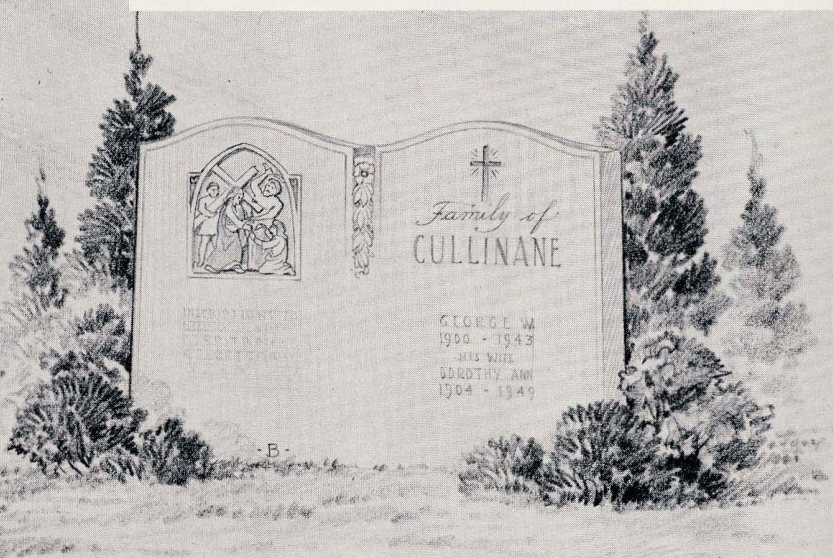


VERONICA WIPES THE FACE OF JESUS

SIXTH STATION

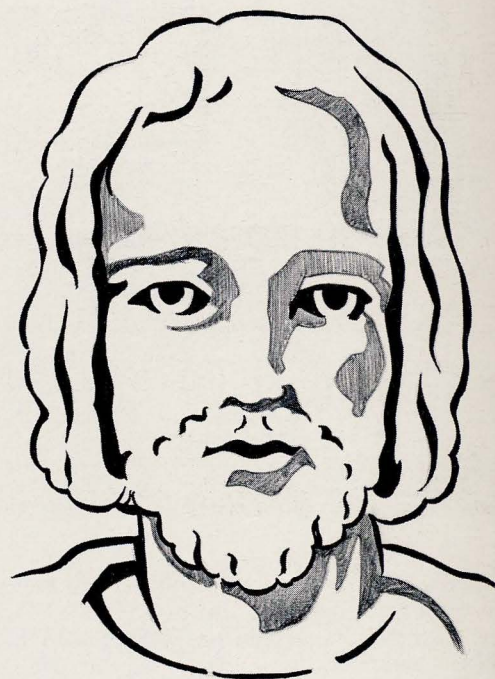
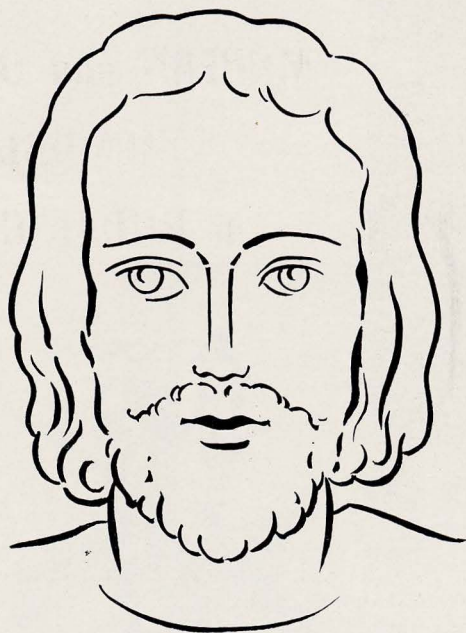


A



B

THE Stations of The Cross have long been favorite subjects of ecclesiastical artists and architects, but strangely enough, they have not captured the imagination of the memorialist, nor seemingly, his clients. In these beautiful studies by Mr. Comi, an artist as well as a designer, we are shown how effective one of the most dramatic episodes in the life of Our Lord becomes as a memorial theme. It is also noteworthy that neither design is beyond the resources of the majority of American families. The Cullinane Family memorial takes the double headstone as its motif and provides for an emphasis of the theme with an appropriate prayer and gives prominence without predomination to the name inscriptions. Mr. Comi has added more than a little interest to the usual vertical tablet in the Daugherty Design, as well as accenting its upward thrust, by his treatment of the top contour.



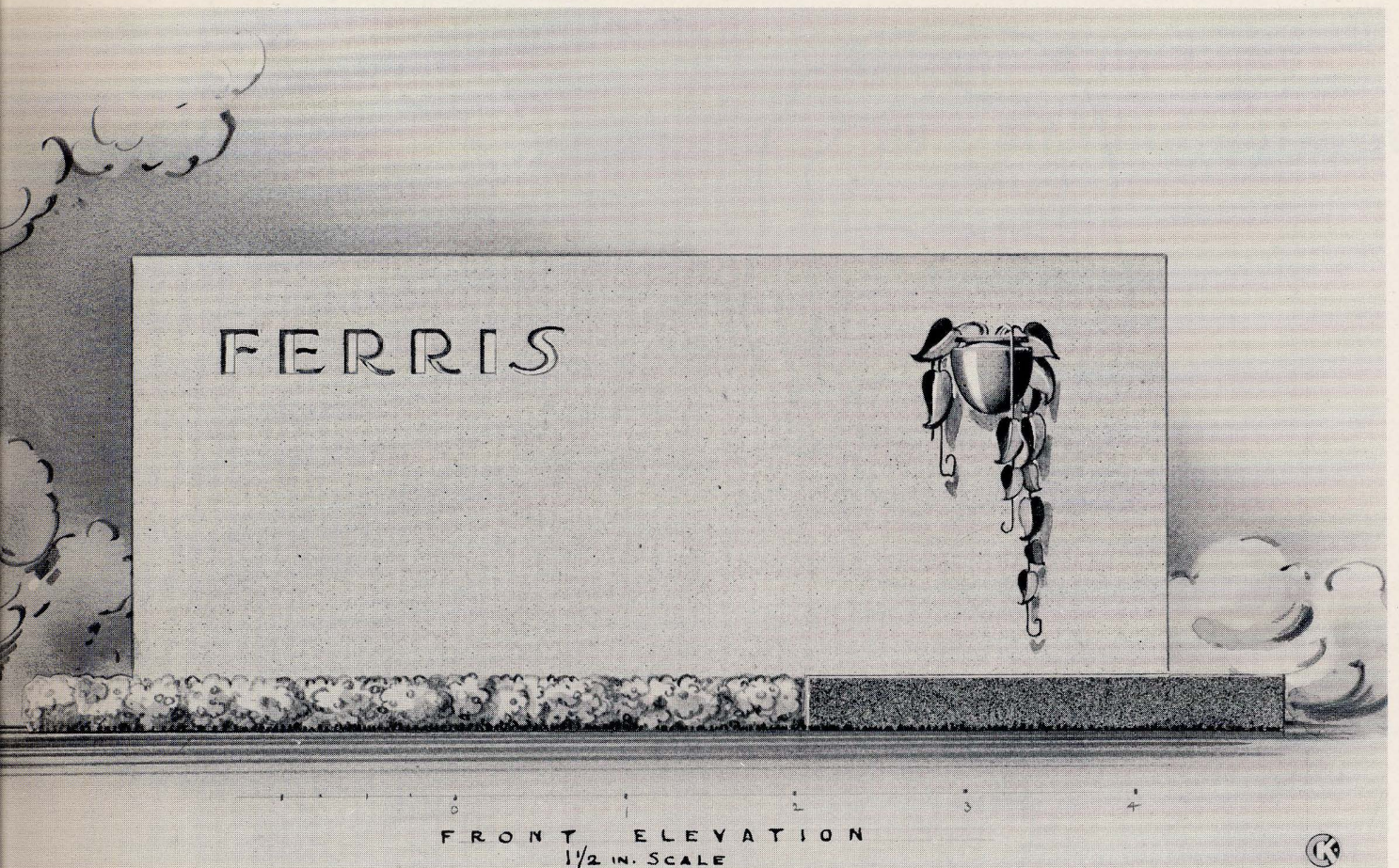
The Art of Toning in **FLAT CARVING**

WITH the vastly increased popularity of pictorial and religious figure carving by sandblast, it might be well to review certain differences in the techniques involved. To-day, when properly detailed and blown, flat carving, with expert attention to breaking lines, gradation, and bluing or toning, (which I think is a better term particularly when talking to prospects), can closely approximate the appeal of manual sculpture. Strangely enough flat carving at its best is more effective in pictorials than shaping and of course considerably less expensive.

In the studies above I have indicated the essential differences between detailing for plain flat carving and toned flat carving. In each case the study on the left shows the usual deliniation, while the one on the right indicates the same subject detailed for shading. Note that fewer lines are used in toning; and that there are differences in gradation in width as well as depth of line. Note particularly that the broken line adds much to the life of the subject. There is a fresh vitality added by shading that lends the illusion of a third dimension. The egghead on the left, which every first year student of art will know, is thrown in free, but still may be of use in judging the correctness of line division on faces.

Note: May I suggest to the half-hundred or more dealers who have now received the full size details of my recent religious figure series that they study these data details in the light of this article and be guided in its lessons on their own detailing of other pictorials.

By CONRAD KENERSON
Kenerson Design Studio
Barre, Vermont

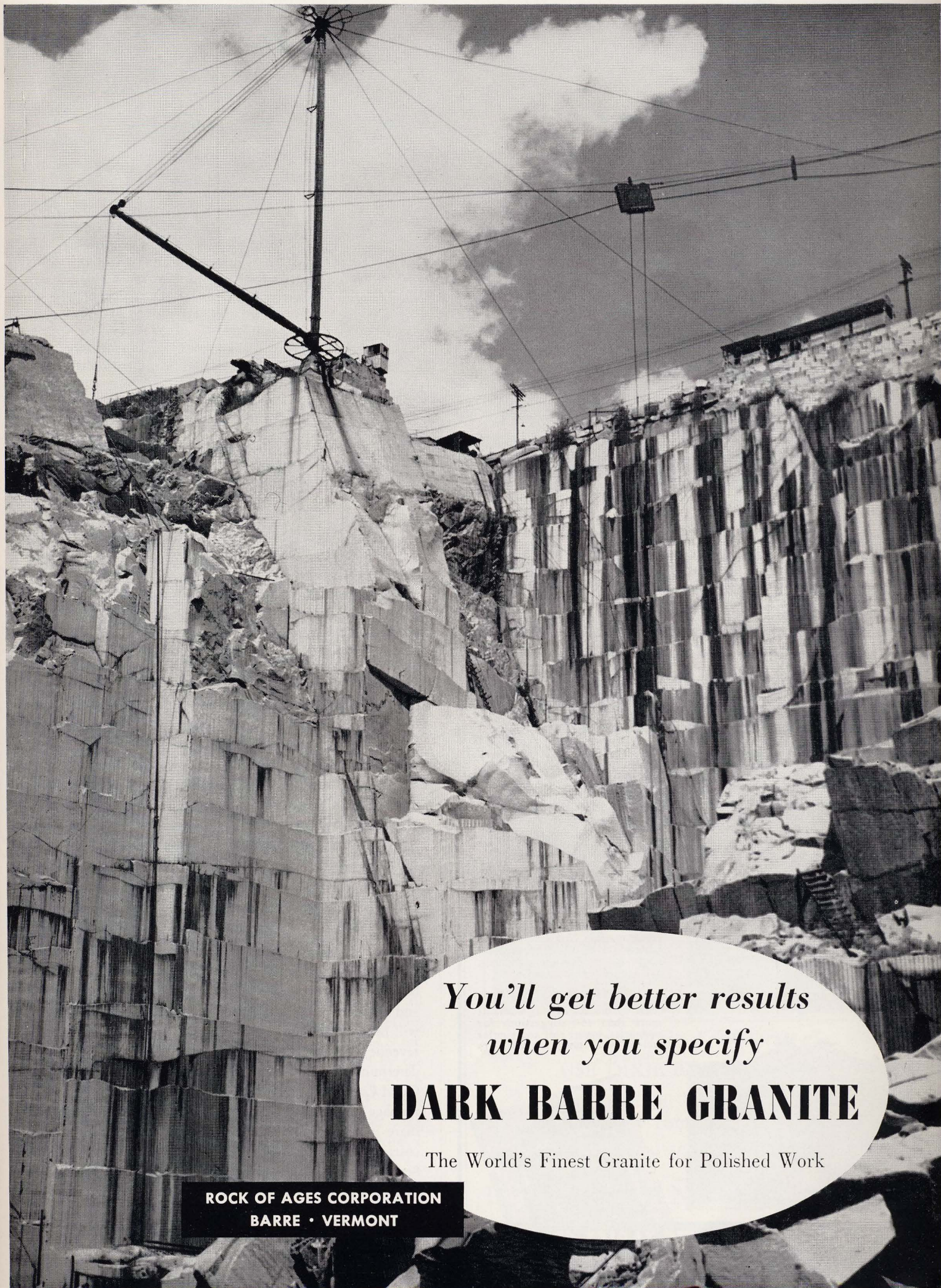


This is No. 48 of a new Series of designs by Carl Kastrup, 1705 Auburn St., Rockford, Ill.

A PROPHET IS NOT WITHOUT HONOR, ETC.,

When I made this design I thought of course the ornament would be of bronze, with the philodendrons colored green, but it's no go. All my sermons on Metal in Stone have met with complete indifference. There were no inquiries. No converts. No missionaries. Not even a carpet-bagger, heavy with conscience and full of sin, came forward. Yet this may well be the most pertinent message before our industry today. How can we make our ornaments beautiful. I fast and pray to bring you the truth, but you will not believe me.

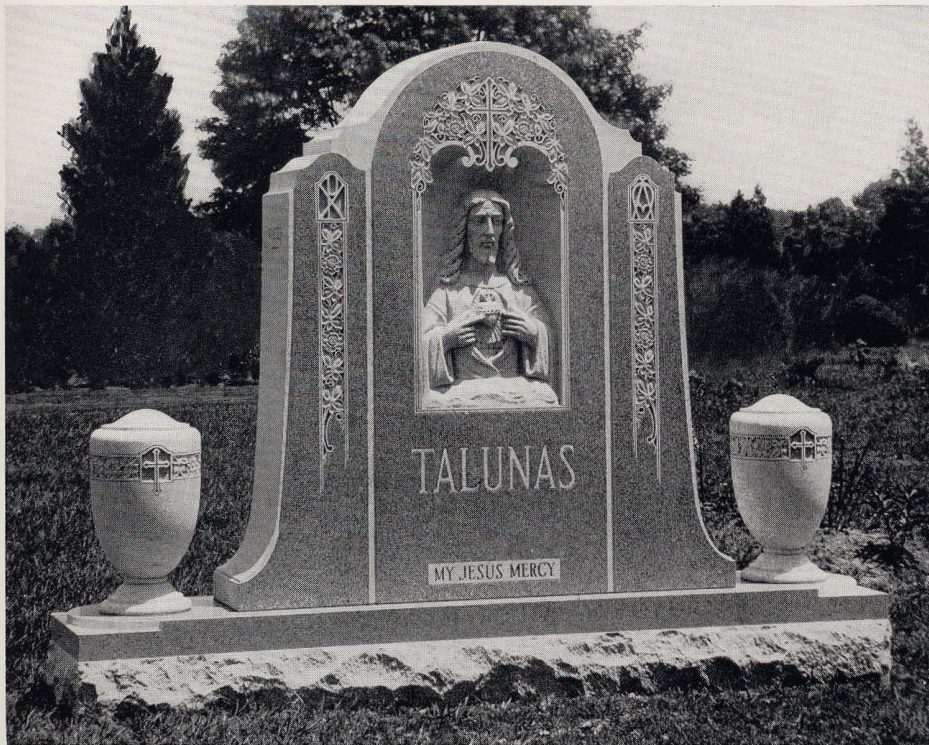
Carl Kastrup



*You'll get better results
when you specify*
DARK BARRE GRANITE

The World's Finest Granite for Polished Work

**ROCK OF AGES CORPORATION
BARRE • VERMONT**



Copyrighted Design, E. J. Batchelder Co., Inc.

SACRED HEART of JESUS-

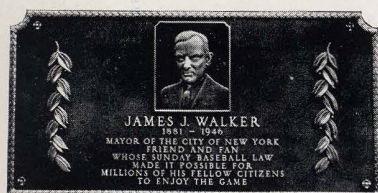
ONCE AGAIN we have been called upon to create a religious memorial of an imposingly beautiful and significant type. In the Talunas Memorial the designer has appropriately enshrined the "Sacred Heart of Jesus" beneath the Cross. We have been assured that the Talunas family are exceedingly well pleased with their monument in every respect.

(Designed by Dana C. Miln and erected by Eugene J. Witalis of Darby, Pennsylvania).

E. J. BATCHELDER CO., INC. BARRE, VERMONT

Home Of Artcraft Memorials

MONUMENT MEN *Earn Extra Money*



THIS EASY WAY

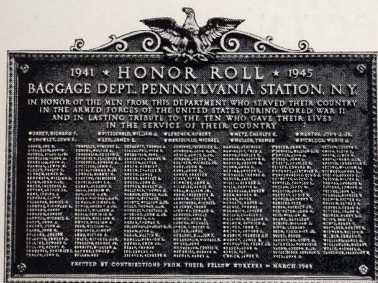
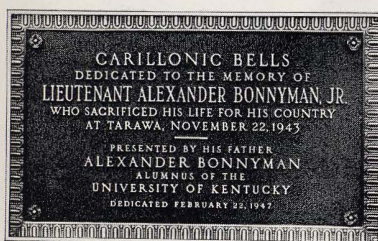
No need to restrict your bronze tablet business to monuments alone—you can profitably sell tablets to be placed on buildings or interior walls.

NOTHING TO STOCK

Just tell us the general requirements, and we will promptly submit free sketches and new, low trade prices that allow you a generous markup. All International tablets are of solid bronze, are made to the highest standards, and are fully guaranteed.

WRITE FOR FREE CATALOG

New 1950 sales catalog contains more than 150 suggestions for memorial, honor roll and similar tablets. Write today for new, free Catalog MA.



INTERNATIONAL BRONZE TABLET CO., INC.

Bronze Tablet Makers to the Monument Trade

150 WEST 22nd STREET

NEW YORK 11, N. Y.

RICHARD T. McBRIDE . . .

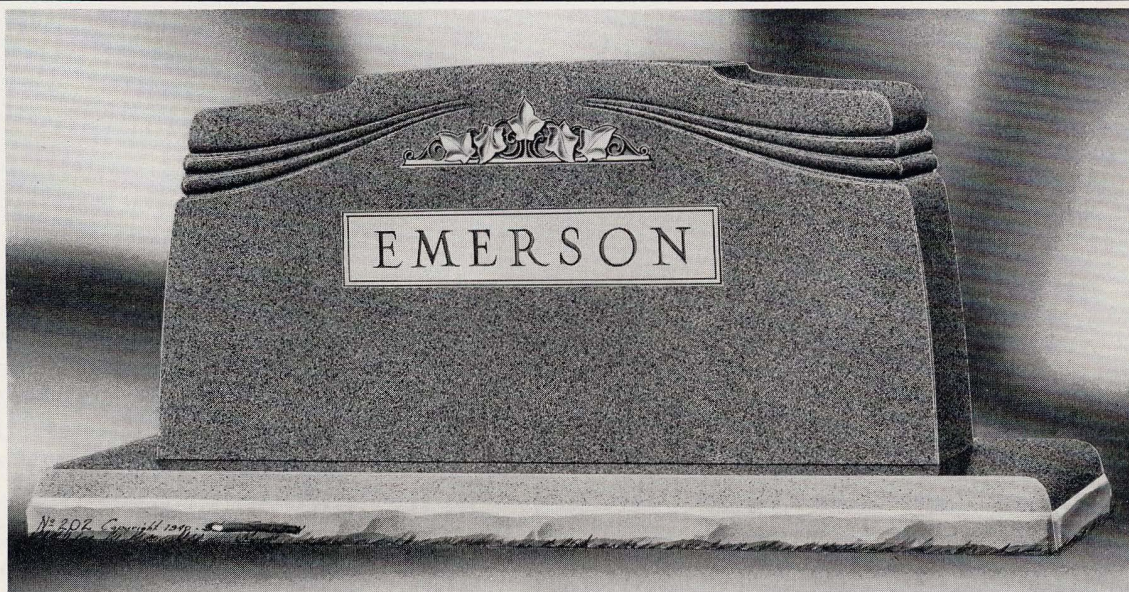
Continued from Page 25]

is a new department of the Barre Granite Association and is engaged in assembling Barre granite orders into consolidated cars for shipment out of the district. This service is available on all shipments of Barre granite purchased from members of the Barre Granite Association, whether the granite is rough, dressed or finished.

The Barre Granite Association has added this new department in order to lower freight costs to dealers purchasing Barre granite. As all of you know, the railroad carload rates are much lower than the less than carload rates in all instances, and it is these low carload rates which will apply on all shipments handled by this department.

The Barre Guild Consolidation Service will be operated on an actual cost basis. An administrative charge per cwt. will be levied on all shipments in the consolidated cars, but any and all revenue collected above the actual costs of operation will be pro-rated among our dealers annually. The amount of revenue due any dealer at the end of a given year will be determined by the amount of granite shipped to him in Barre Guild Consolidation Service cars taken in relation to the total tonnage handled in these cars during that period. In order to share in any overage of Administrative charges above actual costs, the shipments must be via a Barre Guild Consolidation Service car. It is suggested that dealers specify "Barre Guild Consolidation Service Car" when placing orders with Barre Granite Association manufacturers and quarriers.

At present this service will start with nine break-bulk



Copyrighted Design

COLORED GRANITES

The Most Complete Line in America

TRANAS RED
BEERS RED
BALMORAL RED

WAUSAU
BOTHNIA
RAYNHAM

IMPERIAL RED
BONACORD
BLACK SWEDE

BLUE PEARL
GREEN SWEDE
EMERALD PEARL

KOSSEINE BLUE
MEISSNER (Rob Roy Red)
BARRE

CENTURY PINK

Write for Prices

PROMPT DELIVERIES

W. C. TOWNSEND & CO., Inc.

ZANESVILLE, OHIO

*Address your correspondence to our Dunedin, Fla., office

*DUNEDIN, FLORIDA

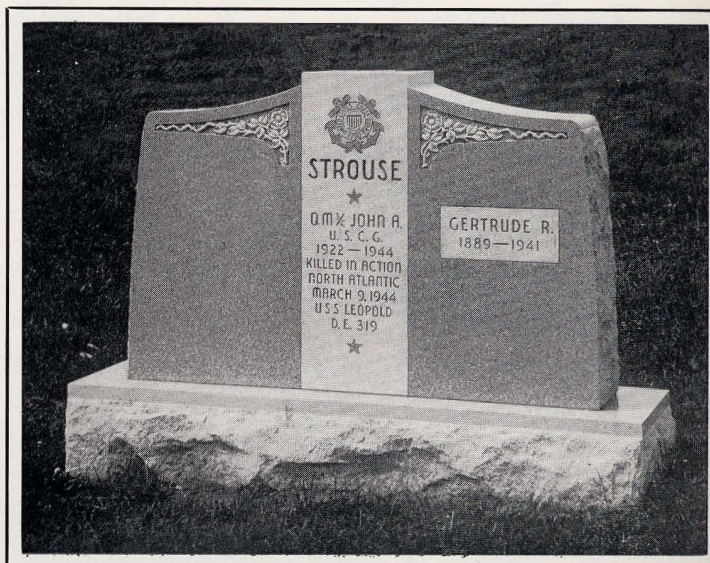
points, namely, Pittsburgh, Baltimore, Chicago, Kansas City, St. Louis, Cincinnati, Detroit, Toledo, and Davenport. Stop-offs for partial unloading to points intermediate to the above break-bulk points will be utilized wherever such a routing is provided for. The minimum weight required for stop-offs of this nature is 5000 pounds. Additional break-bulk points will be added as rapidly as possible, depending primarily on the volume of Barre granite which is regularly shipped to that point and the surrounding area. Unless otherwise specified by the dealers concerned, granite shipments will be delivered to the dealers shops at the break-bulk points by a local trucking firm.

During the past few months we have been negotiating with trucking firms in 15 cities in addition to those mentioned. These truckers have submitted all pertinent information regarding their equipment, rates, radius of operation, etc. When the volume warrants, we hope to add new break-bulk points with the least possible delay. It would be well for all dealers to check with your Barre manufacturers to ascertain whether your Barre Granite shipments can go via BGCS car. The saving in freight charges which can be effected by the use of consolidated cars is very great, and is a saving which can be accurately measured by the dealers involved. If any further information is desired regarding the service, rates, additional break-bulk points, stop-overs, etc., kindly write to the Barre Guild Consolidation Service, Barre, Vermont.

Barre Guild

I would like to devote some time now to our Barre Guild plans for 1950, so that all of you will know and understand

[Continued on next page]



Erected by Geo. Kelett, Yeadon, Pa.

USE DIXIE BLUE GRANITE for your monuments, large and small and enjoy complete satisfaction in material and workmanship.

DIXIE GRANITE COMPANY

Quarriers . . . Sawyers . . . Polishers . . . Builders of Fine Monuments

ELBERTON GEORGIA

A SYMBOL OF SUPERIOR DESIGN



Sarcophagus designed and produced for Edward A. Carroll Co., Bala Cynwyd, Pa., erected in West Laurel Hill Cemetery, Bala Cynwyd. Lloyd M. Smith, Supt.

Where there is need for Superior Design, excellence of materials and workmanship, the call is for Guardian Memorials.

GUARDIAN MEMORIALS



JONES BROTHERS COMPANY, INC.
10 HIGH STREET, BOSTON • BARRE, VERMONT



BRONZE and STONE

work perfectly together to produce markers and memorials unusual in character and distinction.

Send for our illustrated folder showing the new

CENTURY
FLOWER
VASES

Priced as low
as \$3.95



MEIERJOHAN • WENGLER

METALCRAFTSMEN

1102 W. 9th St. CINCINNATI 3, OHIO

If you haven't our latest catalog write for your free copy today.



RICHARD T. McBRIDE . . .

Continued from Page 43]

how our advertising and merchandising program will be functioning during the next 12 months. First, on the operation of the Guild itself. Even though I'm sure all of you have a fairly good idea of how we operate, I want to outline it briefly because the operation of the Guild is the basis for all our advertising and merchandising plans. We now employ three inspectors whose sole duties are to inspect finished monuments at our members' plants. The three men are impartial in their inspections and they are expert in their work. During the last 12 months they inspected over 40,000 units for the Barre Guild seal and certificate. That is the Barre phase of our Barre Guild program—expert, impartial inspection and the etching of the seal and issuance of the certificate—backed by the entire Association.

On the national scene, in 1950, Barre Guild ads will appear in 10 magazines with a combined circulation of 12½ million. Our ads will be one-third and one-quarter pages in size and will feature photographs taken at retail dealers' establishments and cemeteries with actual retail dealers as our models. As in the past, all our ads advise the reader to consult with his local retail dealer who displays Barre Guild monuments.

I have just stated that the circulation of the magazines in which we advertise is 12½ million, yet few people stop to realize that a national circulation figure is simply the total of the circulation figures of all the cities, towns, and villages in the country. To illustrate, I would like to break down for you the Guild advertising circulation in a few Michigan cities to demonstrate the local impact of our national advertising program. The figures I quote are the number of times the first Barre Guild ad of 1950 will be delivered in these cities, just one ad in one month, March, 1950, in Lansing, our ads will be delivered 25,400 times and in Detroit, 146,000 times. Now taking the number of Barre Guild ads which will be delivered in these same two cities during our Spring campaign alone—three ads, the third to appear just before Memorial Day. For Lansing, 76,200. For Detroit, 438,000.

More and more dealers are realizing that our advertising which, when viewed in this manner is actually local in character, can be put to work for them if they will but identify themselves as Barre Guild dealers. That is why the number of Barre Guild certificates issued annually has increased almost 350 per cent in the last three years.

The natural question for dealers to ask is how can they tie in locally with our national program. As in the past, during 1950, Barre Guild advertising mats, cuts, direct mail pieces, signs, and booklets all will be available. Our reasoning is simple—advertising in national magazines cannot carry the ball alone. Most ads in national magazines do not directly sell the product, but when a person reads an ad and later the time comes for them to purchase the product advertised, it is probable that a retailer featuring the nationally advertised product they read about in their favorite magazine will get the sale. That is where national advertising pays off—when the retail dealer ties in with the national program at the point of sale.

We expect, in 1950, to provide more new merchandising tools for dealers selling Barre Guild monuments than they ever had before. I'd like to list for you now what the Guild will provide for you as merchandising tools for 1950.

"TROWCO" STONE CUTTING TOOLS

**TIPPED WITH
CARBIDE**

**THE HARDEST METAL
MADE BY MAN**



★ **Require Fewer Grindings**

★ **Lower Production Costs**

★ **Last Longer**

★ **Cut Faster**

"Trowco" Cutting Tools are Carbide Tipped for longer wear, better work, more production at less cost. They stay sharp longer. Require fewer grindings. Workmen prefer them. Made by the makers of the famous "Barre" tools known for dependability and high quality for 50 years.

Write for folder and price list on both "Trowco" Hand and Pneumatic Tools.

TROW & HOLDEN CO., BARRE, VERMONT

(1) The first item in our dealer tie-in plan for 1950 is a book of sales ideas. We're quite certain that our industry has never seen a book like this one before. One word is going to govern the contents of this book and that word is Practical. Every page in the book will contain at least one practical idea of selling, not just selling in general, but selling as it applies to the retail monument industry. The book will contain ideas on indoor and outdoor displays, prospect files, lighting, cleaning monuments, filing systems, new advertising mats, the use of artificial grass and letters and how much they cost, planting a lawn, making a driveway, the use of your camera and so on. These are just a few ideas for the book of sales ideas.

(2) A new direct mail piece for dealers, in color, and with photos or sketches of the various basic forms of monuments. This direct mail piece will also be a new idea in that it can be used as a folder for either immediate need or pre-need use. I won't go into the details of how this will be accomplished but we know that once you see this folder you will want to use it as *your* direct-mail piece to prospective monument purchasers. There will be of course, a space for imprinting the dealer's name.

(3) A large display card, for dealer showrooms, featuring blow-ups of some of our national ads. Here is an excellent way for dealers to tie in with our national program—by having in their showrooms blow-ups of ads which thousands of their neighbors see every month in their favorite magazines. A new approach will be used in making this display card so

[Continued on next page]

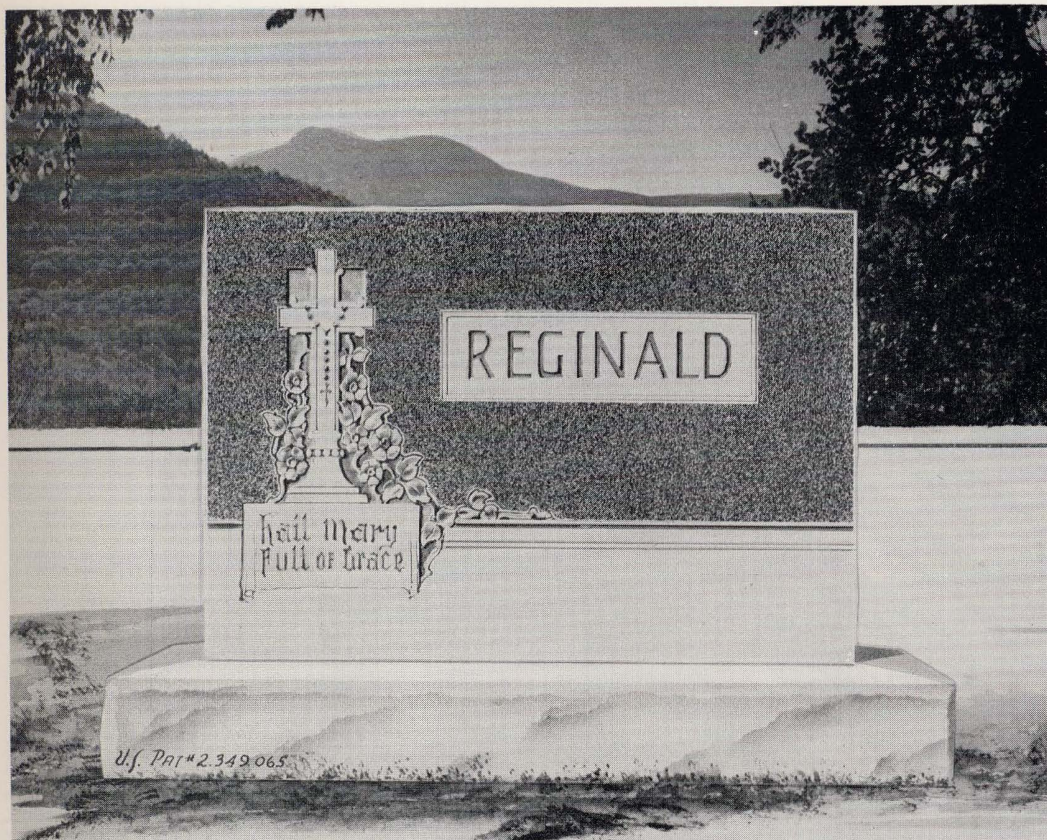
**Emphasis
on
DEALER
PROBLEMS**

DESIGNS

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



SOUTH BARRE GRANITE CO.
BARRE, VERMONT



COPYRIGHTED DESIGN—U.S. Patent No. 2349065—Canadian Patent Applied For

Inquire about the
"WHITE ROSARY"
 on the Cross
 —Today!

Every moment that you put off inquiring about the beautiful, gem-like "White Rosary" imbedded on the Cross, you are losing sales. The patented "White Rosary" featured in outstanding, copyrighted "White Designs" will add something to your display of religious memorials that cannot be duplicated. Remember, memorials featuring the "White Rosary" are **Taking the Country By Storm!!**

Stock Monuments For
 Immediate Delivery!

WHITE GRANITE COMPANY BARRE, VERMONT

IF IT'S COLORED GRANITE

BUY THE BEST SELLERS

SWED ROSE RED
 BEERS RED
 B R O B E R G

from

NATIONAL GRANITE COMPANY

ALLEN GRANITE COMPANY

LINCOLN GRANITE COMPANY

ELBERTON, GEORGIA

Members of the Elberton Granite Association

Licensed users of the LITHICHROME
 SHADOW process of carving and lettering

RICHARD T. McBRIDE . . .

Continued from Page 45]

it can be used directly with the Barre Guild monuments in your display.

(4) Large Barre Guild signs for indoor and outdoor use—inexpensive—they will be described in detail in the Book of Sales Ideas.

(5) We will offer to you during 1950 a complete Kodaslide presentation of the quarrying and manufacturing of Barre Guild monuments, together with a script to be used along with the slides. We plan to furnish our dealers and their salesmen with 36 quarrying, manufacturing and cemetery scenes together with the portable projector itself. The pictures will be in color and will enable you or your salesmen, by generally following the script, to make all the important points we feel you should make in the sale of a Barre Guild monument. Following the presentation of the quarrying and manufacturing scenes, the dealer can then insert color photos of monuments he has set in his local cemeteries, thus personalizing the presentation.

(6) The sixth item in our dealer-aid program for 1950 is the production of an industry movie which will be available to our dealers as often as they want it. The movie will be made in color, will contain a human-interest story in addition to showing the actual quarrying and manufacturing scenes which are familiar to all of you who have visited Barre. It is expected that the narrator of this film will be Lowell Thomas. We will have the film ready for showing at your local service



S-82-A Athens Jr. No. 1

Order
Now!
Immediate
Delivery
from
Stock



S-97 Bell No. 3

Order
Now!
Avoid
"MEMORIAL
DAY
MADNESS"



S-23-B Grecian No. 1



S-108 Beauty No. 7

Only **KRAMER VASES** offer the dealer the variety in style and design including any or all of the following features:

One or 2 Pc. Bowls in most styles. Furnished with or without handles as desired. **FREE** Nameplate with each vase. Furnished with or without base as desired. Finished in bright aluminum primer coat. Equipped with reservoir or center drainage. **Fifty percent discount from list.**

THE KRAMER BROS. FOUNDRY CO.

DAYTON 4, OHIO

Write for Our New Catalogue No. 13



S-85 Prize No. 3

clubs, church groups, schools, etc., just as soon as we possibly can.

In addition to these direct aids, a publicity series called "Little Known Facts about Famous Monuments" will be released regularly to small-town newspapers all over the country, starting in about the middle of 1950.

Further, we have been informed that National Geographic Magazine will produce a picture story of the Barre Granite Industry in 1950. We feel quite proud that a magazine of such high standards has chosen our district as the subject for a feature story. It is not yet known whether reprints of this story will be available but if they are, you will be informed of this fact.

Those then, are the major features of our 1950 advertising and merchandising program. There are other phases to it which you will be informed of during the year but as yet they are undeveloped and I will not attempt to describe them today. Through our trade magazine advertising we will stress the local angle of our national advertising program as I have attempted to do today, and also through trade magazine ads announce to you when our various selling tools become available. Those are our overall plans—you know now what is being readied for you—you know now what part the Barre Granite Ass'n. is taking in preparing tools for you which will enable you to keep the Memorial Ideal before the public by presenting an aggressive sales campaign in your community. Please remember, we welcome your ideas on selling and merchandising as applied to the retail monument field. Our future selling tools will be designed just as these for

[Continued on next page]

J. O. BILODEAU & CO., INC.
BARRE VERMONT

Manufacturers
of
GUILD INSPECTED
Paragon Memorials
and Markers

in
BARRE GRANITE

Modern plant, equipped with gang and rotary saws and other latest granite working machinery—over 50 years of experience.

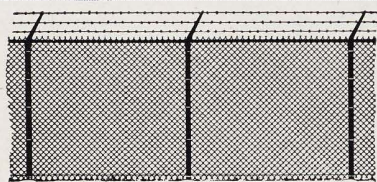
We invite your inquiries

TIE IN WITH *Stewart* FOR IRON, WIRE AND BRONZE PRODUCTS

If it's made of iron, wire or bronze, chances are we have it or can make it. So put yourself in a position to take advantage of big business in Stewart products by sending for literature. Scores of items are available for immediate shipment. When writing please mention products in which you are especially interested.

STEWART PRODUCTS

Iron and Chain Link Wire
Fences and Gates
Gateway Arches
Wire Mesh Partitions
Window Guards
Steel Folding Gates
Ornamental Lanterns
Bronze Plaques
Flag Poles
Settees, Railings, etc.



STEWART CHAIN LINK WIRE FENCE is built in several heights, weights and styles, from low lawn fence to non-climbable type with barbed wire overhang. Style 3TH is illustrated above.



STEWART PLAIN AND ORNAMENTAL IRON FENCES, GATES AND GATEWAY ARCHES are available in many designs to meet all requirements and to fit every budget.



FLAG POLES are made of full weight, standard pipe, heavily galvanized. When writing for prices please indicate height above the ground line.



No. 370 SETTEE

Stewart Settees are sturdily built to give long service at a minimum of upkeep expense. Galvanized framework with wood slats. Settees are built in 4', 5' and 6' lengths. When writing for prices be sure to state quantity and length of settee desired.



STEWART MEMORIAL TABLETS are made of bronze and are available in a wide variety of styles and sizes. Religious, lodge, fraternal, military and other emblems may be used.

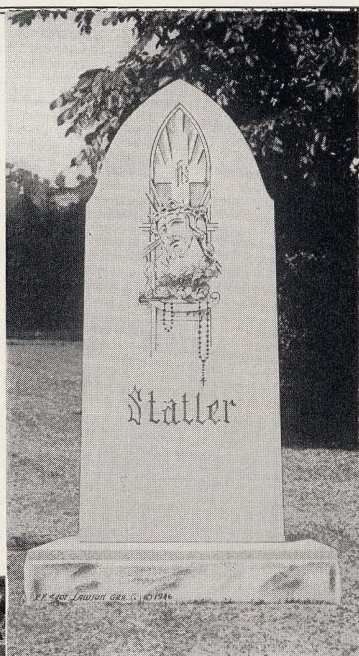
Stewart IRON and WIRE FENCES

THE STEWART IRON WORKS CO., INC.

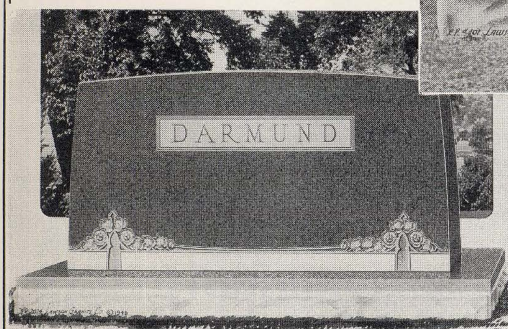
1752 Stewart Block Cincinnati 1, Ohio
Experts in Metal Fabrications Since 1886

DISTINCTIVE MEMORIALS OF LASTING BEAUTY

The Statler and the Darmund Designs are but two examples of the wide variety of saleable, copyrighted designs at your disposal when you buy from us.



Copyrighted Designs



LAWSON GRANITE CO., INC.
BARRE, VERMONT

RICHARD T. McBRIDE . . .

Continued from Page 47]

1950 have been, to do a selling job for you. It is only you who can best advise us as to what you feel is needed to help you sell Barre Guild monuments.

AMA

The Barre Granite Assn. members, at their annual meeting in December, 1949, voted to continue their active participation in the AMA. Mr. Thomas Rankin, Executive Vice-President of the AMA, spoke to our members at that meeting and explained AMA plans for the future and what it is doing now to help dealers sell monuments in the face of no-monument cemetery competition. The AMA has enlarged its personnel, it has active field men, and has attained a position of real importance in our industry. The results of its efforts in several key cities have shown that its program is sound and the men who are directing it are thoroughly familiar with the problems and how they should be attacked. The job being done by the AMA is a graphic illustration of what can be done by the united effort inherent in an active association and it would behoove all the dealers present here today to make a determined effort to increase the membership of your own state group. In any project you might undertake, the efforts of one of you might be but a drop in the bucket but united there is no limit to the good which you can do for your industry, yourselves and your customers. If the BGA can be of help to your group in any way, please call upon us.

JOIN YOUR ASSOCIATIONS



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

**FELKER
DI-MET
SEGMENTED
DIAMOND WHEELS**

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

*Wheel sizes from
6" to 24" inclusive*

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

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

ROBERT PHILLIPS, JR. . . .

Continued from Page 30]

cemeteries. And, you, if you're smart will work with your local traditional cemeteries to help them maintain their traditional character. We know that the individual monument dealer cannot wage this fight for self-preservation alone. Nor can the individual monument manufacturer. But, in union there is strength, and the American Monument Association is prepared right now to work, through its field representatives with groups of monument dealers in a public relations, advertising and merchandising program to promote the advantages of the traditional cemetery and the memorial ideal. Here is the program.

(16) A Complete Program of Newspaper Advertisements

This campaign is designed to run at the local level—in your local community newspapers—over your name or the names of a group of monument dealers who share the cost of the space. All preparatory costs are assumed by the American Monument Association and mats of the ads are furnished you at cost.

These are blow-ups of a few of the ads in the series the A.M.A. has prepared to help you sell memorialization with granite or marble. You probably can't see any more than the illustrations and the headlines, but you are welcome to come up after this meeting and read them all through and through.

*(17) Beautiful Lots Are Available
(\$50 Ad.)*

Here's one to refute the Memorial Park salesman's statement

[Continued on next page]



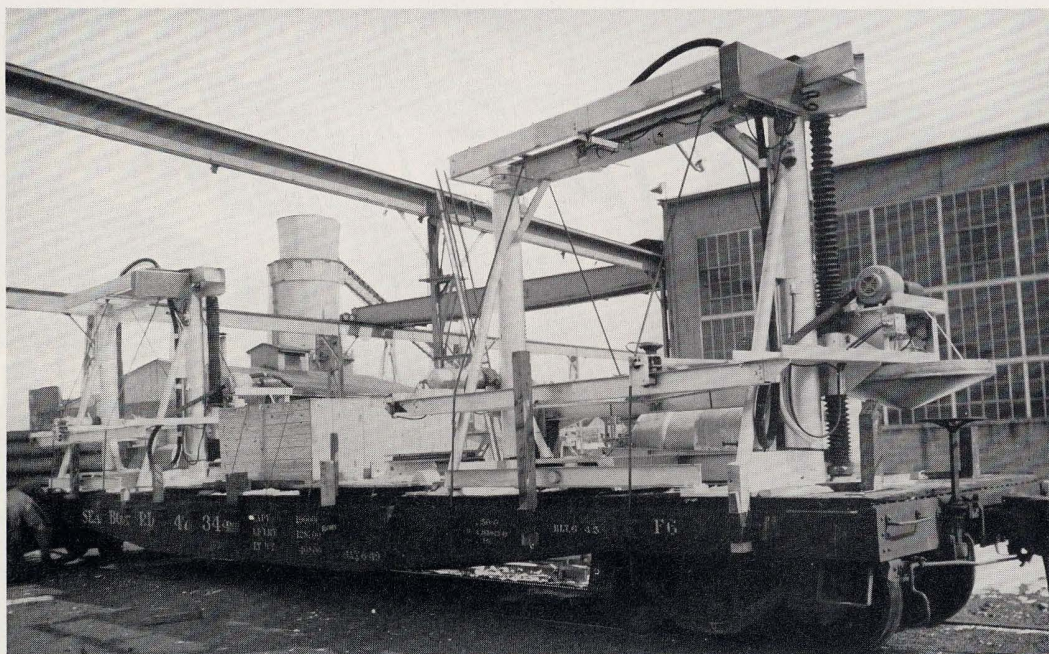
CONTRASTING MATERIALS

In combining the beauty of Carrara Marble with the contrasting granite monument and base, we have attained this unique family memorial. The die and base can be finished in Light Barre, Elberton Blue or Pilgrim Pink. Write for prices today (prices now quoted are for this month only).

E. G. LADEWICH CO.

37 PARKWOOD BOULEVARD

MANSFIELD OHIO



TWO WIRE STONE SAWS LEAVING FOR ONE DESTINATION. WHERE THESE SAWS ARE USED THEY STEP UP THE PROFIT POSSIBILITIES OF THE BUSINESS. IT WILL PAY YOU TO GET FIRST HAND INFORMATION. NO OTHER SAW GIVES THE VERSATILE PERFORMANCE OF THIS MACHINE.

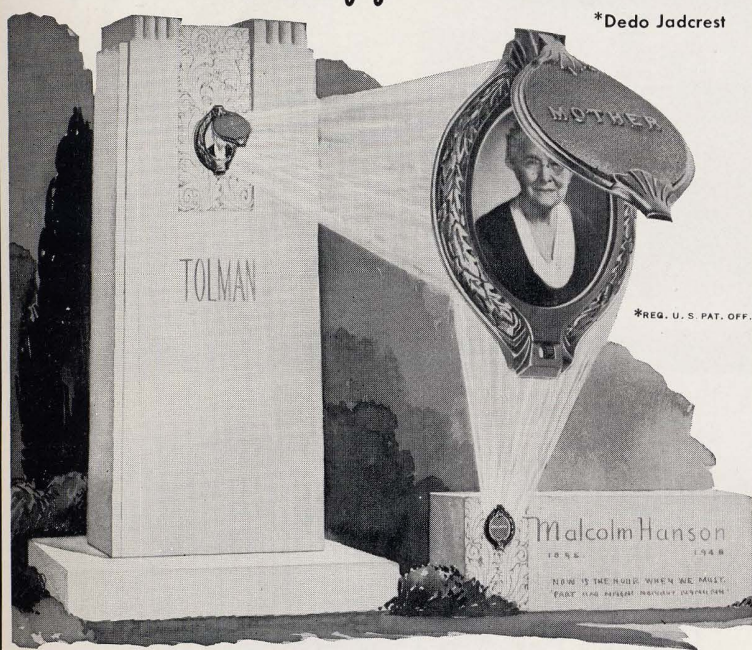
L. M. GILBERT COMPANY,

516 - 518
DREXEL BUILDING

Philadelphia 6, Pa.

DEDO MONUMENT PICTURES — Applied Sentiment

*Dedo Jadcrest



*REG. U. S. PAT. OFF.

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

Catalogues
on Request

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

ROBERT PHILLIPS, JR. . . .

Continued from Page 49]

that there is no space left in traditional cemeteries—or if there is—it's only high priced space.

(18) *Free Lot Ad*

Here's one that knocks down the Memorial Park salesman's claims that he'll give you a lot free.

(19) *Why Buy a Pretty Promise*

Here's one for use where an, as yet, undeveloped or partially developed Memorial Park is canvassing the public.

(20) *Why Doesn't Mommy Have a Monument*

Here's one of several that utilize an emotional appeal in stressing the appropriateness of enshrining the memory of those who have passed on with a beautiful monument of granite or marble.

(21) (a) *We're So Glad We Bought a Monument for Dad*
(b) *No One Ever Deserved a Monument More Than Mother*

There are a large number of ads of varying sizes and utilizing various approaches, and we are constantly adding to the series.

(22) *They Cut the Cost of Cutting Grass*

(23) (a) *Take the Advice of Your Trust Officer*

(b) *Ask Your Pastor*

(c) *Your Attorney Will Tell You*

(24) *9 Out of 10 Families Prefer the Traditional Cemetery*

(25) *Proof of a Man's Devotion*

(26) (a) *Of Course It's Disturbing*

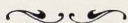
(b) *It's Only Human to Want to Avoid It*

(27) (a) *Three Tests of a Thoughtful Father*

Would BONDRI

prove beneficial for ALL
polished granite?

Probably yes, but certainly
for the great majority
of the granite sold today.



C. E. CLEVELAND LITHICHROME CO.

Distributors for Bondri—the miracle
water repellent for granite.

Fort Scott, Kansas, U.S.A.



SPECIFY . . .

"FRENCH CREEK" the
Extra Dark Monu-
mental Granite.

RECEIVE . . .

Quality merchandise...
unsurpassed contrast...
dependable workman-
ship...exclusive designs
prompt shipment...less
competition . . . better
profits.

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

FRENCH CREEK GRANITE CO.

ST. PETERS, PENNSYLVANIA

(b) *Now Is the Time to Settle*

(c) *Think It Over*

(d) *Must Your Wife Decide Alone*

(28) *You Can Purchase a Beautiful Monument of Granite or
Marble*

(29) (a) *Your Community Monument Cemetery Serves the
Living*

(b) *A Traditional Cemetery Offers You*

(c) *An Important Move*

(30) *Forethought*

Here's a blow-up of the booklet you can offer through these ads. It's titled "FORETHOUGHT—A Monumental Problem Made Easy." It goes further than the ads in educating the reader to purchase in advance of need a lot in a traditional cemetery where he has the privilege of erecting a monument of granite or marble. This booklet is new and entirely apart from one we previously issued by the same title primarily for cemetery use.

These ads and this booklet are already doing a job for groups of monument dealers who face Memorial Park competition. They'll do a job for you. Now. . . .

(31) *How to Get the Ball Rolling*

You fellows are the top monument dealers in your communities. Your interest in your industry is evidenced by your presence here. You are no doubt members of your dealer organization. The members of A.M.A. appreciate the need of a strong dealer organization and I am going to digress a moment here to urge you, if you are not a member of the M.B.A., to join up. Their aims and ours are in harmony. Back to how to get the ball rolling in your community—let me say this. If you are convinced by what I have said—and perhaps by what your P & L sheets tell you—that it's time to DO SOMETHING—time to avail yourself of the kind of material you've seen here . . . go home and call a meeting of the monument dealers in your community. At the same time, call on the A.M.A. for a field representative to address that meeting—to show the material you've seen here. Let it be a Dutch Treat luncheon. The point is—somebody has to take the initiative. You men are of the caliber that can do it. Go back to your communities and, together, let's start the ball rolling. Come up after this meeting and look at this material at closer range. Call on me anytime you're here for a discussion of your problems and how we can help you solve them. We, as an industry have made it a lead pipe cinch for competition to walk in and push us out of a goodly share of our potential market. We haven't combatted their methods or their tactics. We haven't even denied the falsehoods they have uttered about us. The public needs to be told the story of memorialization through monuments and "the memorial ideal." There is no one to tell it but the monument industry. The A.M.A. has prepared the material—is prepared to assist you in planning its use. We hope YOU are prepared to accept it and use it to your decided advantage.

Let me close by repeating my opening question. Where do we go from here?

Since 1917 this industry—your industry—has been taking it on the chin. The future holds no promise but harder and harder blows. Let's quit turning the other cheek and turn to the proven, accepted, modern methods of meeting competition that every live-wire business uses to sell itself and its products. Advertising and Merchandising. The A.M.A. makes them available to you—stands ready to help you apply them to your business. You and we face a common threat. Let's meet it and beat it—starting NOW."



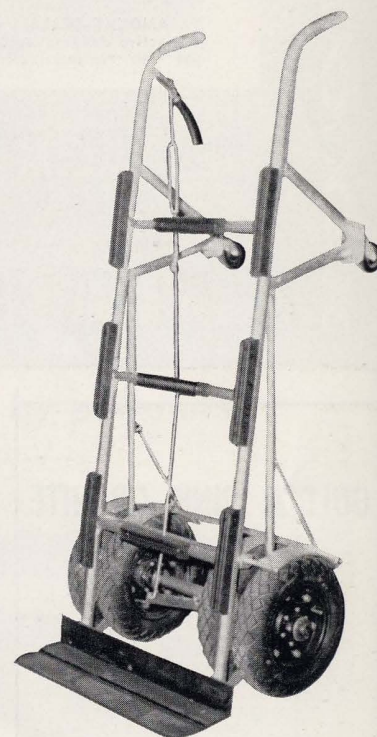
MONUMENT

*Truck
With Brake*

Fully

Rubber Upholstered
Dual

Pneumatic Tires



MODEL S-5

PRICE \$88.90

Net

F.O.B. Orangeville, Pa.

*Fully Descriptive
Folder sent on Request*

**Standard and
Special Trucks**

Write for catalog

ORANGEVILLE MFG. CO.

Orangeville 14, Pa.

"Since 1879"

Continued from Page 24]

The cadet corps at West Point was not long in learning that these ideals were deeply and indelibly imbued in the character of this Jewish boy from the lower East Side tenement district of New York, who at long last, had attained his ambition to become a West Pointer. His brilliant record at the Academy, his academic and social career at the Point, constitute testimony to the fact that a sterling character gains recognition, howsoever humble his origin or whatsoever his faith or race may be.

Many are the sons and daughters of Jewish immigrants, born and reared in the lower East Side of Manhattan, who have attained wealth, fame and enviable honors in America; but in the annals of world-wide Judaism the name of David Marcus is enshrined among the immortals. Said the *Saturday Evening Post* article: "He created the blueprint for the fighting army of Israel, then taught the commanders how to use it." As supreme commander on the Jerusalem front, Marcus was the leading spirit in restoring the Holy Land to people of the Faith that gave mankind the Old Testament. Thus Catholics and Protestants alike share with Jewish people the world over in honoring the modern hero who became a martyr in the bitter struggle to liberate Israel.

By coincidence, or fate, David Marcus was born on the anniversary of George Washington's birthday, in 1902. Destined to become the confidant of world leaders in the most momentous half-century in history, he was the youngest of three brothers in the family of Max Marcus, a Jewish-Roumanian immigrant who operated a small vegetable store in the pushcart district of the lower East Side. Rigidly trained by his widowed mother, Leah Marcus, in the ritual of the Orthodox faith and in reciting Kaddish prayers at the synagogue in worshipful memory of his father, David Marcus attended the orthodox religious school, where he studied the Bible, the Talmud and the Hebrew language. There, too, continues the *Saturday Evening Post* article, "he acquired a fierce pride in his Jewish ancestry and the antiquity of his religion." This moral and religious discipline together with the physical training he received from his big brother Mike, an athlete and amateur boxer, were the foundation of a career which is indeed an exemplar of the American way of life; a career that is at once an inspiration to our youth of humble origin, and a rebuke to the exponents of race and religious prejudice.

The simple but impressive memorial to Colonel David Marcus at West Point is inscribed with the words: "A soldier for all humanity." The modest monument commemorates a professional soldier whose record in the Army brought to him high honors from his country and decorations from our allies in World War II.

To his classmates at West Point, the monument to "Mickey" Marcus, a Jewish boy from the lower East Side of New York, perpetuates memories of a cadet whose indubitable courage and engaging personality endeared him to the corps and the staff alike.

To soldiers of the regular army, the Marcus memorial at West Point will recall memories of the "pint-sized Napoleon with a pip-squeek voice" who, assigned to Governors Island upon his graduation, was giving a company of regulars his first drill. Irked by the laughter and insubordination of his

Paramount Memorials

for more than 60 years
THE NATION'S STANDARD



Copyrighted Design

PARAMOUNT DEALERS appreciate the value of our distinctive designs, creations essentially conservative, yet with true individuality.

CROSS BROTHERS COMPANY
INCORPORATED

NORTHFIELD



VERMONT

Makers of FINE MEMORIALS Since 1888

GOLDEN PINK GRANITE

(MALNATI QUARRY)

Popular
Fine Grain PINK
of
Lasting Beauty

BOTTINELLI
GRANITE CO.

NEW LONDON, CONN.
(Also Westerly - Rose Red)

Representatives:

ALEXANDER DIMATTEO
Cape Elizabeth, Me.

CHARLES BABIC
145-81 9th Ave.
Whitestone, N. Y.

LEO HEFFELFINGER
Ashland, Ohio

Samples
Always
Motivate
Prospect's
Latent
Emotional
Susceptibility



BARRE SAMPLE PLANT
Barre, Vermont



"Samples are Essential"

unit, he marched the company to quarters and formed a circle. Stepping into the ring, with orders to ignore his rank, he challenged any man in the company to fight it out "for sake of avoiding any future trouble." With a single blow to the jaw, the young Jewish lieutenant knocked out the largest man in the unit. There was no more laughter or derision in the ranks of his commands; admiration and respect for the young officer was destined to develop throughout his military career.

To the people of New York City, where he served as Commissioner of Correction, his fearless raids and clean-up of the prisons is a story fantastic enough for the most imaginative fiction writer.

To the late President Roosevelt, were he alive, to President Truman, to General Marshall and to innumerable others invested with responsibility for conduct of the war, and the peace, the Marcus memorial at West Point commemorates a soldier-lawyer whose secret and dangerous missions, following heroic combat service in the Pacific, are of record in the archives of the war, in this country and those of our allies. Having earned a doctorate in law, by long years of night study on off-duty hours, David Marcus became Judge Advocate of the New York National Guard when he resigned from the army to practice law in New York, until the advent of World War II when he immediately returned into the service of his country. All of which explains why Col. David Marcus, three times recommended for the rank of Brigadier-General, helped to draft the terms of surrender for the German and Italian armies.

To the Jews and Christians of the World, the memorial at West Point is a shrine commemorating the man who, following the war, abandoned his law practice and high office in New York to join the secret Haganah Army. His achievements in organizing and perfecting the Army of Israel, and as its supreme commander, have made history in military annals; they have become a saga in the history of the Holy Land, and of Judaism throughout the world.

* * * *

The memorial to Colonel Marcus, at West Point, was sold and erected by Geo. A. Logan & Son of Cold Spring, N. Y. It was designed by Carl Conrad Braun for the manufacturers, Jones Brothers Co. of Barre, Vt. Consistent with the traditions and regulations of the historic cemetery, the memorial is unpretentious in size and restrained in both ornamentation and inscription. But in this modest tribute to a remarkable American, we see the work of a noted architect and industrial designer who retains his inherited interest in memorial art despite his brilliant achievements in the realms of architecture and industrial design.

With his inimitable good taste, creative ability and a professional training in architectural design, Braun invariably introduces subtle refinements in his memorial designs which are readily recognized by his contemporaries. There is, for example, a subtle "military" quality to the contour and proportions of the Marcus Memorial at West Point. The Star of David, enclosed by the wreath of Oak and Laurel, together with the superbly positioned and detailed inscription below, are unmistakably the result of careful study by an artist-architect who deserves the recognition he has attained.

Yes, the beauty of the Marcus Memorial may well cause the exponents of standardized crosses and tablets in our national cemeteries to reconsider their present verdict favoring

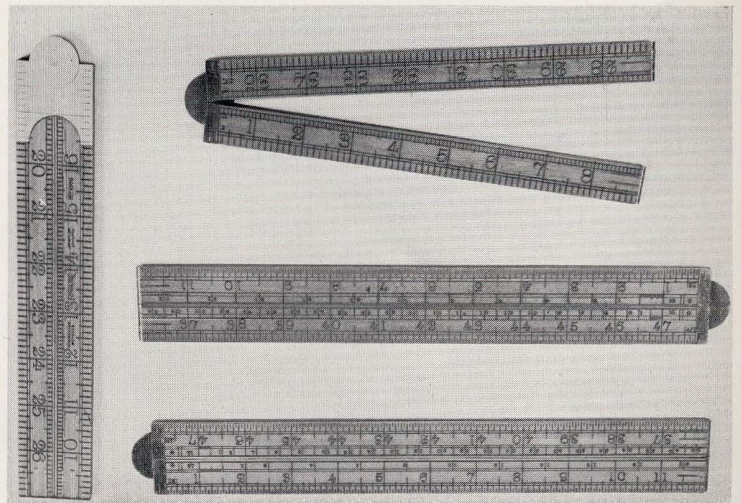
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99.8% PURE TIN OXIDE



- No idle bulk • No wasteful fillers •
- No blends • No fancy formulas •
- Just 99.8% Pure TIN OXIDE •
- It brings out the highest gloss in the shortest buffing time •

It's preferred by polishers



Genuine Boxwood Rules

3 Foot Four Fold, each 1.50

4 Foot Four Fold, each 2.75

GRANITE CITY TOOL CO.

everything for granite

ST. CLOUD, MINN.

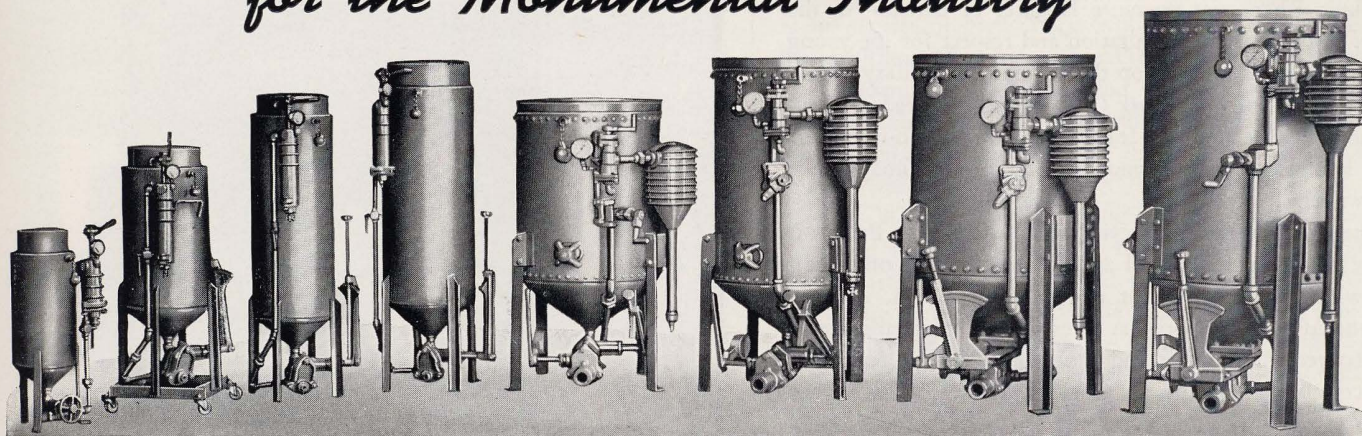
ELBERTON, GA.

BARRE, VT.

TEXARKANA, TEX.

RUEMELIN Blast Generators

for the Monumental Industry



RUEMELIN Blast Carving Generators are preferred by experienced operators. Important features included for your convenience are:

1. Funnel bottom tank.
2. Automatic Mixer Box with rubber wearing parts for long life and freedom from repairs.
3. Rubber seated air valves on all machines 400 lb. capacity and larger.

4. Blast Control Valve shuts off sand and air, holding tank under pressure for instant stop and start.

RUEMELIN builds a generator for every purpose, including production carving, lettering, shape carving, steeling of panels, and cemetery lettering. All sizes can be shipped immediately from stock.

Write us for descriptive bulletin.

RUEMELIN MFG. CO.

3844 N. Palmer Street • Milwaukee 12, Wisconsin

Also Manufacturers of Complete Sand Blast Equipment, Banker Dust Collectors, Surfacter Dust Collectors, Cloth Type Dust Filters, Abrasive Elevators, Curtains, Steel Rooms and Compressed Air Dryers.
Distributed in Canada by RITCHEY SUPPLY CO., Toronto, Ont.



FATHER OF THE ISRAELI ARMY . . .

Continued from Page 53]

such regimentation; particularly in those sections of Arlington National Cemetery, which previously permitted personal if overly restricted commemoration. It is interesting to note that Arlington Cemetery regulations for monument sections, would have prohibited the erection of this inspiring tribute to Colonel Marcus, simply because it is not "a horizontal tablet of the sarcophagus type" and because it has inscriptions other than "name, service component, rank, and dates of birth and death."

CONVENTION NEWS . . .

Continued from Page 16]

convention. Among the representatives who gave reports were H. H. Aronson, J. H. Jurgens, J. H. Miller, Maurice Watkins, Roland Stromborg and W. A. Merrill.

A. L. Green, A. L. Green Monument Works, Sioux Falls, S. D., conducted an auction sale just before lunch, followed by another in the afternoon after which President Gilmer presented his annual report.

The report of Secretary-Treasurer Ray Schoenrock, Jr., William Schoenrock & Son, St. Paul, Minn., was reported to be entirely in order.

A working committee, including J. J. Flynn, Crookston, Minn., Joseph Osborne, Osborne-Peterson, Inc., St. Paul, Minn., and Harry McKenzie was appointed with officers of the association, to develop a program of entertainment for the

FINE DESIGN

**EXPERT
CRAFTSMEN**

**MODERN
PRODUCTION**

**PROMPT
SERVICE**

A New Series of Small RELIGIOUS MEMORIALS

This month we bring you two more designs of a new series of outstanding small memorials, featuring a religious figure above the family name. These carefully detailed figures will add sales appeal that will overcome all competition in this price field.

Zampieri & Buttura

BARRE, VERMONT





There really is such a thing as mirror-like granite

Just as there's a difference in the reflecting clarity of mirrors themselves, there *is* a difference in polished monuments, and the phrase "mirror-like" *does* apply to the super-polishing which our plant produces.

In any comparison, you can see the difference quickly—and your customers can see it! If you want the nearest approach to a granite mirror, look into any polished memorial of Imperial Mahogany or Variegated Agate!

❖ *Minnesota* ❖

GRANITE INDUSTRIES, INC.

Quarriers - Manufacturers - Wholesalers
DELANO, MINNESOTA

national convention.

Officers were elected for 1950 as follows: Dave Wirth, Wirth Granite Works, St. Cloud, Minn., president; Harry McKenzie, vice-president; Ray Schoenrock, Jr., William Schoenrock & Son, St. Paul, Minn., secretary-treasurer. Directors for a three year term, Don Gilmer, Delano Granite Works, Delano, Minn., and Herbert Haertel, Fairmont Monumental Works, Fairmont, Minn.

In view of the extra work due to holding the national convention in St. Paul, Minn., it was voted to pay the secretary-treasurer \$300 for 1950.

Programs for the meetings and a special program for the banquet, in each case featured the Memorial Ideal on the front page. At the close of the two day session, members expressed appreciation for a meeting which had been well worth their while.

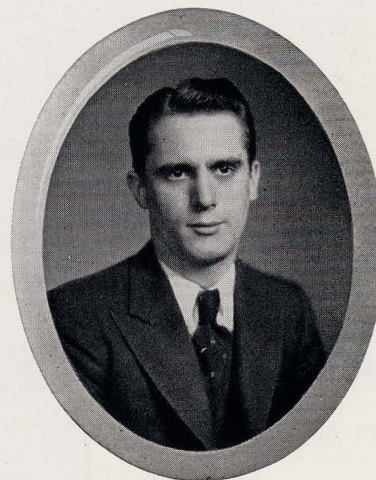
ILLINOIS CONVENTION REPORT—FEBRUARY 12-13-14, 1950

By LOIS L. ADAMS of Pekin, Ill.

Secretary and Treasurer of the Illinois Association

The 43rd annual convention of the Illinois Monument Association opened officially Monday morning February 13th. However, many of the convention guests arrived Sunday evening at the Jefferson Hotel in Peoria in time to enjoy an informal open house in a suite of rooms which was used as Association headquarters. Here light refreshments were served and a social time was had which was greatly enjoyed by all present. The friendly and informal air of the Illinois conventions is the type of hospitality that makes folks

[Continued on next page]



STOLA MONUMENT PICTURES

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

with or without

**MONEL INVISIBLE FASTENER
COVERED BRONZE CREST**

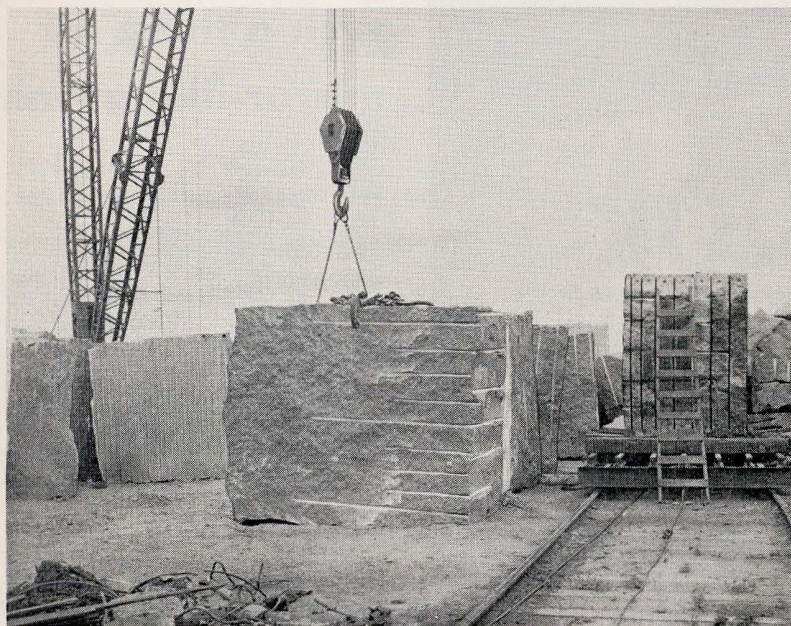
all sizes available—send for illustrated catalogue

OAK PARK CERAMIC COMPANY

John O. Stola

6336 ROOSEVELT ROAD
OAK PARK ILLINOIS

Outstanding Specialties of the Northwest



Ready to load another Block for Sawing.

DAKOTA GRANITE COMPANY

*Quarriers and Manufacturers of
Dakota Mahogany and American Rose Monuments*
MILBANK, SOUTH DAKOTA

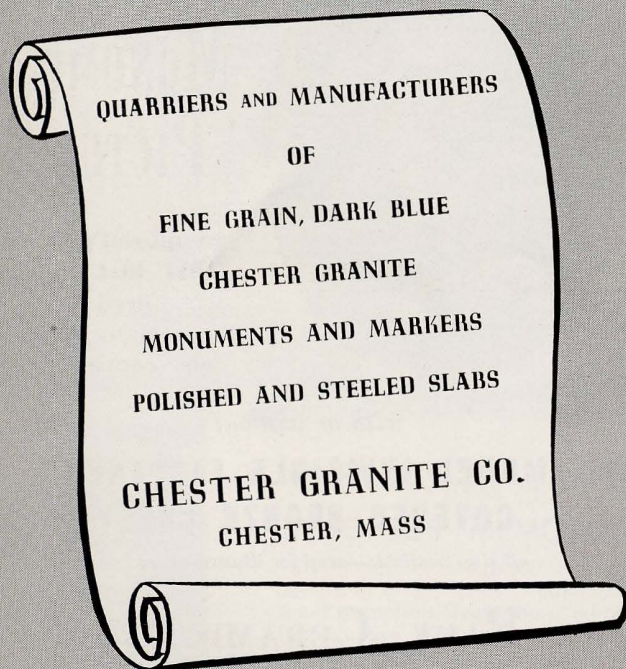
**DAKOTA MAHOGANY
MONUMENTS**

**AMERICAN ROSE
MONUMENTS**

*From our Famous Quarries
of South Dakota*



*Member of the
American Monument Association*



CONVENTION NEWS . . .

Continued from Page 55]

want to return each year.

Registration Monday morning was in charge of Glen Olson of Joliet and he did a fine job. The business sessions started at ten-thirty and were presided over by President Ben Berliner of Forest Park and he kept the meetings well in hand. Immediately following the Pledge of Allegiance to the Flag, Ben appointed his committees. He then hastily reviewed the main accomplishments of the year. He told of the work which had been done on bills that were up before the Legislature regarding cemeteries engaging in the monument business. He also told of the many inquiries received during the year from our members in which they seek to learn where they may purchase certain types of granite, or get mats to be used in advertisements, or wanting information on ways to combat the increasing menace of surface burial vaults. The Secretary's report and the Treasurer's report were next read by Mrs. Lois Adams. It showed that the membership was at an all time high and that the treasury was in a good condition.

Richard McBride, representing the Barre Granite Association, gave a most informative talk on the work now being carried on by his Association. He told of the interest in the training courses and the Barre School of Art. Dick told of the Barre Guild Consolidation Service which should be of a very real help to mid-western dealers. The 1950 advertising campaign of Barre Guild includes advertisements in many of the national magazines and these ads will feature pictures of monuments taken right in the display of a retail dealer. Also, there are available new direct mailing pieces in color and a

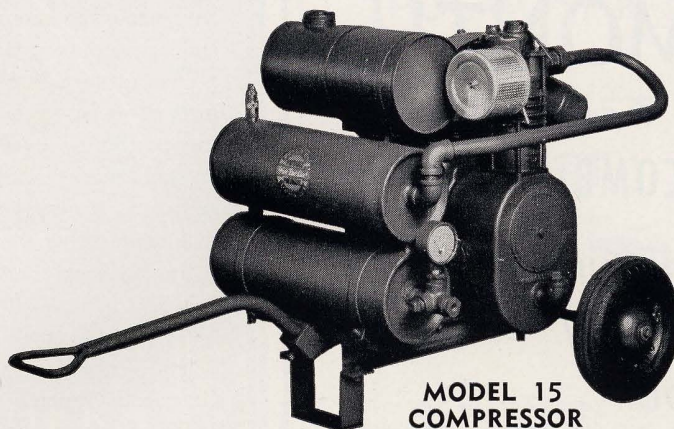
LINDSAY PORTABLE SANDBLAST OUTFIT

MINIMUM
WEIGHT



**Model CX
Cemetery Curtain**

No lost time in setting or moving this curtain.



**MODEL 15
COMPRESSOR**

THE POPULAR LINDSAY TEAM

These three Lindsay units combine to give you the most ECONOMICAL sandblast outfit in the field. You get POWER when you need it from compact equipment that is easy to handle. This outfit will blow the average inscription of twenty-five 1½" letters in 45 minutes.

P. K. LINDSAY CO.
97 TILESTON STREET EVERETT 49, MASS.

Dealers in principal U.S. Cities, Available in Canada through
Ritchey Supply Co., Ltd., Toronto.

MAXIMUM
POWER



**Model CXW
Portable Sandblast**
Sensitive control makes this blast a favorite for lettering and shape carving.

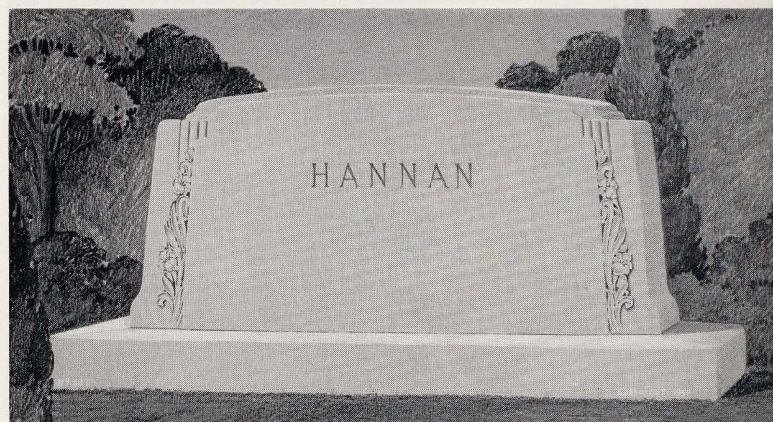
book of sales ideas. There will be large outdoor display signs and many other aids to selling Barre.

The next speaker was Robert Phillips of A.M.A. In his usual direct way and with the assistance of charts, he showed the astounding number of pre-need sales the no-monument cemeteries have made and pointed out the potential loss to the monument business. These cemetery sales were made as the result of salesmen working diligently on well chosen prospects after these salesmen had been carefully trained in their sales-talks and equipped with effective selling aids. Bob brought out that by the same means and by using the booklets and helps now available to monument dealers, and by means of good local advertising, the market can be increased for monuments to be erected in traditional cemeteries. Both Dick McBride and Bob Phillips have many friends in Illinois and it is to be hoped that they will attend many more of our conventions.

Next, Art Kistenbroker, who is President of a group of Chicago dealers, spoke briefly about the problem in their territory where some of the traditional cemeteries are going into the monument business. He said it is a type of competition which is increasing and we must find means of meeting it.

After recess for lunch, the meeting was called to order by President Berliner who called on Henry Triebel of Peoria to welcome the guests of the convention to Peoria. Glen Olson of Joliet gave the response and urged all to work together because only by unified action can we gain our objectives. The next speaker was "Clem" Courtney, salesman for Waldron Shield Co. of Barre, who spoke from the viewpoint of a

[Continued on next page]



Copyrighted Design 1950, Wildbur Granite Co., Inc.

The Hannan Design . . .

. . . One of our newest designs, offering refinement and beauty that will assuredly add sales appeal to your display . . . a "stock" memorial that you cannot afford to be without . . . dress up your yard or showroom . . . Order Today.



WILDBUR GRANITE CO., INC.

Manufacturers of STONECRAFT MEMORIALS

Barre Guild Inspected Monuments

BARRE, VERMONT

NEXT MONTH

SMITH, WHITCOMB & COOK

WILL ANNOUNCE
AND SHOW
YOU

THE NEW S. W. & C.

WIRE SAW

SMITH, WHITCOMB & COOK CO.

Barre, Vt.

Since 1833

Many Happy Re-Turns

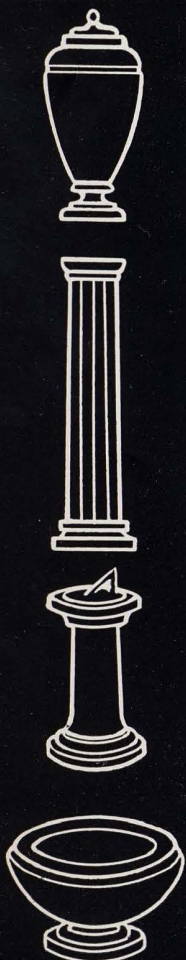
Once you've tried our service on turned work, you'll probably do what many, many dealers are doing—you'll return for more.

Turned work—done our special way and at our price—sells readily and profitably. It gives you that **different** approach you need for many special sales.

We're sure your trial order will be the start of many orders.

CENTRAL MINNESOTA GRANITE WORKS

25 WILSON AVENUE N. E.
ST. CLOUD, MINNESOTA



CONVENTION NEWS . . .

Continued from Page 57]

wholesale representative. He said he recognized some of the errors the wholesale end of the industry had made. They have not given enough assistance to the retail monument man and his salesmen; they have not armed the retailer with the proper ammunition to make sales on first calls. Also, he said, most of us get up in the morning only with the idea of going to work. We should study our prospects more carefully, line up our work better and get more enthusiasm into our approach. He emphasized the point that we must never feel that monuments are a necessity. It takes constant study and selling to keep the public receptive to the product we have to sell.

Mrs. Dot Gammel of Decatur was given the floor to review a few of the details in the case which she had against the Graceland Cemetery of Decatur where she felt their charges for foundations were unreasonable. She won the privilege of making her own foundations, but she felt that with some help she could carry the case to a higher court and possibly gain still more.

Judge Hardin E. Hanks, Legislative Representative for the Illinois Monument Association, gave much valuable legal information regarding the rights of a lot owner and also the rights of a cemetery. He reminded all that the status of the perpetual care funds of any Illinois cemetery must be reported once a year to the County Clerk. Judge Hanks felt that because of previous cases and the charters under which the majority of the cemeteries operate, that if a suit were started against a

ILLINOIS MONUMENT ASSOCIATION SPEAKERS' TABLE AND PHOTO OF BANQUET

(Back row) Left to Right: Ed F. Adams, Pekin; Mrs. Lois Adams, Pekin; Ben Berliner, Forest Park; F. R. Oakley, Peoria; Mrs. & Mr. Harry McFall, Galesburg. (Front row) Left to Right: Judge Hardin E. Hanks, Beardstown; Glen E. Olson, Joliet; Mrs. Glen Olson, Joliet; Mrs. Ben Berliner, Forest Park.



When You
Want

BETTER MEMORIALS

it's

BURKE BROTHERS

Established 1892

Barre, Vermont



cemetery questioning its right to make all foundations, any court would decide that such a ruling was unreasonable. He suggested that if more information were desired on such rulings, the dealers could consult their local attorneys and refer to the case of People versus Bloomington Cemetery Association, 353 Illinois, Page 534. This case was the outgrowth of a ruling that the cemetery would permit no burial vault to be used other than those purchased from the cemetery. Judge Hanks also reminded us that since 1947, all cemeteries must register with the Illinois Auditor of Public Accounts. If a cemetery was granted a charter to operate not for profit, then it would seem that such a cemetery would not be permitted to sell monuments.

Alex Park, in his usual good diction and eloquent manner, told of the design contest which had been conducted by M.B.A. and that kits of the designs were available for the low cost of \$10.00. He suggested that retailers should purchase these and donate them to local libraries and art departments of high schools and colleges. He urged all dealers to be sure to attend the national convention which will be held at St. Paul in August. He stressed the importance of the monument dealer in his own locality. The entire monument industry is judged in his vicinity by the appearance of his shop and his personal conduct, and by the interest he takes in civic affairs as well as by his reputation for the way he conducts his business transactions. The individual dealer IS the monument industry in his community and the entire industry is judged by him.

More than one hundred ate turkey Monday night at the
[Continued on next page]

Safe — Comfortable — Durable!

PULMOSAN
No. 64
SANDBLAST
HELMET

Neoprene Coated

-to hermetically seal all pores,
joints, seams.

-to increase durability.



The improved No. 64 Sandblast Helmet weighs only 2½ lbs.; with hose, 3¼ lbs. Weight of helmet is supported on head and shoulders by adjustable inner headframe. Helmet does not touch head or face at any point. A cool cushion of air is constantly circulated inside helmet. Helmet tailored to shoulders, fastened under armpits with leather straps. Order a No. 64 Helmet and enjoy its low-cost protection. See your local jobber, or write us.

\$15.00 supplied with
6 ft. hose, plus web belt
Choice:

No. 64—W. Window fitted
with double wire screen.

No. 64—G. Window fitted
with plate glass lens, shielded
by single wire screen.

Also: DUST RESPIRATORS — CHIPPER'S GOGGLES — LEATHER GLOVES

PULMOSAN SAFETY EQUIPMENT CORP.

644 Pacific Street

1831 Franklin Ave.

Brooklyn 17, N. Y.

St. Louis, Mo.



Italian
CARRARA MARBLE
Statues
AND
Monuments

Large Stock
on hand
in
New York City
1-6 to 6-0

Immediate Delivery

GEORGE E. RYAN

43-26 52nd Street

Woodside, Long Island, New York

Studio . . . Carrara, Italy

BACO GRANITE CLEANER



ONE POUND MAKES A GALLON OF SOLUTION

5 lbs.	\$ 3.25
10 lbs.	6.00
30 lbs.	16.50
50 lbs.	25.00
100 lbs.	45.00



USE BACO GRANITE CLEANER IT REALLY CLEANS MONUMENTS!

Favorite Cleaner for Display Yard and Cemeteries!

REMOVES DIRT AND WEATHER STAINS FROM THE SURFACE OF THE STONE. MAKES MONUMENTS LOOK AS NEW AS THE DAY THEY WERE SET IN THE CEMETERY.

READY FOR INSTANT USE—SAFE TO USE ON ALL GRANITES. ONE USER ADVISES "HAVE TRIED IT AND IT WAS MARVELOUS, WILL RECOMMEND IT TO FRIENDS IMMEDIATELY."

**AS A LEADING SUPPLY HOUSE
WE KNOW YOUR REQUIREMENTS!!**

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**SPECIAL DESIGNS
IN AIR BRUSH AND COLOR.**

Pencil sketches
and lettering details.

HARRY L. OGBORN, Designer.

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WEDGE LEAD



Above shows actual size. Order by Number. Furnished on stock reels of 100#, 50#, and 25#

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Correspondence Solicited

ROCHESTER 8, N. Y.



Miniature NOSE MASK

Keeps dust out of nose. Handy as pair of glasses. 9 sq. in. filter. Weighs only 1 oz. Order Today!

Sample \$1.00 p. p.

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

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

Price \$5.50 Per Copy, Postpaid

The Baker & Taylor Co.

55 Fifth Avenue, New York City 3

CONVENTION NEWS . . .

Continued from Page 59]

banquet. The local radio station provided entertainment and a fine talk was given by Mr. Frederick Oakley of the Peoria Newspapers. Irene and Adam Podskalny of the Adams Granite Co., of Barre, presented each banquet guest with a box of Vermont maple sugar candy. Also, each lady present received a gift which was made possible by the Coggins Granite and Marble Industries of Elberton. Door prizes were then awarded to the members of the Illinois Monument Association who attended the banquet. These prizes were donated by the manufacturers and supply houses and they certainly were appreciated by the dealers who won them.

Tuesday morning, President Berliner called for the reports of the various committees. Algert Swanson reported that the Nominating Committee submitted the following slate.

President	Glen Olson	Joliet
Vice-President	Harry McFall	Galesburg
Secretary-Treasurer	Mrs. Lois Adams	Pekin
Director	Ben Berliner	Forest Park
Director	Edwin Cocagne	Vandalia
Director	Algert Swanson	St. Charles
Director	Roy Lohmann	Aurora
Director	G. E. Phillips	Urbana
Director	Medford Stewart	Mattoon
Director	Wilfred Pleitner	Centralia
Director	E. Vern VonFossen	Beardstown
Director	William DeLess	Clayton

It was moved and carried that the slate be declared unanimously elected. The meeting adjourned at noon so that all could attend the tour of the Caterpillar Tractor plant that afternoon, which proved to be most interesting.

MONUMENT BUILDERS OF MISSOURI CONVENTION REPORT

"Let Facts and Figures Prove Our Point" . . . is the title of the report sent by Ad Lorenzon, Lorenzon & Son Monument Co., Program Chairman, Monument Builders of Missouri:

FLASCHNER'S BURNT-IN PORCELAIN PICTURES

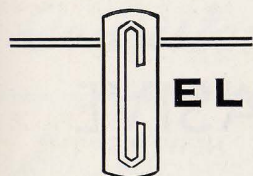
WARRANTED—EVERLASTING
WEATHER-PROOF

SEND FOR
CATALOG



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COISSON BROS., Successors to L. FLASCHNER CO.
ESTABLISHED 1903 1296 Third Ave., New York 21, N.Y.



ELENTE & BIANCHI ESTABLISHED 1914



"Memorials of Eternal Beauty"

BARRE, VERMONT

"The Missouri State Convention is now history. If you did not attend you are the loser. It was held at the DeSoto Hotel, St. Louis, Mo., February 15-16, 1950.

"It was the unanimous opinion of the 120 who attended the banquet that this convention topped them all.

"The outspoken opinion of manufacturers and others who made the circuit of state conventions was, that ours was the most constructive they had attended.

"The large meeting room walls were covered with a variety of illustrated display boards relating to the program subjects. All of which, were well prepared and well delivered by the speakers, emphasizing what our industry is confronted with and what all of us should do to make the public *More Monument minded*.

"Alex Park, Executive Vice-President of the Monument Builders of America, Inc., conducted a 45 minute sample of the ten hour 'Sales Training Course' which was adopted at the national convention at Chicago last year. This sample proved the need for more and constant training to make a successful monument salesman, this includes ALL OF US. This same sales training course was patterned after those used by other large progressive industries, who have reported tremendous boost in sales as a result.

How Much of the American Dollar Are We Losing Every Day?

"The banks are loaded with the peoples money. Last year 'John Q. Public' bought five times more dog food than monuments, besides television, refrigerators, stoves, automobiles, cosmetics, and hundreds of other items people are 'talked' into buying by progressive merchandisers.

"Let's WAKE UP OUT OF OUR DEEP SLEEP and get our share of this dough by using higher class salesmanship. In addition, CLEAN UP—PAINT UP—DRESS UP YOUR PLACE—SHOW A DECENT FRONT—BE HONEST—and make the public respect our business.

"The Photo of the Year contest with four display boards, created much interest. The entries were divided into three classes by the judges, composed of five manufacturers, one designer and our national vice-president.

"Award winners as follows: McCarthy Monument Co., St. Louis, Mo., 'Ecclesiastical'—large cross with Corpus of Christ.

"McCarthy Monument Co., St. Louis, Mo., 'Historical'—large private soldier memorial.

"Speh Monument Co., St. Louis, Mo., 'Family Memorial'—moderate family class.

"Honorable Mention: Standard Monument Co., St. Louis, Mo.,—Family Memorial.

"Time and space does not permit going into greater detail of the many fine features of the convention. If you missed all this, you missed the enthusiasm with which other dealers started the important year of 1950.

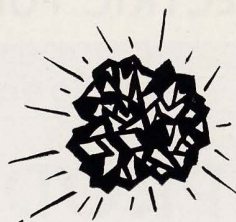
"New officers for 1950: President, Crawford King, Pohl & [Continued on next page

MESSERLY CLEANEST CLEANER

Since
1915

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

MRS. E. J. MESSERLY
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ADRIAN'S CYCLONE BLAST

An unusually clean sandblast abrasive which we can highly recommend, in 100 lb. bags at 9c per lb. in ton lots, freight paid to any freight station East of the Mississippi River. Less than one ton at 10c per lb. Shipment within 1 week after receipt of order.

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48 Penn St., Quincy 69, Mass.

Now Featuring:

BEAUTIFUL LAURENTIAN PINK

The Golden Granite
with unsurpassed contrast

**Importers: BALMORAL RED • BEERS RED
BLUE PEARL • EMERALD PEARL • BLACK SWEDE**

**also QUINCY, MOROCCAN RED, WESTERLY
AND OTHER DOMESTIC GRANITES**

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

*We provide a complete Design Service for the Retail Dealer and
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- Air Brush Sketches • Renderings •
- New Designs • Advertising •

A Complete Line of Design Cases and related items.
Home Study Design Course

Bliss

DESIGN COMPANY

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Use **CYCLONE BLAST ABRASIVE**
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BLASTING OPERATIONS

HARD—SHARP—FAST CUTTING • HEAT TREATED FOR TOUGHNESS

All grit sizes for polishing in both
ALUMINUM OXIDE and SILICON CARBIDE ABRASIVES
ELECTRIC FURNACE PRODUCTS

Reasonably Priced

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SPACERITE *Presents* **VERMARCO ALPHABETS** **IN DOUBLE OUTLINE**

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OPQRSTUVWXYZ&.
1234567890--

PRICE LIST AND SIZES AVAILABLE

Alphabets	Each	Alphabet	Alphabet and 14 Extra Letters
1 1/4"	\$0.45	\$12.60	\$18.90
1 1/2"50	14.00	21.00
1 3/4"54	15.12	22.68
2"58	16.24	24.36
2 1/2"76	21.28	31.92
3"94	26.32	39.48
3 1/2"	1.12	31.36	47.04
Numerals	Each	Set	
1 1/4"	\$0.45	\$ 4.50	
1 1/2"51	5.10	
1 3/4"55	5.50	

Adjustable dash ends included in each set of numerals

SPACERITE COMPANY

56 Berlin Street

WOLLASTON 70, MASS.

CONVENTION NEWS . . .

Continued from Page 61]

King Monument Co., St. Louis; Vice-President: Joe Pitts, Ozarks Memorial Co., Ava, Mo.; Secretary: Mrs. Lola Stille, Mexico Monument Co., Mexico, Mo.; Directors: John McCarthy, J. H. McCarthy Monument Co., St. Louis; C. P. McDaniel, Modern Monument Works, Rolla, Mo."

THE CONGRESSIONAL MEDAL OF HONOR . . .

Continued from Page 28]

may be, but for some voluntary act of valor beyond the bounds of mere obedience to orders. It has been awarded to about 2000 men, who have done more, who have braved dangers when they were not expected to brave them, overcome difficulties that were regarded by the rest as insurmountable, and faced death when they knew it meant the sacrifice of their own lives."

In hundreds upon hundreds of communities throughout America the inspiring and dramatic gallantry of these Congressional Medal of Honor Heroes remains uncommemorated. The same is true of innumerable other memorial projects which the alert memorialists can propose for his community in commemorating pioneers, public benefactors, beloved educators and clergymen, heroes of the police and fire-departments; but why go on? The source of ideas is almost unlimited; and the "human interest appeal" in all these projects invariably compels the interest and collaboration of the newspapers.

Why not determine, through the American Legion and other

Consistently - Since 1903

Write for prices on your requirements in QUINCY, BALMORAL RED, SWED ROSE RED, BEERS RED, CHESTER, BARRE, WESTERLY, MILFORD, N. H., RED V., CARNATION RED and other granites.

The name 'SETTIMELLI' has always been synonymous with **QUALITY** and **SERVICE** in the Quincy District

E. SETTIMELLI & SONS, Inc.

QUINCY 69, MASS.

Tel. GRanite 2-5050

sources, what Congressional of Honor Medals have been awarded to men in your community? For many reasons it would be more desirable and more practical to concentrate on the names of those so honored from the World Wars. Indicative of how stringent the requirements for the honor have become since President Wilson's time, there were only 95 awards given to soldiers of World War I and fewer than three hundred to members of the U. S. Army in World War II. While I was unable to find the exact number of those honored in the other branches of the service in both wars, most of whom were members of the United States Marine Corps, it was a much smaller number. The various sources contacted in Washington and elsewhere seem to agree that the total number of awards of both World Wars is somewhat under 500. While there have undoubtedly been more than three monuments commemorating these immortals, that number is all that is available in the files of the News-Review. Surely this is a cause calling for the best efforts of the memorialists of America, through their national and local organizations and as individuals!

MEMORANDA ON CONGRESSIONAL MEDAL OF HONOR

From extensive notes made in preparation for this article we quote the following data not appearing in the article itself:

Originally awarded to enlisted men (only) of Navy in 1861; then to enlisted men (only) of Army in 1862; Authorized to officers of Army in 1863 and to officers of Navy and Marine Corps in 1865; Medal itself was authorized July 14, 1862 and was proscribed as thirteen stars on field of blue for the ribbon, with fitting medal to feature surmounting eagle over word Valor and pendant enwreathed five point star with Goddess of Liberty encribed with words, "United States of America." Army and Navy Medals differ slightly in design (perhaps this will be changed by unification of the Services); Medal of Honor is only worn with neck ribbon, never pinned on uniform. Living holders of the Medal entitled to wear lapel buttons of hexagonal shape rosette form of blue with 13 white stars; Service ribbon is of blue with 13 white stars; One woman has been awarded the Medal of Honor—Doctor Mary Walker, details of which we have as yet been unable to procure.

Send for our FREE CATALOG of nice designs with the Barre Granite Price List. Always pleased to furnish estimates.

D. J. SMITH & SON

Manufacturer's Agents For GRANITE, MARBLE
AND BRONZE *Strictly Wholesale*

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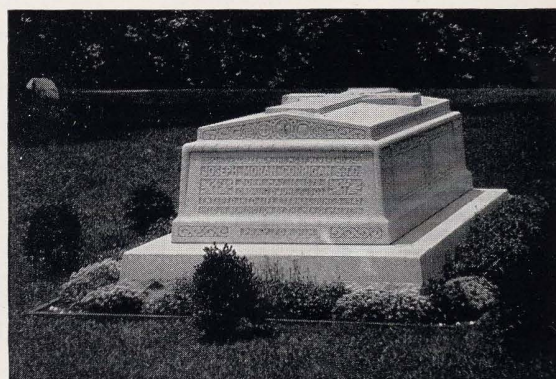
THE HARRIS GRANITES

from Salisbury, North Carolina

BALFOUR PINK
CAROLINA PINK
CAROLINA MODIFIED PINK

THE HARRIS GRANITE QUARRIES CO., INC.

Quarries, Shops and Executive Offices
SALISBURY, NO. CAROLINA



Leading retailers throughout the country acclaim the beauty and high quality of Harris Granites. That this confidence is well placed is evidenced in the skilfully carved Joseph Moran Corrigan tomb with its religious symbolism. It was cut from Balfour Pink Granite in our plant for Edward A. Carroll Company, Bala-Cynwyd, Pennsylvania.

Eastern Representative
WHITEHEAD & KLOCK
101 Park Ave., New York City

Western Representative
J. K. BATCHELDER
Dixon, Illinois

Specify Harris Granites for Memorials of Distinction

Honest

Dependable Service

Honest

Workmanship

BONAZZI & BONAZZI
MONTPELIER, VERMONT

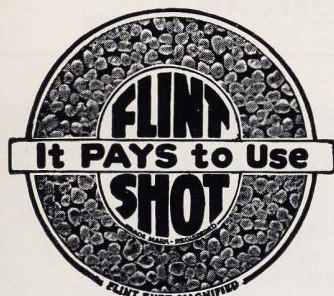
Value

When You Need These Granites . . .

QUINCY — BLUE-WHITE WESTERLY — PINK WESTERLY — GOLDEN PINK — or any of the Specialty granites, BALMORAL, BEERS, MOROCCAN, PREMIER or SWEDISH BLACK; it will be to your advantage to send us details.

We Invite Your Inquiries.

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



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**FLINT
SHOT**

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MONUMENTAL SANDBLASTING

UP - TO - DATE • SEND FOR OUR BOOKLET
MINED AND SHIPPED ONLY BY

THE OTTAWA SILICA CO.
OTTAWA, ILLINOIS

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REPORTS ON THE
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GEORGIA,
THE IOWA, AND
THE OHIO
CONVENTIONS**

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... in LESS TIME!**

Tamms
Peerless WHITE ROUGE

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

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PHOTOGRAPHIC ~ PRINTS
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MEMORIAL MOTIFS
BARRE

News From Our Advertisers

BARRE QUARRY WORKERS ACCEPT NEW CONTRACT

NEWS FLASH—March 31—The quarry strike anticipated by best informed Barre, Vermont, sources was averted on the last day of operations on the old contract, when the workers accepted the original proposal of the quarry owners. Details of the agreement, as printed in the *Barre Daily Times*, are as follows:

"An increase of five cents an hour in wages and two additional paid holidays were terms in the quarrier's original proposal, which the negotiating committee of Branch No. 4, United Stone and Allied Products Workers Union (CIO) officially accepted on the morning of March 31st, in a meeting at the E. L. Smith quarry office with the quarriers' committee and Federal Mediator William J. Burke of Boston, according to a statement by Athol Bell, spokesman for the quarriers.

Under the proposal advanced by the Rock of Ages, J. K. Pirie Estate and Wells-Lamson Co., the present contract will continue for the next three years with the privilege for both parties to re-open on the issue of wages only on the anniversary date of the contract, April 1, 1951 and 1952.

The quarriers had included in their proposal an offer of an extra week's vacation at Christmas time in lieu of the paid call out plan.

Under the call out plan, workers are paid if, when they report to work in inclement weather, they stay on the job for a specified time before leaving for home.

The union membership voted to retain the present "call out" plan rather than accept the alternative additional vacation.

Before accepting the quarriers' proposal, union members received, under the terms of the contract, pay for four holidays.

It was also agreed that sub-committees, representing management and labor, work out clarification of the present contract with respect to vacation pay, foremen's activities and leave of absences.

William J. Burke of the Federal Conciliation and Mediation Service, met with both negotiation groups separately and jointly, March 30th and called them together the following day to hear the report of a previous meeting held by the union's membership. The quarriers negotiating committee was told that the proposal was accepted at the meeting.

Burke served as a conciliator in the dispute between the GCIA and the granite manufacturers in 1943.

"DEEPER DIAMOND RIMS ON FELKER DI-MET SEGMENTED BLADES"

Users of diamond abrasive wheels in production cutting of granite, marble, limestone and masonry materials will be interested in the announcement made by Felker Manufacturing Co., of Torrance, California.

Their Di-Met metal-bonded, segmented diamond wheels have been supplied for many years with diamond-bearing rims 1/8" deep. Now, two new models have been added to the line, having diamond depth increased to 3/16" and 1/4" respectively. Both wheels offer substantially longer cutting life than the 1/8" rim, with consequent elimination of blade changes. Cost economies are also made. Although rims contain as much as double their former diamond volume, price has not increased in proportion.



CAPITOL GRANITE COMPANY, INC.

BARRE GRANITE MEMORIALS



MONTPELIER, VERMONT

News From Our Advertisers *[Continued]*

BECK & BECK COMPLETES NICHOLAS POWER MEMORIAL

One of the largest memorials of its type ever manufactured in the Barre district was recently completed in the new Beck & Beck plant on Center Street. This all-polished memorial to the late Nicholas Power, prominent New York business tycoon, who died in 1921, was executed in dark Barre granite. In design it follows the traditional horizontal tablet and base form with its only decoration, excepting the panelled name inscription—"Nicholas Power," being a beautifully sand-carved band paralleling the sides and serpentine top of the tablet.

Although well-proportioned and pleasing in overall effect, the unusual phase of this memorial is its size rather than its design. The die is 14 feet by 3 feet by 6 feet and the base is 16 feet by 4 feet by 6 inches by 1 foot 2 inches. The original block weighed over 40 tons. The finished die alone weighs 23 tons and is without a flaw. It took several months at the quarry to select and mine this large stone. Despite the outstanding equipment at the new Beck & Beck plant, all of which is of post-war design and manufacture, and the efficiency of the plant itself, which was designed by outstanding industrial engineers in collaboration with the Beck brothers, Charles and Wendelin, the handling of the massive stone presented many engineering problems, particularly in polishing the ends, where special rigging was required. It was also necessary to build a special temporary sandblast room.

The monument now ready for shipment will be erected in Woodlawn Cemetery, New York City, 11½ feet from the rear line of a circular plot of more than 3,000 square feet area. The section of this world-famous cemetery where the Nicholas Power monument will be erected is one featuring many stately and costly memorials and this fact determined the family's decision to erect a tribute of this size. The contract for this distinctive memorial was made by the Haren Monument Co. of Newark, N. J.

It was also learned that the Beck & Beck company has been commissioned to manufacture another all-polished memorial of even larger size and is now awaiting the selection of a suitable quarry block.

**If It's Colored Granite
Buy The Best Seller**

SWED ROSE RED

For rough blocks write to:

Globe Marble & Granite Corp.

Chatham Phenix Building 29-28 41st Ave., Long Island City 1, N.Y.

*For finished monuments inquire at your nearest
wholesale manufacturer.*

FOR THE FINEST IN TURNED WORK

'Dependability for over Half a Century

Send Sketches for Estimates

Crearson & Lane Co.

INCORPORATED

BARRE, VERMONT

IN CONSTANT OPERATION SINCE 1897

Sheahans SELECT MISSOURI RED GRANITE

Polished slabs-dies-bases-slants-hickeys

Repolishing-refinishing-repairs

Wholesale manufacturers

R. J. COX MONUMENT CO.

28th & State St.

East St. Louis, Ill.

Colombo Granite Co.

OPERATING IN FORMER HEBERT & LADRIE PLANT

BARRE, VERMONT



Memorials Supreme

.....IN BEST BARRE GRANITE.....

HUGO C. GIUDICI ELECTED PRESIDENT SMITH, WHITCOMB & COOK COMPANY

At the annual stockholders meeting held March 14, 1950, in the Hotel Barre, Barre, Vermont, Hugo C. Giudici, Giudici Brothers & Co., Barre, Vt., was elected president of Smith, Whitcomb & Cook Company of Barre.

Mr. Giudici succeeds Maurice C. Watkins of the Smith, Whitcomb & Cook Company, in the office.

Other officers elected were Archie Buttura, Buttura & Sons, Barre, vice-president; Wendelin J. Beck, Beck & Beck, Inc., Barre, treasurer, and John W. Ferguson, Smith, Whitcomb & Cook Co., clerk.

Four directors were elected: George O. Pratt, E. J. Batchelder Co., Inc., Barre; Robert J. Stewart, Marr & Gordon, Inc., Barre; James Gray, Cook, Watkins & Patch, Inc., Barre, and Archie Buttura, Buttura & Sons, Barre.

Maurice C. Watkins presided at the banquet. General discussion followed with a review of business during 1949 and a preview of the present year.

BARRE MEN FLY TO MINNEAPOLIS FOR A.M.A. COMMITTEE MEETING

As members of the permanent exhibit committee of the American Monument Association, Reginald S. French, general manager of the Barre Granite Association, Barre, Vt., Archie Buttura, Buttura & Sons, Barre, Vt., and Lucien J. Bilodeau, J. O. Bilodeau & Co., Inc., Barre, Vt., all members of the Barre Granite Association, left Barre by plane, March 16, 1950, to fly to Minneapolis, Minn.

There they met with others to make plans for the annual convention and exhibit of the Monument Builders of America, Inc.-American Monument Association, Inc., which is to be held August 20-24, 1950, in St. Paul, Minnesota.

ANTONIO VOLPE PRESIDENT QUINCY ASSOCIATION

The banquet and 70th annual meeting of the Granite Manufacturers' Association of Quincy, Mass., was held December 12, 1949, at Diana's Restaurant in Quincy. Presiding at the banquet was Richard Ruscitto, Antonio Ruscitto & Sons, Inc., Quincy, president.

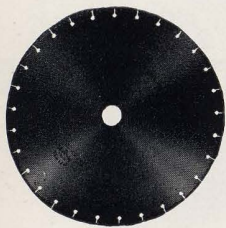
The activities and progress of the Apprentice Training program in Quincy, was discussed by Roger Gervasi, director. He urged the manufacturers to try to influence their men to take the course and had high praise for the progress of the students now training.

The chairman of the entertainment committee, Elmer Fagerlund, National Granite & Polishing Co., Quincy, presented a Father & Son act which was thoroughly enjoyed.

After discussion of association affairs officers were elected for the coming year as follows: Antonio Volpe, L. Volpe & Sons, Inc., president; Elmer Fagerlund, National Granite & Polishing Co., vice-president; William M. Adrian, Adrian of Quincy, treasurer; Edward D. Marnock, secretary. Included in the executive committee are W. C. Canniff, W. C. Canniff & Sons, Inc.; O. Warner Golbranson, Golbranson & Co., Inc.; Chan Deacon, Walter Deacon & Co.; and Joe Settimelli, E. Settimelli & Sons, Inc.



EVERLASTING MEMORIAL WORKS INCORPORATED DESIGNERS AND MANUFACTURERS OF HIGH GRADE MEMORIALS MONTPELIER, VERMONT



DI-MET METAL BONDED Segmented Diamond Wheels TYPE DITRS

#M13110	14" x 3/32 x Arbor	50 Conc.	\$101.60 Ea.
M13115	14" x 1/8" x "	" "	129.20
M13130	18" x 1/8" x "	" "	169.20
M13135	18" x .175 x "	" "	218.20
M13140	20" x .175 x "	" "	244.80
M13150	22" x .175 x "	" "	271.00
M13155	24" x .175 x "	" "	298.60

AKRON LAPIDARY COMPANY 1095 CHALKER STREET AKRON 10, OHIO

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New England Representative of

Sienna Pink

BALMORAL RED, BEERS RED, ROSE RED, QUINCY, WESTERLY, DEER ISLAND, AND OTHER FOREIGN AND DOMESTIC GRANITES.

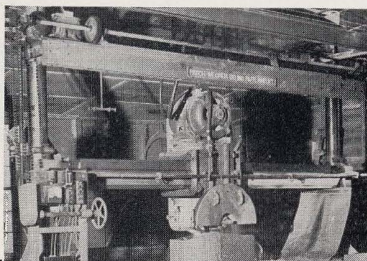
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ESTIMATES GLADLY GIVEN.

A. Monti Granite Co., Inc.

260 CENTRE STREET
QUINCY, MASS.

The new contour grinder, shown below, is but one example of the modern machinery that we have installed to aid in attaining more economical production and faster delivery to you.



CARRARA WHITE MARBLES ITALIAN COLORED MARBLES

SLABS & BLOCKS

STATUARY — MONUMENTS

MAUSOLEUMS — INTERIORS — ETC.

Geom. PIETRO GREGORI DI FRANCESCO

Viale xx Settembre 31 — P. O. B. 151.
CARRARA, ITALY

Obituary Record . . .

SIDNEY G. JOHNSON

Sidney G. Johnson, secretary-treasurer of Theodore Johnson & Sons, Inc., Chicago Heights, Illinois, died suddenly, March 12, 1950.

Mr. Johnson had been in the monument and building stone business for more than thirty-two years, having learned the trade under his father, who established the firm in 1893.

Born in Crete, Illinois, April 7, 1901, the son of the late Theodore Johnson and Mrs. Clara Johnson, he is survived by his wife, Mrs. Viola Johnson; his mother, Mrs. Clara Johnson of Crete, Ill.; two brothers, Vernon Johnson of Harvey, Ill., and Burdette Johnson of Crete, Ill.

Services were held March 15th, at St. Paul's Lutheran Church, Chicago Heights, Ill., with interment at Trinity Lutheran Cemetery, Crete, Ill.

HARRY B. HEWITT

Harry B. Hewitt, manager of the Kansas City, Kansas, Monument Company, died at his home March 6, 1950, at the age of 83 years. He had been a resident of Greater Kansas City for thirty years.

Mr. Hewitt was a member of the Melrose Methodist Church, the Masonic Lodge and of the United Commercial Travelers Association.

Surviving are his wife, Mrs. Cecil Hewitt, a daughter, Mrs. A. H. Myers and two sons, Paul M. Hewitt of Los Angeles, Calif., and Don W. Hewitt, superintendent of the Highland Park Cemetery in Kansas City, Kansas.

MRS. WALTER HAERTEL

Ida Neider Haertel, age 74 years, passed away December 29, 1949, at Dundee, Ill., after an illness of several months. She had made her home in Dundee for 67 years.

Mrs. Haertel was the wife of Walter Haertel, who was in the monument business in Dundee for 48 years. Four years ago, however, he sold the business to J. S. Warner & Sons.

Surviving are her husband, Mr. Walter Haertel, three sons, four daughters and fourteen grandchildren.

One son, Arthur T. Haertel, is in the monument business in Chicago, Illinois.

PROMINENT NORWEGIAN MONUMENT MAN VISITS BARRE

Mr. Svensen, prominent monumental manufacturer of Oslo, Norway, visited Barre for two days during a short stay in America, where he spent some time with a brother living in Springfield, Mass. While in Barre, he spent considerable time at the Granite City Tool Co., and was most impressed with the new methods and machinery used in America. He also visited the quarries and several of the plants. Most of all he was impressed with the free enterprise system in this country, which he far preferred to the limited enterprise regulations in post-war Norway. He also became enthusiastic about the Monumental News-Review and became a subscriber before returning to New York for his boat to Norway on March 30th.



CEMCO Setting Compound

Set your monuments the easy way by using CEMCO Setting Compound. Made in colors of white, gray and mahogany. A real water proof joint. Packed in 20 lb. 1 gallon cans. \$4.00 St. Louis.

CLEARVIEW EQUIPMENT & MANUFACTURING CO.

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WE INVITE YOUR INQUIRIES AND
GUARANTEE SATISFACTION.

John Leppanen and Jules Chatot, Proprietors

NORTH BARRE

GRANITE COMPANY BARRE, VERMONT

EVERLASTING PORTRAITS FOR MONUMENTS



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- BOTH CHINA AND PORCELAIN ENAMEL PORTRAITS
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429 Franklin Street, Buffalo 2, N. Y.

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

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ART GLASS MAUSOLEUM WINDOWS—Send for our booklet of Mausoleum Designs. Flanagan & Biedenweg Studio, 3754 N. Wilton Avenue, Chicago 13, Ill., Est. 1883.

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DESIGNS

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DESIGNER: MAX NITSCHMANN

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For sale, immediate shipment, CONCRETE BLOCK MACHINE AND MOULDS. Will make any type and size blocks with constant demand. Capacity 2 men, 350—8 x 8 x 16 blocks, 8 hours. Keep busy spare time and bad weather and augment your earnings. Full particulars, etc., on request. Write "Block Machine" c/o Monumental News-Review.

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

TWO TON YALE SPUR GEARED CHAIN HOIST MODEL B-B. Never used. \$75.00. Write George Henderson, 52 Smithman Street, Oil City, Penna.

TYPE A STEEL DERRICK complete with winch and cables—38 feet high—for setting mausoleums and spires. Also Pangborn blast 1000 lb. capacity with all new fittings. Robert Trigg & Sons, Rockford, Illinois.

SCHRAMM PORTABLE NO. 60 COMPRESSOR mounted on tires. Used only 200 hours. Cost \$1,355.00 new. Will sell for \$1,000.00 or best offer. Write "Box 657" c/o Monumental News-Review.

INGERSOLL RAND 8"x8" CLASS "E" COMPRESSOR, develops to 140 lbs. pressure. Price reasonable for quick sale. Used. G. T. Reinhard Granite Works, Hanford, Calif.

FOR SALE

GRANITE FOR SALE, at quarry cost price. Good stock in sawed block dimensions, sawed slabs, and steeled, also finish base, and markers. Write for price list. Adamant Monumental Quarry, Chas. A. Pilette, Owner, R.F.D. No. 3, Barre, Vt.

TEN TON BOOM DERRICK complete with hoist, ropes and all necessary gear. Good condition. Modern Granite Co., Barre, Vt.

MONUMENT SHOP FOR SALE after June 1st. In western Iowa county seat town. Established 1888. Reason for selling other interest. Harlan Monument Works, Harlan, Iowa.

AN ESTABLISHED, FULLY EQUIPPED RETAIL MONUMENT BUSINESS in city of 25,000 population. Excellent opportunity. Only one real competitor. Large new stock. Write Harold R. Nettles, First National Bank Building, Freeport, Illinois.

MARBLE WORKS DOING MONUMENTAL, interior and exterior marble and granite work. Will sell, lease or rent. Owner wishes to retire. Price reasonable. Schanen Marble Works, 6340 S. W. Macadam Street, Portland 1, Oregon.

COME TO NEW HAMPSHIRE. Buy one of the best monumental retail businesses to be found anywhere, for the low price we are asking. Good stock, well equipped shop for two men. Sold with or without property. Selling on account of sickness. Must sell at once. Write "Box 656" c/o Monumental News-Review.

UP-TO-DATE GRANITE MANUFACTURING SHOP NEAR DETROIT. Owner retiring. Will sacrifice for quick sale. Wyandotte Granite Co., Wyandotte, Mich.

HELP WANTED

HAVE OPENING FOR FIRST-CLASS LAYOUT MAN, sandblast and rubber cutter; preferably one who can do all around letter cutting. Top wages and year around employment. Write "Box 655" c/o Monumental News-Review.

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

FOR IMMEDIATE SALE

- 1 - Parker Rotary Stone Saw
- 1 - 10-Ton Milwaukee Electric Crane
- 1 - Steel Crane Runway

See Dawson-Macdonald Ad on inside back cover for details.

OPPORTUNITIES

DEALER PROPOSITION AVAILABLE. No capital needed—car essential. Largest retailers in the world. Quarriers and manufacturers. Delano Granite Works, Inc., Delano, Minnesota.

POSITION WANTED

MONUMENTAL DRAFTSMAN AND DESIGNER. Warren Nail, 112 LaSalle Place, Louisville, Kentucky.

RETAIL SHOP WANTED

Wanted to buy RETAIL MONUMENT SHOP. E. H. 59 North Main Street, Hornell, New York.

SALESMEN WANTED

EXPERIENCED SALESMAN. Must be married. To represent well established New York City firm, retail sales, strictly commission basis. Write "Box 652" c/o Monumental News-Review.

SALESMEN WANTED

EXPERIENCED SALESMAN TO COVER NEW ENGLAND for large Barre Granite manufacturer. All inquiries confidential. Write "Box 645" c/o Monumental News-Review.

EXPERIENCED SALESMAN FOR LONG ESTABLISHED BARRE MANUFACTURER for Michigan, Northern Indiana and Western Ohio. Write Monumental News-Review c/o Box 636.

SALESMEN TO SELL GRANITE, WHOLSALE, one to cover the state of New York, one to cover Massachusetts, Connecticut and New Hampshire. An old established firm. Furnish reference when writing. Modern Granite Company, P. O. Box 392, Elberton, Georgia.

EXPERIENCED SALESMAN to take complete charge of sales within radius of 30 to 40 miles from Portage, Wis., where factory display room is located, and from which \$40,000 to \$50,000 can be sold annually. Also to assist other salesmen in adjacent territories. Drawing account and commission basis. Business established for 75 years. Unusual opportunity for the right man. If interested, write: Stotzer Granite Co., 1001 W. Wells St., Milwaukee 3, Wis.

WANTED TWO EXPERIENCED WHOLESALE GRANITE SALESMEN to represent an old established manufacturer, operating several well known quarries producing fine monumental granites. Have opening in western Pennsylvania, including Pittsburgh, also in northern Pennsylvania and state of New York (excluding New York City). Commission basis. Write P. O. Box 782, Elberton, Georgia.

EXPERIENCED WHOLESALE SALESMAN to represent our firm in Michigan, Indiana, and Illinois. Complete line of colored granites. Central Minnesota Granite Works, 25 Wilson Ave., N. E., St. Cloud, Minnesota.

WHOLESALE SALESMAN wanted. Commission basis. Well-known Barre manufacturer. For particulars write Box 625, c/o Monumental News-Review.

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

LONG ESTABLISHED WELL-KNOWN BARRE MANUFACTURER wants experienced salesmen for New York State (excluding New York City), Pennsylvania and Eastern Ohio. Write Box 287, Barre, Vt.

SALESMAN WANTED ON COMMISSION BASIS—any territory. Large firm handling both monuments and mausoleum work. Carry large stock Barre, Rose Swed and Dakota Mahogany. Write Monumental News-Review c/o Box 641.

DESIGNER-SALESMAN WANTED

EXPERIENCED DESIGNER-SALESMAN wanted. Salary or commission. Write Robbins Monument Company, 2710 Washington Avenue, Houston, Texas.

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TOOL DRESSING AND TEMPERING

BURNS TOOL FORGE

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Reworking and tempering of all types of chisels. Prompt and dependable service.

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*Enduring, faithful
quality from
quarry to
finished memorial*

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Memorials of enduring quality, beauty and distinction. Quality of materials and finest workmanship have been the mark of Anderson-Friberg's leadership in the industry for more than forty years. Illustrated, 30-page

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Anderson-Friberg Company, INCORPORATED, BARRE, VERMONT

THE SUNDIAL . . .

Continued from Page 32]

an alarming pace.

What is the answer?

There is only one answer. The standardized "stock-monument," inscribed only with name and dates and adorned with stock roses, must give way to the *personalized* memorial. The regimented "stock-monument," which is in fact nothing more than an enlarged version of the regimented no-monument cemetery marker, must give way to a personalized expression of deep-rooted sentiment and faith in commemorating our dead. The traditional cemeteries, with their increasing trend toward regimentation, have a responsibility in this important effort to revive the *personalized* memorial in America. But like so many memorialists, these cemetery officials will contend that the "Leighton" case was unusual; that the average dealer has few opportunities to thus *personalize* a memorial.

I challenge this contention.

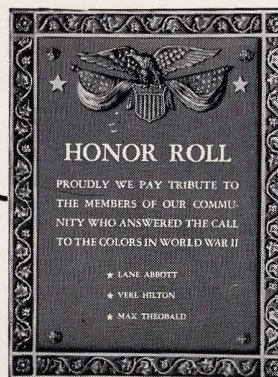
While I concede that the "Leighton" case was unusual, nevertheless long experience has taught me that a simple marker at the grave of an infant, no less than an imposing monument on the family plot of a millionaire, can be designed to *say* something, to *mean* something, to be a source of deep *consolation to the bereaved*, and a lasting inspiration to the passerby and, and to posterity. In the course of these "case histories" we hope to prove the case for *personalization* vs. *regimentation* in both cemeteries, and cemetery art.

Watch for further "Case Histories"

BRONZES



"EQUAL TO THE FINEST"



NEWMAN Hand-Chased cast bronze memorial grave markers, honor rolls and cemetery vases, famous for finer quality since 1882, assure quick sales and good profits for YOU. Investigate! Don't delay . . . DO IT NOW.

Write RIGHT AWAY for folders, prices and sales information. Positively no obligation.

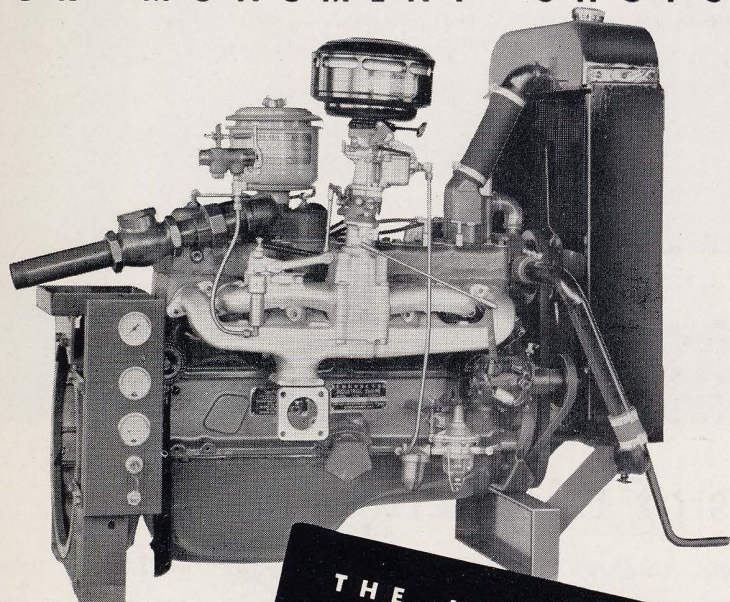
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**NEWMAN
BROTHERS, Inc.**

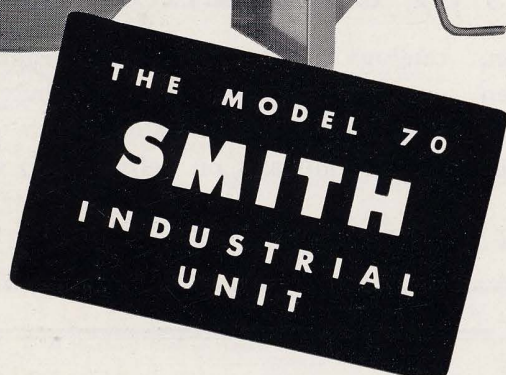
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Low Cost Compressed Air

FOR MONUMENT SHOPS



Mount it in your shop... ready to use at all times!



The Model 70 Smith Industrial Unit is proving popular with monument shops everywhere. Practical, serviceable... it provides a handy source of compressed air, with ample power for a variety of needs... stone lettering, cutting, surfacing, cleaning, etc.

The Model 70 is built with the famous Chrysler Industrial Engine—with 3 cylinders for power, 3 for compression. It is ready to operate after mounting on foundation and connecting to your air receiver, gasoline supply, battery and exhaust outlet. A natural gas carburetor is available to provide the lowest possible operating cost. Equipped with starter, generator, governor, pilot valve, cooling system, instrument panel and all wiring except battery cables. Engine parts available at Chrysler, DeSoto and Dodge truck dealers.

Write for Complete Facts!

The famous Model R-60 is also available with rebuilt Model A Ford engine. Thousands of these low priced, economical compressors are giving satisfactory service to Monument dealers and cemeteries all over the world.

The Smith Compressor Head and accessories can be furnished for assembling on a Model A Ford block for a stationary or special compressor with 60 cubic feet capacity.

GORDON SMITH & CO.
INCORPORATED

470 College Street

Bowling Green, Ky.

... Not So Editorial



"Open for Business"—The above photograph, showing that Normandeau Memorials of West Springfield, Mass., does not hibernate with the snow, is indicative of a mental attitude of faith and aggressiveness which seems to characterize the success of this and other similarly successful firms. Where other firms seem to "pull down the curtain," Marcel Normandeau gets out the shovel. The very fact that these monuments can be seen, when many other displays are completely under snow, seems to be reflected in the response of the Public. Incidentally Normandeau Memorials will soon open a Worcester, Mass., branch, which will feature a three tiered display of monuments, illustrating an ingenious use of a side hill and bulldozer.

CLARA BARTON ADVOCATE OF "PRE-NEED"

On a Burial Knoll in North Oxford, Mass., lies the grave of Clara Barton, "Angel of the Battlefield" and founder of the American Red Cross. Her record in the Civil War, the Franco-Prussian War, the Spanish-American War, as well as in civilian life was indeed a brilliant one. An epitaph on her monument taken from one of her many brilliant letters states: "Nature has provided cure and final rest for all the heartache that mortals are called to endure." From Mr. Francis Atwater's fine "Life and Times of Clara Barton" we learn as follows:

"The family lot was added to and the ground prepared with great thought. Hundreds of loads of dirt and rock were carted in and underneath it was placed bushels of salt to retain moisture and keep the grass green. In life she did everything thoroughly. What more natural than she should want to know her last resting place should be in order when the Master called."

All of which should make a very nice mailing piece for dealers and cemeteries promoting Pre-Need.

"EVENTUALLY, WHY NOT NOW?"

One of our good friends assures me that he is all hepped up on this pre-need selling and is planning a complete campaign of direct mail and newspaper advertising on the theme, "Eventually, Why Not Now?" We never know how to take our good friend who is also the originator of the well turned quip, of "Money just doesn't seem to care who gets it," to describe the condition of some of the Warborne Nouveau Riche in the Memorial Field.

E. H. Whitaker



PROVEN PRODUCTS FOR CLEANING AND SETTING



SET-RITE COMPOUND

There is only one SET-RITE — the original monument setting compound. Always use the genuine and be safe. Packed in quart or gallon cans.



MAGIC CLEANER

There is no better granite cleaner at any price! Always safe to use, fast and guaranteed to restore dirty or discolored monuments to their original appearance.

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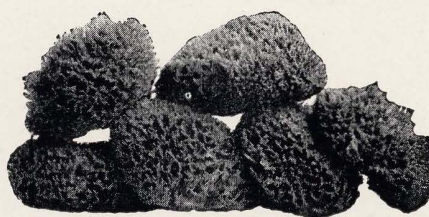
An extra heavy duty, galvanized pail, built to withstand abuse. 14 quart capacity. Each \$1.25, Dozen lots, each \$1.00.



CELLULOSE SPONGES

Size No. 4A (4½"x3"x1") 23c ea.
in lots of 12 20c ea.
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in lots of 12 35c ea.
Size No. 10A (7¼"x4½"x2¼") \$1.00 ea.

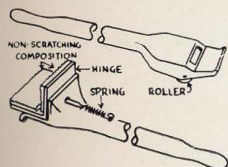
These Cellulose Sponges are man-made. They are practical—float—hold lots of water—contain no grit—fit the hand—suitable for every cleaning job!



NATURAL SPONGES

We received in March a shipment of excellent Sheep's Wool Sponges—worth a dollar each. Special—for April and May—65c ea.

D-M SETTING BARS



Die can be moved on base to the proper position without the danger of damaging the stone. The set consists of two bars, one made with a roller which is placed under one end of die and the other bar is placed under the other end of die and is used as a prier. By taking a small lift with this bar, the stone moves on the roller bar to the position desired.

D-M NON-SLIP CLAMPS

These clamps prevent breakage, speed up setting and handling and pay for themselves rapidly.

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1 - PARKER ROTARY STONE SAW, single blade 96", 75 H.P. Motor, AC, 3 Ph., 60 Cy., 220/440 10 H.P. Motor with Shot Automatic Feed, 3 Feeding Cars, steel frames, oak bunks.

1 - 10-TON MILWAUKEE ELECTRIC CRANE, cage-type, 3 Motors on main hoist, trolley and bridge 40-foot span, I-Beam Girders.

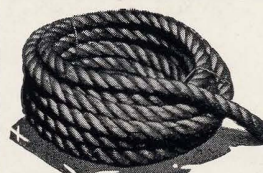
1 - STEEL CRANE RUNWAY. 75 ft. long, 12 "A" Frames (6 either side), height of I-Beam 1½ feet, height of Frames 17' 9", over all height 19' 3".

The above equipment is in perfect condition, actual operating time less than 5 years. Write for location and price and for arrangements to see the equipment.



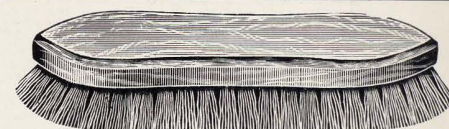
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Afford protection when applying Magic Cleaner or Oxalic Acid.

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Grains, bricks, and wheels of all sizes, especially for the CONTOUR and SLOT-
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Aluminum Oxide, W.P.P. or CARBORUNDUM* Silicon Carbide Grain for Sand
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*Registered Trade Marks of The Carborundum Company.

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When you buy from us, you are not only assured of Quality Products and
Real Service, but also of professional advice as to proper sizes of grains,
wheels, etc., based upon over 50 years of Experience supplying the Trade.

R. C. BOWERS GRANITE COMPANY

MONTPELIER,

Founded in 1888

VERMONT

THE LANE SOLID GATE POLISHING MACHINE

A Machine of rugged construction which can
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swinging machine from Bin to Bed without
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FEATURES:

Two speed Polishing or Steeling — Convenience of Push-
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Gate Hinge.

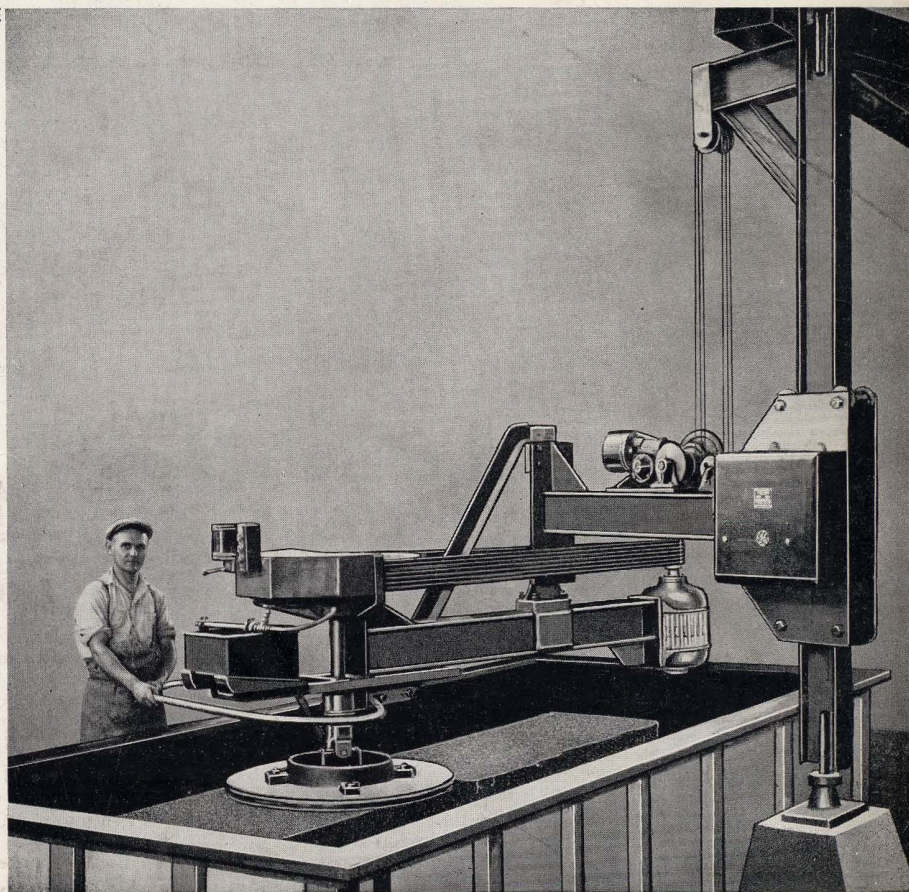
V-Belt Drive — Geared Motor Hoist.

SIZES:

7½ HP. & 10 HP. Machines for small and medium work.
15 HP. & 20 HP. for heavy work.

Complete instructions for High-speed Polishing supplied
with each machine.

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