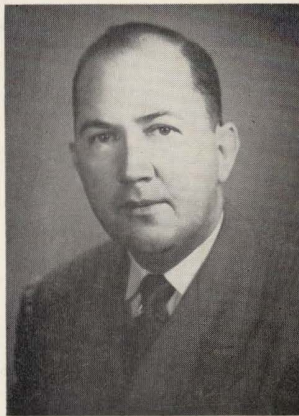




M.I.A. President
HOYT S. HOLTON
Toledo, Ohio

MONUMENTAL NEWS - REVIEW

January 1954



M.B.A. President
L. C. HENLEY
Montgomery, Ala.



A.M.A. President
F. J. PLIMPTON
New York, N. Y.

INDUSTRY EDUCATIONAL CONFERENCE
and
JOINT CONVENTIONS of
M.I.A. - M.B.A. - A.M.A.

February 3-4-5, 1954 — Atlanta Biltmore Hotel
Atlanta, Georgia



CEMETERY MEMORIAL
to a
GREATLY LOVED PRIEST

The center circle of St. Stanislaus Cemetery, Chicopee Falls, Mass., is the site of this impressive tribute to the memory of The Very Reverend Lawrence M. Cyman, whose many years of service as a Parish priest and later as The Provincial, made him the most beloved man in the community. This memorial was erected by Chicopee Memorials, Albert J. Rypysc, Proprietor. It was produced by Chioldi Granite Co., Barre, Vt.

The strength of the Memorial Idea is never more convincingly demonstrated than by the erection of beautiful cemetery shrines such as the Father Cyman Memorial in Chicopee Falls, Mass. Monuments such as this enrich the cemetery with a new meaning, not only reminding the parishioners of the great goodness and love the commemorated had for them, but also reaffirming the high principles of their religion. Here indeed is another fine example of the beauty of traditional commemoration in keeping with the highest ideals of the Church.

Needless to say we were humbly proud that Wetmore & Morse Certified Select Barre Granite was the material used for this most important memorial.

WETMORE & MORSE QUARRY

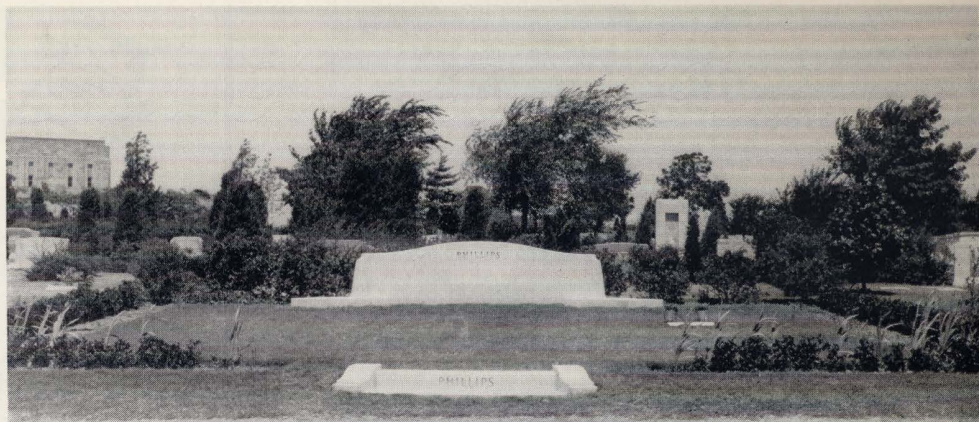
Division of Rock of Ages Corporation

BARRE, VERMONT

MEMORIAL BEAUTY

in

DALLAS, TEXAS



COPYRIGHTED DESIGN
C. LENWOOD MOORE

This handsome screen memorial with its exquisitely designed curves was erected in beautiful Hillcrest Memorial Park, Dallas, Texas. The overall length of this memorial is 20 feet. The tablet itself is 14-0, cut on the contours of a 28 foot radius. The memorialist was well known C. Lenwood Moore of Dallas, long acclaimed as one of the truly top flight memorial designers in America. Marr & Gordon, Inc., of Barre, Vt., were the manufacturers. The granite, Pirie's Select Barre, was given an all hand hammered finish.

When our material was selected for such an outstanding memorial as this masterful production for the prominent B. F. Phillips family of Dallas, Texas by a memorial artist with the deserved reputation of C. Lenwood Moore, we were indeed honored with the responsibility. Experienced monument men are primarily aware of the beauty of the design and the craftsmanship, but in every case these experts commented on the perfect uniformity of the material, a most important factor, particularly in three piece monuments of large size. This flawless uniformity in color and texture is one of the many outstanding features of Pirie's Select Barre Granite.

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

Quarriers of Pirie's Select Barre Granite

Our Aim is YOUR Satisfaction



We manufactured the imposing Bouloukos family memorial for Valente Memorials, Albany, N. Y. The carefully designed Classic proportions of this fine traditional columnar memorial make it a truly outstanding work of art.

Representatives:—

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

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



NORTH BARRE

**GRANITE COMPANY
BARRE, VERMONT**

John Leppanen and Jules Chatot, Proprietors

COLORED GRANITES

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

**ITALIAN MARBLE
STATUARY
VASES
MONUMENTS**

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

LETTERS
TO THE EDITOR

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

"THANK YOU"

Monumental News-Review:

We would like to start the New Year by expressing our appreciation for your splendid cooperation in the publicity which you have given to the Institute.

The patience and vision of the loyal members of this Association have carried us to the point where our founders and supporters are about to realize the fruits of their labor. The National Advertising Program, which for so many years has been a dream, is about to become a reality. Our first national ad is scheduled to appear in the Saturday Evening Post February 13th issue.

In order that we may keep the members of our industry advised of the progress which we are making we are enclosing a news release which deals with our part of the program to be presented at the National Educational Conference to be held in Atlanta, Georgia February 3, 4, 5.

Sincerely,

MONUMENT INSTITUTE OF AMERICA, INC.

Frank E. Foster, *Exec.-Vice. Pres.*

282 Delaware Ave.

Buffalo 2, N. Y.

EDITOR'S NOTE:—For this important information see page 65.

COMMUNITY MAUSOLEUM PROGRAM

Monumental News-Review:

If you have not already seen it we think the enclosed item which was taken from the Des Moines Register of November 19th will be extremely interesting to your readers and you may feel that it merits inclusion in your columns. It certainly is indicative of what can happen where the responsibility of the promoters or the authorities is not fixed beforehand.

Kind personal regards.

Yours very truly,

George Buckley

Sales Department

ROCK OF AGES CORP., BARRE, VT.

Study Shift to Earth Burial from Tomb

The Des Moines Register
Des Moines, Iowa, Thursday Morning
November 19, 1953

The city council, meeting with the park board, Wednesday afternoon decided to study the possibility of "earth burial" for persons now interred at the Glendale Cemetery mausoleum.

The decision will delay, for the present at least, any possibility of repairing the mausoleum. Cost of repairing the mausoleum is estimated at about \$100,000.

Legal Study.

The council instructed Harold Newcomb, city corporation counsel, to investigate from a legal standpoint the possibility of abandoning the mausoleum.

Mayor Allen Denny said he believes the only permanent solution to the mausoleum problem is "earth burial, if it can be done."

"To ask 180,000 people in the city of Des Moines to put out
[Continued on Page 18]

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, 1939.

A Tribute to
"One of Baseball's Immortals"

JOHN J. MCGRAW

The John J. McGraw Memorial commemorates "one of baseball's immortals" who was the "dynamic leader" of the New York Giant baseball team for over thirty years.

It was erected at the four corners of the town of Truxton, N. Y. by funds raised as the result of a baseball game played there on August 8, 1938, between the New York Giants and a team which, at that time, was called the Truxton Giants. The Truxton team was composed of local players, however, a few of the better players from other teams playing in the same league were brought in for the game.

At the time of this game, a committee was appointed, consisting of Truxton citizens, together with other former residents who had known Mr. McGraw as a youth. This committee carried through the plans for the game and eventually the erection of the memorial. It then disbanded, with the satisfaction of a job well done.

It might be well to note that the costs of transportation and other expenses involved in bringing the New York Giants to Truxton were borne by their management.

For our part, we are proud to have been selected as the manufacturers of this fitting tribute to a great American.



The John J. McGraw monument, which we manufactured in Smith-Barre granite, is currently being featured in the Barre Guild's national magazine advertising, as one of the "Monuments of famous families and individuals" series.

BECK & BECK INC. of BARRE

MANUFACTURERS OF QUALITY MEMORIALS SINCE 1896

REPRESENTATIVES:

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2809 27th Avenue South,
Nashville, Tenn.

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

15 WAYS TO INCREASE YOUR PROFITS

Check the list below. If you find you already adhere to these "profit-principles" you are well on the way to success.

1. Maintain a clean, orderly, properly-lighted establishment.
2. Display monuments in individual settings and avoid row after row effect.
3. Make sure your window and floor and show-yard displays produce eye appeal - - silently and effectively selling monuments.
4. Keep wall colors simple . . . cool greens, blue-green, or medium shades that help show monuments to best advantage.
5. Concrete floors of gray-green or dull gray are ideal. Keep your office neat, clean and in good taste.
6. A pre-planned lighting program working both night and day. Careful use of flood and spot lights will produce sales twenty-four hours a day.
7. Join several organizations — Take an active interest in your community affairs — Be willing to serve on civic committees.
8. Volunteer window space for community projects.
9. Send publicity releases to local newspapers about yourself and your monument business.
10. Master the art of public speaking.
11. Always exhibit at fairs and home and flower shows.
12. Advertise all of your services . . . industrial sand blasting, cleaning monuments, stone table tops, ash trays, book ends and cemetery lettering.
13. Take pictures of monuments erected and send to family.
14. Write thank you letters — "hope you are pleased with monument — call on us if anything is needed . . ."
15. Study the business you are in . . . read trade papers, booklets and articles . . . study all you can about proportion, lettering, design, symbolism and all pertinent books.



**65th ANNIVERSARY
1889 - 1954**

**BARRE GRANITE ASSOCIATION
Barre, Vermont**

A
 "Monument
 of the Year"
 in 1953

The Rossi Memorial, chosen as a "Monument of the Year" in 1953 by the Monumental News-Review, stands in Hope Cemetery, Barre, Vt. We used Pirie's Select Barre granite in its manufacture.



Here at Brusa Brothers "quality" has always been our watchword. We have insisted on the highest quality in material, design and craftsmanship,—and we have maintained this standard through careful, personal supervision of every memorial we produce, whether it be large or small. As you plan your sales program for 1954, you will find that our friendly, prompt service can work to your advantage. Your inquiries will receive our immediate attention.



BRUSA BROTHERS

MANUFACTURERS OF BARRE GRANITE MEMORIALS

BARRE VERMONT



ROSTER

Acme Granite Company
 Allen Granite Company
 American Granite Finishing Company
 American Granite Quarries, Inc.
 Apex Granite Company
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Central Granite Company
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Colonial Granite Company
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 Dixie Granite Company
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 Doves' Creek Granite Company
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 Harmony Blue Granite Quarries
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 Ideal Blue Granite Company
 Quick Service Granite Company
 Liberty Granite Company
 Lincoln Granite Company
 Memorial Park Granite Company
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National Granite Company
 Premier Granite Company
 Republic Granite Company

Star Granite Company
 Sterling Granite Company
 Supreme Granite Company
 United Granite Company
 Universal Memorial Company, Inc.
 Veal Brothers Monumental Company
 Victory Granite Company

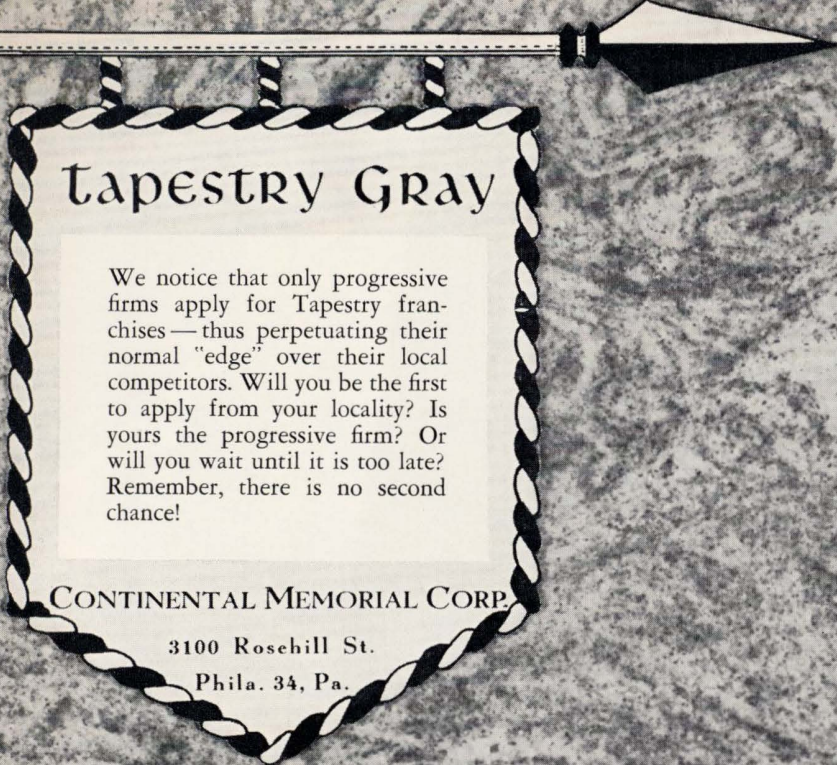
By
 This
 Emblem
 You
 Shall
 Know
 Them



Elberton Granite Association, Inc., Elberton, Ga.

Producers of Elberton Granite Memorials are experienced craftsmen long engaged in the creative art of memorialization. With facilities and know-how for producing granite memorials of exceptional beauty and character they are fully equipped to render service unexcelled.

ELBERTON
Granite Memorials...




Tapestry Gray

We notice that only progressive firms apply for Tapestry franchises—thus perpetuating their normal "edge" over their local competitors. Will you be the first to apply from your locality? Is yours the progressive firm? Or will you wait until it is too late? Remember, there is no second chance!

CONTINENTAL MEMORIAL CORP.

3100 Rosehill St.

Phila. 34, Pa.



FENSTEMAKER

M. FORREST
1886 — 1953

MADGE AREY



Copyrighted Design, Buttura & Sons, 1953



Yes, it's true! The mounting demand for our Lamperton Design (No. 800), featuring "Our Lady of Fatima", has been so great that you could almost say that here is a design that has literally "caught fire."

When any particular item outsells other similar items it is not a matter of mere chance. There are always sound reasons why this happens. In every field of merchandising *Good Design* is playing a more important part every day. And this is even more true of monuments than it is of automobiles, home appliances or any of the other hundreds of products of our culture. After all, the fundamental purpose of memorialization is the perpetuation of true sentiment . . . "a tribute of respect to the dead, a constant source of inspiration to the living," as stated in the "Memorial Ideal".

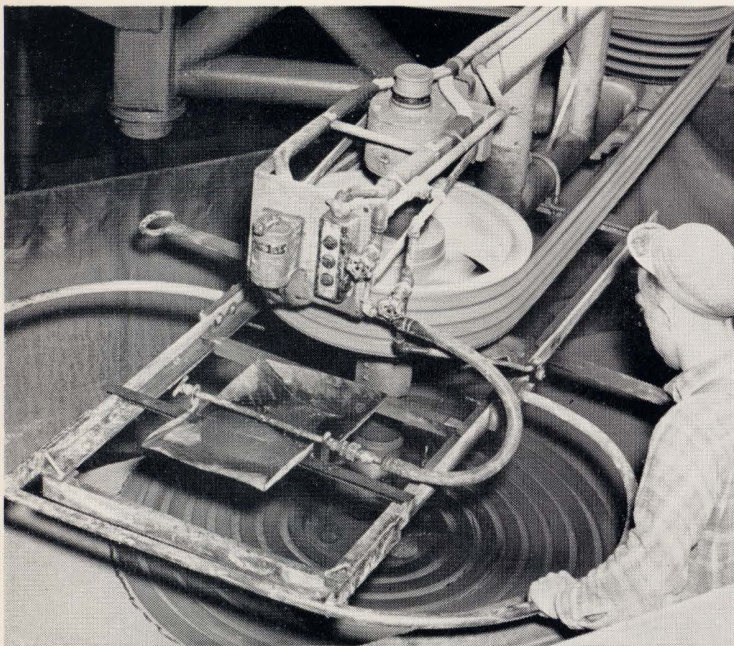
Such tributes, obviously, hold little inspiration if they are not well designed and carefully made using the finest materials possible. The public is becoming more and more "design conscious" with every passing year. That is why *Good Design* is always of primary importance in every Buttura "Better Built" Memorial.

If you are an established retail dealer, inquire about the possibilities of Better Built Memorials in your area.

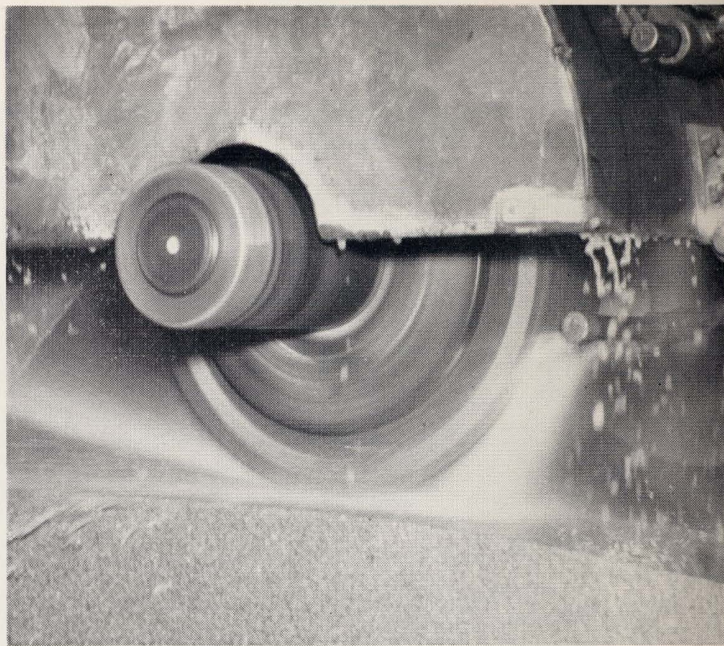
BUTTURA & SONS

BARRE, VERMONT





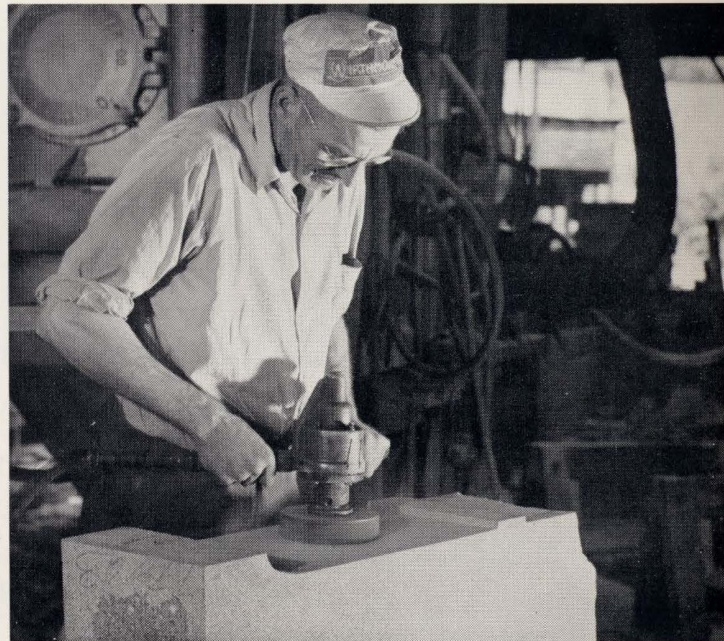
FROM ROUGHING TO THE FINAL FINISHING, Norton CRYSTOLON* and ALUNDUM* abrasives do the job quickly, with minimum loss of material and with maximum ease for the operator.



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



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



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

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

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

For, Norton Company has a *complete* line of abrasive products — each designed for a specific job — each time-tested in the field.

The easiest way to get a complete

picture of the Norton line is to thumb through the 67 pages of the book "Norton Products for the Stone Industry." If you haven't a copy, ask your Norton abrasive engineer or distributor for FORM 88. Or write direct. NORTON COMPANY, Worcester 6, Massachusetts.

*Trade-Marks Reg. U. S. Pat. Off. and Foreign Countries

NORTON
ABRASIVES

*Making better products to make
other products better*

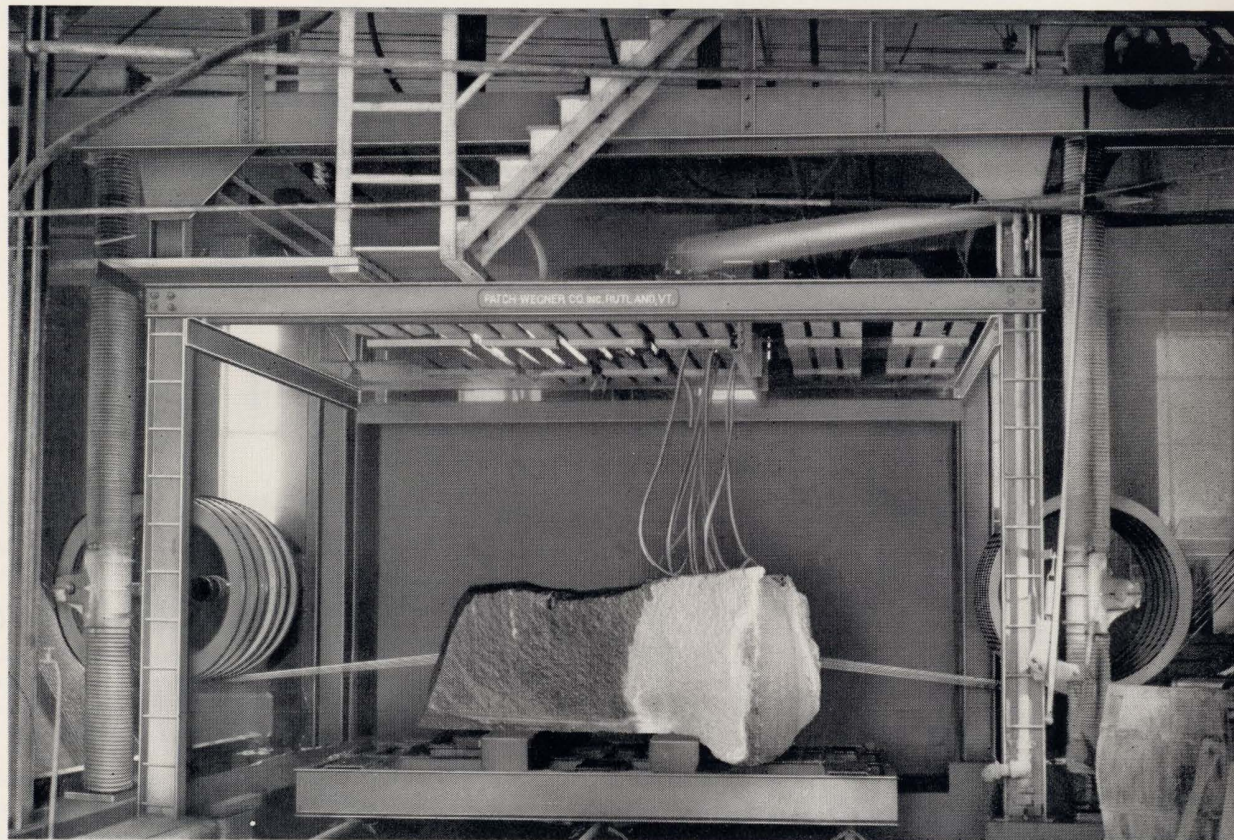


The Rittelman Family Mausoleum stands in beautiful Arlington Cemetery, Arlington, New Jersey. The studied refinement of its proportions bespeaks the best in contemporary architectural design. The requirements obviously essential for the material used in such a fine memorial building are a visual testimonial to the outstanding qualities of Wells-Lamson Barre Granite.

Jones Brothers Co., Inc., of Barre, Vt., manufactured the imposing Rittelman mausoleum for Peter J. Malnati, proprietor of the Arlington Monumental Works of Arlington, N. J.

The WELLS-LAMSON QUARRY CO.
Barre Vermont

new 7-strand Gang Wire Saw cuts granite faster-smoother

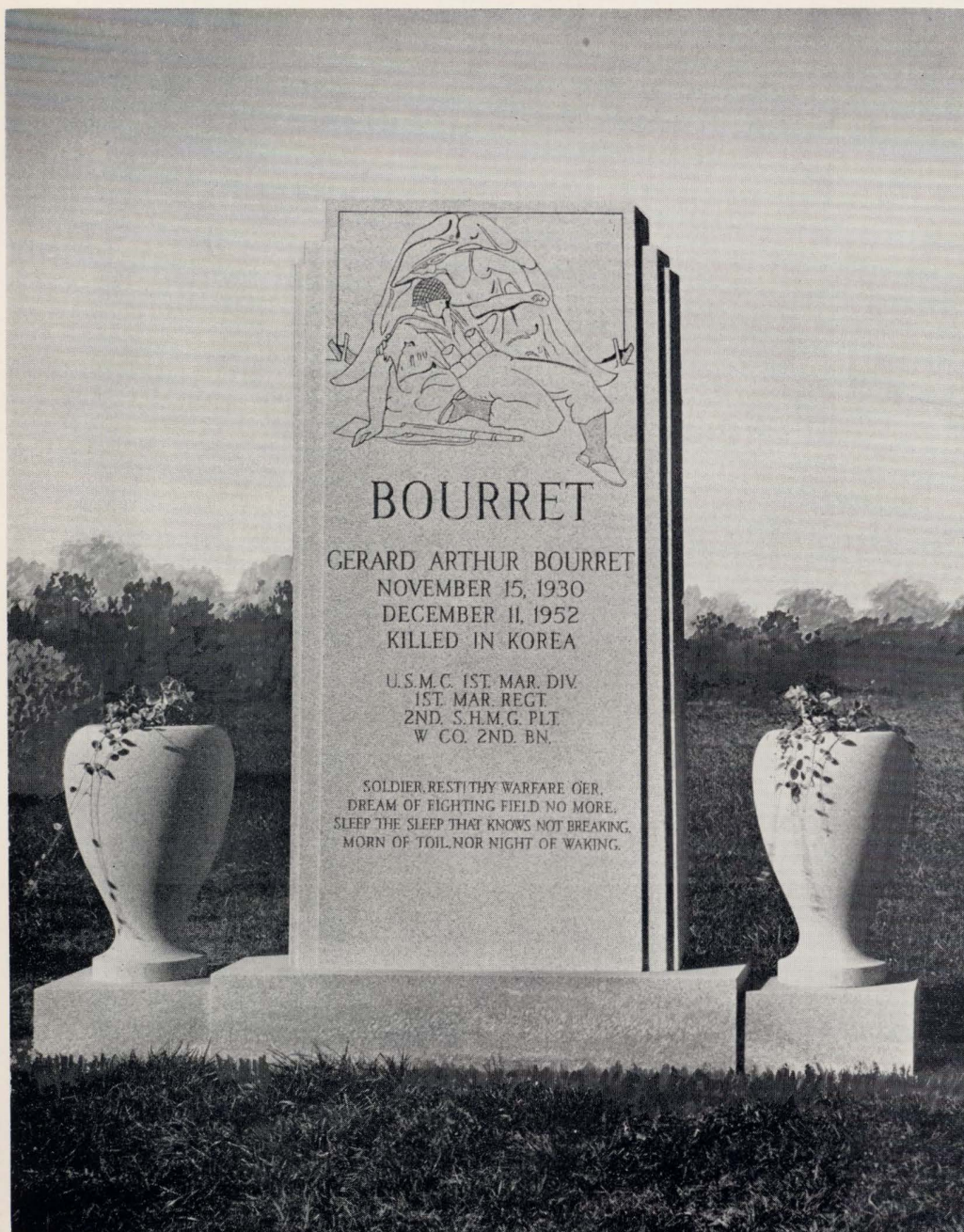


A Patch 7-strand Gang Wire Saw installation at plant of Celente & Bianchi, Barre, Vermont.

*2 Patch-Wegner gang wire saws are
now running. 2 more have been ordered.
Have you thought what a 6 or 7 strand
wire saw can do for you?*

Send for complete information.

Patch-Wegner Company, Inc.
RUTLAND, VERMONT, U.S.A.



*A Fitting
Tribute
to a
Fallen Hero*

We manufactured this fine memorial, which stands in Norwich, Conn., for La Perle's Memorials in Plainfield, Conn., using Smith-Barre granite.

We are, indeed, proud to have been chosen as the manufacturers of this outstanding tribute to one of our nation's fallen heroes. Along with the symbolic incised carving above the name, we feel that the epitaph below is particularly meaningful and appropriate:

SOLDIER, REST! THY WARFARE O'ER,
DREAM OF FIGHTING FIELD NO MORE,
SLEEP THE SLEEP THAT KNOWS NOT BREAKING,
MORN OF TOIL, NOR NIGHT OF WAKING.

L. Z. HOTTE GRANITE COMPANY, Inc.
Modernly Equipped to Give You Service and Satisfaction
BARRE, VERMONT

Your Inquiries on any Memorial Problem Will Be Promptly Answered.

Monumental NEWS-REVIEW

THE TRADE JOURNAL OF THE
MONUMENTAL INDUSTRY *Established 1889*

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

VOLUME 66
NUMBER 1 *January 1954*

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E. H. WHITAKER, Editor

H. C. WHITAKER, JR., Associate Editor

A. R. JAMISON, Managing Editor

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Hampshire, Feb. 28, 1949.

SULLIVAN WESTERLY GRANITE

known as

EXTRA FINE GRAINED

BLUE-WHITE WESTERLY GRANITE

**IT IS WHITE IN COLOR WHEN
HAMMERED AND A PLEASING
BLUE COLOR WHEN POLISHED.**

*If you have customers who want a Memorial that
will be of the same sterling qualities and a
credit to their loved ones, it will be to your
advantage to recommend*

SULLIVAN WESTERLY GRANITE

It pleases discriminating people both at the time
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It brings other like customers to you, as there are
many people who prefer to get an extra quality
memorial especially now that the sizes are re-
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By rendering this desirable service to your cus-
tomers it will build up your business.

**We are now in a position to make
prompt shipment of all orders received.**

Quarried by

SULLIVAN GRANITE COMPANY

Drawer 502

Westerly, R. I.

JOHN F. SULLIVAN
President

FRANK A. SULLIVAN
Treasurer

Announcing . . .

Our New 1954 Design Series

featuring BARRE GRANITE with BACKGROUNDS in

FULL COLOR



We have spent a lot of time talking about the *real economy* of good design . . . but we also have been *doing something about it!* To start 1954 off on the right foot, we have created a new design kit featuring sixteen outstanding, saleable copyrighted designs in Barre Granite, with backgrounds in *FULL COLOR!* Our capable, experienced representative in your territory, listed below, now has this sales-building kit presented in its attractive portfolio. He will be happy to call on you at your convenience. We are sure you will be delighted with this exciting new series. If we are not represented in your immediate area, please contact us here in Barre.



Anderson-Friberg Company . . . Barre, Vermont
INCORPORATED

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NORTH STAR MEDALLION

ONE OF THE GREAT NORTH STAR STOCKS!

There is only one MEDALLION Granite . . . only one quarry produces it . . . and only North Star supplies it!

MEDALLION is your answer if you want an unusual stock that is still not a novelty . . . a granite that's truly distinctive in color and composition . . . a stock that has the distinction, the dignity and the price to give you something special to sell!

MEDALLION is basically a red-and-black granite, with the added sparkle of clear quartz crystals, and has interesting shadow-patterns in which areas of differing color-value are blended together.

MEDALLION carves beautifully, polishes brilliantly, comes in any size. Once you've seen it in any of the popular North Star designs . . . once you've displayed it and sold it . . . you'll know why it has become one of the outstanding "exclusives" of the memorial industry.

MORE "STARS" IN THE COMPLETE NORTH STAR LINE

In addition to MEDALLION, North Star features these demonstrated leaders:

MURAL:

The more-heavily variegated version of MEDALLION; less in cost but nonetheless appealing to many people. Another basically red-and-black stock in more pronounced patterns.

DAKOTA MAHOGANY:

This staple granite in its finest quality. Deep, clear tone and texture, with the true brilliance of mahogany.

BERYL MAHOGANY:

One of North Star's long-standing exclusives. A mahogany with interesting variation in color formation and texture, moderately variegated.

OPAL PINK:

The original and still-the-best of the Minnesota Pink granites. Every piece selected for quality.

INDIAN RED:

St. Cloud Red in a color-rich grade, regaining favor in many areas.

ROSETTE:

A closely-grained, evenly formed stock of basic golden color. An excellent example of the more delicately-shaded granites.

DARK GRAY:

A darker, smarter St. Cloud Gray. Extremely hard and exceptionally high in contrast value when carved and lettered.



TWO NEW NORTH STAR DESIGNS FOR 1954 are illustrated above . . . just two more of the many beautiful, sales-building ideas that are a helpful part of North Star's service. Designs like these, produced in standardized sizes and finishes, have enabled North Star to offer a whole range of fine monuments at the lowest prices possible. Write for listings on these two designs and other North Star best-sellers.

NORTH STAR

GRANITE CORPORATION
SAINT CLOUD, MINNESOTA



**WHEN
YOU
DISPLAY
THIS
SIGN**



YOUR PROSPECTS KNOW YOU ARE OFFERING THEM
"THE WORLD'S FINEST GRANITE MEMORIALS"

ANDERSON BROS. & JOHNSON CO.
WAUSAU • WISCONSIN

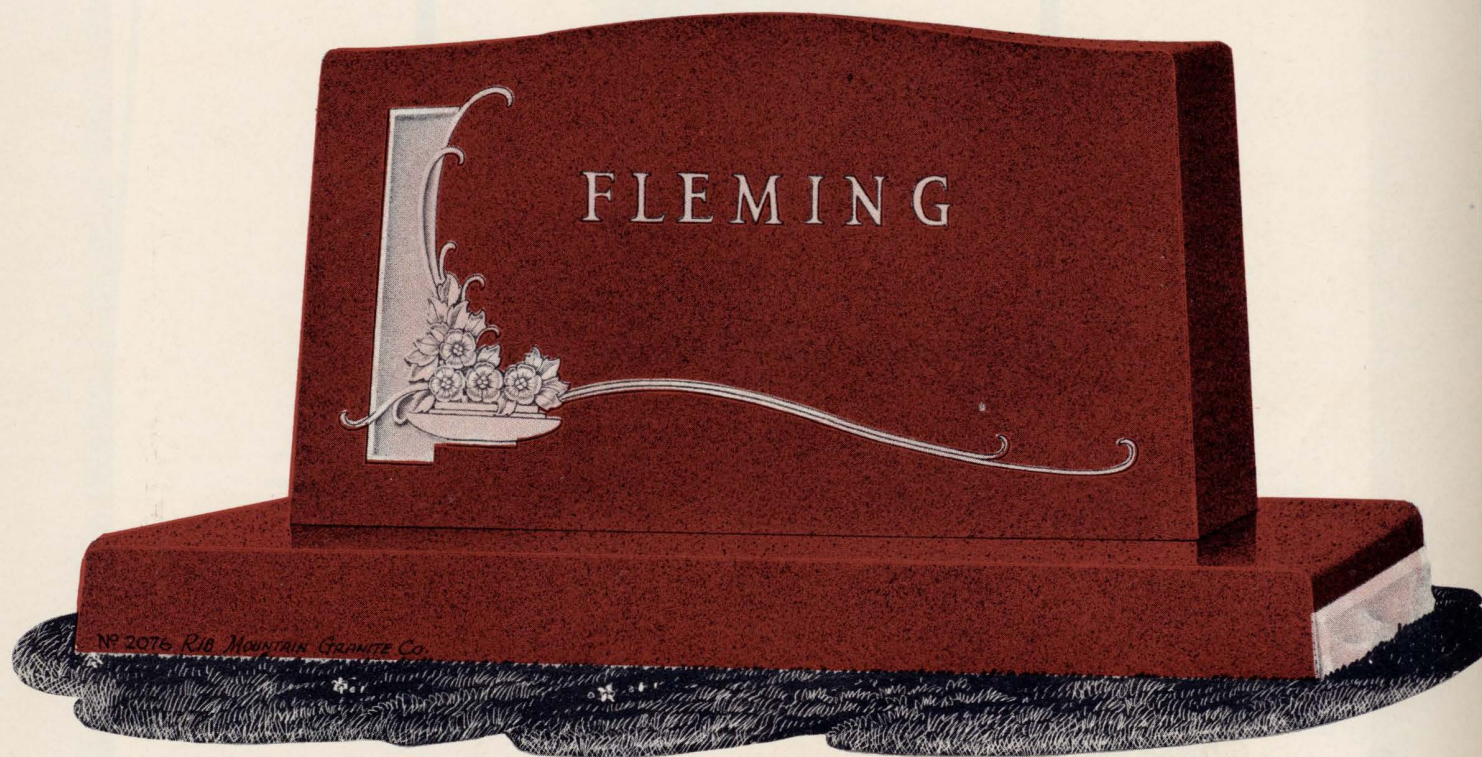
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Manufacturers of Wisconsin Ruby Red

WORLD'S MOST BEAUTIFUL MONUMENTAL GRANITE

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Quarried Solely and Only By

RIB MOUNTAIN GRANITE CO.

WAUSAU, WISCONSIN

and

Manufactured Exclusively By

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Barre, Vermont

GILMER MONUMENT WORKS, INC.

Howard Lake, Minnesota

PIQUA GRANITE CO.

Piqua, Ohio

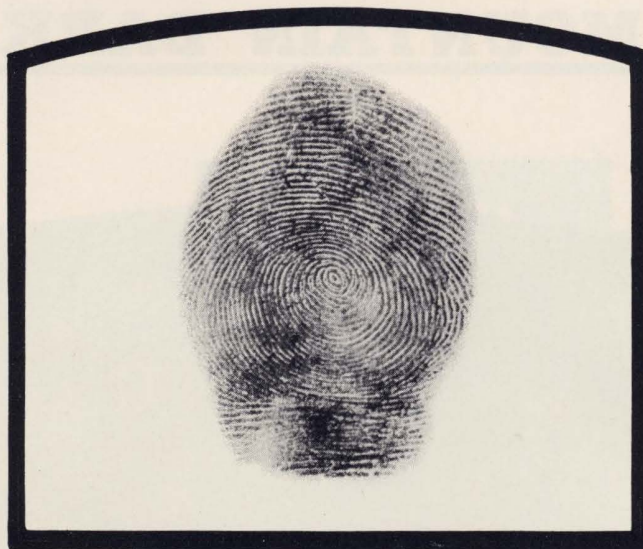
ROYAL GRANITE CO.

St. Cloud, Minnesota

REX GRANITE CO.

St. Cloud, Minnesota

There's Only **ONE!**
DOMINION PINK
CANADA'S FINEST GRANITE



MILLIONS OF FINGERPRINTS — but there's no other like this. And there are untold varieties of monumental granite, but only **one** DOMINION PINK! Check these five good reasons why this truly appealing and profitable specialty granite stands alone:

- ✓1. Its Singular Beauty . . .
- ✓2. Its Proven Durability . . .
- ✓3. Its Dependable Uniformity . . .
- ✓4. Its Exquisite Fine Grain . . .
- ✓5. Its Exceptional Color Contrast.

We take this opportunity to thank you, our dealers, whose response has been so enthusiastic in the past . . . and to assure you of our continued cooperation in 1954. Again,
Thank You!

The Following Barre Vermont Manufacturers are The Exclusive Producers
of
"DOMINION PINK"
MEMORIALS

ANDERSON-FRIBERG CO., INC.

CHIOLDI GRANITE CO.

BETTERCRAFT MEMORIAL CO.

SOUTH BARRE GRANITE CO.

**BARRE
VERMONT**

USLE & PERJO GRANITE CO.

A HEARTY WELCOME

to

GEORGIA

for

THE NATIONAL CONVENTION

of

Monument Builders of America

American Monument Association

Monument Institute of America

from

THE GEORGIA MARBLE COMPANY

TATE, GEORGIA

and its Divisions

TENNESSEE MARBLE COMPANY

Knoxville, Tennessee

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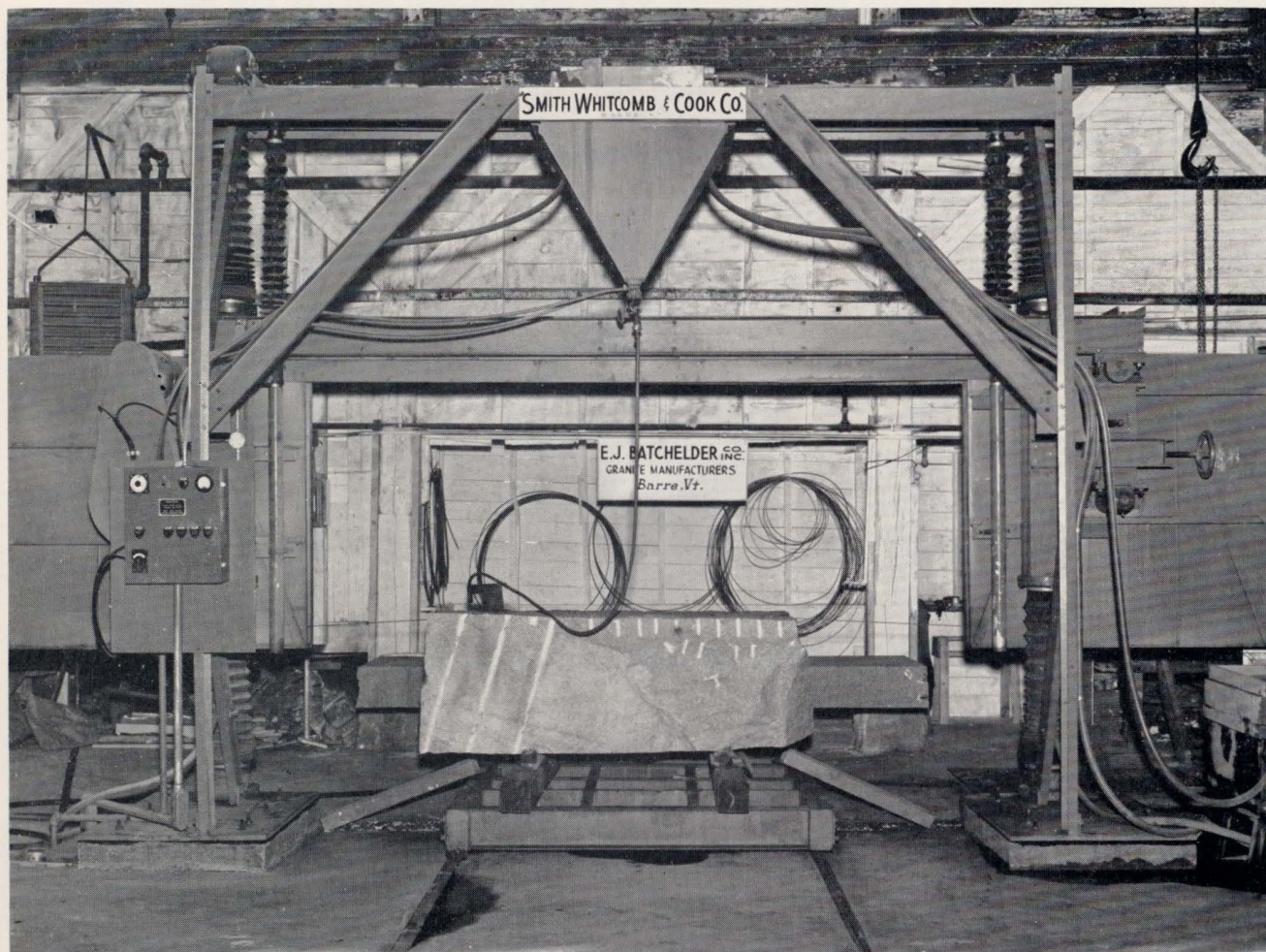
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Stone Working Machinery & Supplies

"SERMONS IN STONE"

Reverend James A. McEnerney, S. J.

SERMONS in STONE . . . An Address Given by the Reverend James A. McEnerney, S. J. of Philadelphia, Pa. at the Sixth Annual Meeting of the National Catholic Cemetery Conference in Cleveland, Ohio on September 22, 1953 that ranks with "God's Acre," an Address given by the Late Father Casey at a similar Meeting some years back in Boston, Mass.

THERE is a scene in human history which defies description, both in its content and its meaning. An artist has pictured it. He portrays two central figures, a man and a woman, walking. The woman is looking up at the man's face with tears in her eyes and an expression of perplexion and sorrow on her face. The man, of strong and commanding stature, is carrying a youth in his arms and the man's face is upturned to the skies, and his face has a stunned expression. The woman is Eve; the man is Adam; and the child is Abel. They are going to the grave and the title of the painting is "The First Death."

It is good to meditate upon that scene. For it drives home to us certain truths which are taught by our faith. God made man. God endowed human nature with certain gifts in the supernatural and the praeternatural order, among them Sanctifying Grace, integrity and the gift we no longer have, the immortality of the body. Adam committed original sin and lost those gifts for himself and for us. The effects of his sin were known immediately—the loss of God's grace, the rebellion of the lower passions against the human will. These were a personal experience, but it must have been a dire and terrible day when Adam and Eva saw the first dead body, the body of their son. They first realized then what death meant. The first death, the first grave, the first burial, and the first tombstone with its inscription were caused by original sin.

One cannot imagine either Adam or Eve leaving that grave unmarked. Doubtless Adam heard God's words ringing in his ears when he buried his son: "Thou shalt return to the earth from which thou wast taken: for dust thou art and unto dust thou shalt return." (Genesis 3/19) Reverent burial is the natural and ordinary means of disposing of the body from which the soul has departed. We do not place monuments marking the spot where we are born into this world, or the place where we die, but we place monuments that mark the site of burial. That fact in itself is a silent admission that there is a life after the death of the body. The human soul cannot die, and it is the fact of death which drives even the most hardened among mankind to admit it.

Inscriptions upon burial monuments have had their place in human society since the very earliest times. This is evident from the data of history and what has been discovered in pre-history. Ancient man marked the resting place of his dead with rough stone blocks and fashioned some kind of memorial which set the place apart. The great monoliths and megaliths which predate the dawn of history may be such monuments. They are found in Scandanavia and Great Britain. The prehistoric cave drawings which the speleologists have discovered may have some relation to mortuary art.

The sciences of anthropology and archaeology begin the process of exploring a culture by seeking to find where human beings lived. This is best done by discovering and establishing where human beings died. The contents of burial mounds, sites

of burial and such deposits are the material which paint the picture of the period before the dawn of history. In fact, the only remains of some cultures are the fragments of inscriptions found on the burial monuments of that period. Fragmentary, and at times indecipherable, they are the only lasting proof that man once lived and spoke in that area.

I once asked an archaeologist, a famous Jesuit, "What do you want to find?" And his answer was, "An undisturbed burial site." I asked him, "What would be next?" And his answer was, "A temple of religion."

Faith and death go hand in hand both in history and in pre-history. Even the most ancient discoveries of burial wherein are found pottery, art objects, jewelry, items of religious significance reveal that the burial was done with reverence and care, respect and propriety, and some kind of faith. Even the extant remains of ancient civilizations of China, Egypt and India, the glory that was ancient Greece and the grandeur of pagan Rome in the ages before Christ reveal this same fact for their art and their architecture are best known by tombs and temples which they built at tremendous cost in effort, in planning and in labor. In America, this same fact was recently shown by the excavations of an archaeologist in the remains of the Aztec period in Yucatan when he found a subterranean burial beneath a huge pyramid which otherwise had no reason for existence.

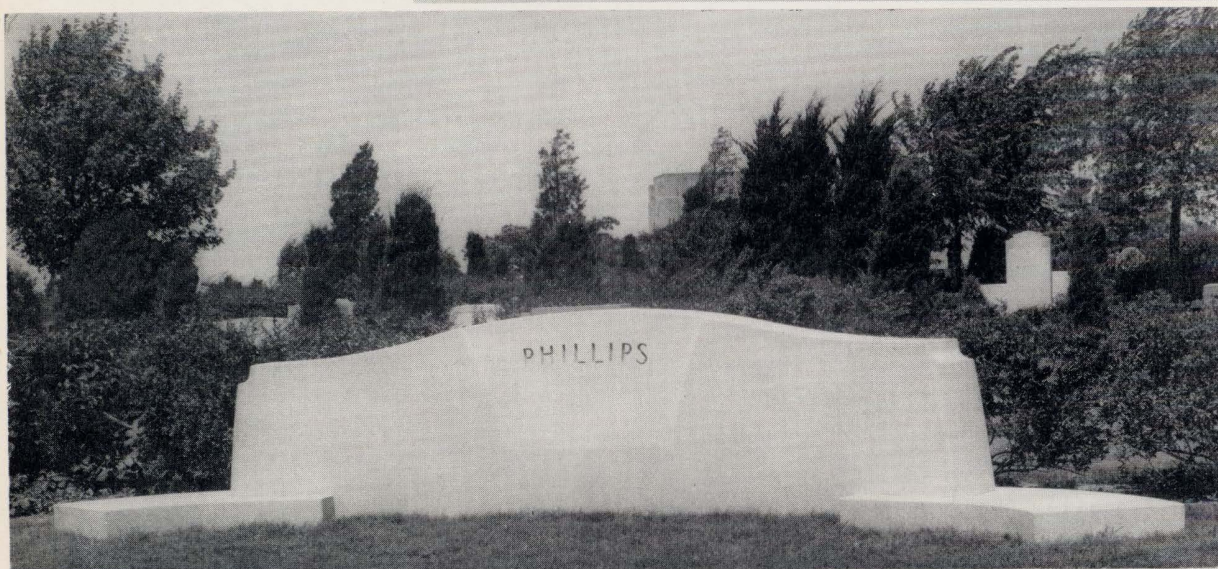
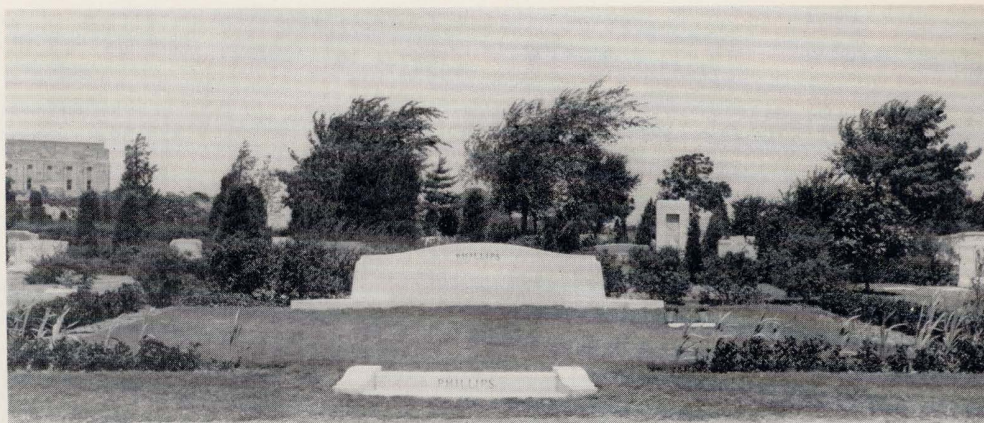
It is, then, a natural urge and it is part of human nature this desire to mark the spot sacred to the memory of a loved one. It is proved by the facts of history as well as by our everyday experience.

The function of the American church in human society is to sanctify mankind. That is the purpose for which her Divine Founder instituted the Catholic church. Now, the church does not attempt to destroy what is natural in man. Rather, the church builds upon the natural in man. That is the process of God's grace, namely to build the supernatural upon the natural foundation which God made when He created us.

This is shown with startling clarity in the history of monument inscriptions. Pagan Rome fell in ruins. Christian Rome arose from the catacombs. Pagan Rome memorialized its dead. Christian Rome memorialized its dead also, but it raised above the memorial tablet the symbol of the Christian faith—the Cross of Christ—and proclaimed to an unbelieving world that the dead would rise again. This same pattern is true of every period of human history where the church has made her influence felt upon civilization. Monument inscriptions before Christ do not reveal hope. They are markers and they assist the historian in writing the events of the past. They tell of the lives and doings of great and small men on this earth, but they do not express hope concerning the next life. They did have faith of a certain kind, even pagans, but they had no

[Continued on Page 67]

The Phillips Memorial, erected in Hillcrest Memorial Park, Dallas, Texas, was produced for C. Lenwood Moore by Marr & Gordon, Inc., of Barre, Vt., of Pirie's Select Barre Granite.



Copyrighted Design
C. Lenwood Moore

Recent Memorials by C. LENWOOD MOORE of DALLAS, TEXAS

Many of the monument cemeteries of the Southwestern part of America are among the finest in the world. No small part of this deserved acclaim can be laid to the genius of C. Lenwood Moore, a trained and talented veteran memorial architect. Three of his most recent works are illustrated in this feature.

Once again we are privileged to reproduce three recent memorials by the outstanding memorial architect, C. Lenwood Moore, whose creations have so greatly influenced memorial art standards in Southwestern United States. Of America's leading memorial designers, none is more versatile than Mr. Moore, who is just as much at home in creating beautiful tablet memorials with true individuality as he is in the architectural field of the mausoleum, colonnade, sculptured shrine, or columnar types. The scope of Mr. Moore's genius is clearly indicated in his solutions of the three memorial problems presented in the Phillips and Strief memorials and the Tower of Music, illustrated on these pages.

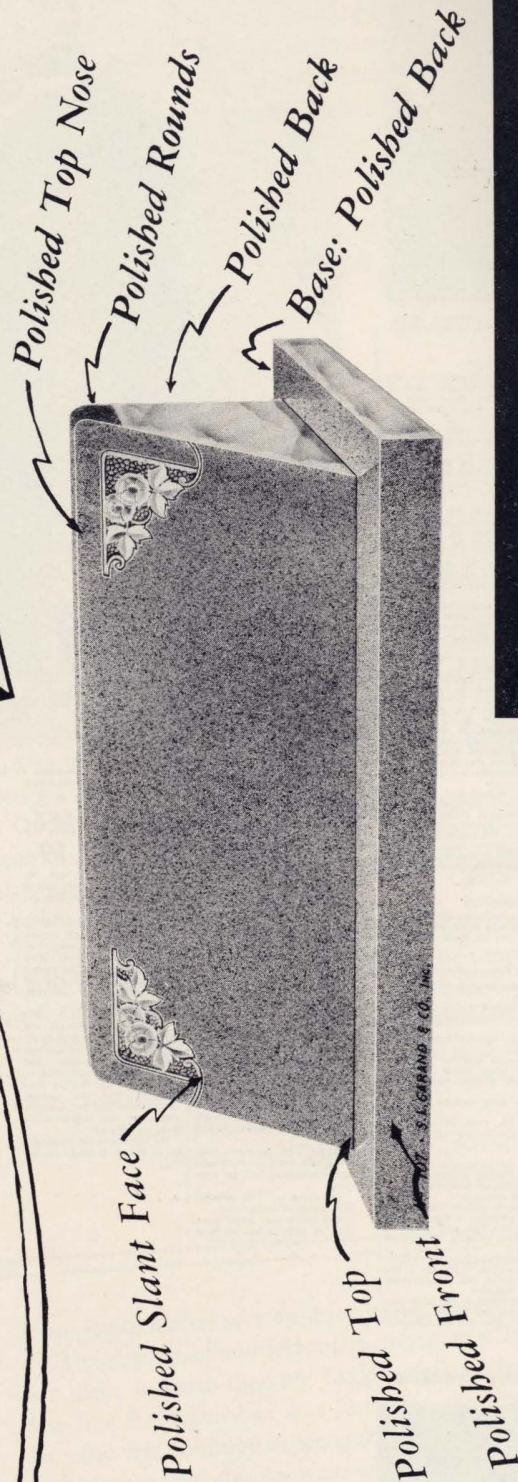
As all know, simplicity of feeling is the most difficult of all effects to capture. This is particularly true in tablet type memorials of large scale. Likewise there is no more difficult problem than that raised by harmonizing various cyma curves in memorial design. A study of the B. F. Phillips family memorial and the Harry J. Strief family shrine clearly reveals how effectively Mr. Moore uses the curved line and surface to accomplish his purposes. When one realizes that the Phillips memorial, with its convex tablet of 14-0, with a 13" thickness, was carved on a 28' curved radius, and with the curved base wings some 20' in width, we have some indication of Mr. Moore's problem in giving beauty and fitness to the type

to Improve Your Sales over 1953



how to cut a handsome figure . . .

(EXAMPLE) *These Barre Guild members give a "look-see" to these Barre Guild members of Garand's this year! These Barre Guild members display markers of Garand's and bases add polished three markers and bases display modern styling to your marker aggressive modern styling to your marker aggressive and sell fast because they are aggressively priced!*



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MARKERS INC.
MONTPELIER, VT.

58

HOYT S. HOLTON . . .

Continued from Page 25]

so-called menaces to our industry would never have gotten a foothold had this industry been co-ordinated and consolidated. In other words, my friends, the day of the rugged individualist seems to be passing. No more can we, as individuals, "go it alone." There is an old but very true saying that "you can't get ahead by getting even." Trying to get even with some of your smart competitors is like a boxer trying to score a knock-out over a punching bag. The bag always seems to be right where it started and the "title" never comes your way.

These situations were recognized several years ago by a group of earnest men who spent long hours canvassing the situation at the request of the officers of the Monument Builders of America. They recognized the futility of internal warfare, and their recommendations eventually resulted in the Monument Institute of America which, as most of you know, is the vehicle in which all branches of the industry are riding and by which the monument industry is to be promoted to the fullest extent. Some six hundred and fifty of the most responsible manufacturers and dealers in the country have already seen the light and have made themselves a part of this movement. The Monument Builders of America, the retailers' organization, is directly responsible for the Monument Institute of America. Some have apparently felt that the "Institute" was to supersede the Monument Builders of America. This is a wrong conclusion. Each organization is mighty necessary and has its own field of endeavor. The fact that both organizations have worked so closely together in the past year or two is splendid evidence of proper co-operation. The M.B.A. will continue to be the organization to which the retailers must look for aid, advice and counsel on their own immediate and local problems. M.B.A. is not designed to do national advertising and promotion work, to protect the market for our products. This is the field in which the Institute will operate. Membership in the Institute is strictly an *investment* of capital funds for capital gain. The M.B.A. will continue to be the service organization for legal and legislative matters, manufacturing methods, sources of materials, the checking of freight bills, and the various other services which it has and will continue to perform for its members. Far from any conflict between the two organizations, they have been and will be continually helpful to each other. The producers of the country have the

A.M.A. The retailers have M.B.A. The industry has M.I.A.

The Atlanta convention, starting February 3, is the time and place where the members can get together for the exchange of ideas, to hear detailed reports of the officers whom they elect to serve them, to consider and adopt programs for the future. It is the annual "stockholders" meeting; plus the locale of some very interesting entertainment such as the South only can provide; where interesting and educational side trips can be made to marble and granite quarries; and a beautiful stopping-off point for your Florida vacation. Because all of the associations are meeting there, there will be a great many in attendance. Won't you join us?

MONUMENT INSTITUTE OF AMERICA, INC.

Hoyt S. Holton, *President*

L. C. HENLEY . . .

Continued from Page 25]

On the afternoon of February 3, experts from America's foremost paint and lighting equipment manufacturers will advise dealers on proper illumination and decoration of showrooms and exteriors of retail establishments.

Wednesday evening, the Monument Dealers of the Southeast, in conjunction with the dealers in the Atlanta area, have planned a gala reception.

The program on Thursday, February 4, consists of a series of workshop sessions and panel discussions selected by monument dealers themselves.

Also on Thursday, Mr. R. S. C. Young of the University of Georgia will give an address.

On Friday, February 5, Frank Foster, executive vice president of MIA, will unfold the national advertising campaign plans of this organization. A MIA membership meeting and election of directors will follow.

Also on Friday, there will be meetings of the membership of MBA and AMA. The convention will be capped by a banquet, entertainment, and dancing Friday night.

Committee meetings and many other interesting events are also scheduled and will be announced at a later date.

Yes, there are big and important doings in Atlanta on February 3-5. *Better plan to be there.*

MONUMENT BUILDERS OF AMERICA, INC.

L. C. Henley, *President*

CARLTON S. COOGLER NEW ELBERTON ASS'N HEAD

A recent letter from Mr. W. H. Hoover, retiring president of the Elberton Granite Association, Elberton, Ga., states, in part:

"We are very pleased to announce that Mr. Carlton S. Coogler has been elected President of the Elberton Granite Association. Mr. Coogler has served on the board of trustees and has been active in all phases of association work.

"The annual meeting of the Elberton Granite Association was held December 8th., at the Elberton Country Club at which time three members were elected to the board of trustees. They were Mr. H. C. Oglesby, Mr. C. R. McLanahan, and Mr. G. T. Oglesby. They succeed Mr. John Drennan, Mr. Gene Tate and Mr. W. H. Hoover retiring president whose

terms expired after serving three years on the board of trustees.

"The new board and retiring members met Tuesday, December 15th., at which time Mr. Coogler was elected president and Mr. Jule P. McLanahan was re-elected treasurer. Mrs. Naomi Attaway will continue as secretary and office manager. A General Manager for the Association has not been appointed. The five carry-over members of the board of trustees are: Mr. A. N. Drake, Mr. Hoke Thomas, Mr. O. Minervini, Mr. George Gaines and Mr. C. S. Coogler.

"Our association will continue to operate under its present program and strive for constant advancement of the interests of the Monument Industry."

Our congratulations to Mr. Coogler and we add our best wishes for the continued progress of the Association.



HAROLD J. ASHE
Business Counselor
Compton, Calif.

THE BUSINESS COUNSELOR

By Harold J. Ashe

Mr. Ashe, a prominent business analyst, formerly president of The Associated Business Writers of America, is now writing exclusively (in the monument field) for MONUMENTAL NEWS-REVIEW.

WHAT YOU SHOULD KNOW ABOUT SOCIAL SECURITY BEFORE RETIRING

An increasing number of monument dealers are becoming eligible for retirement payments under Social Security, following coverage of the self-employed starting January 1, 1951. However, before taking irrevocable steps looking toward retirement, dealers reaching 65 should investigate carefully the terms and conditions of old age benefits under the retirement system. This suggestion is equally sound for salaried employees not obliged to retire at 65.

Social Security benefits may represent comparative comfort for some beneficiaries while for others retirement checks may mean only penury, disillusionment and heartbreak.

While practically all monument dealers will be eligible for maximum retirement payments because of average earnings on which retirement payments are based, these may not measure up to expectations. Certain restrictions placed upon beneficiaries are often ignored by them until after retirement. Then it is too late to get back into a business that has been sold or regain an old job.

For example, a dealer may know a friend who is drawing \$127.50 for himself and his wife. The dealer may conclude erroneously that he and his wife likewise may draw such an amount because he is in the maximum earnings bracket. If, however, such a dealer showed the bad judgment years ago of marrying a girl several years his junior he may be obliged now to pay for his "blunder." Legislators have ignored neatly this rather commonplace fact of life among the married. If a dealer's wife is under 65 at the time of his retirement, he may discover too late that he can draw only \$85 at most. There is no allowance for his wife until she reaches 65. Congress, in its wisdom, sayeth not what the distaff side must do in the meantime. This has the practical effect of forestalling retirement for many until the wife becomes 65, particularly if retirement payments are a major factor in retirement financing.

Moreover, if a dealer has accumulated little in the way of worldly goods by the age of 65, retirement on Social Security may not be for him. The ability of others to live in apparent comfort on Social Security can be mischievously misleading. Many own homes outright with only property taxes and upkeep to worry about. If a prospective beneficiary rents, or is making monthly payments on an amortized home loan, this can make a big dent in monthly retirement pensions.

Many who receive retirement payments under Social Security are dependent only partially on such checks. During their productive years they have acquired rental properties,

own stocks and bonds or have mortgages which bring in additional funds. Such investment income does not disqualify a beneficiary for Social Security, regardless of the size of such income or holdings. In a good many instances income from such investments far exceeds the year's retirement checks. The latter are only supplementary income.

On the other hand, those retiring under Social Security are severely limited in occupational earnings in contradistinction with those having investment income. No beneficiary, otherwise eligible (age under 75), may receive a Social Security check for any month in which he has worked in covered employment for wages exceeding \$75. That is, \$75 is the maximum he may earn to supplement his Social Security checks. (When he reaches 75 there is no such limitation).

Likewise, those who are self-employed (under 75) may not have self-employment earnings in excess of \$900 annually without having Social Security payments cut. Thus, for each additional \$75 in self-employment, or part thereof, one month's check will be withheld. This, however, is qualified by the number of months in which the beneficiary is self-employed.

The foregoing indicates some of the difficulties confronting dealers who are contemplating retirement in the expectation of supplementing Social Security with earned income.

Retiring dealers may find it difficult to secure employment for wages barely sufficient to stay within the \$75 cut-off figure. If they undertake to engage in part-time self-employment they may be in for even greater difficulties. It will be especially difficult to find a way to utilize past skills on a part-time self-employed basis. The alternative may be low-pay earnings in alien fields of endeavor. This may mean a dealer in retirement condemns himself to work as hard to get \$900 a year in a strange, perhaps unskilled, occupation as he labored in his business in his declining years.

Assuming a dealer is planning to retire, what will he need to assure the equivalent of, say, \$4,000 a year income, Social Security payments and earned income restrictions considered? If his wife is 65 or over, here's how it may shape up:

Social Security, maximum benefits	\$1,530
Self-employment or wages	900
Income from investment	1,570
<hr/>	
Total	\$4,000

To have an investment income of \$1,570, a retired dealer will need \$39,250 invested at 4 per cent, or \$26,166 at 6 per cent. If a retiring dealer plans on no earned income he will need \$61,750 invested at 4 per cent or \$41,166 at 6 per cent. Some of this investment may be in a rent-free home owned outright, thus representing in-lieu income.

Here is the present schedule of retirement payments:

<i>Average Monthly Earnings</i>	<i>Retirement Payment Monthly</i>	<i>Couple Over 65 Monthly</i>	<i>Family Pay- ments, up to (*)</i>
\$100	\$55.00	\$80.00	\$80.00
150	62.50	93.00	120.00
200	70.00	105.00	160.00
250	77.50	116.30	168.75 (1)
300	85.00	127.50	168.75 (1)

(*Children, unmarried, under 18; 1. maximum).

For the guidance of survivors, dealers should put a memorandum among their valuable papers where survivors may find it. This will alert survivors to their rights and benefits under Social Security. Often, months elapse before survivors think about Social Security benefits accruing to them through coverage of the deceased. This may help relieve the strain on other resources and forestall disposal of certain assets at a loss.

The surviving spouse or other person paying burial expenses is entitled to a lump-sum payment. In addition, the surviving spouse, if 65 or over, is entitled to monthly payments if the deceased was fully covered at time of death.

A dealer's widow, even though under 65, is entitled to monthly payments if she has a minor unmarried child to support. Payments increase for each additional child up to the maximum family payment.

If there is no dependent wife or child, dependent parents, 65 or over, are beneficiaries. However, at time of death, dependent parents must be receiving at least one-half of their support from deceased.

Reverting to the practical question of retiring, a good many dealers, on analysis of their individual circumstances, may find it financially impractical. Some may postpone retirement until their wife is eligible for Social Security benefits.

Not a few tough-minded dealers may elect to continue in harness as the lesser of two evils, foregoing all hope of benefit from Social Security except such as may accrue to survivors. Considering the restraints placed on earned income, some dealers may prefer to continue in business, even though in a limited way, rather than trade business income for a small old-age benefit and the uncertainties of supplementary earned income.

Certainly if a dealer's financial circumstances are such that, in retirement, he must supplement investment income and Social Security checks with earned income he should pause. The worry and effort continuing his business may be less than that involved in trying to get a part-time income outside his business. Part-time employment to earn \$900, and divorced from a long-time established business, may represent an outlay of more physical labor than in keeping the business going. Thus, for some dealers, retirement can be illusory.

A.I.C.A. ANNUAL AT GEORGIA

The annual meeting of the American Institute of Commemorative Art will be held at Peachtree Manor, Atlanta, Ga., Feb. 1-2, according to an announcement recently made by Executive-Director Wm. Henry Deacy. Mr. Deacy says: "This hotel is directly behind the Atlanta-Biltmore Hotel and our meeting will be held just previous to the M.I.A.-M.B.A. convention.

"We are planning a very interesting program for this meeting and there will be many important points regarding our relations to the M.I.A. that will be determined at this meeting. DO PLAN TO ATTEND."



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ATLANTA CONVENTION HIGHLIGHTS

ATLANTA - BILTMORE HOTEL - FEBRUARY 3, 4, 5

SOUTHERN HOSPITALITY

From the sound of the gavel at noon, February 3, 1954, when President L. C. Henley opens the Forty-seventh Annual Convention of the Monument Builders of America, until the closing event of the banquet on Friday evening, February 5, those in attendance will be in the atmosphere of "Southern Hospitality."

Educational addresses, Workshop sessions, receptions, entertainment, and good fellowship will be the highlights of the Convention. Of special interest to the ladies will be the tour on Thursday, February 4.

The M.I.A. national advertising program will be unveiled on Friday forenoon, and the banquet and entertainment in the evening will climax the Convention.

OH, YES! The powers that be have thought about it and if you want fish at the banquet, you will be served that delicacy of the Gulf Coast—POMPANOS.

CONVENTION SPEAKER HAROLD (HAL) M. HORTON

Mr. Horton will address the Convention February 3rd on "Illumination of Displays and Showrooms."

Mr. Horton was born March 9, 1902, Dorchester, Mass., and attended the public schools of Greater Boston. He graduated from Tufts College, Boston, Mass., in 1924 with a B.S. degree in Mechanical Engineering. He then attended Columbia University, New York (1924-1925) for a one year course in Business Administration. While attending Columbia, engaged in extra curricular activities on amateur stage productions at Triangle Theatre, Greenwich Village, New York.

Mr. Horton joined the Edison Lamp Works of G. E. Co., Harrison, New Jersey, September 1925. From April 1926 was employed by above company as salesman in Birmingham office until spring 1929. In 1929 he was transferred from Birmingham to the Atlanta, Georgia district office to serve as District Lighting Engineer, Lamp Division, General Electric Co. He served in above capacity until January 1952 when he was assigned additional duties of Sales Promotion specialist.

During these some 27 years spent within the Southeastern area, his activities have been about as follows:

Assisted the training of Utility and Jobber lighting salesman; has been the author of several papers on lamps and lighting applications, and talked before many electrical and civic groups on various fields of lighting applications. Mr. Horton designed and sold many types of lighting installations and was one of the founders and charter members of the Georgia Section, Illuminating Engineers' Society. He served this Society as member of Board of Managers, Chairman, Program Committee and Chairman of Georgia Engineering Society. He is a member of the Georgia Engineering Society and former editor of the "Georgia Engineer," published by this Society. He was one of the founders and charter member of the Alexander H. Stephens Toastmasters Club and a former member of the Junior Chamber of Commerce.

Mr. Horton is married and blessed with two daughters, the older one a graduate of Agnes Scott College, Atlanta, married, and now living in Fort Worth, Texas. The other daughter is a student now at Alabama Polytechnic Institute, Auburn, Alabama. He is a member of the Peachtree Road Methodist Church, Atlanta, member of the Board of Stewards of the Chancel Choir, and a Group Leader in the Men's Club.

DR. R. C. "SCOTTY" YOUNG TO SPEAK

Professor R. C. S. Young of the University of Georgia will address M.B.A. Convention, February 4.

Dr. Young was born in Edinburgh, Scotland. He attended public schools in that country and left school at the age of sixteen to enter the first world war as a private in the Gordon Highlanders. He served with this regiment until commissioned in the Royal Flying Corps.

Shortly after the world war, Dr. Young came to America. The story of his coming to this country is related in his lecture, "Why I Am An American."

Dr. Young graduated from Mercer University, and received from this same institution his honorary doctorate degree in 1933. While a student at Mercer, he was a member of the Glee Club, the Knights of the Round Table, an honorary society, a member of the SAE Greek letter fraternity, and a Mason.

In 1941 Dr. Young became Professor of Moral Philosophy at the Atlanta Division of the University of Georgia. He served during the recent war, as a dollar-a-year man with the Treasury Department of the United States in the interest of war savings bonds. After the war, he returned to the Atlanta Division where he is now Coordinator of Student Affairs, and in charge of Career Planning in the School of Business Administration.

For the past ten years, Dr. Young has lectured before civic, industrial, educational, religious, and student groups throughout this country and Canada. He is a past president of the Newman Rotary Club, and a past president of the Chamber of Commerce of the same city.

SPEAKER J. S. LONG

Mr. Long will address the Convention on Wed. afternoon. He will speak on "Paint and How To Use It."

J. S. Long received the Ch.E. degree in 1913 and the M.S. degree in 1915 from Lehigh University, and took his Ph.D. degree at Johns Hopkins University in 1921.

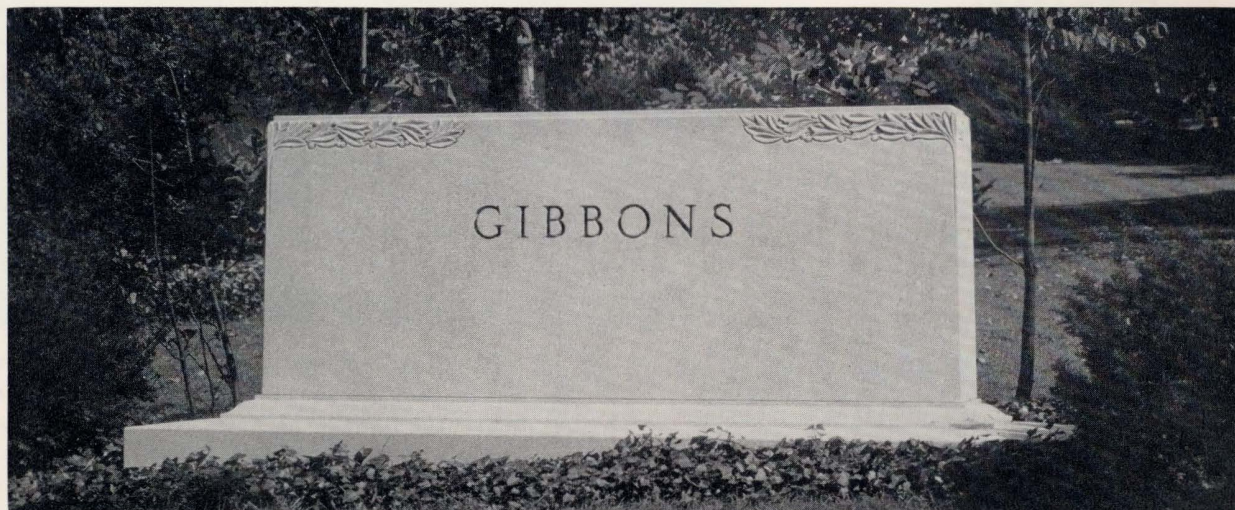
Dr. Long came up through the ranks in the Chemical Department at Lehigh University starting as an assistant and reaching the height of professor of chemistry, during which time he served as chemist and consultant for the Chester Enameling Company of Chester, Pennsylvania.

Starting in 1927 he organized a cooperative research agree-

GUARDIAN MEMORIALS



of Everlasting Beauty



The Gibbons memorial, another excellent "Guardian Memorial of Everlasting Beauty," was erected in Homewood Cemetery, Pittsburgh, Pa., (Mr. Sabin Bolton, Secretary-General Manager), by C. Douglas Cushman, proprietor of well-known Campbell-Horgan of that city. Mr. Cushman, one of the nation's outstanding memorialists, is now serving as vice-president of the Monument Builders of America, Inc.

JONES BROTHERS COMPANY, INC.

ESTABLISHED 1882
BARRE, VERMONT

ment between Lehigh University and a group of companies producing linseed oil and other drying oils, and their affiliated products. These companies contributed to a common research fund of which Dr. Long served as research director and under his direction, work was carried out attempting to extend the frontiers of knowledge of oil chemistry and its allied fields of usefulness through the acquisition of the fundamental principles and data on drying oils and the changes they undergo. This work continued until 1934 when Dr. Long left Lehigh to join Devoe & Raynolds Company, Inc., as Chemical Director.

He has been the author of many papers and a member of the highest ranking societies of the chemical industry, and is a Fellow of the American Institute of Chemists.

In 1947 Dr. Long was voted as one of the ten outstanding scientists in the Paint, Varnish, and Plastics Field by the Chicago Section of the American Chemical Society.

In June 1949 he served as the delegate from the American Federation of Paint and Varnish Production Clubs to read two papers at the Industrial Fair at Basel, Switzerland, and also appeared in Scotland and England and other foreign countries as a delegate, and helped to organize the Federation of the Western Nations of Europe, outside the Iron Curtain, to work together in the field of paint and varnish.

Among his other activities, he plays golf, teaches the Men's Bible Class, lives on a large farm and raises tobacco and is an active breeder of polled Hereford cattle.

He has received outstanding awards for his achievements from the Federation of Paint and Varnish Production Clubs.

In recent years Dr. Long has travelled all over the U.S.A.

speaking to meetings of architects, paint contractor associations, Rotary and other service clubs, women's clubs, paint dealers, university groups, church groups, sales and accounting societies, carrying to them a wealth of knowledge on the design of modern paint materials and the principles of painting. It is quite likely that more people in the U. S. know Dr. Long and have heard him than any other man in the paint industry. His talks have been so informative that the demand for his services far exceeds what he can fulfill. So he often has dates scheduled for more than a year ahead. He is a fascinating speaker and can reduce the technical subjects to the level of the homeowner or painter so they understand and enjoy what he says.

He serves as Educational Director for Devoe and trains the salesmen in regular schools held at intervals throughout the year. He has given a large number of talks on salesmanship to some of the largest corporations in America. The Monument Builders of America is very pleased to have the opportunity of presenting Dr. Long to the audience in attendance at the National Convention in Atlanta, Georgia, on the afternoon of February 3rd.

M.I.A. PROGRAM TO BE PRESENTED AT ATLANTA

The members of M.I.A. are to be granted the opportunity of participating in the selection of a theme for the national advertising program which this Association will sponsor during 1954.

As a part of the M.I.A. program which will be presented on Friday morning, February 5th, during the National Educational Conference of the monument industry at Atlanta, Georgia,

[Continued on next page]

Better IN EVERY WAY

- DESIGN
- CONSTRUCTION
- PERFORMANCE

TROWCO CARBIDE-TIPPED STONE CUTTING TOOLS



Send for this new bulletin describing the complete TROWCO line. Contains important grinding and sharpening information and wheel recommendations.



A BETTER TOOL MAKES A BETTER WORKMAN

TROW & HOLDEN COMPANY
BARRE, VERMONT

M. I. A. PROGRAM . . .

Continued from Page 65]

Landsheft & Barber, the Institute's Advertising Agency, have prepared a series of ten large blown-up ads which will be on display.

This series of ten prospective ads will consist of two ads each of five generalized themes and the membership will be asked to vote, not on the individual ads, but upon the theme or trend which the National Advertising Program will follow.

The first two hours of the program from nine to eleven A. M. will be devoted to the coming national advertising program. There will be a series of short talks illustrating the history of the M.I.A., its progress, and its plans for the future; all culminating in the unveiling of the first two national ads. The first of which will appear in the Post and the second which will appear in the March issue of the Ladies' Home Journal.

Immediately following the first part of the program there will be held the annual meeting of the membership of the Monument Institute of America for the purpose of electing directors to fill vacancies which will exist and to conduct such other business as may properly come before the meeting. By reason of expiration of their term of office, there will be two vacancies on the Board of M.I.A., Mr. H. A. Olson will be the retiring member representing the wholesale division while Mr. H. S. Holton, President, will be the retail representative whose term of office expires at this meeting.

On Saturday morning, February 6th at 9:00 A. M. in the morning, there will be a meeting of the new Board of Directors for the purpose of electing officers for the ensuing year.

Prepublication copies of the Saturday Evening Post issue of February 13th which will carry the first national ad will also be displayed at the convention and each member attending the convention will be given a copy of the merchandising brochure No. 6.

Approximately 70% of the membership of M.I.A. have signified their intention of attending this very important meeting. As the total membership now stands at 631, every indication points to a crowd of well over 500 people attending the ceremonies attendant upon the unveiling of the first national ad.

STATE AND DISTRICT CONVENTION DATES

SOUTHEAST

Feb. 2

Atlanta, Ga.

Henry Grady Hotel

LOUISIANA-MISSISSIPPI

Feb. 21-22-23

City: Undecided

Hotel: Undecided

NORTHWEST

Feb. 15-16

St. Paul, Minn.

St. Paul Hotel

INDIANA

Feb. 26

Indianapolis

Hotel Warren

MISSOURI

Feb. 18-19

St. Louis, Mo.

Hotel: Undecided

WISCONSIN

Feb. 26

Milwaukee, Wis.

Plankinton House

ILLINOIS

Feb. 21-22-23

Springfield, Ill.

Abraham Lincoln Hotel

OHIO

Feb. 28-Mar. 1-2

Columbus, Ohio

Desbler-Hilton Hotel

Continued from Page 53]

hope. In ancient times the Hebrews alone had hope.

Now, I am holding in my hand a piece of stone taken from the Cemetery of St. Domitilla near the tomb of St. Petronilla, Via Nomentanea, in the Catacombs at Rome. It is a small piece of marble. Inscribed upon it is the Greek monogram of Christ, the two Greek letters "chi" and "rho," the first letters of the word Christ in the Greek language. The catacombs, which were constructed by the early Christians in the tufa or second stratum of volcanic deposits comprising the sub-soil of Rome and the surrounding area, were as we know, the Christian city of the dead. They contain an estimated two million graves and it has been calculated that if they were placed in a straight line they would extend the whole length of Italy. The publications of the archaeological work of Giovanni Battista Di Rossi in three volumes "Roma Sotterranea" and two volumes of "Inscriptiones Christianae" and the modern publications of the Commission of Sacred Archaeology gave us a full picture of the early Christian Inscriptions and Memorial Art.

These inscriptions and symbols, by their beauty and simplicity, instill in us a realization of the sacred character of the spot. The inscriptions speak of the hope of eternity, the means of grace upon which that hope rests, the faith in the one God, and in Christ, His son, membership in the church through Baptism and prayers for the dead. In fact, they speak of every fundamental dogma of the Catholic Church and they illustrate the whole of the church's teachings and practices so clearly that they could be used today to enforce every page of the modern Catholic catechism which we read in our elementary schools and high schools. They can be termed the voice of the early Church speaking from the past to the people of today. And nineteen centuries is a long period of time. The text of these epitaphs, the ideas conveyed by the symbols used that are, for instance, the "chi" and the "rho" on this piece of stone, expressing, above all, the hope of eternal life for the dead and a living faith in Christ.

Let us take one such inscription at random: "I beg you, brethren, whenever you come together (to the service of God) and call in united prayer on the Father, and the Son, that you remember to think on your loved Agape, that Almighty God may preserve Agape in eternity. Thou wast taken from the earth and unto earth thou shalt return. Agape lived twenty-seven years, so it had been appointed to her by Christ. The mother, Eucharis, and the father, Pius, erected this gravestone to her."

Now I hesitate to aim the finger of criticism at anybody. But if Agape were to return to earth and walk about our cemeteries, how could we explain to her the long rows of sawed stone slabs with nothing but a family name to distinguish one from another? How could we explain the non-monument cemetery and the no-monument cemetery section, which is gaining in public favor? Poor Agape, she would think somehow she had returned to an earlier pagan age, not to a time within the Christian era! With shame and some confusion we might explain that this was an age of materialism, secularism and commercialism. But I think that Agape would, with a perplexed look say, "That was true of my own day". Could we defend the position that the custom is "modern"? The answer to that would be another question. Can Christian faith and Catholic sentiment for the dead best be expressed

[Continued on Page 72]

"Buy Right" FROM GRANITE CITY

THE RIGHT WORKMANSHIP!

In every department, from quarry to shipping dock, experienced craftsmen are proving that quality work is the result of careful attention to every detail of production.

THE RIGHT GRANITES!

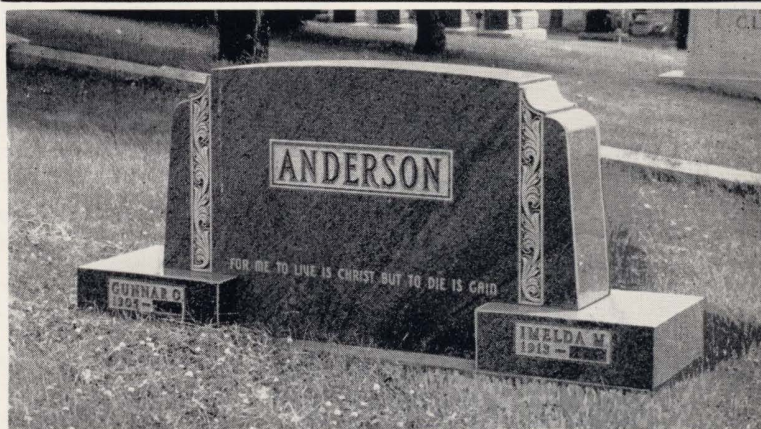
Granite City offers beautiful Mahogany, clear or Variegated; the finest Dark Grey, plus an excellent selection of domestic and imported stocks.

THE RIGHT SERVICE!

Your order receives the same prompt attention whether it be a carload lot or a single unit shipment. You'll get dependable delivery from Granite City.

THE RIGHT PRICE!

Compare the high-quality stock and craftsmanship of Granite City work — you won't find anything better at any price, and you can't find its equal at lower price!



A TYPICAL "ORIGINAL" BY GRANITE CITY.



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



The Dzija memorial stands in St. Stanislaus Cemetery, Chicopee Falls, Mass., and is a copyrighted Adams Granite Co. design. The Tracey design has had a fine sales record and would be a profitable addition to your Spring display.

Dependability . . . Satisfaction

Whether it is a machine-produced monument or skillfully hand-carved figure work, you can always depend on the high quality of "Fine Art Memorials by Adams." Your inquiries will be welcomed . . . we will do our best to satisfy any of your memorial needs.



Fine Art Memorials by Adams

ADAMS GRANITE COMPANY . . . Barre, Vermont

TAX QUIZ

Will You Pass Your March Fifteenth Exam?

Uncle Sam has a test in store for you—one that will flatten your pocketbook if you flunk it. The examination date is the "15th day of the third month after the close of your taxable year"—March 15th for most taxpayers because they use the calendar year. Your exam paper is the federal income tax form. To learn some facts which may help you pass, try your hand on these ten questions. If you don't get them all right, you are in danger of overpaying your taxes. This test is based on material from the American Institute of Accountants, the national professional society of certified public accountants.

(Answers on Page 83)

1. Your wife did some work as a substitute teacher which brought in less than \$600. She wants a refund of the tax withheld from her pay. You should—
 - a. Let her file a separate return to get her refund, then file your return claiming exemptions for both of you.
 - b. Advise her to file a joint return with you.
 - c. Each file a separate return claiming one exemption.
2. You obtain three loans; the first to buy business supplies, the second to make repairs for a tenant, and the third to pay your son's college tuition. You can deduct—
 - a. The interest on the first loan.
 - b. The interest on the first and second loans.
 - c. The interest on all three loans.
3. You own several types of securities. Which of the following is taxable?
 - a. Stock dividend (common stock distributed to common stockholders).
 - b. Interest on state and municipal bonds.
 - c. Interest on bonds of a tax-exempt educational institution.
4. You are the sole proprietor of your business. Your daughter worked for you part time and earned \$595. She filed a return to get a refund of tax withheld from her wages. You can—
 - a. Not take a deduction.
 - b. Deduct her wages as a business expense and take a \$600 exemption for her.
 - c. Deduct her wages as a business expense, but not take the \$600 exemption.
5. Your inventory pricing method can be changed only—

EVERLASTING MEMORIAL WORKS INC.

"HIGH-GRADE MEMORIALS"



MONTPELIER, VERMONT



AN "EYE-CATCHER"

The Cerasoli-Montopoli memorial which stands in Hope Cemetery, Barre, Vt., is just another example of Everlasting's quality in workmanship and design. This excellent design was selected by the Barre Guild for their outstanding book of contest winning designs, "The Guild Book," and has been used in their national advertising. (Copyrighted design, Barre Granite Association).

TAX QUIZ . . .

Continued from Page 69]

transaction—

- a. Is the same as for ordinary income.
 - b. Can not be more than the capital gains ceiling of 26%.
 - c. Is based on 50% of your capital gain.
10. You have made a gift of stock to one of your children. If the dividends from this stock amount to less than \$600—
- a. The dividends must be reported, but no tax is imposed.
 - b. They are taxed as a capital gain.
 - c. They do not deprive you of the dependency exemption for the child.

(Answers on Page 83)

SALISBURY GRANITE INDUSTRIES ADD NEW EQUIPMENT

Mr. Charles R. Deadwyler, General Manager of Salisbury Granite Industries, Salisbury, North Carolina recently informed our correspondent that they have added much new equipment to their expanding facilities, both plant and quarries. As has been noted earlier in these pages, they have plans for work now in progress that will allow 4000 feet of additional floor space in the main finishing shop. Mr. Deadwyler stated that a new 14 ft. contour Gilbert wire saw is being added as well as additional polishing equipment and gang-saw facilities. At the quarries the firm has added two new derricks and other modernizing improvements.

MAKE MORE
OFF-SEASON

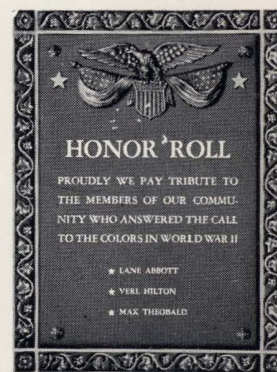
SALES

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NEWMAN

Finer Quality Cast Bronze

PROFIT MAKERS



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



FREE!

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

NEWMAN BROTHERS, INC.

670 W. 4th St.

Cincinnati 3, Ohio

**Compare the
POWER**

**Compare the
ECONOMY**



**THE SMITH MODEL 70-P
AIR COMPRESSOR**

RIGHT FOR MONUMENT SHOPS, CEMETERY OPERATORS

EASILY PORTABLE . . . TOW IT ANYWHERE

GIVES LOW-COST COMPRESSED AIR FOR MANY NEEDS

THE SMITH MODEL 70-P is powered with a CHRYSLER Industrial Engine—three cylinders for power, three for compression. Delivers continuous, on-the-job compressed air at low cost. Capacity 70 cu. ft. per minute. Evenly spaced power impulses. Has ample reserve power—designed for high compression with large valve area, smooth carburetion. Water-jacketed discharge chamber. Super finished bearings, pistons; long-life stainless steel and bronze compressor valves. Wearing parts at Chrysler, DeSoto, Dodge truck dealers.

Write for Literature and Prices!

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

PERPETUAL PARITY PRICES

Get your copy of this excellent price book while the supply lasts. Only a limited amount of books available and there will not be a new edition.

Send check of \$10.00 with your order for book to

ESTATE OF A. B. GEORGE

514-3rd Street

West De Pere, Wisconsin

Special prices quoted on orders for 3 or more.

"SERMONS IN STONE" . . .

Continued from Page 67

by a plain stone slab, blunt and cold? And that that is true of some Catholic cemeteries is evidenced from the report of our own Research Committee published in Volume four, Number 1, Page six of "Notes and Quotes": "Approximately one-fourth of the diocesan cemeteries and ten per cent of the parish cemeteries limit the inscription on the face or die of the monument to a family name or surname only."

Be that as it may, how could we explain to someone from early Christian times the inscriptions which are found upon some tombstones? Just to quote an example that I ran across myself:

"Here lies one Wood encased in wood,
One Wood within another.
The outer wood is very good.
We cannot praise the other."

Or the one which I was told was found upon a monument for a waiter in a restaurant and the epitaph said:

"Bye and bye
God caught his eye."

If poor Agape returned, I fear she would give the opinion that not only were the inscriptions lacking in faith and in hope, but that the symbolism was lacking in a Christian character. How, with the wealth of Christian symbolism available, could we explain the awful prevalence of curlicues upon our monuments, resembling so much spinach? I am sure that Agape would be most perplexed. And I am certain that she would be most sorely grieved to see the Cross, the symbol of our salvation put in the minor position of an ornament, and not in the dominant position. Perhaps an explanation for the mistakes of an earlier time in the history of our country could be given. In years gone by we were a pioneer people, busy with expansion and even fighting for our very existence. Now pioneer folk are not given to high artistic achievement and so we would expect to find from those times the expressions of

When You
Want
BETTER MEMORIALS
it's
BURKE BROTHERS

Established 1892

Barre, Vermont



**Superior Workmanship--
--the Foundation for
SUCCESS**



Johnson & Gustafson superior workmanship can help you along the road to success! Inquire today. We manufactured the Leven monument, erected in Beth David Cemetery, Kenilworth, N. J., and the Zetland memorial, erected in Oheb Shalom Cemetery, Hillside, N. J., for Evergreen Monumental Co., of Hillside. Pirie's Select Barre granite was used.



REPRESENTATIVES:

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

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St. Paul, Minn.

Robert Haslam
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Mission, Kans.

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

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

JOHNSON & GUSTAFSON

BARRE VERMONT

MANUFACTURERS OF
SUPERKRAFT MEMORIALS

a rough and ready wit here and there on the tombstones. However, that excuse does not fit the times in which we are living. An investigation of even a superficial nature will show that monuments of fifty or seventy-five years ago had a much more religious nature and context and symbolism than has become prevalent today.

There is a difference between excellence and mediocrity. And I think it can certainly be admitted that there is a monotonous mediocrity evident in the monuments made today. And while it may be said that mass production causes a certain leveling of the product, and thus may be a cause of the monotony, it cannot be the excuse for the lack of Christian spirit in the inscriptions upon our memorials. If there must be mass production, let it be of a Christian spirit as is fitting for those who profess the Christian faith. Certainly a monument which contains only a family name and dates with some embellishment of tangled lines is mediocre, to say it politely. In fact, it can hardly be called a monument. It is a mere marker and it is an extreme in itself. A mere marker marks the end. It is dull. It is dead. A view of vital statistics never inspired anyone.

Improvement in public taste does not happen by itself. It is the result of deliberate and planned operation. Anyone who reads the newspapers knows that changes in fashion come from the dictate of those who are considered fashion leaders. Now if there is to be a change in the "fashions" in memorial inscriptions, it must come from those who are leaders. And who will say that we yield leadership to some others in the matter of Christian spirit? We rightly claim to be the members of the Church which Christ Himself founded. We are the "light

of the world" as Christ Himself told us. We must mold and change public taste, if necessary, by the power of our united example.

In fact, we have an obligation in this matter laid upon us by the Canon Law of the Church. Canon 1211 from the Code of Canon Law tersely states: "Ordinaries of places, pastors, and Superiors, whose responsibility it is, shall see to it that the cemeteries contain no epitaphs, eulogistic inscriptions, or ornaments on the monuments which are in any way discordant with Catholic faith and piety." This all-embracing canon was further elucidated by a reply from the Sacred Congregation of Rites, October 30, 1922: "The Sacred Congregation of Rites was asked: Whether there is any objection against keeping lamps or electric lights burning over the graves of the deceased in blessed cemeteries. The reply: After having heard from the Commission on the Code of Canon Law, the Sacred Congregation of Rites replied: There is no objection in this case, et ad mentem: The mind of the Sacred Congregation is that the light, as well as the floral offering placed at the grave, should not be merely a natural tribute of sympathy or a solace for the living, but a testimonial and a profession of faith in the resurrection of the body and life everlasting. Moreover, there should be no prejudice to the supplications which, according to Catholic dogma, are of special help to the faithful departed, namely, sacrifices, either at the altar or consisting of prayers and alms."

The mind of the Church is clear. We have an obligation to fulfill. Canon 1211 expresses the obligations in a negative fashion. To put it positively, we must see to it that the monuments in our cemeteries express Christian faith and piety!

[Continued on next page]

THE GLOBE STEEL ABRASIVE COMPANY

Manufacturers since 1907
METAL ABRASIVES



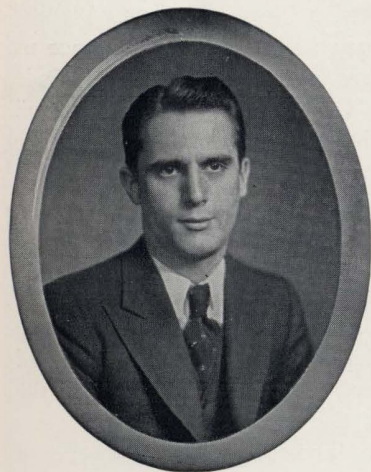
Action packed to give you more and faster sawed feet per pound of shot. It's new and our regular customers like it. Prove to yourself the quality of our new Alloyed Shot with a trial lot. A full line of high and low speed polishing sizes and small well-graded sizes for panel and carving work.

MANSFIELD, OHIO, U. S. A.



R. SIERRA GRANITE CO., Inc.
Barre, Vermont
Manufacturers of High Quality Monuments
A LARGE STOCK OF SLABS
All Dimensions - Dark and Light - Always At Your Disposal
Inquire about Our Specialties—Sawing, Polishing, Steeling

JOIN M.I.A. TODAY!



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

"SERMONS IN STONE" . . .

Continued from Page 73]

Certainly the mind of the Sacred Congregation of Rites is in accord with this, for if the floral tribute or a light placed at the grave must be a testimonial and a profession of faith, then all the more must the monument, which will endure much longer.

It has been said that the Catholic cemetery is not merely a resting place for the dead. That is true. It is a consecrated spot in which are placed the bodies of those who have joined the Church Suffering and the Church Triumphant, and we who are still members of the Church Militant must fight to protect these holy areas of our land, for they are the reliquaries of the Saints. They must be a shrine of faith and an inspiration for the living.

During this past summer I was engaged in a work which very fittingly prepared my mind to address you today. The work was this: to draw up an accurate inventory listing a large collection of more than three hundred reliquaries which contained the relics of more than nine hundred Saints. As I held those sacred remains in my hand, the relics of Apostles, Popes, Martyrs, Confessors, Doctors of the church, Virgins, Widows and Saints of all kinds and from all parts of the world, I was most impressed by the simple plain statement printed in the document of authentication for each one of them. The words of the document of authentication read as follows: "To all and to each who read these present letters we make affidavit and we attest that we have examined these sacred relics which were taken from an authentic place, certified them by authentic documentation and by seal, and from them we have taken a particle of the bone of Saint (and then the Saint's name follows) which we have placed in a reliquary (there follows a description of the reliquary) and after having closed it well, and bound it with a red silk cord, we have sealed it with our seal." There follows the faculties of exposing the relic for

public veneration and whatever prescriptions of law may be attached in regarding its transportation to another place, and so on. Finally, the seal of authentication. The oldest document in the collection was the year 1730—relatively recent, as the age of the church goes. Among the collection were six boxes containing in each one the total of remains of a Martyr of the

NOTHING LESS THAN EXCELLENCE!

If you're not satisfied with commonplace work or stock — if you want nothing less than the best in granite, in design, in polishing, in finishing, in carving — then your standards and our own are the same!

We can produce promptly *any* order in almost any granite, with exclusive service in our own exclusive VARIEGATED AGATE and IMPERIAL MAHOGANY.



early Church. They were sealed with the Papal seal. They may not be transported without express permission of the Holy See. As I held one of those boxes in my hand I thought: it was possible to authenticate these bones as the relic of this particular Martyr because some workman patiently made an accurate monument with a proper inscription marking the spot of the Saint's burial. Those six came from the catacombs, accurately identified by a monument worthy of the Saint. You can be sure it was a Christian monument, really worthy of the name. As the document states, "Taken from an authentic place."

Our Catholic cemeteries are reliquaries of the Saints. For most certainly the tomb in the catacombs could really be called a reliquary. You might feel that that application is farfetched in regard to our modern Catholic graves. What of the grave of St. Maria Goretti who was recently just canonized? Was it not a reliquary. She was buried in a Catholic cemetery. Certainly the man who made the memorial, the workers in the cemetery, the director of the cemetery, none of the many workmen who worked taking care of the cemetery could have known that in years to come that particular little girl would be raised to the altars of the Church. And yet that grave contained the remains of a Saint. Now, the same might well be true of the cemetery of which you have charge. Perhaps you are now caring for the remains of someone who will be canonized. This much is true, we are all Saints in the making. Whether we receive canonization or not, we will be Saints from the moment we enter the Kingdom of Heaven. And when we look down upon the earth, we would not want our relics treated with indignity, nor would we want our reliquary surmounted

[Continued on next page]



Planning For Spring?

The Rothwell design, another copyrighted La Cross memorial with a *proven sales record* . . . a design that can provide your display with that extra appeal that will help build up your Spring business. Now is the time to take advantage of our careful and expert workmanship. We cordially invite your inquiries . . . they will be attended to promptly.

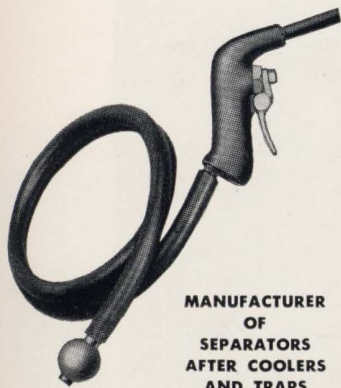
La Cross Memorials

Sawing - Polishing - Manufacturing

BARRE



VERMONT



MANUFACTURER
OF
SEPARATORS
AFTER COOLERS
AND TRAPS

QUICK AND EFFICIENT PERFORMANCE IN MONUMENT WORK MURPHY PISTOL SPRAYER USED AS DUST GUN

FOR WHITENING PANELS
FOR DUSTING POINT MARKS
FOR RESTORING ORIGINAL COLOR
with Abrasive or Sand
1/2" Size Recommended

JAS. A. MURPHY & CO., INC. . . . Hamilton, Ohio



Made in 1/16" to 1/2" Sizes
Prices \$15.00 to \$22.00

EATON GRASS MATS

FOR
BETTER MONUMENT
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WRITE FOR INFORMATION

EATON BROTHERS CORP.
HAMBURG, N. Y.

REMOVE PARTICLES FROM THE EYES IN A WINK



Amazing New GS Eye Sweep removes flying metal fragments, dust, etc. instantly. Magnet on one end for metals, flexible loop on other end for all types of dust. Can be sterilized. For first-aid, dispensary, medical offices. Hard rubber carrying case. Only \$2.50 postpaid.

Hundreds of other Safety Devices
Is YOUR Help Protected?
Send now for free list of Safety Devices.
General Scientific Equipment Co.
Dept. AA, Phila. 32, Pa.

YOU'LL GAIN BY
BUYING FROM OUR
ADVERTISERS!

"SERMONS IN STONE" . . .

Continued from Page 75]

by a bald monument which expresses nothing of the faith that led us to eternal bliss. Make no mistake about it, we have charge of the bodies of the Saints and there is an old Latin saying, "Sancta sancte tractentur", let holy things be treated in a holy manner.

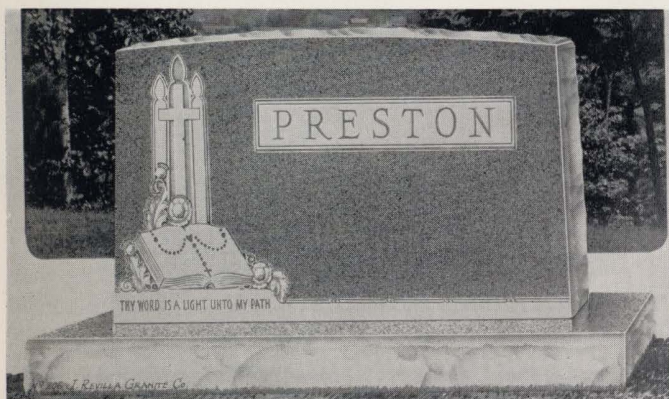
There comes a time in the process of canonization when the Sacred Congregation of Rites sends a document asking for the authentication of the relics of the Blessed, giving permission to exhume the body and requesting that a portion of the relics be sent to the Holy City. It would be a sad day in your life if you had to report to Rome that identification and authentication was not available, either because of faulty records or some other reason. It would cause you shame if the grave was surmounted by a monument not in accord with the dignity of the person. You may be sure that the author of the life of the Saint will want a picture of the first site of burial. If we could feel that shame in such an instance, then what about those who are not to be canonized. They are Saints. They have a feast. It is the Feast of All Saints, November 1st.

A Catholic cemetery is the reliquary of the Saints. The identification of these relics is in the Cemetery Record Office. But, as we well know, records can be destroyed by fire. Thus, it happens that we have to depend upon the markers in the cemetery, the memorials which serve the purpose of identification. To carry the application of reliquary a little further, the authentication of the remains of a definite individual in Christian burial would come from the inscription upon the monument. The authentication of a relic is always couched in dignified language. Let us, therefore, see to it that the inscriptions upon the stone authentication be in language fitted to the dignity of the Saints. A Catholic monument inscription witnesses to the fact that this is the site of Christian burial and expresses in fitting language our faith in Christ. As St. Paul says, "For as in Adam all die, so in Christ all will be made to live. But each in his own turn, Christ as first-fruits, then they who are Christ's". 1 Corinthians 15/20. This silent sermon in stone attesting our faith in Christ who rose from the dead, and who will raise us from the dead must be preached to the people of today and the ages of tomorrow.

We have perhaps seen this little verse upon the holy card:

"I'd rather see a sermon
Than hear one, any day.
I'd rather one should walk with me
Than merely show the way.

Another STELLAR MEMORIAL



The Preston design is another of our proven, exceptionally saleable designs . . . Here is a STELLAR MEMORIAL that will be an important addition to your Spring Display.

Immediate attention to your inquiries

QUALITY • DEPENDABILITY
• PROMPT SERVICE •



Barre
Granite Co.
Barre, Vt.

Announcing— NEW LOWER PRICES on DI-BOND DIAMOND WHEELS

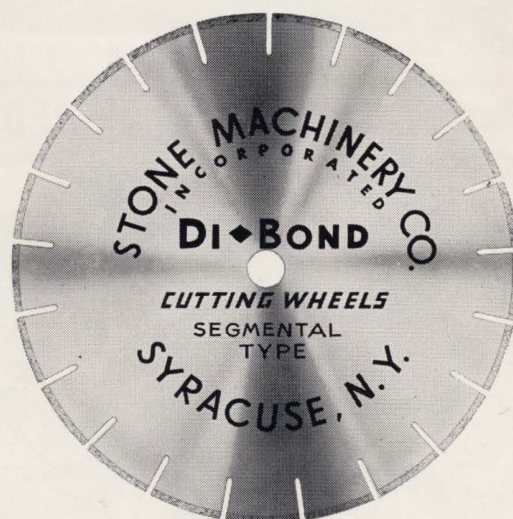
YES — it's really true — new lower prices on our famous Di-Bond Diamond Wheels. It's the same high quality, fast cutting wheel that gives you more square inches of cutting per wheel.

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

STONE MACHINERY CO., INC.

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SYRACUSE 1, N. Y.



**WRITE FOR
NEW PRICE LIST**

I may misunderstand you
And the good advice you give,
But there's no misunderstanding
How you act and how you live." Anon.

A monument inscription properly executed in a Christian spirit fulfills the poet's wish. For the inscription is a sort of personal extension of the life of an individual, summed up in a Catholic symbol with a quotation from Scripture or some approved source expressing some outstanding quality of the Christian life of the deceased. There are available a wide variety of texts from Sacred Scripture. Your Monument Inscription Committee has during this past year compiled a series of some 220 inscriptions which are printed in the first draft of the brochure which we will produce next year in print. This group of inscriptions come from a supply of 550 that were compiled in the first year. So there are many inscriptions, many more that are available. These inscriptions placed upon the monuments of this age will speak for centuries. They cannot be silenced. Stone sermons do not perish. They endure for ages, as the inscriptions from the catacombs have endured. Stone sermons speak briefly and incisively. And they are read when their simple lesson can sink deeply into the soul.

The influence of Catholic Monument Inscriptions upon the life of a nation is proven by the fact that whenever and wherever persecution is rampant against the church, as has happened in Mexico, in Spain, and in Russia, one of the first activities of the persecutors is the attempt to eradicate it by the destruction of the monuments themselves, as well as by the desecration of the cemeteries. The power exerted by such

[Continued on next page]

"Joseph and the Child Jesus"

Beautifully carved in hard, white Carrara Marble, "Joseph and the Child Jesus" is one of our very latest statuary models, recently imported from Italy. The matchless grace of these elegant figures may be readily seen in the accompanying photograph.

*We will be very
happy to quote
prices on any of
your needs in
Carrara Marble
Statuary and
Monuments.*



E. G. LADEWICH CO.

37 PARKWOOD BOULEVARD
MANSFIELD.....OHIO



YOU'LL LIKE DEALING WITH US - - -

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

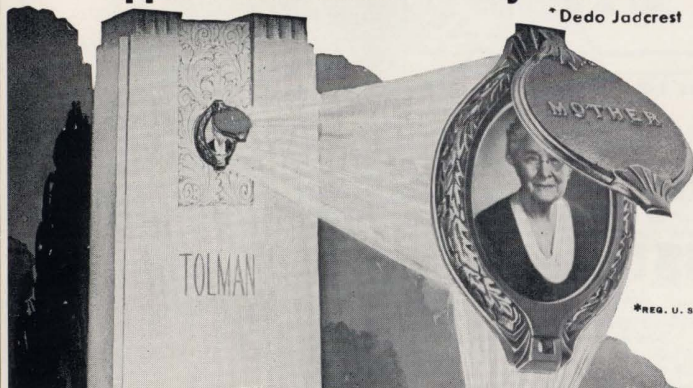
BLUE PEARL-
ALL FOREIGN
AND DOMESTIC
GRANITES



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

Applied Sentiment — by DEDO

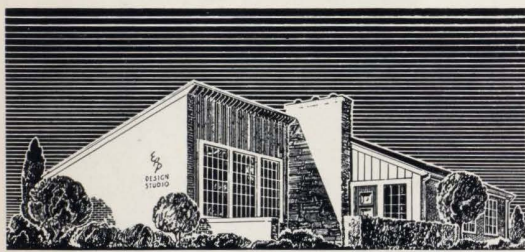
*Dedo Jadcrest



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

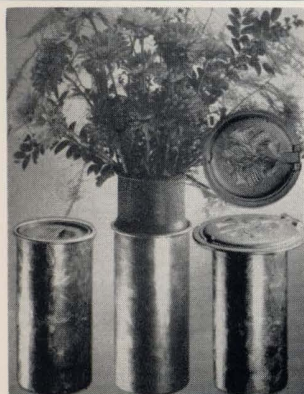
J. A. DEDOUCH Co., Inc.

608 HARRISON STREET
OAK PARK, ILLINOIS



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

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



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

Covers as shown are now available in either Cast Bronze material or Silicon Aluminum Alloy.

Stainless Steel Liners for holes in Stone bases or Urns.

Stainless Steel Burial Boxes for Urn Gardens.

Pine Wood Boxes for Shipment of Urns.

Write for prices and descriptive literature to

H. & H. SIGNAL CO.

7305 North Seward Ave.
Portland 17, Oregon

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

"SERMONS IN STONE" . . .

Continued from Page 77]

monument inscriptions can convert an unbeliever. Therefore, atheistic leaders strive to destroy that power. They want no evidence of a belief in the immortality of the soul, the resurrection of the body, life everlasting, or any other manifestation of our faith in Christ. So one begins to suspect the source of this modern fashion for the bare or almost bare monument and the no-monument cemetery. Is it entirely prompted by a problem of maintenance? I throw that question out for your discussion. Or is it an infiltration of an enemy that we know all too well in the United States today.

Our Research Committee points out that this same issue started to begin and to infiltrate into the Catholic opinions and the Catholic practices of cemetery directors as far back as 1920. Now I admit there may be problems of maintenance, some of which I have faced myself in a small way in the parish cemetery that I directed and gave advice to other pastors. But I still wonder and I have wondered for a long time just where and how that fashion began.

The strength which Catholic Monument Inscriptions impart to the believer, by their simple words, causes the believer to think: "These are they who have gone before me, signed with the sign of the faith; who sleep in the sleep of peace." And they leave with faith quickened, secure in the hope of that same peace. Their sorrow in parting with their loved ones is assuaged by the knowledge that their beloved is in the company of the blessed and they can read upon the monuments the professions of that faith which leads to eternal life, signed by the individual Catholic life here on earth and sealed with the sign of the Cross.

Deeds speak louder than words. A good life, Christian burial, profession of Faith upon a Catholic monument, the simple facts which make a Catholic cemetery—these are the reasons that we have heard the words said so often, "A Catholic cemetery is so different." Let us all work to keep it that way.

And in conclusion, I wish to express my deep thanks to my collaborators in this little brochure, Father Edward Myers and Father Thomas Smith.

JAMES D. HORNE JOINS HARRIS GRANITE QUARRIES COMPANY

James D. Horne, former Sales Manager of Berkeley Granite Company has accepted a position with Harris Granite Quarries Company, Salisbury, North Carolina where he will be Sales Manager of his firm. Mr. & Mrs. Horne and young son, Jimmy, are now making their home at Salisbury, North Carolina.



MONTPELIER, VERMONT

BONAZZI & BONAZZI

UNVARYING QUALITY IN DESIGN, MATERIAL AND WORKMANSHIP • PROMPT SERVICE

News From Our Advertisers

BATES ANNOUNCES NEW STENCIL

The Bates Supply Company, 11 Vernon Street, Quincy, Massachusetts, are announcing the introduction of their new Baco Thrifty Sandblast Stencil furnished with the new green plastic backing. This stencil is reported to be the result of five years' intensive effort in the development of a sandblast stencil which meets all of the exacting requirements of the granite trade.

Mr. Bates, president of the company states that, "Hundreds and hundreds of sandblast men have been contacted personally and a survey made to find out just exactly what they wanted in the way of a perfect sandblast stencil. The consensus of opinion, by the actual users of the sandblast stencil, is that they wanted a stencil with the following proven qualities: A stencil that cuts easily, stands severe pressure, will not burn; takes a clear transfer, does not creep or stretch, the lines will not close, gives a good feather edge, a stencil that would work perfectly for shape carving." Mr. Bates continued, "We feel that Baco Sandblast Stencil with the green plastic backing fulfills these requirements."

T. R. NUGENT TO REPRESENT TAMMS

Tamms Industries, Inc. of Chicago has appointed Mr. Thomas R. Nugent as the firm's sales representative in Florida. Mr. Nugent, who has many friends and contacts in Florida, will handle Tamms' line of raw materials for paint, varnish, abrasive and feedstuff production, as well as for the safety maintenance field.

LAST MINUTE BULLETIN HARMONY BLUE PLANT DESTROYED BY FIRE

Just as our last forms are going to press it was learned that the Harmony Blue Granite Co., at Elberton, Ga., one of the largest in the industry, burned to the ground on January 9th, 1954. The loss was estimated to be about \$450,000.

Loss of the large plant by fire threw some 200 men out of work, including about 75 workers at the granite quarry owned by the firm. However, it has been reported that most of these men are now working at other Elberton plants where Harmony Blue orders are being manufactured without cessation, pending completion of a new plant.

The plant was owned by Glenn McGarrity, who is well known as a director of the former American Granite Association which is now the American Monument Association. The owner is said to have immediately announced plans for rebuilding the plant on land owned by the firm at another location in Elberton. The new granite plant is expected to measure some 225 feet in length.

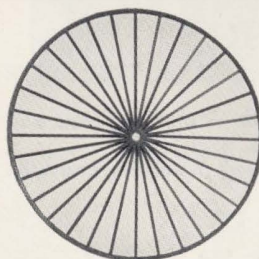
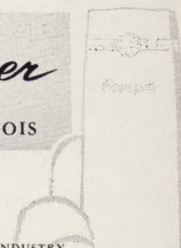
The burned out plant was considered to be the second largest in the district. The fire loss was insured for about \$184,000, it was reported.

PAUL J. SCHORR, Designer

2009 MULBERRY STREET • ROCKFORD, ILLINOIS

Memorial Art

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



**5 ft. Diameter, All Steel
WHEELS**

for Granite Cutting Wire Saws

Prompt Delivery

DESSUREAU'S MACHINE SHOP

Manufacturers of
Abrasive Cutting Wire Saws

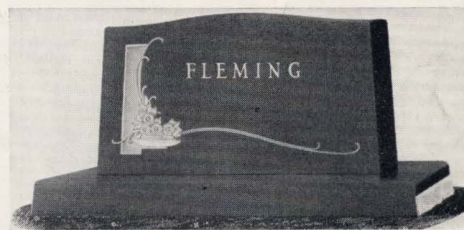
BARRE VERMONT

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RIB MOUNTAIN

PRESTIGE MEMORIALS OF LASTING VALUE

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



Get our prices before placing your orders—no order too large or small

GILMER MONUMENT WORKS, INC.

Wholesale Manufacturer

PHONE 4551

HOWARD LAKE, MINNESOTA

QUINCY

SWED ROSE RED

BALMORAL RED

BEERS RED

RED V

Also All Other
N.E. Granites

Estimates
Cheerfully Given

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WEST QUINCY Granite & Polishing Co.

QUINCY 69, MASS.

FOR THE BEST IN SERVICE AND
QUALITY

A. MONTI GRANITE CO.

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SIENNA PINK

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



DE VOE GRANITE COMPANY

QUARRIERS AND MANUFACTURERS

P. O. BOX 162-116 WAUSAU AVE.

WAUSAU, WISCONSIN

REMEMBER

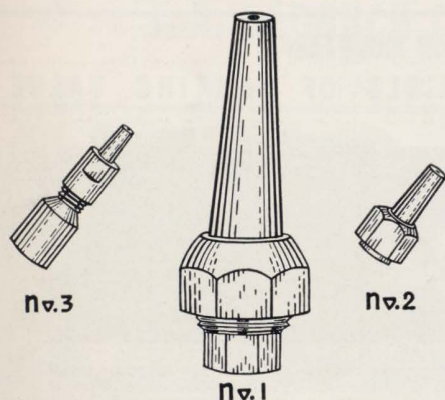
We specialize in giving the very best in BARRE GRANITE
either DARK or LIGHT.

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

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

D. J. SMITH & SON

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BILL ADRIAN'S
FASTER BLASTER NOZZLES
AND HOLDERS

INCREASE YOUR PRODUCTION

WITH THESE NOZZLES.

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

HOLDERS AS BELOW:

- #1 @ \$2.50—give inside dia-
meter of pipe OR if now use
Ruemelin or Pangborn holder.
Holder to fit Ruemelin or
Pangborn Screw—\$1.50.
- #2 @ \$1.00 fits hose nipple.
- #3 @ \$1.50 fits hose nipple.

ADRIAN OF QUINCY

48 Penn St., Quincy 69, Mass.

MONUMENT BUILDERS OF AMERICA (NEBRASKA DIVISION) ANNUAL MEETING

The regular annual meeting of the Monument Builders of
Nebr. was called to order by Pres. Max Speidell of Lincoln,
Nebr., at 11:00 a.m., Nov. 16, 1953 at the Castle Hotel,
Omaha, Nebr.

The President Max Speidell welcomed all present. He told
the group at hand what had taken place in the State Associa-
tion in the past year. Such things as the meeting between the
Funeral Directors and some of the Monument Dealers of
Nebr. at which time promotion type cemetery groups were
discussed. Also he spoke of the mid-summer meeting of the
Monument Builders of Nebr. at which time the Williams
organization, which was working into Hastings, was discussed.
And also how it was being handled. He spoke about the
meeting that was held in Omaha, Nebr. on the 19th of Oct.
which dealt with the Omaha cemetery deal, at which time a
committee appointed by Mr. Archie Green, of which he was
chairman, met with Mr. Svoboda to discuss the problem.

Sec'y Report—The secretary read the minutes of the last
meeting, and gave the financial report. These were approved
as read.

Committees Appointed—The following committees were
appointed by the President: Nominating Committee: Herman
Lammers, Lexington, Chairman; Frank Milacek, Omaha;
Sterling Plugge, Fremont. Resolutions Committee: Carl
Scheffel, Grand Island, Chairman; Ernie Schmidt, Blair; War-
ren Wegner, Central City.

Mr. Richard McBride, Representative of the Barre Guild,
spoke a few words on the conditions in Barre. He said that
they were still working on the problem of transportation of
Barre granite to the dealers of the middle west. He said that
everything was being done that was possible at the present
time, that it was still in negotiation process. He said they
were advertising in 6 magazines and that they were going to
try to advertise with the dealers and wholesalers. He said that
Barre was behind the M.I.A. 100%.

Mr. C. R. Worley who was asked to watch the proceedings
of the Cemetery legislation Bills that were before the house
made a report on them. He said three of them had been passed.
One passed had to do with the starting of new cemeteries. Each
new cemetery that is started in the future must go by this law.
Another bill passed was a bill that gave the cemeteries in the
state the right to repossess an unused lot or a part of a lot that
does not have perpetual care. This to be advertised in the paper
before the cemetery takes it over. Also the bill on the one mill
levy was passed.

The afternoon meeting was called to order by Pres. Speidell
at 1:30 p.m.

Mr. Archie Green, Executive Vice President of the Monu-
ment Builders of America was then asked to speak. He brought



MEMORIAL DESIGN
RENDERINGS - DETAILS - PHOTOS

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32 Nelson Street
Barre · Vermont

the greetings of Mr. Henley, Pres. of the M.B.A. He said a few words about the policies of the M.B.A. He told of the history of the monument business. He said that M.B.A. found it of a necessity for a marketing program and it was formed.

He said that M.B.A. News has had a face lifting and that it was not to be competitive. He said that some time after Jan. the hearing for the Veterans Marker Bill will be had, and that a letter will go out prior to it to every dealer in the United States.

Mr. Frank Foster, (now Exec. Vice President of the M.I.A.) spoke of what M.I.A. is doing. He said that there were 621 members in the M.I.A. at present. He said we must work on the non-members to get them in the M.I.A.

Mr. Archie Green said the National Convention was placed in Atlanta because they figured the years that there is no exhibit they should have the National Convention in outlying cities, as the exhibit year the Convention is held in the Central States. He said there would be on the program a demonstration on how to display your showroom, also discussion groups will be formed which will be followed by a panel discussion, and the M.I.A. program will be brought out.

The nominating committee then gave their report and the following were nominated and elected to the various offices: To the Board of Trustees for a three year term—Walter Becker, North Platte; Carl Scheffel, Grand Island; Max Speidell, Lincoln. For State Representative for a 1 year term—Herman Lammers, Lexington. Alternate—Roy Bloom, Omaha.

Mr. Ed Warner of the M.I.A. said a few words. He said that the M.I.A. had been helping a few cemeteries and monument dealers who were not members of the M.I.A. and in doing so had gotten them to join. He said a few words about the sales angles that are being used by some organizations that go in and take over a cemetery that has gone broke or where a cemetery is planning a new addition; that the dealers should let the M.I.A. know about such deals. He said that they were well pleased with the number of dealers that are joining the M.I.A. Discussion period followed.

At 6:30 a nice turkey dinner was had by 51 people, dealers, their wives, wholesalers and guests.

The Tuesday, Nov. 17th meeting was called to order by President Speidell at 10:00.

Reverend W. O. Samuelson, secretary of the Nebraska Morticians Association, expressed his appreciation of the warm reception and fine banquet. He asked for a committee of three members from the Monument Builders of Nebr., three from the Nebr. florists and three from the Nebr. morticians to get together and go over all the matters that confront the three organizations as to other organizations going into their business; and then bring their decisions to each organization represented.

Mr. Elmer Feis was called upon to take over a discussion period. This discussion period was based upon some questionnaires that had been sent out previously.

Meeting then adjourned until 1:00 p.m.

The afternoon meeting was called to order by President Speidell at 1:00 p.m.

Mr. Feis took over the discussion period which was taking place at the close of the morning session. A discussion was held on Local Advertising. Mr. Frank Foster was called on to say a few words about it. He said that newspaper mats and direct mail advertising will be sent out to the dealers by the

[Continued on next page]



Aluminum Oxide and Silicon Carbide Abrasives
CUT THE COST OF YOUR BLASTING AND
POLISHING OPERATIONS!

Quality and reasonable prices combine
to offer you more economical operation.

ABRASIVE PRODUCTS COMPANY

LANSDOWNE, PA.

Canadian Agent — Ritchey Supply Ltd., Toronto

EVERLASTING PORTRAITS FOR MONUMENTS



NOW AVAILABLE!!

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

CATALOG AND PRICES . . . ON REQUEST

THE ABENDROTH STUDIO

7008 S. PAULINA ST.

CHICAGO, ILL.

Our
51st
Year

E. SETTIMELLI & SONS, Inc.

QUINCY, MASS.



CEMETERY FLOWER VASES in genuine bronze

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

Makers of
the famous
"Century"
Invertible
Flower
Vase.



MEIERJOHAN • WENGLER

METALCRAFTSMEN

1102 W. 9th St. CINCINNATI 3, OHIO

JOIN YOUR ASSOCIATIONS

POLISHES
— BETTER
— FASTER
Tamms
PEERLESS WHITE ROUGE

Works faster—saves polishing time. Economical—goes twice as far as ordinary rouges. Non-injurious — Non-poisonous — Clean—Sanitary! Used by leading firms the world over. Comes in dust-proof, moisture-proof drums. Red Rouge and Cerium Rouge also available.

Send for prices, free samples.

DEPT. RM-8

TAMMS INDUSTRIES, INC.
228 N. LA SALLE ST., CHICAGO 1

*Carl's Special
did it again!*

Signed
Contract



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

CARL KASTRUP
DESIGNER

1705 AUBURN ST.
ROCKFORD, ILLINOIS

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

WARRANTED—EVERLASTING
WEATHER-PROOF

SEND FOR
CATALOG



No. 1. 3½x4½ No. 2. 4½x5½ No. 3. 5½x6¼ No. 4. 6¼x7½

COISSON BROS., ULSTER PARK, NEW YORK

M. B. OF NEB. . . .

Continued from Page 81]

M.I.A. These to be sent to member dealers only, but the dealer must request it. These mats and advertising will be sent out just before the National ad is published so that it will tie in with the National ad.

The secretary then announced that the Board of Trustees had held their meeting earlier this morning and elected the following officers for the coming year:

Mr. Max Speidell, President, Lincoln, Nebr.; Mr. Walter Becker, Vice President, North Platte; Mr. Warren Worley, Sec'y Treas., Kearney.

The Convention was then adjourned.



FRANK COGGINS, JR.
President

Coggins Granite & Marble Industries, Inc.

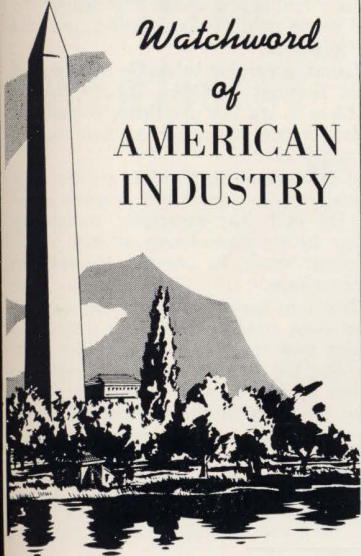
FRANK COGGINS, JR. NEW PRESIDENT OF COGGINS GRANITE & MARBLE INDUSTRIES, INC.

Frank Coggins, Jr., Elberton, Georgia, has been elected President of Coggins Granite & Marble Industries, Inc. to succeed his father, B. F. Coggins, Sr., who has taken over a newly created position as Chairman of the Board of Directors. As he steps up to the newly created position, Mr. Coggins marks his Fiftieth Anniversary in the stone industry during which time he has built the largest independently owned granite industry in the U. S. from a humble start with a small retail business at Canton, Georgia. The operations, today, cover quarries and plants in all of the granite producing areas in the Southeast with shipments going daily into all sections of the country.

Other officers elected at the annual meeting of the Board of Directors of Coggins Granite & Marble Industries, Inc., at Elberton, Georgia, on January 11, 1954 are as follows: John K. Coggins, Vice President; C. C. Brown, Vice President; Tom R. Coggins, Vice President; E. C. Mims, Vice President; and J. M. Thornton, Vice President.

INTEGRITY...

Watchword
of
AMERICAN
INDUSTRY



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

Flint Shot Is The Recognized
Standard of Mineral Abrasives



Ottawa Silica Co. Plants located at
OTTAWA, ILL.
ROCKWOOD, MICH.

SUPPORT YOUR STATE & NATIONAL ASSOCIATIONS

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.

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The Baker & Taylor Co.
HILLSIDE, N. J.

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and
COMMERCIAL ART
We invite
Your inquiries



BOB YOUNG'S STUDIO

26 ELM ST., BARRE, VT.

MONUMENT BUILDERS OF OHIO, INC. HOLD "MEMORIAL OF THE YEAR" CONTEST

Every member of Monument Builders of Ohio, Inc. has been urged to participate in the "Memorial of the Year" Contest, which will be staged in connection with the annual convention of the Association to be held at the Deshler-Hilton Hotel in Columbus Feb. 28th, March 1st and 2nd, 1954. This has been planned as one of the main features of the convention.

The contest is limited to members of Monument Builders of Ohio, Inc., and members of the Association will be the judges.

Contest committee of Mr. Joseph Carabelli, Jr. of Cleveland, Vice President of Monument Builders of Ohio, Inc., and Mr. John Johns of Cleveland are in charge of the "Memorial of the Year" Contest.

For Contest Rules write the M. B. of Ohio, P. O. Box 1502, Columbus, Ohio.

All entries will be on display during the State Convention to be held in Columbus, Ohio on February 28th, March 1st and 2nd, 1954.

JOHN H. HEDQUIST, JR. JOINS BERKELEY GRANITE COMPANY

John H. Hedquist, Jr., former co-owner of Hedquist Granite Quarries, Elberton, Georgia, has accepted a position with the Berkeley Granite Company of Elberton, Georgia, where he will assume the duties of Sales Manager.

Mr. Hedquist's long and varied experience in the granite industry offers the friends and patrons of Berkeley Granite Company versatile service as his experience has been widely gained in all phases of the industry; quarrying, manufacturing, and sales.

ANSWERS TO TAX QUIZ (Questions appear on page 61)

In all these answers it is assumed that transactions are made in good faith and no special circumstances exist which would alter the effect.

1. b. A joint return is best for husband and wife, except for unusual situations, including some involving medical expenses and capital losses. It's wise to figure the tax both ways before deciding. If your wife uses her exemption in a separate return, you are not allowed to claim it in yours.
2. c. The interest on the first and second loans can be deducted as business expense. The interest on the third loan is a personal deduction, unless you use the standard deduction.
3. c. Certain types of organizations, such as religious and educational associations, are not required to pay tax, but you still must pay tax on interest received from their bonds.
4. b. The wages are deductible if they are reasonable. The exemption is not lost, if she qualifies in all other respects, until her gross income reaches \$600.
5. b. Permission must be requested within the first 90 days of the year to be affected, except that application to change to LIFO (last-in, first-out) method may be filed with your return for the first year affected.
6. c. Your deduction for a charitable contribution is the value of the gift at the time it is made. You are not considered to have realized a taxable gain when you give away property that has increased in value.
7. d. The dependent may be either a U. S. citizen or a resident of the U. S., Canada or Mexico.
8. a. You establish your fiscal year when you file your first return after organizing your business. You may change it only with Government permission, requested at least 60 days before the proposed year-end date.
9. a. But if you had held the stock beyond six months you would have had a *long-term* instead of *short-term* capital gain. You would have been taxed on only 50% of the gain, and in no case would the tax exceed 26% of the gain.
10. c. The dividends are income to the child, provided the gift is considered genuine, and no return is required from anyone having less than \$600 gross income.



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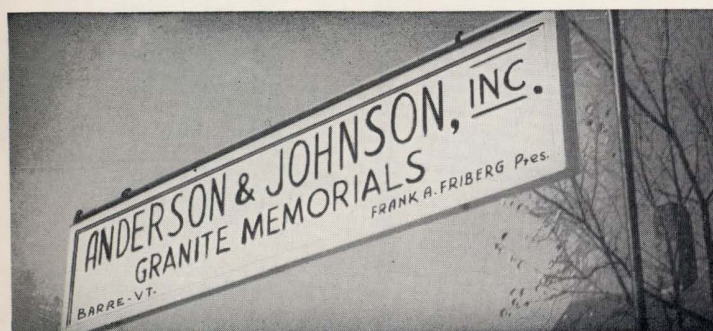
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CONVENTION

FEBRUARY 3, 4, 5

ATLANTA-BILTMORE HOTEL, ATLANTA, GA.

More Community Mausoleum Trouble in Ohio

Release from M.B. of Ohio

Columbus, Ohio. Many community mausoleums in Ohio are in a dilapidated condition and in numerous instances it has become necessary to remove the bodies and give them ground burial.

This condition was revealed in a survey conducted throughout the state by monument builders and made public at a meeting just held at the Deshler Hilton Hotel in Columbus.

The condition of these mausoleums, according to A. O. Lundberg of Fostoria, president of Monument Builders of Ohio, Inc., is due in large measure to the fact that there is no law requiring community mausoleum promoters to set aside a certain percentage of their receipts from the sale of crypts for permanent care.

Mr. Lundberg pointed out that the monument builders are directing no criticism at private mausoleums or those owned and properly cared for by cemetery organizations. He said that invariably community mausoleum promoters lose interest in the mausoleums as soon as all the crypts are sold. Without constant repair, he asserted, mausoleums deteriorate and become highly unsanitary.

The monument builders president said that monument builders have no selfish interest in pointing out these conditions, as they themselves erect mausoleums. The mausoleums now reported to be a health menace were erected 25 or 30 years ago, but he warned that mausoleums being erected today by mausoleum promoters will experience similar fate unless provision is made by law for the impounding of a percentage of the receipts from the sale of crypts for upkeep purposes.

Mr. Lundberg revealed that the attention of the State Department of health has been directed to the unsanitary conditions of many mausoleums throughout the state.

ROCK OF AGES HOSTS AT MAPLE BREAKFAST

Rock of Ages Corp., Barre, Vt., has sent out invitations to their dealers to attend a "Maple Breakfast" at the Atlanta Convention. It will be held in the Pompeian Room of the Biltmore Hotel Thursday, Feb. 4, 1954, 8:15 A. M. We understand that they are shipping a large supply of world-famous Vermont maple syrup and sugar to be served to the lucky invited guests. A large attendance is expected.

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429 Franklin Street, Buffalo 2, N. Y.

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WHOLESALE—Send us a list of Finished Monuments and Markers that you would like to dispose of. We will make you an offer—WE PAY CASH—ROBBINS MONUMENT COMPANY, 2710 Washington Ave., Houston, Texas.

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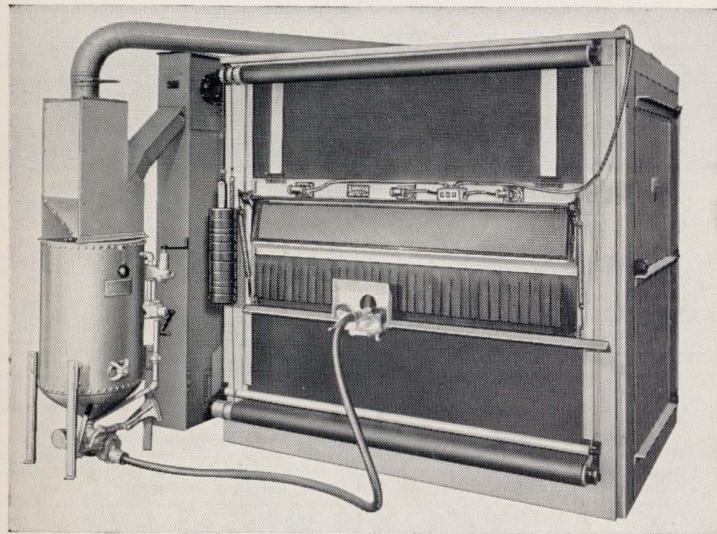
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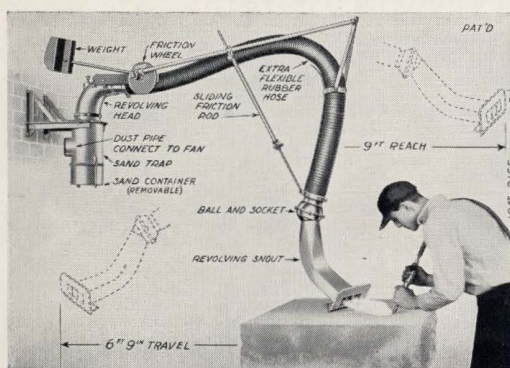
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. . . Not So Editorial



ANOTHER "REHABILITATION CASE"

Now that business has returned to normal and memorialists are the pursuers and not the pursued, and manufacturers and their representatives are again attending State and National Conventions without the deathly fear that they might have to take an order, it may well behoove the alert monument man to investigate the possibilities of "Rehabilitation." Here, indeed, is virtually a virgin market. What's more, it's more often than not non-competitive.

The modern Lawrence memorial, illustrated above and recently erected in a Salem, Mass., cemetery, replaced an old monument erected more than a hundred years ago. We were unable to procure the memorialist's name to find out whether the idea was his or not, but we do know that there are thousands, perhaps millions of American families, who would respond to the proper approach in matters such as this. In most cases the need arises when the old monument requires constant repair; however, this is not always true. We have already recorded on these pages examples of "rehabilitation," where the only complaint was ugliness. Vandalism and storm damage often accent the opportunity for replacement of old memorials. With the emphasis today on "trade-ins," it would seem that the public could be offered some nominal return for their "old models." In any case we urge your investigation of this matter with the urgent request that you send us "before and after" photographs.

ANOTHER "WE CAN WAIT"

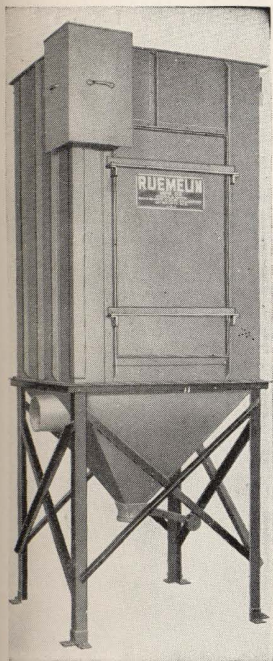
An enterprising florist, a little jealous of a local memorialist who capitalized on the safe-driving campaign with his "Drive Carefully, We Can Wait" Monument, came out with "Drive Carefully. The Next Load May Be For You" painted on the rear of all of his delivery trucks. The latest publicity scoop we can report is that of John Bonner of the Winona Monument Co., who made the local paper, front page no less, as being the first tax payer of 1954 to pay his taxes in Winona, Minn.

E. H. Whitaker

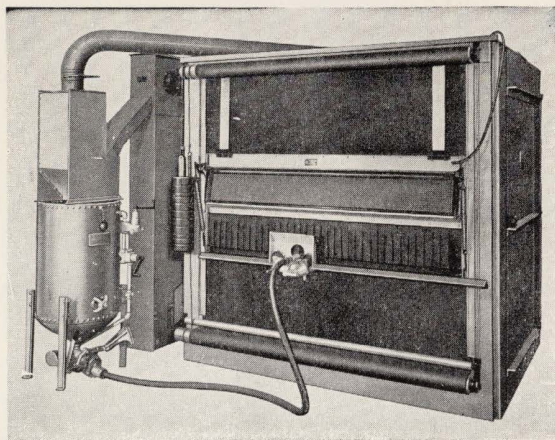
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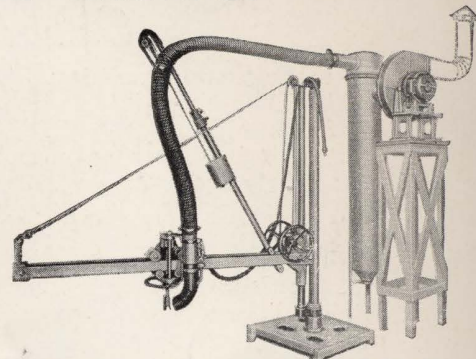
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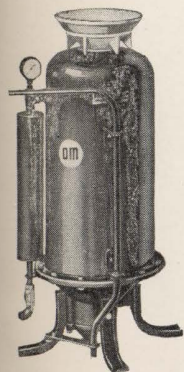
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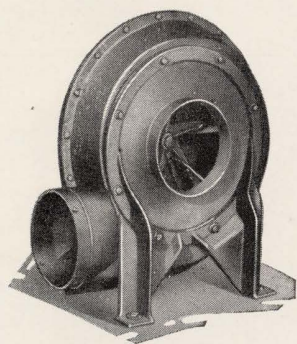
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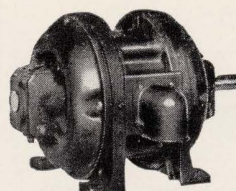
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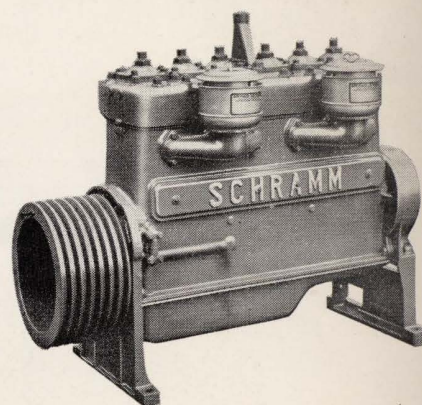
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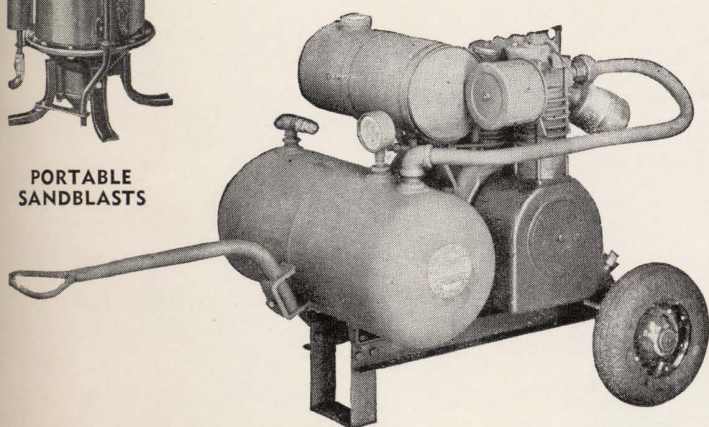
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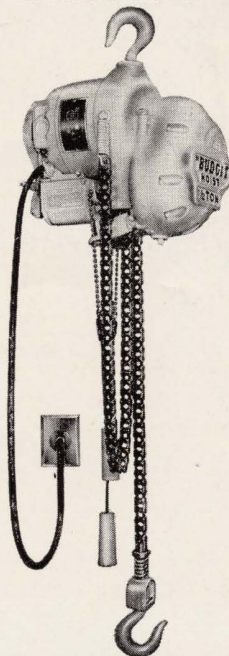
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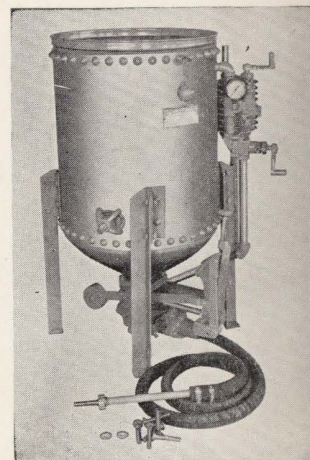
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LINDSAY PORTABLE AIR COMPRESSORS



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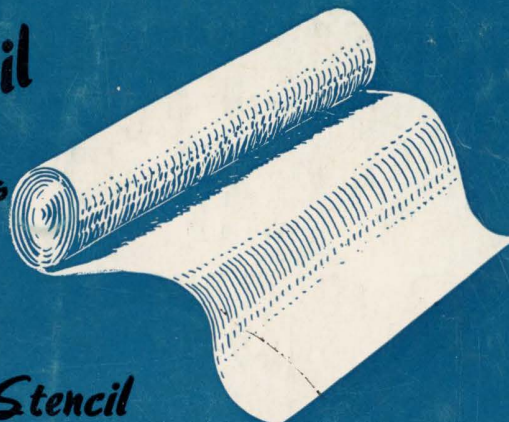
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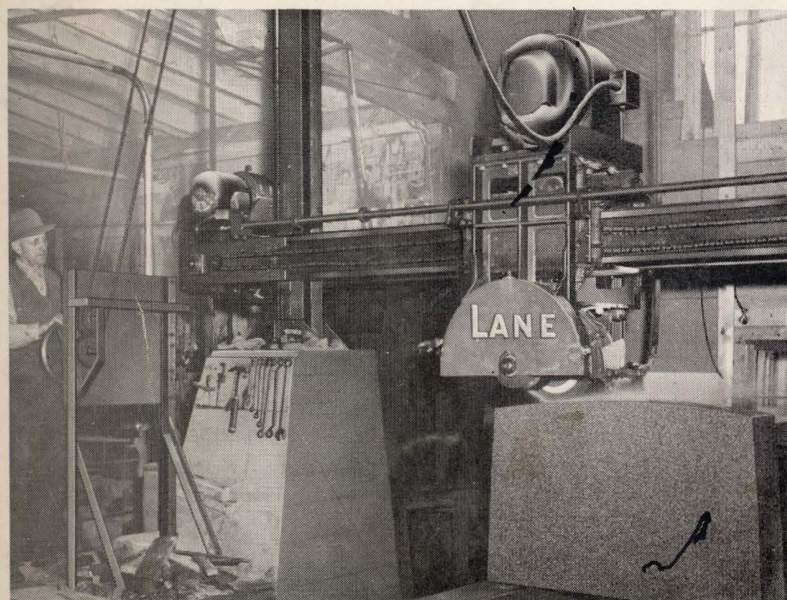
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