

FEBRUARY

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Monumental
NEWS-REVIEW

Combining

MONUMENTAL NEWS

GRANITE MARBLE & BRONZE

THE MONUMENT AND CEMETERY REVIEW



The Family Memorial of a Memorialist

Near the north entrance of St. Mary's Cemetery in Trenton, N. J., one of our many fine Catholic Cemeteries in America, stands the family memorial of the founders of well known Leonardi Memorials of that city. This outstanding memorial was produced by Montpelier Granite Works, Montpelier, Vt., of Wetmore & Morse Select Barre Granite.

No single memorial is quite so important to the memorialist as is his own family memorial. Recognizing as he does that this monument must not only serve as a family tribute, but also as a symbol of his vocation to be seen and judged by present and future generations, the memorialist often has a more difficult time in solving his own memorial problem than he does those of others. Particularly is this true in the selection of design. In the all-important matter of material, the problem is seldom as difficult, with more and more of our outstanding memorialists, like the Leonardis of Trenton, N. J., choosing Wetmore & Morse Certified Select Barre Granite for its outstanding qualities . . . *Beauty . . . Permanence . . . and Workability.*

WETMORE & MORSE QUARRY

Division of Rock of Ages Corporation

BARRE, VERMONT



COPYRIGHTED DESIGN CHARLES N. GARDNER & SONS

This tribute to General Casimir Pulaski of Revolutionary War fame was designed and erected by well known Charles N. Gardner & Sons, Schenectady, N. Y., in Pulaski Plaza of that city. It was dedicated on November 15, 1953 with colorful ceremonies. Several thousand citizens were in attendance. Both the original model for the statue and the memorial are the work of Comolli & Co., Inc., Barre Vt. The sculptor was Orazio Marselli assisted by Angelo Bardelli, both Comolli craftsmen.

THE GENERAL PULASKI MEMORIAL IN SCHENECTADY, NEW YORK

The worth of traditional commemoration is seldom more convincingly shown than when memorials such as this recent tribute to General Pulaski in Schenectady, N. Y., are erected. We take pleasure in quoting the following dedication from the Souvenir Program printed for the unveiling celebration:

"The spirit of Pulaski becomes alive with the dedication of this monument to his memory. The spirit that inspired and motivated his uncompromising struggle for freedom and liberty on two continents spans the centuries and gives us inspiration today. We honor and cherish Pulaski the man, the gallant soldier and his heroic spirit.

"Pulaski was quick to recognize a kindred fire burning in the hearts of the American Colonists. In 1777 he hastened to join them in their struggle here that he might wield his sword for the same unchangeable laws of justice, as those for which he had wielded it in his native land. Thus it was in this unity of spirit that he was mortally wounded and gave his life at Savannah, Georgia, on October 11, 1779. Thus it was too, that America adopted him and he became an American.

"Generations of Poles have succeeded Pulaski and they have followed him to America. They also became Americans and they remain Americans. His spirit was rekindled in all of them. They have contributed much to our great nation. Like him, many have made the supreme sacrifice in the wars that followed the American Revolution.

"It is in this American spirit of love of Liberty and freedom that we have erected this monument to Pulaski. Let it be ever-lastingly a symbol of gratitude to him for the part he played in forming this great nation. Let it also be a symbol of our enduring loyalty to our Country.

"In behalf of all whose gifts and contributions made the monument possible and in all humility we offer it as a contribution to our Country and our Community."

—Pulaski Monument Committee of the Polish Welfare Council, Schenectady, New York

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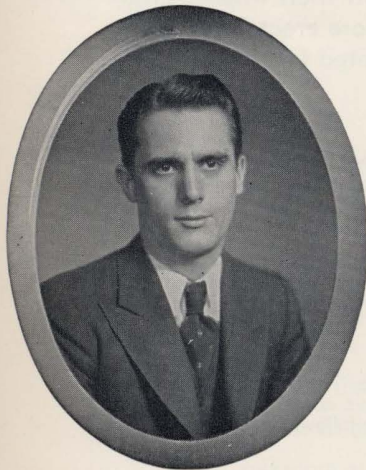
Joseph C. Curtis
5547 N. Kenmore Ave.,
Chicago 40, Ill.
Tel.: LONGbeach 1-7040



NORTH BARRE

**GRANITE COMPANY
BARRE, VERMONT**

John Leppanen and Jules Chatot, Proprietors



**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**

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.

RIB MOUNTAIN COMPRESSIVE STRENGTH

Monumental News-Review:

Reading through one of your past issues I noticed an article on the compressive strength of Barre granite which stated as follows:

Dark Barre 20,000 lbs. per square inch.
Medium Barre 18,000 lbs. per square inch.
Light Barre 16,000 lbs. per square inch.

Although we do not have three grades in our granite but only one which is our Dark Select stock I felt that the monumental and building trades who are your good readers after reading the above article would also be interested in the compressive strengths of other granites from the various granite centers throughout the United States.

Our RIB MT. DARK RED SELECT granite which was tested at the University of Wisconsin produced the following results after several different pieces of this stock were tested.

RIB MOUNTAIN DARK RED SELECT Stock.
44,000 lbs. per square inch.

Sincerely yours,

CHARLES F. PREHN
Vice President & General Manager
RIB MOUNTAIN GRANITE COMPANY
Wausau, Wisconsin

KENERSON NOT "GONE"

Monumental News-Review:

In defense of your short character sketch describing my taste for music in the January issue of your usually so accurate publication I must say that I hardly knew what "jive" meant until my assistant, Walter Allen described it to me while beating time with a \$45.00 airbrush.

My tastes in music run to more simple things that I can understand such as executed by Montovani, Arthur Fiedler, Percy Faith and that "Cotton Pickin Tennessee Ernie." I must confess, however, that I became a little nostalgic and revived an old interest for Dixieland during my last trip to New York. I dropped in to Jimmy Ryan's to listen to some old timers that used to play in Chicago when I was a youngster and both of the De Paris brothers, Wilbur and Sidney gave us more than our money's worth. I spent \$1.20 for drinks and received \$100.00 worth of music.

I appreciated your mentioning my name in association with Kastrup, Kunz and Comi however but thought your readers might be under the impression that Kenerson was really "gone."

Kindest regards,
C. KENERSON
KENERSON DESIGN STUDIO
Barre, Vermont

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Birds Of A Feather . . .

One ambition . . . one purpose . . . to fashion memorials in tempo with traditional concept of enduring remembrance . . . is the unanimous desire of members of the Association.

There is, without question, no finer, more durable or more beautiful material for memorial purposes than Elberton Granite.

Its fame is wide-spread.

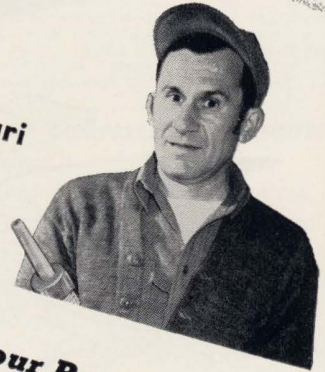
Elberton Granite MEMORIALS

Elberton Granite Association, Inc.
ELBERTON, GEORGIA



Edwin F. Darner
says . . .

**"It's easy to do clean,
intricate shape-carving
with Pangborn Blast-
Carving Equipment!"**

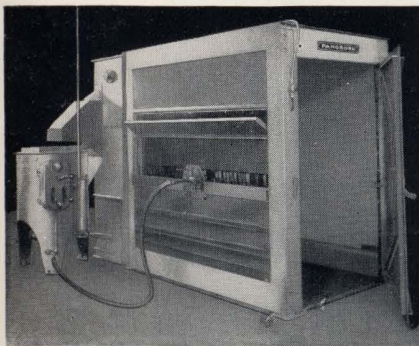


Jim Ferrari
says . . .

**"Since 1929, our Pangborn
Blast-Carving Equipment
has been giving us good,
clean shape-carving."**

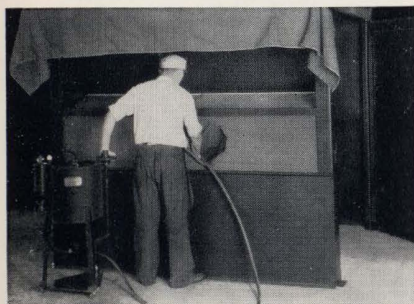
PANGBORN'S best for easy, economical blast-carving

— say the men who work with stone



Complete PANGBORN Blast-Carving Room

The finest Memorial Art carving equipment available at any price. Easily operated, this outfit consists of a sturdy steel room with accordion-fold Curtain Front, a Pangborn Blast Machine, automatic abrasive separator, exhaust fan and Pangborn Dust Collector.



PANGBORN Shape- Carving Equipment

Accurate shape-carving of delicate floral designs is obtainable with this Pangborn Equipment . . . complete with canopy top and extra-large viewing window, this special room is supplied with Pangborn's "triple-purpose" Blast Machine and a well-balanced carving pencil or nozzle.



PANGBORN Portable Cemetery Blast Curtain

Ideal for location-cut lettering and other away-from-the-shop jobs, the Pangborn Type "D" Portable Curtain is carried easily . . . collects spent abrasives for re-use. Equipped with a large canopy to shield operator's eyes from bright outside light.

SPECIALISTS in memorial art vouch for the quality of the work and the operating advantages of Pangborn Blast-Carving Equipment. Every piece of Pangborn equipment, from Blast-Carving Rooms to hose, nozzles and abrasives, is engineered to do better, cleaner, and cheaper jobs. So no matter what kind of blast-carving you need—Pangborn has the right equipment.

Write today for information and literature on Pangborn Blast-Carving. PANGBORN CORPORATION, 3300 Pangborn Boulevard, Hagerstown, Md.

Pangborn

**BLAST-CARVING AND
DUST CONTROL EQUIPMENT**



*'Modelled and
Carved
by Comolli'*



More and more outstanding memorialists in America, such as Charles N. Gardner & Sons of Schenectady, N. Y., have come to depend upon Comolli when Creative Memorial Art of the highest quality is required. This memorial to General Casimir Pulaski, designed and erected by this outstanding firm of memorialists last year, is one of the most distinguished public memorials of recent times. We of Comolli & Co., are indeed gratified to have been chosen to produce this most significant monument. . . . Yes, "Modelled and Carved by Comolli" is a familiar expression with many of America's leading memorialists.

COMOLLI & CO., INC.

Established 1890

BARRE, VERMONT

No matter what your requirements are in sculptured memorials, you can be assured of maximum satisfaction with Comolli. We are fortunate to have in our employ full-time sculptors, carvers, and artisans of unsurpassed ability and talent, as well as machinery and equipment second to none . . . and you'll find the same high standard of perfection in all Comolli productions, whether large or small.

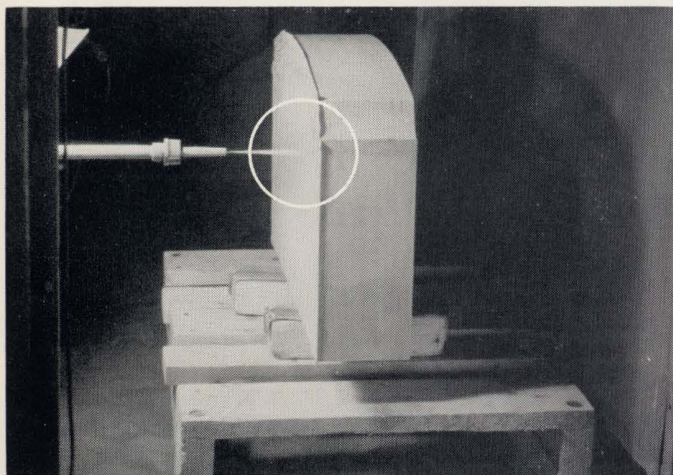
Make these jobs pay off better...
Add the time-saving, product-improving
"TOUCH OF GOLD"



Here's a Norton combination for surfacing and polishing that will reduce costly working time and give you better looking products.

CRYSTOLON* abrasive removes saw marks quickly and easily, closes the stone faster and leaves an excellent finish. Each grain is solid, strong and blocky, providing a continuous supply of cutting points between every ring and stone. No weak, flat slivers to loaf or break down rapidly. And you'll get more out of each drumful.

Follow up with 600 ALUNDUM* abrasive. With this tough and quick-acting grain, you can completely close the surface with less time and effort, in top condition for final buffing with tin oxide.



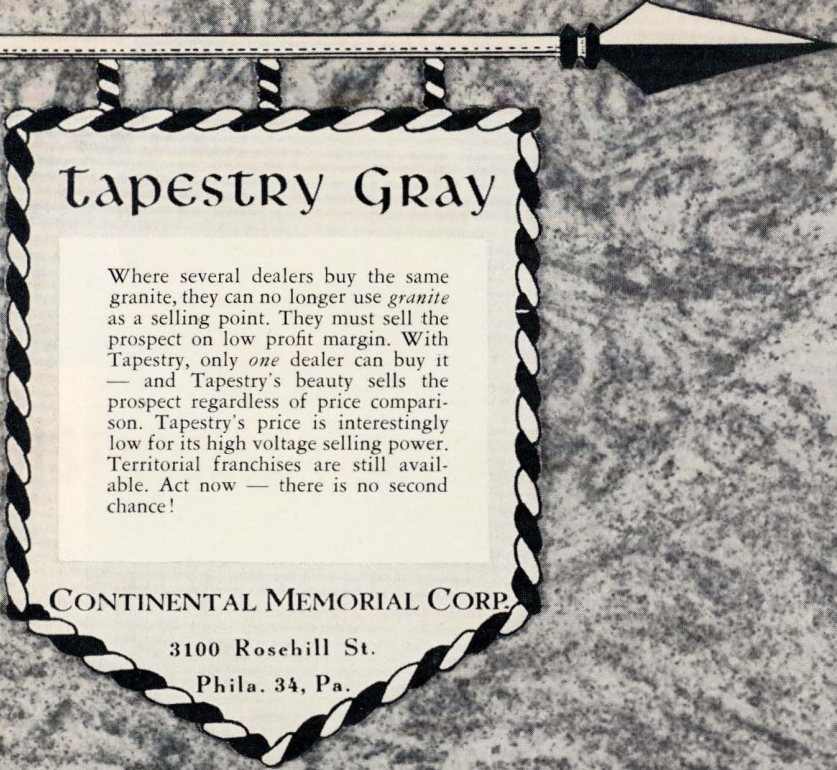
Another sure way to speed up your stone shed operations and cut costs is with Norton ARROW-BLAST abrasive. Made of electrically fused alumina, its exceptional toughness and sharpness provide the fast, clean-cutting action you need for clear, attractive lettering and designs. And its blocky-shaped grains resist break-down to the limit, for longer, more profitable productive life. ARROW-BLAST abrasive, in grain sizes 20 to 240, comes in convenient 100-pound bags.

THESE are just two of the many Norton abrasive products that can help increase your profits by adding speed, economy and product-value — the true "Touch of Gold" — to your abrasive operations. For further information, ask your Norton Abrasive Engineer for a copy of the illustrated, 67-page book, "*Norton Products for the Stone Industry.*" Or write to NORTON COMPANY, Worcester 6, Mass. Distributors in all principal cities. Export: Norton Behr-Manning Overseas Incorporated, Worcester 6, Massachusetts.

NORTON
ABRASIVES

Making better products... to make other products better

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



Tapestry Gray

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

CONTINENTAL MEMORIAL CORP.

3100 Rosehill St.

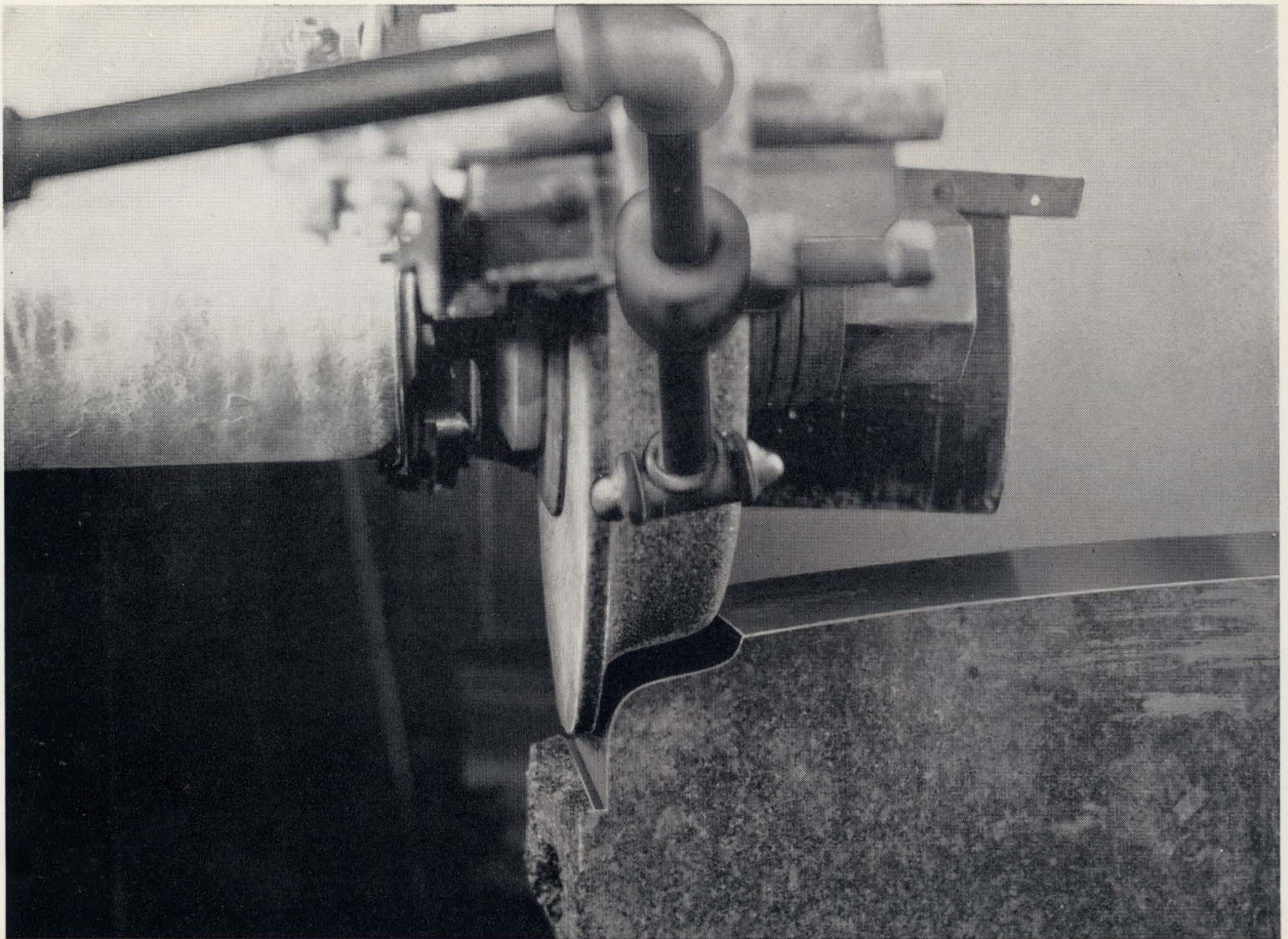
Phila. 34, Pa.



FENSTEMAKER

M. FORREST
1886 — 1953

MADGE AREY



A true mold...time after time

Whether you're
polishing...
contour grinding...
coping...
finishing...
pressure blasting...
molding...

...when you standardize on
molding wheels by **CARBORUNDUM**

The first mold with a new wheel is bound to be true... but what about the tenth—the fiftieth? That's where a Molding Wheel by CARBORUNDUM pulls out in front of the rest. Years of development work in the granite trade are your assurance of the right bond, the right grit, the long wheel life, that add up to complete customer satisfaction and good profits for you. For Molding Wheels that are *right*, see your CARBORUNDUM or distributor salesman—or write Dept. MN 81-72.

CARBORUNDUM

TRADE MARK

offers **ALL** abrasive products...to give you the proper **ONE**

"Carborundum" is a registered trademark which indicates manufacture by The Carborundum Company, Niagara Falls, N. Y.

81-72



NORTH STAR MEDALLION

DISTINGUISHED GRANITE PLUS DISTINCTIVE DESIGN!



TAKE A LOOK at a beautiful design, planned for manufacture in a beautiful granite: NORTH STAR MEDALLION.

They're both exclusive — both the design and the granite are available solely from North Star — featured only by North Star dealers.

MEDALLION is today's granite of distinction . . . a stock that will lift your display out of the commonplace and give you something really different to show and sell. It's a "shadow-toned" granite in basic black-and-red . . . richly colorful and gently varied . . . of the finest finishing qualities . . . and priced to make sales.

It's making those sales every day, proving itself one of the most marketable stocks ever offered to the memorial-buying public.

ASK US FOR QUOTATIONS ON THE BRANTO DESIGN OR ON YOUR SPECIAL WORK IN MEDALLION GRANITE OR ANY OTHER NORTH STAR STOCK.

NORTH STAR GRANITE CORPORATION
SAINT CLOUD, MINNESOTA

THE "ALL-STAR" LINE OF NORTH STAR STOCKS

In addition to MEDALLION, North Star finishes these popular granites:

MURAL: A more-variegated version of Medallion, lower in cost but high in appeal to many prospects.

MAHOGANY: South Dakota stock of superlative quality and deep, clear texture.

BERYL: Another North Star exclusive; mahogany of selected, moderate variegation.

OPAL PINK: Minnesota Pink at its best.

ROSETTE: A new stock of golden tone, closely-grained and evenly textured.

DARK GRAY: A vigorous, dark St. Cloud Gray that is without peer in contrast-value.

Be Sure of **CONSISTENT QUALITY** in your Wire Sawing Abrasives . . .

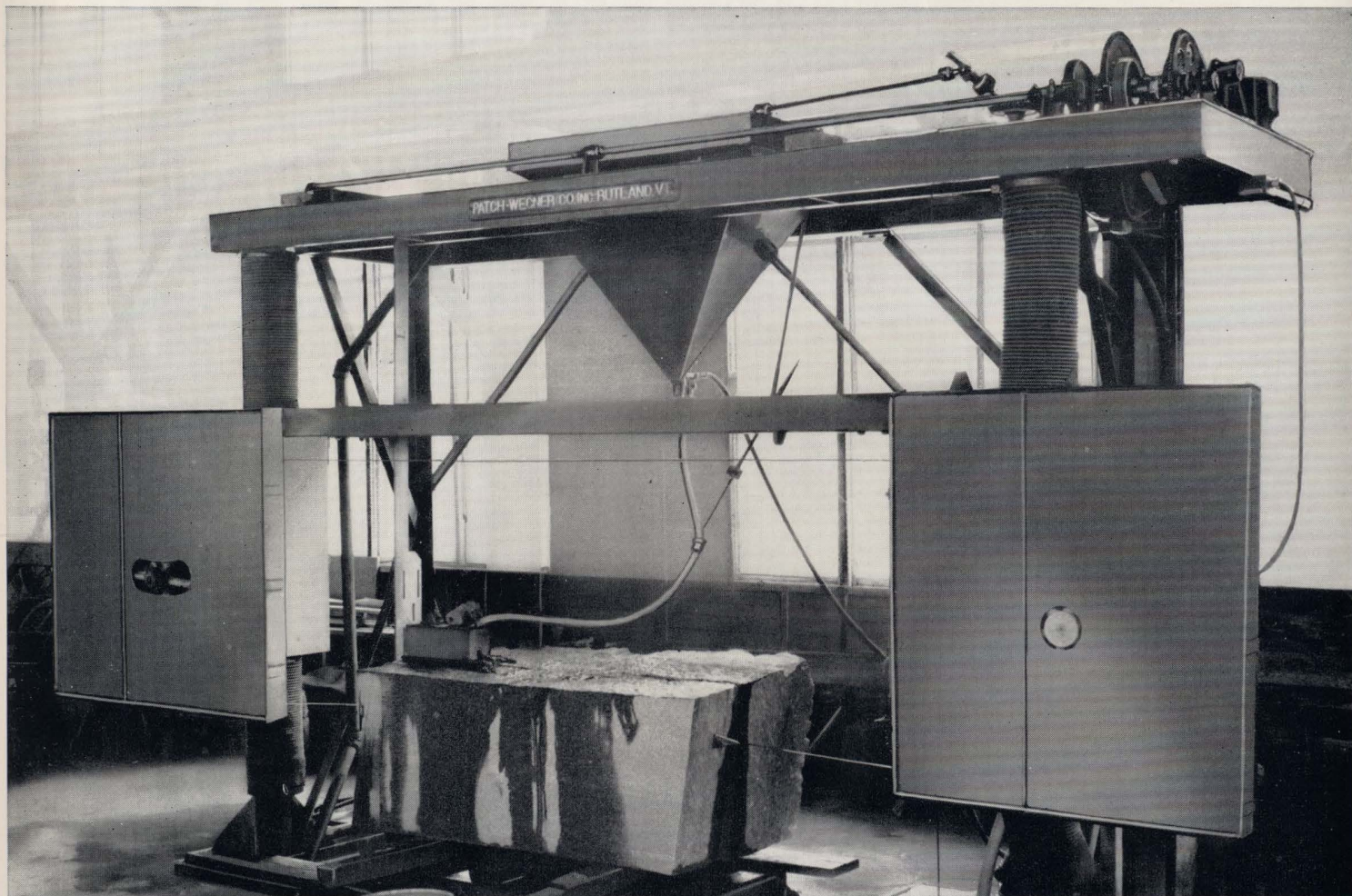


Photo courtesy Patch & Wegner Co., Inc.

WITH **CARBOLON**^{WSG} • **EXOLON**^{WSG}

Experience proves that in the long run the best abrasive turns out to be the cheapest to use in fast, smooth granite cutting.

CARBOLON WSG Silicon Carbide and EXOLON WSG Aluminum Oxide produce smoother cuts that assure savings in finishing.

You can expect uniform maximum abrasive grain life. Both CARBOLON WSG and EXOLON WSG are made

from *new* grain, not from reclaimed materials. They may be depended upon to cut fast and break down slowly. Because of this consistent high quality in abrasive grain CARBOLON and EXOLON are specified throughout the monumental industry.

Supplied in sizes 36-60, 46-70 and 60-120.

Full information available upon request by writing:

THE EXOLON COMPANY

944 East Niagara Street, Tonawanda, N. Y.
Thorold, Ontario, Canada

Distributed by
Granite City Tool Co.

In Canada:
Ritchey Supply Limited

Manufacturers of SILICON CARBIDE and ALUMINUM OXIDE ABRASIVES

Through The Years

*Unsurpassed Excellence of Monument
Design and Quality*



VALUE is often an intangible part of a transaction. It takes years of effort and experience to prove the superiority of a product—and through the years, the name Phillips has become the hallmark of Superior Memorials. We will strive to maintain this leadership in quality and design, by offering you only Superior values at all times.

Hy Hume



Phillips Granite Co.
RION, SOUTH CAROLINA

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**

It's a Fact!

TROWCO TOOLS give more Dollar-Value

Because

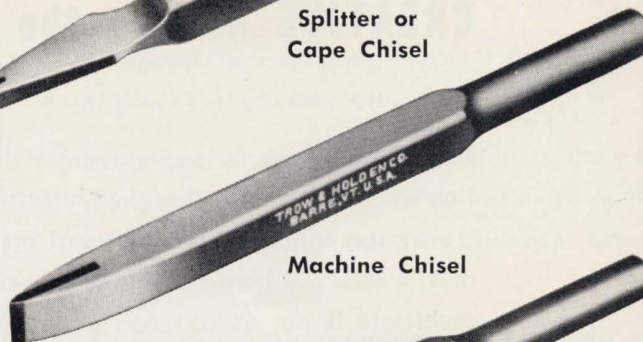
- TROWCO tools are carbide-tipped . . . cut stone faster . . . require fewer grindings.
- TROWCO tools are scientifically heat-treated to stand up under severe usage.
- TROWCO tools give more dollar-value because they last longer . . . will pay for themselves through better all-around tool performance.

Get them from your nearest TROWCO distributor, or write direct.

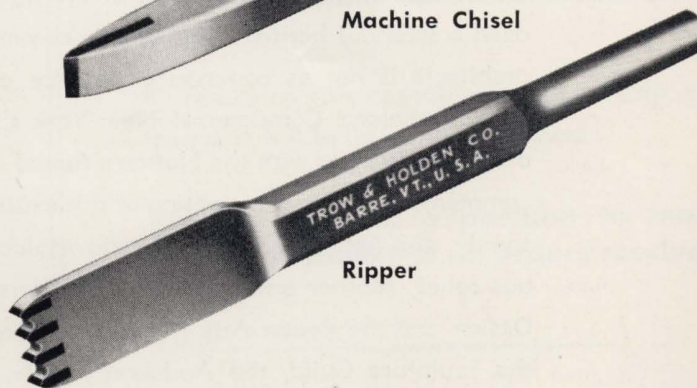
TROW & HOLDEN
COMPANY
BARRE, VERMONT



Splitter or
Cape Chisel



Machine Chisel



Ripper

There's a TROWCO hand or pneumatic stone cutting tool for every purpose, and remember — "a Better Tool makes a Better Workman".



The William O'Brien Riordan Memorial, recently erected in Gate of Heaven Cemetery, Hawthorne, N. Y., by well known Presbrey-Leland, Inc., of New York City, was produced by the Chioldi Granite Co., of Barre, Vt., in Smith-Barre Granite.

CREATIVE ART in the AMERICAN CEMETERY

Many of America's leading memorialists have long worked in close association with name sculptors and architects in the creation of cemetery memorials leaving an influence on memorial art in American Cemeteries that is indeed a splendid heritage. While this commissioning of famed sculptors and architects is not as common a practice as formerly, it is still done. The Presbrey-Leland Company of New York City, as in its distinguished past, often collaborates with the Nation's famed artists in bringing art to cemetery commemoration. In the creation of this exquisite screen tablet for the Riordan family, the noted sculptor, Oronzio Maldarelli was retained to model the bas relief, Mother and Child. Mr. Maldarelli of the National Academy of Design and the Beaux Arts Institute of New York City is also a member of the Sculpture Guild, the Audubon Artists, and Artists Equity. Thus, once again Smith-Barre Granite proves to be the "Medium of the Masters."

E. L. SMITH QUARRY

DIVISION OF ROCK OF AGES CORPORATION
BARRE, VERMONT

Monumental NEWS-REVIEW

THE TRADE JOURNAL OF THE
MONUMENTAL INDUSTRY *Established 1889*

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

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E. H. WHITAKER, *Editor*

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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
of purchase and ever after.

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-
stricted.

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

MONUMENT INSTITUTE of AMERICA

(Editorial)

Launches NATIONAL ADVERTISING PROGRAM

A prevue of the M.I.A. National Advertising Program was the outstanding feature of the recent M.I.A.-M.B.A.-A.M.A. joint convention in Atlanta. Mats for M.I.A. retail member advertising are now available to capitalize on this National advertising and every dealer M.I.A. member is urged to take immediate advantage of this opportunity.

Long a gleam in the eyes of the monument industry, national magazine advertising sponsored by the industry as a whole, has become a reality.

As a prominent part of the Atlanta Industry Educational Conference in February, and before a packed ballroom at the Atlanta Biltmore Hotel, the program was unfolded in dramatic fashion.

With Frank E. Foster, M.I.A. Executive Vice-President, acting as Master of Ceremonies, the enthusiastic audience was treated to an unveiling program that proved the highlight of the Conference.

M.I.A. President Hoyt Holton welcomed the gathering from a stage bedecked with blue drapes.

Charles Thompson, Auditor, presented his financial report indicating an already ample treasury from which to launch a substantial national promotional program.

Harry McCollm, M.I.A. Dealer-Member of the Board of Directors and member of the Advertising Committee, next impressed the audience with the fact that national advertising was in reality local advertising with from hundreds to thousands of copies of the publications going into every community in the country.

His talk was followed by the presentation of a full color movie on the value of national magazine advertising.

Next on the rapidly unfolding program came a talk by M.I.A. Director, and also a member of the Advertising Committee, Robert S. Gillette.

Mr. Gillette's topic was, "The Magazines we have Chosen and Why." In rapid fire presentation, he announced six national magazines selected to date by the Board to carry Monument Institute of America advertising. As each magazine was introduced, the curtains parted and an attractive young lady stepped forward, holding an enlarged cover of the publication.

They included THE SATURDAY EVENING POST, LADIES' HOME JOURNAL, GOOD HOUSEKEEPING, TIME, FARM JOURNAL and TOWN JOURNAL.

Needless to say, the dramatic presentation received the enthusiastic applause of the audience.

Next speaker on the program was Henry L. Barber, President of Landshaft & Barber Advertising Agency, selected to

handle M.I.A.'s national promotional campaign.

Mr. Barber held up for the assemblage to see the February 13th issue of THE SATURDAY EVENING POST with M.I.A.'s first ad, followed by the second ad in the March issue of the LADIES' HOME JOURNAL.

As he held the copies aloft, the curtains parted and giant sized reproductions of the advertisements were presented by two of Atlanta's fairest damsels.

Mr. Barber further announced the third ad in the series scheduled for the April issue of GOOD HOUSEKEEPING Magazine.

He stated that in the following 30 days over 20,000,000 copies of the ads would go into homes all over America—each carrying a coupon through which readers could request a copy of M.I.A.'s new booklet, "Help At a Time of Sorrow."

Emphasis was placed on the fact that names of all coupon senders would be furnished to M.I.A. Dealers in the area from which they originated for their personal follow-through.

Mr. Barber's talk was followed by one on the part of Frank Foster who introduced a complete line of newspaper mats, direct mail pieces, booklets, folders, etc., available to M.I.A. dealer-members for use in their local communities. Mr. Foster concluded his talk with a summary of M.I.A. field service activities of such amazing scope that it literally had the crowd "on the ropes."

All in all, it was a terrific show and the audience response to it was evidenced when it was moved and seconded from the floor that M.I.A.'s Board of Directors be given a rousing vote of thanks for a tremendous accomplishment to the benefit of the monument industry. A standing ovation resulted.

The meeting was concluded by the visual presentation of ten additional suggested advertisements and the assemblage was invited to vote on the general theme preferred.

The following morning the M.I.A. Board of Directors approved further advertising in the SATURDAY EVENING POST, FARM JOURNAL and TOWN JOURNAL for May and June issues.

Purpose of all the advertising is to encourage pre-need thinking and purchase of family burial plots in cemeteries permitting the erection of monuments of marble or granite.

Complete Details of the Atlanta Convention in Our March Issue

THE FUTURE OF THE M. B. A.

In the formation of M.I.A., many basic changes had to be made in both the M.B.A. and A.M.A. organizational charts, and it is but natural that many of these would be controversial. It is also understandable that more than a little confusion and misunderstanding would ensue, particularly as to the scope and nature of future M.B.A. responsibilities, activities and finances. It is to be urgently hoped that these past and present misunderstandings will be immediately resolved and that the present M.B.A. Program be set forth in a clean cut, clear and concise manner for everyone to understand. This is not an easy task but unless it is done soon and adequately publicized, the M.B.A. may well suffer irreparable damage. First and foremost must be a clear statement of M.B.A. Activities and responsibilities; secondly, there must be a budget and a practical plan for financing this M.B.A. Program, with the all-important realization that no matter how successful M.I.A. may be, this will not preclude the necessity of a strong effective national dealer association, in short the M.B.A.

The M.I.A. by its very nature must be a positive promotional organization, and only secondarily if at all, a Protective Association. For example, as we have stated many times, the M.I.A. cannot be expected to "cooperate with cemeteries" with one hand

and to fight them with the other hand. Neither can the M.I.A. organization be expected to direct, control, or promote, other than in a general sense, Retail activity. On the other hand, to insist that the Retail Monument Industry needs no National organization to protect its own interests, is the height of naive thinking. It is to be always remembered that unlike the M.I.A. with its permanent salaried executives and their staffs, the M.B.A. is basically the Executive Secretary and his office, for it is too much to ask or expect that the M.B.A. officers can devote more than a share of their time to the M.B.A. Those of us in a position to know realize the great sacrifices that many of our past M.B.A. officers have made for the industry at a personal expenditure of time and money far beyond "the call of duty." As a parting word, we presently have a man of unusual talents, experience, and character in the office of M.B.A., Executive Vice-President Archie L. Green, a former retail memorialist and M.B.A. officer who has long served the Industry well. It is too much to expect that a man such as he, who did not solicit the position but for all practical purposes was "drafted," can be expected to continue his work without clear concise directives that are workable and adequately financed.

REPRESENTATIVE M.I.A. ADVERTISEMENTS

in National Magazine Advertising

The long awaited M.I.A. National Advertising is now an accomplished fact with the first advertisement appearing in the Saturday Evening Post issue of February 13 entitled "MEMORY IS A PRICELESS POSSESSION" in a half page. Soon more than 60,000,000 Americans will have read these M.I.A. messages which will appear in such outstanding magazines as the Saturday Evening Post, Time, Ladies Home Journal, Good Housekeeping, Farm Journal and Town Journal, formerly known as Pathfinder. Mats are now available for dealer newspaper advertising tying in with this National advertising, as well as several direct mail tie-ins. The M.I.A. Brochure No. 6 suggests to its members that Radio and TV commercials will be prepared if sufficient dealers show an interest. Retail M.I.A. members are strongly urged to take advantage of this opportunity immediately. On this page are reproduced in smaller size two of the first advertisements.

WILL YOU FACE THIS PROBLEM ALONE?



A Family Monument is a Family Decision that should be Made Now

It's not pleasant to face but it's true. Chances are you will survive your husband. Seven out of ten women do. That's why thoughtful families select a plot in a monument cemetery and a memorial of granite or marble while all are here to participate in the choice.

Has your family taken this step? Suggest, in fairness to you they do so now. Otherwise you may be forced to do it alone... hastily and under circumstances that make clear thinking extremely difficult.

For assistance in both decisions, call upon any dealer-member of the Monument Institute of America—or, mail the coupon below.

You can rely upon
the advice and counsel of
the Monument Dealer who
displays this Emblem.



MONUMENT INSTITUTE OF AMERICA, INC.
282 Delaware Avenue, Buffalo 2, N. Y.

Send me "Help At a Time of Sorrow"

Name _____
Address _____
City _____ Zone _____ State _____

MEMORY IS A PRICELESS POSSESSION



Preserve it Permanently... Visibly... Beautifully

There is no finer way of preserving memories... of putting sentiment into permanent form... of bespeaking your pride in your family name... than by a monument of granite or marble.

There is no better time to choose that memorial and the plot it will grace than now while all concerned are here to give it careful thought.

For sympathetic assistance, call on your local dealer-member of the Monument Institute of America.

WRITE FOR THIS FREE BOOKLET

"Help At a Time of Sorrow" aids you in preparing today for what tomorrow may bring. It should be read and kept by every American family. The coupon will bring it to you.

You can rely upon
the advice and counsel of
the Monument Dealer who
displays this Emblem.

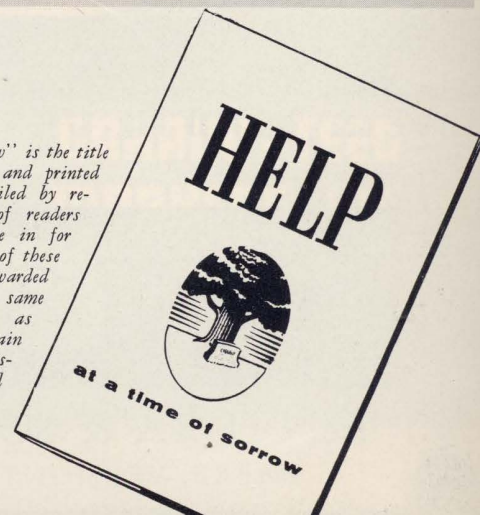


MONUMENT INSTITUTE OF AMERICA, INC.
282 Delaware Avenue, Buffalo 2, N. Y.

Send me "Help At a Time of Sorrow"

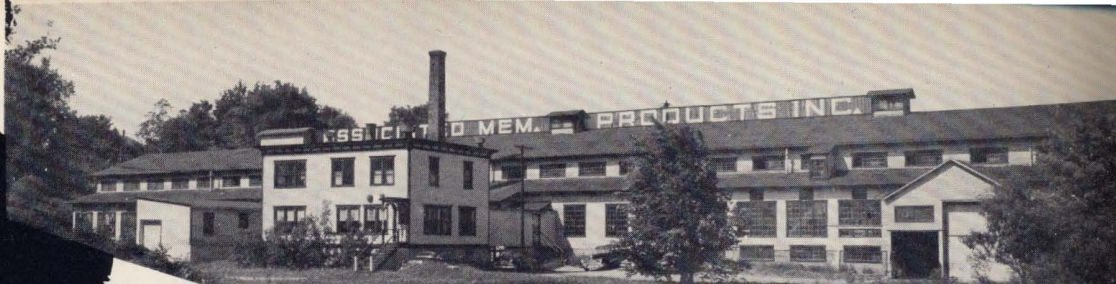
Name _____
Address _____
City _____ Zone _____ State _____

"HELP at a time of sorrow" is the title of the beautifully written and printed brochure that will be mailed by request to the thousands of readers who are expected to write in for this free aid. The names of these people will then be forwarded to M.I.A. members in the same locality. In as much as Pre-Need is one of the main themes of the M.I.A. messages, many prospects should be unearthed.



**EXTRA
BENEFITS**

*Top Quality Control
Maximum Economy
Faster Service*



You will enjoy *extra benefits* when you do business with the five *Associated Memorial Products* members listed below. You will gain from: —

1. *Top quality Control* in material and workmanship.
2. *Maximum Economy* in utilizing rough stock.
3. *Faster Service* in supplying your needs.

QUALITY YOU CAN ALWAYS DEPEND ON *Begins Here!*



FOR ten years here at Associated Memorial Products, we have been conducting a successful cooperative effort in the intelligent planning and expediting of the preliminary phases of production. This expert planning, based on long experience, means a minimum of waste in machine-time and human effort . . . and the fullest utilization of the finest monumental granite. Common sense will tell you that the careful, skilled supervision of these production steps, *under one roof*, is bound to result in extra benefits for you. Yes, *Quality You Can Always Depend On Begins Here!*

Left: Another large saw-block, just off one of our gang-saws. No time is lost in moving the slabs to the next line of operation.

ASSOCIATED MEMORIAL PRODUCTS, Inc.

BARRE, VERMONT

Address all inquiries to the Firms listed below:

USLE & PEROJO GRANITE CO.

"Supreme Quality Memorials"

Barre, Vt.

CHIOLDI GRANITE COMPANY

Finer Monuments and Mausoleums

BARRE, VERMONT



Anderson-Friberg Company . . .
INCORPORATED
Barre, Vermont



BUTTURA & SONS
BARRE, VERMONT



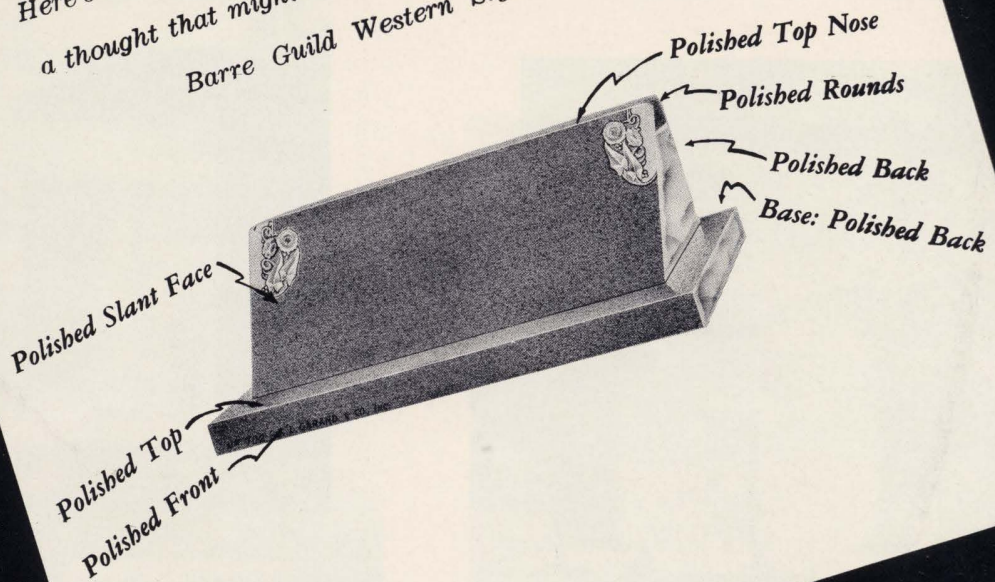
SOUTH BARRE GRANITE CO. Barre, Vermont
Emphasis on **DEALER PROBLEMS**

memo to YOU re: 1954

*Think Now of Ways
to Improve Your Sales
over 1953*



Here's a suggestion . . .
a thought that might merit some exploration . . .
Barre Guild Western Style slants!

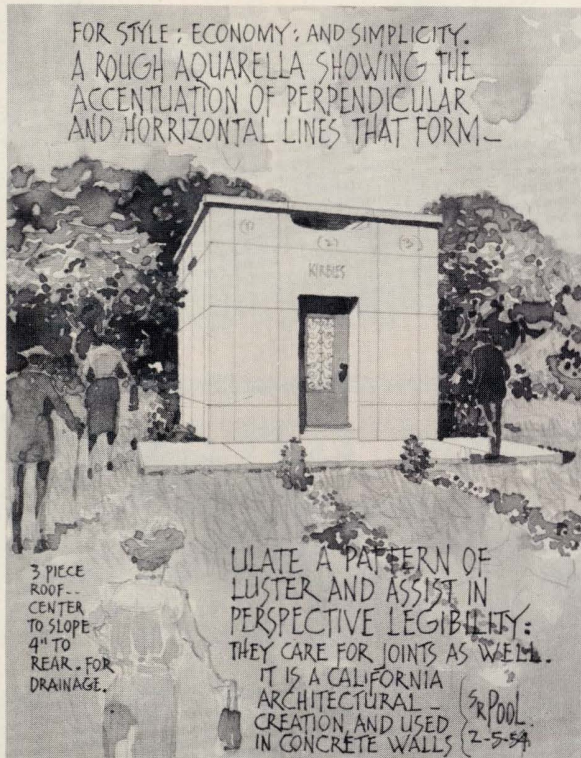
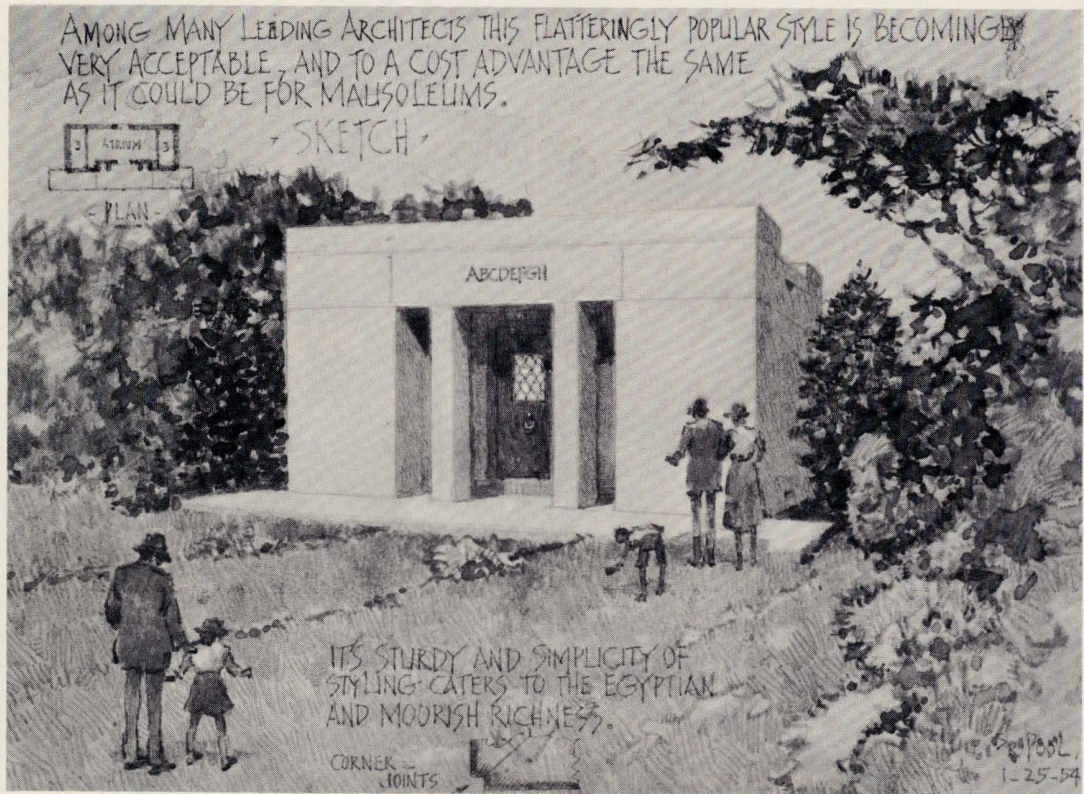


A SUGGESTION . . .

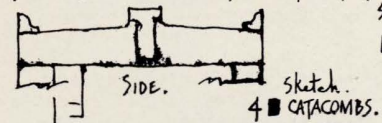
**GARAND-TEED
MARKERS INC.**

S. L. Garand & Co. Inc.
MONTPELIER VT.

MORE CREATIVE DESIGNS *by* STANLEY R. POOL



ROUGH SKETCH SHOWING THE 'ARTISTIC SIMPLICITY' TO A MODERN AMERICAN STYLED MAUSOLEUM. THE ONLY DECORATIVE FEATURE BEING THE FOUR ACCROTIERIUMS DOWELED TO ROOF STONES. THE TWO ROOF STONES TO JOINT AT CENTER, WITH A RAISED JOINT, COVERED BY A CENTER STONE FULL WIDTH OF BUILDING, 'T' FASHION. SLIGHTLY SLOPE ROOF. 4 CRYPTS TO RUN HORIZONTALLY AT REAR, IN BACK OF ATRIUM. ECONOMY IS THE PURPOSE OF THIS IDEA.



IN DESIGNING,

= 'BUILDING ART' IS OUR SUBSTANTIAL RECOMMENDATION. =

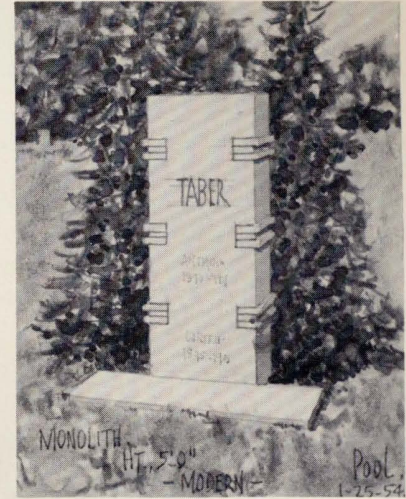
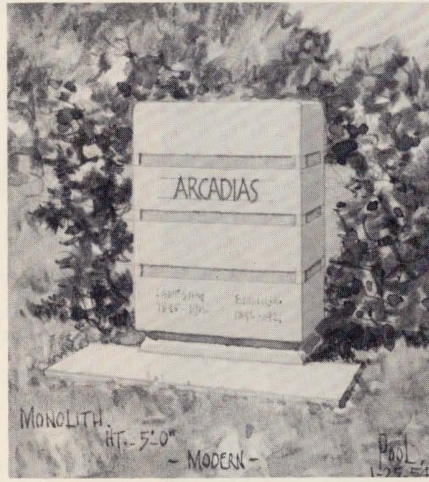
THIS COUNTRY HAS BEEN MORE PROGRESSIVE IN 'MODERNIZING' DESIGNING OF BUILDINGS, BOTH HERE AND ABROAD. IN VIEWING THIS CONSIDERATION YOU MUST REALIZE THE SIMPLICITY IN DESIGNING, ITS ECONOMY, AND EVEN LANDSCAPINGS THERE TO.

ARCHITECTURAL MOTIFS ARE USED IN ALL DESIGNING, AND ENTIRELY FOLLOWED AFTER BUILDING PATTERNS. ABOUT THE ONLY DEPARTURE FROM THIS IS... THE CROSS ANTIQUES: SCIPIO'S TOMB: THE BURIAL SARCOPHIGUI: AND THE CRURCH YARD COLONIAL SLAB TABLETS.

FACING THE ARRIVAL OF NEW CREATIONS IN ART, THE STYLE CHANGES WILL BE MOST FACILE AND, AUTHENTICALLY ACCEPTABLE IF WE CATER MORE TO OUR PRESENT BUILDING CODES OF DESIGN: RATHER THAN TO STAMMER AROUND BLINDLY, AND UNCONSTRUCTIVELY IN STYLINGS WITH, RATHER AN AMORPHOUS SPIRIT IN DESIGNS.

HOWEVER... WE MUST GIVE OUR CUSTOMERS AND SALESMEN SOME CREDIT... FOR ROCKFACED MEMORIALS ARE A THING OF THE PAST, EVEN FOR A STOCK DISPLAY.

SR POOL.
1-25-54.



= MONOLITH. = HT. 2'-6"
MOST ANY PROPORTION CAN BE SENSIBLY CHANGED IF BY DESIGNERS.



DESIGNING, AND MAKING DESIGNS, IS A BIT LIKE STONE CUTTING: SELLING: OR SERGERY... THE HARDER WE WORK AND THE MORE WE STUDY THE MORE EFFICIENT WE BECOME. LANDSCAPE DRAWING HAS AN ASSISTANT: TENDENCY TO DESIGNING AND ORNAMENTING. SR POOL.



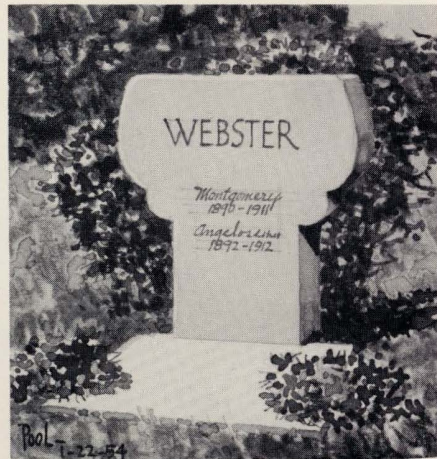
A VERY DIFFERENT AND INEXPENSIVE MONOLITH, WITH A SAWED THIN PLATFORM APRON GRASS FENDER.



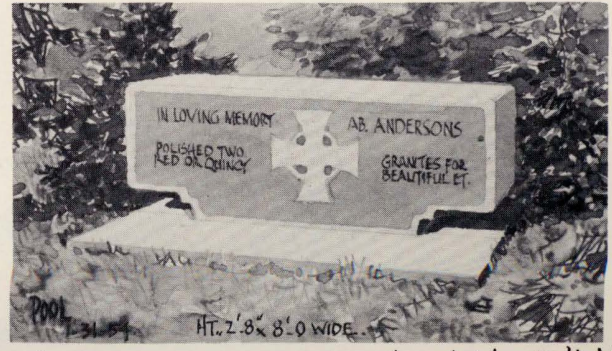
NEW CREATION.
MONOLITH, EITHER FOR AXED OR POLISH TWO, IN DR., BARRE: QUINCY: OR RED GRANITES. HT. 4'-0" DOWEL 8" INTO FOUNDATION.

THE FORM IS SIMILAR TO A PHIALE: OR CHALICE. ECONOMICAL TO MANUFACTURE.

SR POOL.
1-22-54.



MONOLITH WITH SAWED GRASS FENDER. WILL LOOK WELL IN A POLISHED 2 RED GRANITE WITH A 2" AXED MARGIN PANELING AROUND. HT. 2'-8" x 8'-0" WIDE. THE EFFECTIVENESS IS OF A SOFT UNMECHANICAL TENDENCY. AMERICAN STYLED. SR POOL, 1-30-54. SOMETHING CAN BE DONE TO HELP DESIGN STAGNATION. IF... WE WISH TO.



Back with white:

News = There's plenty of work and study to these sketches. Don't discard

HERE AND THERE



FORMER BARRE MEMORIAL ART SCHOOL STUDENT personalizes MONUMENT. The Oliver C. Overlander monument was designed by Neal Sunday, former Barre Memorial Art School student, now serving in the armed forces. Neal is the grandson of well known Geo. M. Sunday of York, Pa. This memorial, bought in advance of need, was designed for a retail piano dealer, who had been in business in York, Pa. for more than forty years. It was erected in Brogueville Cemetery some ten miles from York. It was carved in the George M. Sunday & Son plant by Mr. R. M. Billet in Rock of Ages granite.

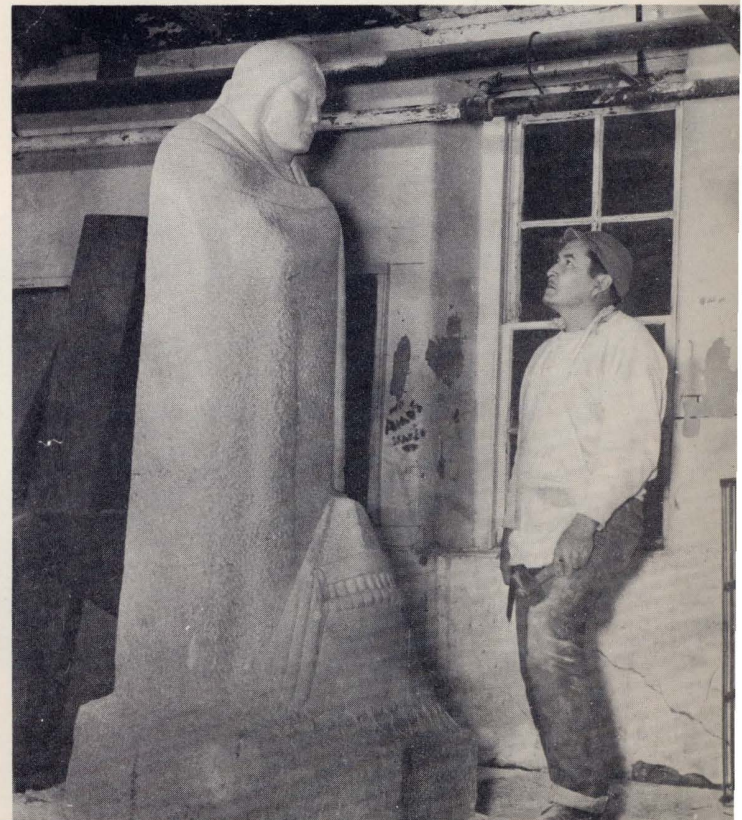
THIRTY-THREE 25 YEAR MEN given WATCHES at OTTAWA SILICA. The Ottawa Silica Company, Ottawa, Illinois, recently honored 33 active and retired employees who have served the company for 25 or more years. Thirty-one men and two women, headed by G.A. Thornton, President of Ottawa Silica, were feted at a special banquet in LaSalle, Illinois. The men were presented with Hamilton engraved gold watches and the ladies with Hamilton diamond studded white gold watches. H. C. Thornton, Vice-President, performed the duties of Toastmaster and introduced the guests whose combined total years of service to the company add up to more than 1000 years.



UNIQUE COLUMBUS MEMORIAL erected in MIAMI, FLORIDA. The Christopher Columbus memorial dedicated in Miami, Florida last Columbus Day is indeed an unusual memorial, featuring as it does a Roman Column of African Marble procured from Numidia and dated circa 200 A.D. It was excavated in Rome in 1912 and placed in the Roman National Museum under catalog number 80650. It was presented to the City of Miami, Florida, as a symbol of eternal friendship, and the City Fathers saw fit to incorporate this column in a memorial to the famed explorer. (Photo by Larry Lubin of Miami.)



A FULL BLOODED APACHE, NOTED AMERICAN SCULPTER; GRANDSON OF GERONIMO. A full blood Apache, Allan Houser, is considered one of the up and coming American sculptors and his work can be seen in many buildings throughout the nation. A Guggenheim fellow, Allan Houser, has completed a marble statue called "Comrade in Mourning" as a memorial to the Haskell Indian School students that lost their lives in World War II. The memorial is a life size figure of a blanketed Indian whose features seem heavy with grief. He is one of a group of young Indian artists who painted murals in the Interior Department cafeteria and in the penthouse above the seventh floor. While these murals are oil on canvas. Mr. Houser has also worked in pure fresco. Examples of his fresco work are found in Fort Sill, Riverside Schools in Oklahoma and in the Jicarilla Apache Agency School in New Mexico. Mr. Houser who was born at Fort Sill, Okla in 1914, is a grandson of GERONIMO, the great Apache warrior leader. He obtained his initial art training at the Sante Fe Indian School.



STATE AND DISTRICT CONVENTION REPORTS

MONUMENT BUILDERS OF IOWA MEET

The annual convention of the Monument Builders of Iowa was held at the Kirkwood Hotel, Des Moines, Iowa, on November 18-19, 1953, with about 45 in attendance.

President J. L. Cain of Albia presided over the meetings.

Highlighting the afternoon session on November 18, was an address by Archie L. Green, Executive Vice-President of the Monument Builders of America, who related some of the more interesting historical data concerning our industry. He said no other industry could boast of a greater heritage than ours—that of the Seven Wonders of the World, five are monuments.

He told about the first memorial dealer which our country's history records. This fellow operated in and around Boston, and had to black market his monuments because of the high taxes, delivering them in darkness. He was finally caught by the custom officials after delivering 452 tax-free monuments.

Recounting the many benefits we may obtain from membership in M.B.A.; its working for helpful legislation, assistance in sponsoring a national marketing program, monthly sales aids, etc., he stated that "A salesman is like an automobile—you have to keep adding fuel." Everyone enjoyed his talk immensely and felt that he had added quite a bit of extra "fuel" to their salesmanship. The dealers in the Tall Corn Belt can't help being pretty proud of Archie; he's a native son, and it's always good to have him back.

Next Ed Warner, Executive Vice-President of the Monument Institute of America, Inc. was heard from. He reported that they now have over 630 members in the M.I.A., and are growing every day. He estimated that at least 60,000,000 people, or one out of three in America, will see the magazine advertising of M.I.A. which is slated to start early next year, beginning with an ad in the Saturday Evening Post to appear simultaneously with the Atlanta meeting. Mr. Warner did not need his salesmanship, however, for every firm represented at the meeting, was already sold on M.I.A. and a member.

Richard McBride, Promotion Manager of the Barre Granite Association next reported on the trends in Barre. He told how his association was working with the Labor Relations Board to eliminate costly strikes in the future, and for better freight service to the dealers.

At intervals throughout the meetings, door prizes were awarded, and auctions were held. The association is deeply grateful to the many manufacturers and other firms who made donations of merchandise to promote the success of the convention, and also to Mr. Green, who served as such an able auctioneer.

On the evening of the 18th, an excellent buffet banquet was held. The food was superb, and a welcome change from the usual banquet service. Organ music was furnished during the banquet by the Everett Rouse Musical Trio of Albia, Iowa, who afterward entertained with songs and musical selections on the marimba and organ.

Speaker at the banquet was E. L. Pavel, Secretary of the Convention Bureau in Des Moines, whose subject was "Public Relations." His talk was entertaining and inspiring and gave many new thoughts on the subject.

At the business meeting on the 19th, the subject of holding a joint meeting with the other associations in the district, Illinois, Wisconsin, and Missouri, was discussed. A motion was

passed appointing the president as representative to meet with the representatives of the other three states to discuss a joint meeting for the coming year.

A motion was also passed continuing the divisional advisory board as points of contact with the different districts of the state for purposes of planning district meetings in the spring. In this regard, Archie Green generously offered to come to Iowa in the spring for four district meetings to help build a stronger association. He also urged that the fact be stressed in announcements of these meetings, that the dealers would not be sold anything.

Much discussion took place regarding the different functions of the M.B.A. and of the M.I.A., and some confusion was reported among the dealers contacted in Iowa. The consensus in general was that the association should go on record as urging the M.I.A. to issue a statement to be sent to all retail dealers throughout the country making clear its function as a national marketing program only, and not in any way taking the place, or being able to fulfill the functions of the M.B.A.

The following members were chosen to serve as officers of the Monument Builders of Iowa for the coming year: Daniel J. McIlhon, of Des Moines Monuments, Inc., Des Moines, as President; C. T. Johnson, of Kallin-Peterson Monument Co., Fort Dodge, as Vice-President; and Mary L. Linnane, of Hearshman Memorials, Des Moines, as Secretary-Treasurer.

WESTERN N. Y. M. B. ASSOC. OFFICERS

The newly incorporated Western New York Monument Builders Association, Inc., held its first annual election of officers at the Hotel Markeen, Buffalo, Monday, February 1.

The following memorial dealers from the Western New York area were elected officers and directors of the membership corporation:

President—James G. Knobloch of Knobloch & Son, Inc.

First Vice-Pres.—Truman Hemmer of the Memorial Arts Company.

Second Vice-Pres.—Hildo Fusani of the East Delavan Co.

Secretary—Frank Zinter of Galle Memorials.

Treasurer—Morris Greenberg of the Frontier Memorials.

Truman Hemmer was appointed Chairman of the Cemetery Committee; Frank Zinter, Chairman of the Public Relations Committee; Hildo Fusani, Chairman of the Membership Committee.

Since the decision by the State Association to hold the 1955 Convention of the Monument Dealers of New York State was to be held in Buffalo, a lengthy discussion followed the election and committees were appointed for the convention.

It was decided that the Convention would be held January 13, 14, and 15, immediately following the National Convention in Cleveland, Ohio and would be held at the Hotel Statler.

It was resolved that the Buffalo dealers would do their utmost to make the Convention more successful than any previous Convention has been and that plans and proceedings should take place at once toward that end.

KATHERINE B. CHRISTMANN

Executive Secretary

[Continued on Page 38]



Copyrighted Design, Charles N. Gardner & Sons, Schenectady, N. Y.

The GENERAL CASIMIR PULASKI MEMORIAL in Schenectady, N. Y. was Dedicated November 15, 1953

We in America owe a priceless debt to the many men from other lands who contributed so much to the beginnings of our great country and particularly to those who helped us win our independence in the Revolutionary War. When we think of these men from foreign shores, we recall first of all Lafayette, but almost in the same breath we think of Pulaski and Kosciusko, both from Poland, without whose contributions to our cause, we might well have failed our purpose. Of all these heroes from abroad the name of Pulaski is particularly revered because he sacrificed not only his time but also gave his life to our cause. It is but natural that we have honored his memory with many outstanding monuments here in America, and it is indeed gratifying to see this latest tribute to his name, which will long serve its high purpose. To Charles N. Gardner & Sons of Schenectady, N. Y., to Comolli & Co., Inc., of Barre, and to the citizens of Schenectady our most sincere congratulations on "a good job well done." From the fine Souvenir Program prepared for the dedication on November 15, 1953, attended by several thousand citizens, we take pleasure in reprinting the following:

"The spirit of Pulaski becomes alive with the dedication of this monument to his memory. The spirit that inspired and motivated his uncompromising struggle for freedom and liberty on two continents spans the centuries and gives us inspiration today. We honor and cherish Pulaski the man, the gallant soldier and his heroic spirit.

"Pulaski was quick to recognize a kindred fire burning in

the hearts of the American Colonists. In 1777 he hastened to join them in their struggle here that he might wield his sword for the same unchangeable laws of justice, as those for which he had wielded it in his native land. Thus it was in this unity of spirit that he was mortally wounded and gave his life at Savannah, Georgia, on October 11, 1779. Thus it was too, that America adopted him and he became an American.

"Generations of Poles have succeeded Pulaski and they have followed him to America. They also became Americans and they remain Americans. His spirit was rekindled in all of them. They have contributed much to our great nation. Like him, many have made the supreme sacrifice in the wars that followed the American Revolution.

"It is in this American spirit of love of Liberty and freedom that we have erected this monument to Pulaski. Let it be everlastingly a symbol of gratitude to him for the part he played in forming this great nation. Let it also be a symbol of our enduring loyalty to our Country.

"In behalf of all whose gifts and contributions made the monument possible and in all humility we offer it as a contribution to our Country and our Community."

—Pulaski Monument Committee of the
Polish Welfare Council, Schenectady, New York

PULASKI . . . HERO OF TWO CONTINENTS

"Count Casimir Pulaski, better known in America as Brigadier General Casimir Pulaski of Revolutionary War fame, was born in Winiary, Poland, on March 4, 1748. He was the eldest

son of Count Joseph Pulaski who was of the Polish nobility and chief magistrate of Warech. General Pulaski was educated for the bar and received his early military training as a youth in the guard of Charles, Duke of Courland.

"To better appreciate the spirit which animated General Pulaski and the part which he played in America's struggle for liberty in the Revolutionary War, it is necessary to refer to his part in the struggle for liberty in his native country.

"At the time of the first three partitions of Poland by her three enemies—Russia, Prussia, and Austria—such patriots as Count Joseph Pulaski and his sons realized it was time to

arouse the spirit of their countrymen and resort to force to resist the enemy. The elderly Count Pulaski, his sons and other nobles of the nation formed an organization known as Confederation of the Bar which for four years under the most trying conditions and against overwhelming odds fought to oust the enemies of Poland from their Country. The aged Pulaski died in prison; one of General Pulaski's brothers was killed before his eyes; the youngest brother was taken into captivity.

"General Pulaski was the leading spirit in the unequal struggle to preserve his nation intact. He fought bravely, tenaciously, heedless of his own safety; with the unremitting zeal of a young man then but twenty-five years old.

"Says the historian Ruhlieri, 'Never was there a warrior who possessed greater dexterity in every kind of service. Endowed by a peculiar gift of nature, he was always the first to charge in person, with an intrepidity which inspired his followers to imitate his example.'

[Continued on next page



A study of the model and the statue by Orazio Marcelli, assisted by Angelo Bardelli, both sculptor carvers with Comolli & Co., Inc., of Barre, Vt., reveals that we have artists of great talent in our industry. These men are among the several who came to our country shortly after the close of World War II. The Pulaski Memorial is the work of well known Charles N. Gardner & Sons of Schenectady, whose popular president, Charles ("Pinky") Gardner, may add another laurel to his already bedecked forehead. Erstwhile wrestling champion, long a holder of high public office, president of the N.Y.M.B.A., and present Secretary of M.I.A., Mr. Gardner again reflects glory on his family vocation. In studying this fine design, we were particularly impressed with the two significant inscriptions, the ornament using the American Eagle on one side of the pedestal and the Polish Eagle on the other, as well as the usage of the Pulaski signature which lends a desirable personalization. This impressive monument was manufactured by Comolli & Co., Inc., of Barre, Vt., in Pirie's Select Barre Granite.





Another

DEALER'S FAMILY MEMORIAL

No single memorial is of more importance to the memorialists than his own family monument. This all-important work bespeaks the dealer's standards, in design, craftsmanship, and materials, as well as his faith in his vocation.

Needless to say we as manufacturers are especially gratified when we are entrusted with such significant commissions.

The Benedetti-Leonardi monument is the family memorial of the Leonardis of Leonardi Memorials, Trenton, N. J. Produced in Wetmore & Morse Select Barre Granite, it was erected in St. Mary's Cemetery in Trenton.

MONTPELIER GRANITE WORKS

Steve Mureta, *Proprietor*
MONTPELIER, VERMONT

PULASKI MEMORIAL . . .

Continued from Page 35]

"Benjamin Franklin, in introducing him to General Washington, writes: 'Count Pulaski, who was a General of the Confederation in Poland and who is to join you, is esteemed one of the greatest officers in Europe.'

"General Pulaski not only lost his father and brothers in attempts to save Poland, but his estates were confiscated and he had to flee to Turkey. Soon thereafter came the first partition of Poland.

"From Turkey Pulaski wended his way to Paris. At the time of laying the cornerstone of the monument to Pulaski's memory at Savannah, Georgia, October 11, 1853, Henry Williams says: 'Across the Atlantic came to him the tidings that the people of another hemisphere had bid defiance to oppression and were arming for the struggle. The sound stirred the heart of Pulaski, it was a struggle for liberty. It was his cause. Fate forbade him to achieve the independence of his own country, and true to the noble impulses of his soul, he came to aid in establishing that in America.'

"'He saw,' says Jared Sparks in his American Biography, 'a new field opened for vindicating with his sword the same principles, the same rights of mankind, the same unchangeable laws of justice, as those for which he had wielded it with so much courage and singleness of purpose in his own country.'

"Benjamin Franklin, writing from Paris to General Washington on May 29, 1777, says: 'Count Pulaski, an officer famous throughout Europe for his bravery and conduct in defense of the liberties of his country, will have the honor of delivering this into your Excellency's hands.'

"And so it was that Pulaski came to America, landing here

the middle of July, 1777. After presenting his letters to Washington and Congress, he waited for Congress to take action. But restless and eager to aid the cause as he was, he did not wait for official recognition.

"Captain Bentalou, an able officer who fought under Pulaski and was wounded along with him at Savannah, Georgia, writes: 'The inherent ardor of his warlike spirit, his habits of activity, and the desire of serving the cause which he had so warmly embraced did not permit him to wait for the decision of Congress on his application—but he immediately joined the army.'

"It so happened that General Pulaski and his friend, the Marquis de Lafayette, struck their first blows for American independence at the Battle of Brandywine on September 11, 1777. Washington was bent at this time on opposing the advance of General Howe's army northward toward Philadelphia. At Brandywine Washington's army was repulsed, and a large part of it might have been captured but for the masterly aid given by Pulaski at the head of a cavalry squad who delayed the progress of the British and enabled Washington to retreat in orderly fashion.

"Four days after the event he was appointed by Congress to the command of the cavalry with the rank of Brigadier General. The historian Ramsay says: 'At Brandywine Pulaski was a thunderbolt of war and always sought the post of danger as the post of honor.'

"When Congress on September 14, 1777, elected Pulaski 'Commander of the Horse with the rank of Brigadier,' he became the highest ranking officer of the cavalry, and had under his command four regiments of cavalry, under the immediate commands of Colonels Bland, Baylor, Maryland and Sheldon. Pulaski was a great horseman. He believed in a strong cavalry,

YOU
MAY
SEEK
WHERE
YOU
WILL
FOR
SOMETHING
BETTER
AND
YOU
WILL
NOT
FIND
IT!



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ORDER NOW FOR SURE SPRING DELIVERY

Over one hundred Tote 'Em Poles are in use throughout the memorial field. Among the many comments is this one of McFadden Memorials, Ogdensburg, New York: "After having had the Tote 'Em Pole for a couple of years, we depend upon it so much we wouldn't know what to do without it."

Thomas Monument Company, Lee, Massachusetts have mounted the Tote 'Em Pole on a $\frac{3}{4}$ ton pickup truck and say it performs as well there as on the larger ones. Your business neighbors have sent in dozens of comments unsolicited. Write us for the names of satisfied users near you. Let us tell you why Tote 'Em Pole is your **best** move for moving monuments.

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ANNUAL CONVENTION N.Y.M.B.A. HELD JAN. 10-12, 1954

The annual Convention of the New York State Monument Builders Association, Inc. opened with Registration, at 4 p.m. in the North Ballroom Foyer of the Hotel New Yorker, Jan. 10, 1954. A reception was held during the evening in the New York State Committee's room. Registration got underway again on Monday morning at 9 a.m.

The Convention was opened officially at 10:30 by Mr. Vito A. Martinelli, Convention Chairman and State Association Vice President, with the Pledge to the Flag followed by Invocation by the Rev. Dr. Morgan.

Mr. Martinelli extended his personal welcome to those present and expressed his thanks to the members of his committees who had made the Convention possible.

Mr. Newell Presbrey, Convention Publicity Chairman, gave the Welcome Address and proved to be a most interesting and entertaining speaker.

Mr. Martinelli then introduced Mr. Carroll A. Gardner, President of the State Association, who addressed the assemblage as only "Pink" can do it.

Dick McBride, Assistant Manager of the Barre Granite Association, was the first speaker and told of what the Barre district is now planning. Dick spoke on the effects of last year's strike and how they are already planning so as to be able to avert another strike when the present contract expires in 1957. They are trying to promote better Labor-Management relations together with better Dealer service and relations.

J. Wendell Smith, of E. I. Smith Quarries, Barre, gave us a geologic picture of the formation of Barre Granite, some 300,000,000 years ago. Mr. Smith had many pictures of the different phases of quarrying and explained them in a very interesting manner.

Frank E. Foster, Executive Vice President of M.I.A., pointed out the need for the dealers to band together to promote the Monument Industry, and stated that the M.I.A. would, possibly, be the last chance for the retailers and wholesalers to participate in a joint program. He cited cases in other industries and businesses whose very existence was based on their program of national advertising.

The morning program recessed at 12:05.

The afternoon program opened at 3 with Mr. Martinelli introducing Mr. Adam M. Strack, Assistant Director of the New York State Cemetery Board. Mr. Strack discussed various aspects of the Cemetery Law and of the duties of the State Cemetery Board. A Question and Answer period followed.

Mr. Martinelli introduced the guests and the officers of the various local organizations in the State.

Charles R. Deadwyler, of Salisbury Granite Industries, Inc., spoke on selling in the Monument Industry. He spoke on the need for more selling of yourself and your product than on the selling for a price. Charley proved to be a most interesting speaker.

Archie Green, Executive Vice President of M.B.A., extended the welcome of the M.B.A. Archie spoke on the fact that, since the beginning of time, memorials in stone have been in use and pointed out that 5 of the 7 Wonders of the World are monuments of stone. He gave a brief history on the life and work of William Mumford, Boston, considered to be the first memorial dealer in the New World. Archie also told us of Johnathan Hardy, who, right after the Revolutionary War

when the Tax was very high, smuggled over 570 monuments into this country from England. The need for joining Local, State and National organizations was stressed and we were urged to work for better relations with the cemetery men, so that we might better work towards the "perpetuation of memories and the respect of the deceased." Archie reported on the Government Marker Bill and said that it had been returned by the Defense Dept. to the Legislative Committee and would be taken up again in the Spring. He urges us to contact our Congressmen and try to secure passage of this Bill.

The meeting recessed at 5:15.

The evening was taken up with a Gay Nineties Party. This proved to be one of the most enjoyable get acquainted parties that this Association has had. Bonnets were furnished to the ladies and various hued derby hats, together with mustaches, for the men. An excellent orchestra furnished music for dancing. Your choice of refreshments were there for the taking. You could also eat.

The Annual Meeting of the New York State Monument Builders, Inc. was held Tuesday morning with President Carroll A. Gardner presiding. Reports of Committees were made and new and old business taken care of. The following officers were elected for 1954: President, Carroll A. Gardner; Vice President, Vito A. Martinelli; Secretary, Frederick G. McFadden; Treasurer, Lucille Hart Barry; Directors, George Kellogg, Walter Nicke, Leslie Derrick, William Spargo, Jr., Thomas Cardo, Newell Presbrey and James Knobloch. Anthony Minozzi was named State Representative to the National Convention. Buffalo was selected as the Convention site for 1955.

The afternoon session was presided over by Bernie Wolf, who introduced Emanuel Neubrunn, R. A., and Carl C. Braun, R. A. Mr. Neubrunn used the art of lettering as his topic while Mr. Braun spoke on the various aspects of Design. Both were very interesting speakers and a great deal was learned from them. A Question and Answer period was held and both men were very willing to answer any and all questions fired at them.

The Convention officially closed with a Banquet, in the Grand Ballroom. An excellent dinner was served, with 200 in attendance, and music was furnished, both during dinner and for dancing afterward. Entertainment, in the form of four very good specialty acts, followed the dinner. Door prizes were awarded. The feature of the evening was the presentation to President Pink Gardner of a beautiful watch, presented by the Associated Craftsmens Guild of New York, in appreciation for the work he had done for them during the past year. Everyone agreed that it couldn't have gone to a more deserving person, or better guy, than Pink Gardner.

The Convention Committee certainly deserves a lot of credit for the fine way in which everything was handled. A great deal of time and effort was put into it and the huge success of the Convention was their reward.

At all times during the three days, wives of the committeemen were on hand at a Hospitality desk to see that everyone had a good time. These girls had tickets to shows, theatres, radio shows and telecasts together with pamphlets on points of interest throughout the city. To them also goes a great deal of credit for making the Convention a huge success.

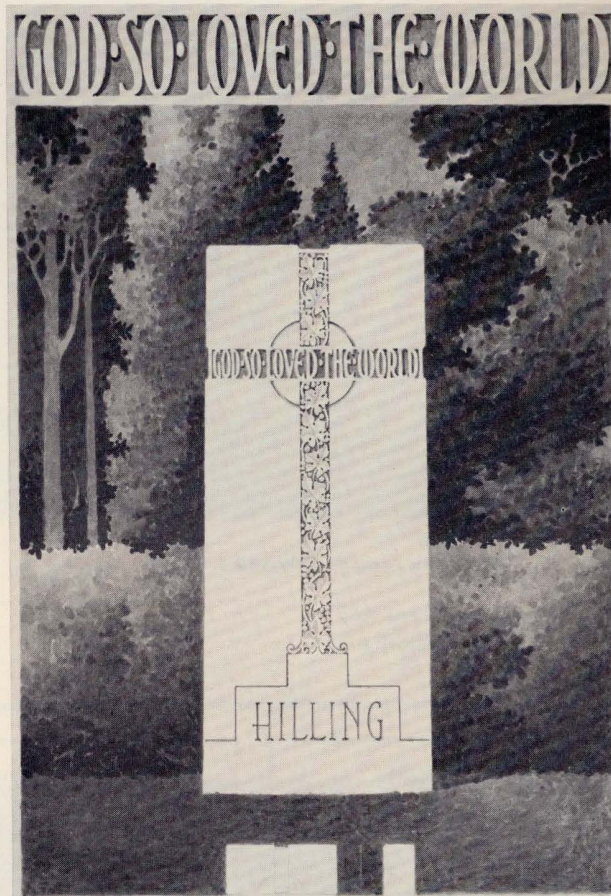
FREDERICK G. MCFADDEN,
Secretary

[Continued on Page 55]

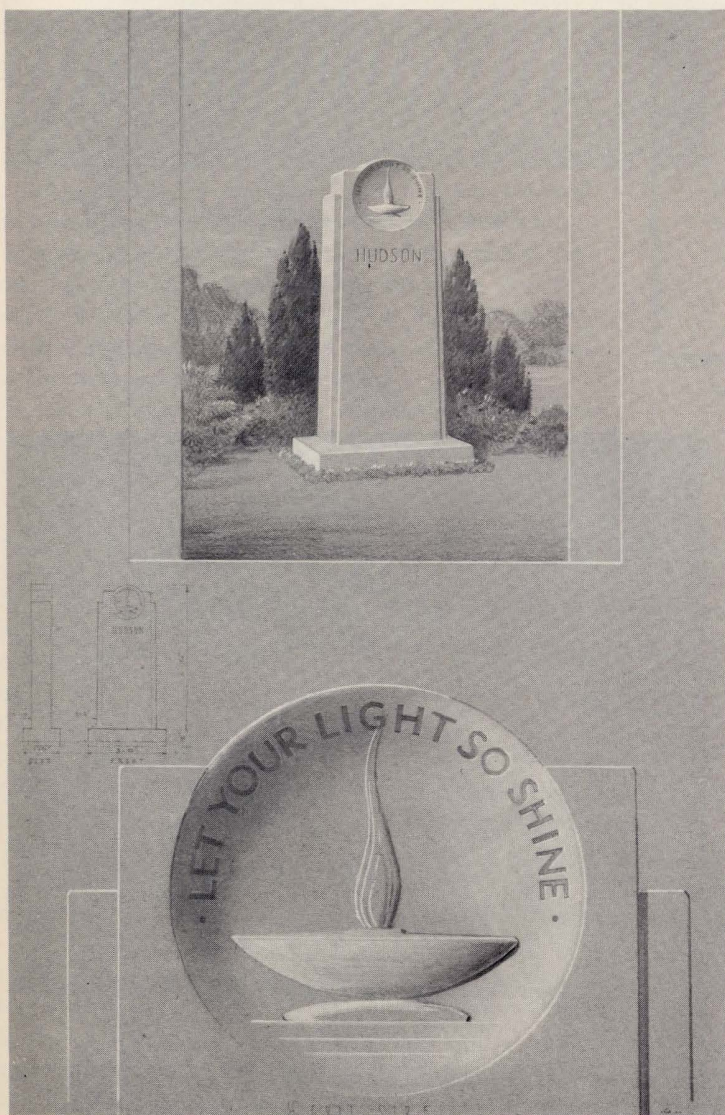
DESIGN CONTEST *features*

NEW YORK STATE M.B.A. CONVENTION

On this and the following two pages we take pleasure in reproducing the seven prize winning awards of the design competition that featured the recent New York State Monument Builders Association Convention, as well as several others that were near winners. We note from a letter from A. W. Knoetgen of Knoetgen Bros., Middle Village, L.I. that the Bellavito design by Joseph Pesiri, Middle Village, L.I. received the most votes but was disqualified on 5 technical counts.



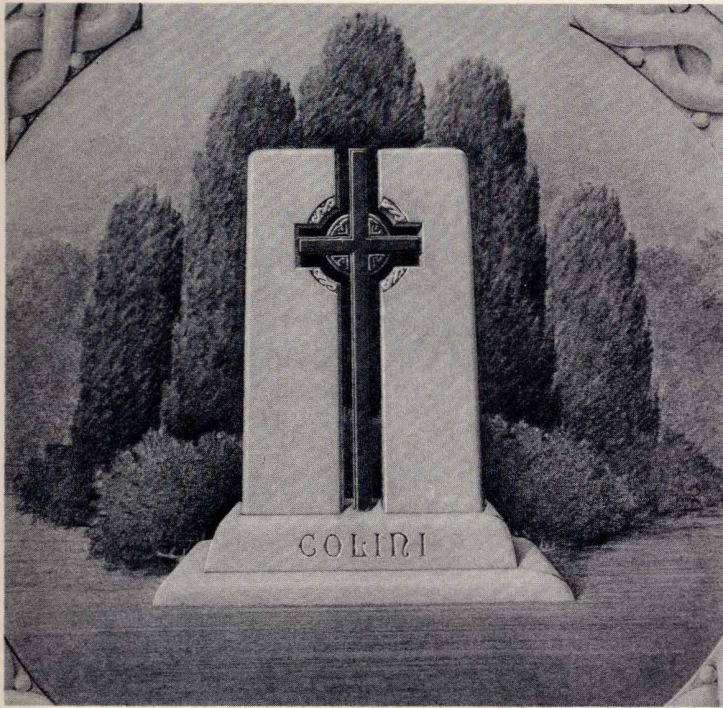
\$50 2nd Prize EARL C. RICHARDSON



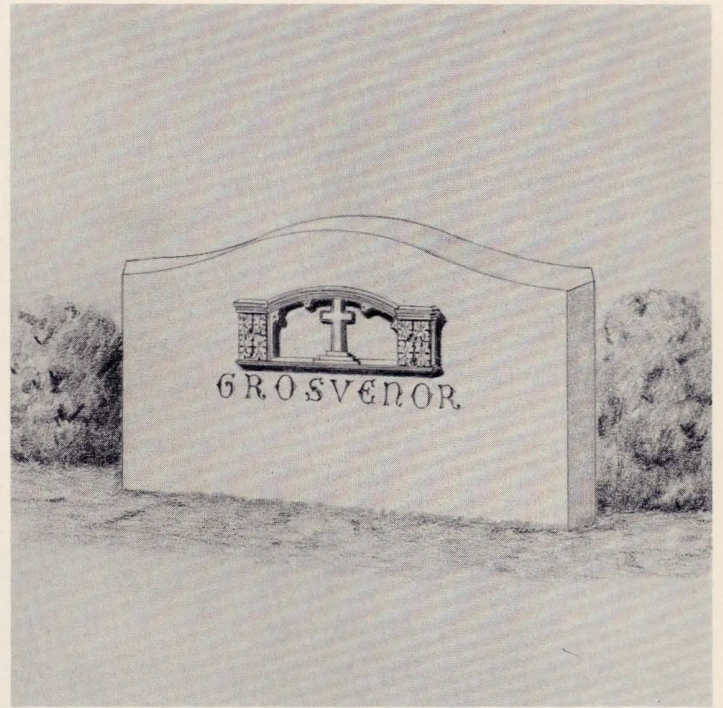
\$100 1st Prize HAROLD J. SCHALLER



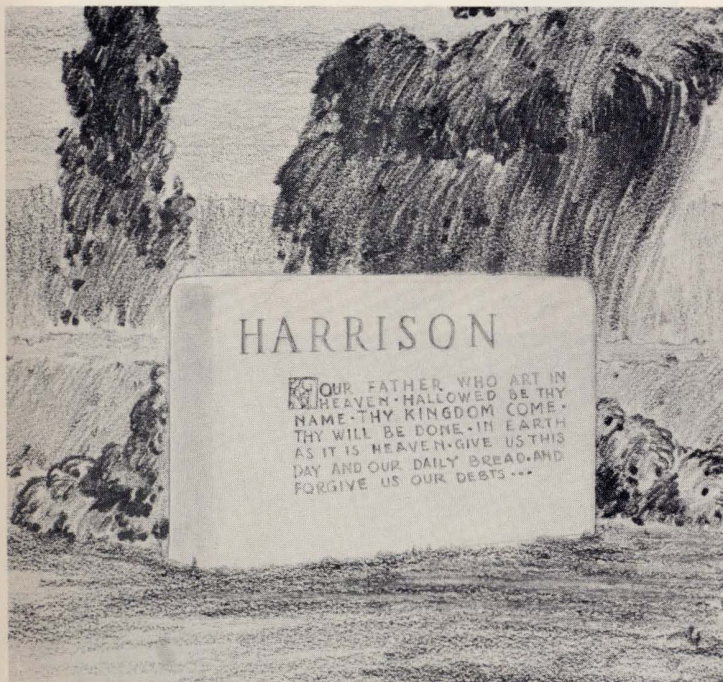
\$25 3rd Prize HAROLD J. SCHALLER



Plaque 4th Award EDWARD J. RYDER



Plaque 5th Award JOSEPH ENGEL



Plaque 6th Award H. ENOKI



Plaque 7th Award JEAN AICA

FORTY-FIFTH ANNUAL CONVENTION (MICHIGAN DIVISION) M.B.A.

The meeting was called to order at 11:00 a.m., November 30, 1953 at Pantlind Hotel, Grand Rapids, Michigan by the President Reg Chadwick.

President Reg Chadwick then introduced Adrian Molesta, President of the Michigan Florists Association who spoke on the problems of the florist. Considerable discussion followed this talk regarding the "Please Omit."

A joint effort on the part of Florists, Undertakers, Monument Men, etc., to sell sentiment was suggested by Ed Jones. The following committees were appointed:

Nominating—Wayne Vandercook, Ed Jones, Hans Frederickson; Auditing—Mike Allen, Elton Simpson; Membership—Jack Patten, Jack Deniro, Bob Butts; Resolutions—Don Patten, August Paveglio, Charles Frattini; Place of 1954 meeting—Leonard Braun, Art Bauer, Fred Marsh.

After luncheon the meeting was called to order by President Chadwick after which he gave his annual report.

Archie Green gave a fine account of the activities of M.B.A. as well as some history about the first monument men in the United States. He also outlined the program for the Atlanta meeting.

Ed Warner explained what progress has been made by M.I.A. Michigan has 33 members. First national ads will appear at the time of the National Convention in February.

President Reg Chadwick then introduced J. Patrick Sullivan, Attorney, who told of the history of the Michigan Cemetery Law and then advised what could be done. Mr. Sullivan also mentioned a magazine article which is going to be written concerning the cemetery situation in Michigan.

Considerable discussing developed regarding a possible law and the best points in other new cemetery laws of other states. The meeting was adjourned at 5:05 p.m.

An excellent banquet and exceptionally fine entertainment were enjoyed in the evening.

The Tuesday meeting was called to order at 10:00 a.m. by President Chadwick, who then introduced State Representative, Kenneth Trucks, who talked about the mechanics of introducing bills in the legislature.

The annual business meeting was called to order at 11:25 by President Reg Chadwick. The reading of the minutes of the last meeting was dispensed with because printed copies of the minutes were mailed to all dealers. *Committee reports:* Nominating committee report presented by Wayne Vandercook reported as follows:

President—Reg Chadwick; *Vice President*—Mike Allen; *Secretary-Treasurer*—Fred Arnet; *Directors*—Don Patten and Fred Marsh; *State Representatives*—Len Braun and Fred Arnet. Moved by Alton Simpson that nominations be closed, seconded by Art Bauer. Passed. A unanimous ballot was cast for all officers.

Further committee reports were presented as follows: *Auditing Committee*—Mike Allen reported the books in good order. *Resolutions Committee*—Don Patten reported. A copy of these resolutions is to be mailed to all concerned. *Place of 1954 meeting*—Len Braun recommended that the meeting be held in late September or early October at either Iron Mountain or Saginaw. The group of dealers present favored Iron Mountain for this meeting.

The meeting was adjourned at 12:45 p.m. The total attendance at the convention was forty people.



This compact and economical Lindsay Sandblast Outfit will cut average inscription letters in less than two minutes each.

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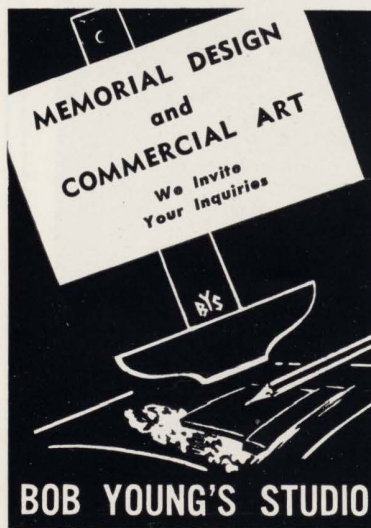
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Beautiful Memorials in the cemetery will always be a dealer's best advertisement, and a pleased client more often than not brings future prospects, prejudiced in the dealer's favor. The value of this customer appreciation is magnified when the client is an exceptionally well known and highly regarded personage, such as the late Reverend Tsigounis. Many of our clients will recognize that this beautifully personalized memorial is adapted from one of our more popular copyrighted designs, which in its original form did not feature the epitaphic inscription or base carving. This is but one example of how we try to cooperate with our clients in helping them to satisfy their clients.

We produced the Tsigounis Memorial for Thomas Meloro & Son of North Arlington, N. J. using Smith-Barre Granite.

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CONVENTION NEWS... *Continued from Page 55*

ANNUAL MEETING MEMORIAL CRAFTSMEN OF MAINE, INC.

The regular Annual Meeting of the Memorial Craftsmen of Maine, Inc., was held at the Eastland Hotel, Portland, Maine on Dec. 8, 1953, with 22 members, 2 dealers from N. H. and 22 wholesalers in registration.

The meeting was called to order at 10:10 a.m. by Ernest P. Belisle, who welcomed all present.

A moment of silence was had in memory of Donant Fortin and Fred Green, two associates, both who passed beyond recently.

Thurston H. Jordan of Ellsworth, President, New England Monument Dealers Ass'n, was the first speaker of the meeting. His topic was "Why do the Associations need each of us and Why do Each of us need the Associations." His worthwhile message was well received and his remarks on the Non-Monument cemeteries and pre-sell monuments were very interesting and well meaningful. (*This talk will appear in Monumental News-Review in an early issue.*)

Round Table discussion on the "Selling Price of a Monument" proved very interesting and helpful. All present received a better insight on what should be done if a dealer expects to be prosperous.

At the Wholesalers' and Retailers' meeting many helpful hints and warm remarks were given by Representatives and Wholesalers present.

Following the Luncheon Recess, Robert Croteau of Lewiston, Asst. Supt. of St. Peters Cemetery gave his views on what he thought was wrong with traditional cemeteries and his

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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.



remedies. Spoke about the Catholic Memorial Park in Lewiston, which will be opened in 1954. His viewpoints were well expressed and all present obtained a clear picture of what can happen in the future, if ideas like the ones spreading over the country take root.

Donald Davis from the Monument Institute of America, Inc. spoke about the purposes and aims of the M.I.A. He disagreed to some extent on the views of Mr. Croteau. He believed that the Dealers should be very much concerned about the growth of the Non-Monument cemeteries and especially when the growth comes from within.

A very interesting movie was shown by John Dynan, of the Vermont Marble Company.

The records of the previous meeting were read and approved and the Financial reports were also examined and approved by the Audit Committee. President Belisle thanked the committee.

President Belisle appointed the following to serve on the nominating Committee: Robert Page, Damariscotta; Thurston Jordan, Ellsworth; and Joe Murphy, Lewiston.

This committee brought in the following names: *President*—Ernest P. Belisle, Lewiston; *Vice-President*—Richard Dunbar, Cumberland Mills; *Sec'y-Treas.*—Donald T. Page, Bath.

It was moved and seconded that the Sec'y-Treas. cast a unanimous ballot for the list of officers as nominated.

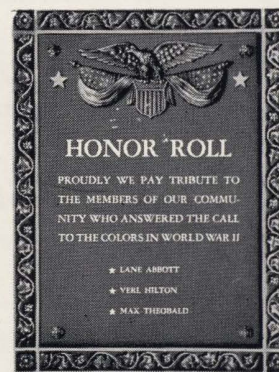
President Belisle appointed the following Directors: Thurston H. Jordan, Ellsworth; Maurice Flood, Norway; Albert Roderick, Waterville; Raymond Richardson, South Portland; Ernest A. Daigle, Madawaska.

Motion made by Edward T. Doran and seconded by Charles

[Continued on next Page]

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Finer Quality Cast Bronze
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- HAND-CHASED cast bronze memorial grave
- markers, honor rolls and cemetery vases, famous
- for finer quality since 1882, assure quick sales
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Attach this advertisement to your letterhead and mail it RIGHT AWAY for folders, prices and sales information!

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WE are looking for the Portland Design to be the outstanding Best Seller in the Industry in 1954!

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Now that it is freely available, return to finer polishes and greater economy.



*For M & T Tin Oxide,
contact your local supplier.*

METAL & THERMIT CORPORATION

100 East 42nd Street, New York 17, N. Y.

CONVENTION NEWS... Continued from Page 57]

MAINE . . .

Murphy that the 1954 meeting be held at the Eastland Hotel on December 7th. A motion was made by Thurston Jordan, seconded by Raymond Richardson that the Board of Directors take care of all matters that come up during the coming year. Both motions were passed.

A roast beef banquet was served to 52 members and friends at 6:00 p.m. A score of prizes were drawn off during all parts of the meeting and also during the banquet.

Rev. Clyde M. Campbell gave a side-splitting as well as a very serious talk on what it takes to make a civic minded citizen and a well meaning organization such as the Maine Memorial Craftsmen.

THE TRI-STATE CONVENTION, WASHINGTON, D. C. JANUARY 20-23

Despite an unexpected snowfall of some ten inches on the evening of January 21, which rates in Washington, D. C. as something approximating a national tragedy, the Tri-State Monument Builders Convention, the joint meeting of retail memorialists from Maryland, Delaware, New Jersey, Pennsylvania, and the District of Columbia and a few from Virginia, at the Mayflower Hotel, Washington, D. C. on January 20-23 was a most successful and well attended meeting with nearly 400 members of the Industry attending the banquet.

After an inspiring invocation by Ed Miller, Convention General Chairman, John K. Shawvan, now of Washington,

D. C. after a long and distinguished career in the monument business, welcomed the groups to Washington in his most experienced and capable manner. The first feature of the meeting on Thursday, January 21 was the report on the M.I.A. National Marketing Program, ably given by Frank Foster, Executive Vice-President of the M.I.A. This was followed by an illustrated talk on the Public Monuments of Washington by the well known author and lecturer, Helen Orr Watson, which was both interesting and educational. In as much as many of the memorials shown in both kodachrome and black and white slides were to be seen on the Convention Tours scheduled, the talk had an extra value. Unfortunately the snow storm made Friday's tours out of the question, although the Thursday afternoon sightseeing trip, featuring a visit to the Lincoln Memorial, Arlington Cemetery, Alexandria, Va., and Mount Vernon was most enjoyed and widely attended. A trip to the Smithsonian Institute was substituted for the Friday, January 22 tour as well as a visit to the National Art Gallery. The Friday morning Convention Meeting was concluded by a report on the M.B.A. and its activities by Executive Vice-President of M.B.A., Archie L. Green. Friday, January 22 was featured by meetings of the various state associations. A feature of the afternoon was a cocktail party by the Dawson-Macdonald Co. of Boston, Mass., which preceded a fine banquet and entertainment program ably arranged by Paul Sullivan and Lee Clagett.

PULASKI MEMORIAL . . .

Continued from Page 37]

the same night General Provost, who had heard that General Lincoln was marching to Charleston, retreated across the river.

"Savannah, Georgia, was a stronghold of the British, and it was the intention of General Lincoln to besiege the city and drive the enemy away. General Lincoln left Charleston with his army for Savannah, and Generals Pulaski and McIntosh were sent ahead of the main army to harass and attack the British outposts.

"French armies, under Count d'Estaing and the American forces came together about September 16. A siege of Savannah was begun, but the enemy was strongly entrenched and refused to give ground. It was finally agreed, and the order was given out on October 9, that the ramparts of the British were to be taken by storm.

"The attack was made as planned, but a deserter from the American forces informed the enemy who massed their troops at the point of expected attack, and by a deadly, galling fire, repulsed the assailants.

"Pulaski, who had under his command both the French and American cavalry, seeing the confusion and realizing all was not well, drove up at the head of his cavalry to where the French were. He was looking for an opening to get to the rear of the enemy. He dashed into withering enemy fire and was struck by a swivel shot. He fell from his horse mortally wounded.

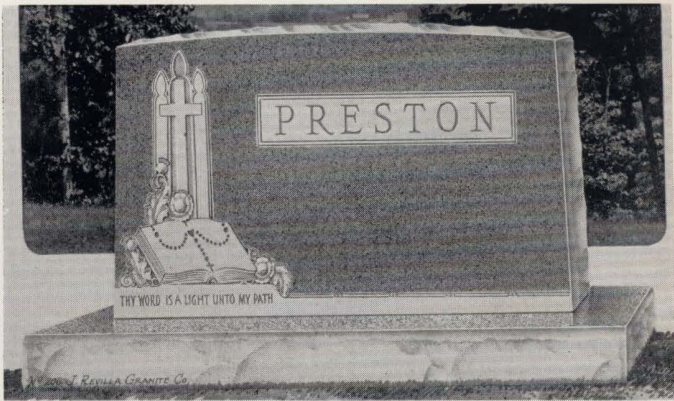
"Pulaski was carried away by his soldiers and placed on the America Brig Wasp, put under the care of French surgeons who vainly endeavored to save him. Death came and he was deposited in a watery grave on October 11, 1779, at the age of 31.

"This ended the career of the illustrious and gallant officer a heroic figure on two continents.

"The Honorable A. L. Brick, who appeared before the Con-

[Continued on next page]

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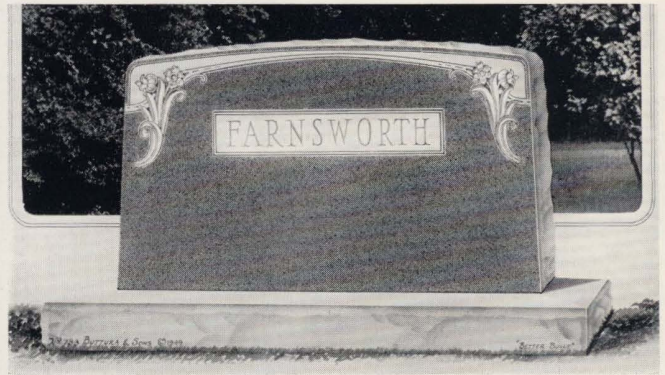
Can You Sleep Nights?



If you are an established retail dealer you owe it to yourself to inquire about the possibilities of Buttura Better Built Memorials in your territory. When you stock and sell Buttura Better Built Memorials you will not only build your sales volume, you will also assure yourself of the peace of mind that goes with being genuinely proud of the memorials you erect.



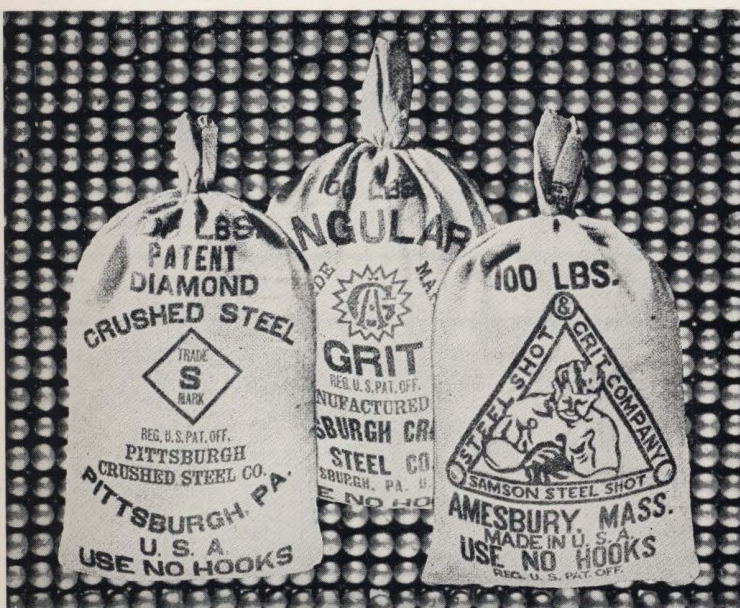
Can you feel justly proud of the memorials you are selling and erecting in the cemeteries of your community? Or are you kept awake nights with the realization that you have been "getting away with" something . . . fearful of the day when your prospective customers will no longer settle for the mediocre in commemoration?



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STEEL SHOT & GRIT CO.
BOSTON, MASS.

PULASKI MEMORIAL . . .

Continued from Page 59]

gressional committee to urge erection of the monument in Washington, said: 'Pulaski died as he had lived, a noble undaunted warrior, fighting the battles of Liberty and of the Republic. He sacrificed himself and the years of his young life, his fortune, his ancestral dignity, his lofty spirit, his splendid genius, and all his earthly hopes, for Liberty, Justice and Humanity. For these things he gave all he had—his martyred life.'

A SHORT HISTORY OF THE PULASKI MONUMENT

"The Polish Welfare Council of Schenectady, N. Y. adopted a resolution on November 2, 1948 to petition the City Council of the City of Schenectady to name the Old Armory site PULASKI PLAZA in memory of Count Casimir Pulaski, hero of the American Revolutionary War.

"On November 1, 1948 Councilman Joseph Semerad introduced an ordinance at a meeting of the City Council of the City of Schenectady to name the Old Armory site PULASKI PLAZA, in memory of Brigadier General Casimir Pulaski, Polish patriot and hero of the American Revolution. The ordinance was unanimously adopted by the City Council on November 15, 1948.

"A committee was formed from the Polish Welfare Council to be known as the Pulaski Plaza Committee for the purpose of beautifying the site. One of the first steps inaugurated by the committee was to plant shrubs, evergreens and a blue spruce tree in honor of Count Casimir Pulaski. The city florists planted tulip bulbs at the site to aid in the project.

"The committee then changed its name to Pulaski Monument Committee and petitioned the City Council for permis-

30 YEARS of Cutting Experience . . .

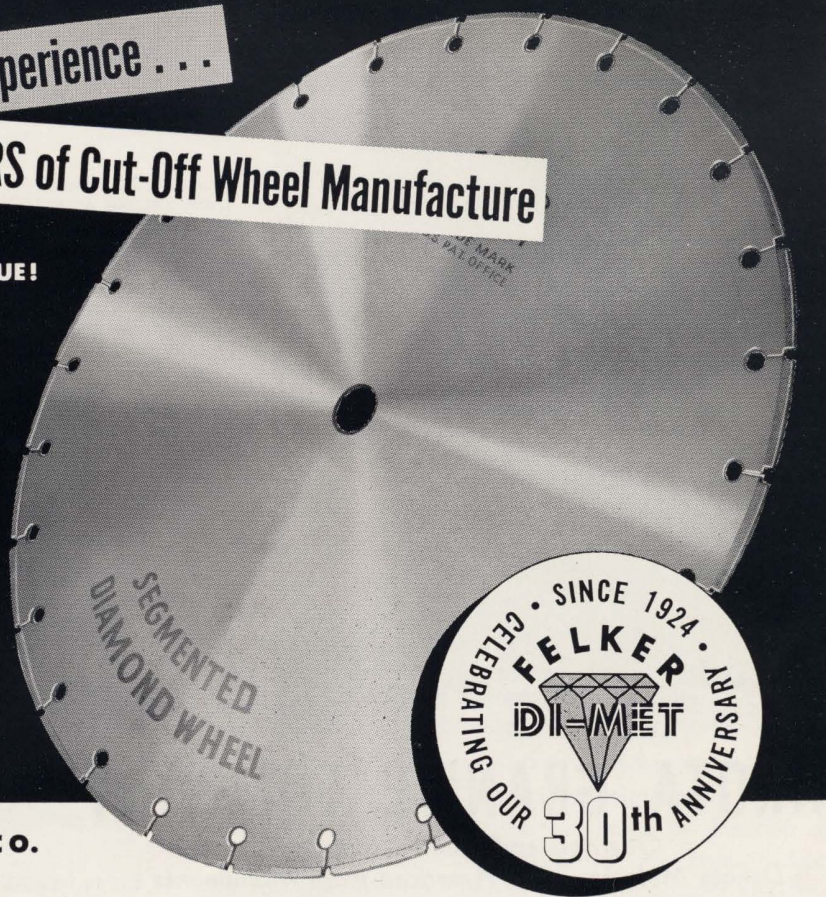
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TORRANCE • CALIFORNIA

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

sion to erect a suitable monument at the site. This was granted.

"A drive for funds was immediately started among the Polish American organizations and among Americans of Polish descent and spurred by a contribution of \$2000 from the City of Schenectady the necessary funds were raised in three years.

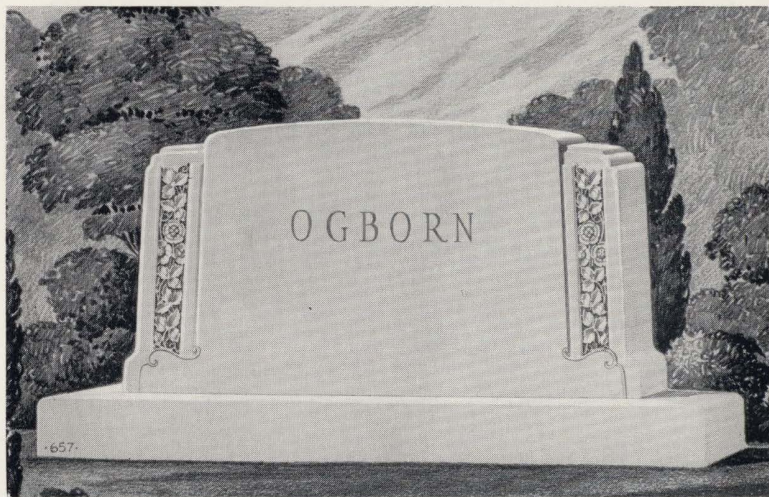
"The foundation, which is 11 feet deep, 34 feet wide, 2 feet thick, and contains 44 tons of concrete and 2 tons of reinforced steel, cost \$4175.00.

"The monument was designed and copyrighted by Charles N. Gardner & Sons of Schenectady, N. Y. It was manufactured by Comolli and Company of Barre, Vermont. The sculptor of the statue of Brigadier General Casimir Pulaski was Orazio Marselli, assisted by Angelo Bardelli, of Comolli and Company. The monument was quarried from one hundred twenty-two tons of granite, and the finished memorial weighs forty-four tons. The statue alone weighs six tons. The monument is 34 feet long, the wings are 5 feet 9 inches high, and the center is 14 feet 6 inches in height. The statue of the general is 7 feet high. The cost of the monument is \$15,000.

"On this date, November 15, 1953, five years from the day on which the City Council named the site PULASKI PLAZA, this monument is being unveiled by the Pulaski Monument Committee under the auspices of the Polish Welfare Council of Schenectady, New York."

FORD STONE UNLOADED

On Jan. 20, 1954, a Norwegian freighter unloaded 500 tons of granite which will be used in a Henry and Edsel Ford memorial foundation building at Detroit. The granite, from Larvik, Norway, will be polished at Frankfort, Me.



The Ogborn Design . . .

. . . One of our "best selling" designs . . . something a little "different" in adornment and the terminal contour treatment . . . a "stock" memorial that you cannot afford to be without . . . dress up your yard or showroom . . . Order Today.



WILDBUR GRANITE CO., INC.

Manufacturers of STONECRAFT MEMORIALS

Barre Guild Inspected Monuments

BARRE, VERMONT

Outstanding Specialties of the Northwest



The GATTI mausoleum, finished by us for the Mohawk Valley Monument Works of Utica, New York, is another fine example of a moderate priced all polished mausoleum.

Our Select Dakota Mahogany was chosen where a customer insisted on clear, dark stock. Each of the one-piece side walls has over sixty square feet of polished surface.

Send us your plans or sketches for a price on any type of work, large or small, when your customer demands first class granite and workmanship.

DAKOTA MAHOGANY MONUMENTS

AMERICAN ROSE MONUMENTS

From our Famous Quarries of South Dakota



DAKOTA GRANITE COMPANY

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

Member of the
American Monument Association

When You
Want

BETTER MEMORIALS

it's

BURKE BROTHERS

Established 1892

Barre, Vermont



NEW DERRICK AT BERKELEY BLUE QUARRY

A new steel derrick has been erected at Berkeley Blue quarry it was recently reported. The 125 foot mast, now in place, has been transported and set up after a journey of eleven miles from another Coggins quarry site. Guy line footings and the main derrick base were prepared in advance, and guys attached to the mast before pulling it up for setting. A power crane then lifted the ten ton mast and gently let it down in place. Guys were strung with a jeep and the towering structure was ready to receive its boom and lines from the hoist. The derrick is to serve a new area at Berkeley Blue quarry now being stripped and made ready for quarrying operations.

DAKOTA GRANITE COMPANY MAKES IMPROVEMENTS

A recent announcement states that the Dakota Granite Company has just installed a new wire saw and with this modern equipment they can speed up production in their finishing plant. It will also mean many improvements to their finished memorials.

JOHN COGGINS TO LOCATE AT ELBERTON

John R. Coggins, vice-president of Coggins Granite and Marble Industries, Inc., currently serving in the United States Navy, expects to be released from duty in March and will locate in Elberton shortly thereafter.

Previously to going into the Naval Service, Mr. Coggins made his home in Knoxville, Tennessee, where he was associated with Tennessee Marble, Incorporated.

Obituary Record . . .



REGINALD S. FRENCH

The entire Industry was shocked by news of the sudden death on the morning of Feb. 1, 1954 in Atlanta, Ga., of Reginald S. French, 43, general manager of the Barre Granite Association. He died of a heart attack in the early hours of the morning at the Dinkler Plaza hotel, where he was staying with Mrs. French and other Barre couples who were there during the National Convention.

Mr. and Mrs. French went to Atlanta on Jan. 27th, along with Mr. and Mrs. Charles L. Beck, J. Wilson Ferguson, Kenneth Lowe, and others from the Barre Granite Belt. They were to be there for another week.

Early on the morning of Feb. 1st Mrs. French rapped at the door of the Becks, who occupied an adjacent room, saying that Mr. French was very ill. Before a physician could reach his room, he had expired.

Mr. French is survived by his wife, his parents, Mr. and Mrs. Lee A. French, Windsor, Vt., and he leaves his son, Robert 18, a senior student at Spaulding high school, and a brother, Russell French of Windsor.

He was a native of Barre, having been born there on Dec. 31, 1910. When he was a small boy his parents moved to Williamstown, Vt., and he started his high school education there. They later moved to Windsor, and he was graduated at Windsor high school in the class of 1928.

Afterward he attended Northampton Commercial college, at Northampton, Mass., and the business training school of the General Electric company in Schenectady, N. Y. Afterward he completed a course in industrial relations, personnel and business management and business administration at Massachusetts Institute of Technology.

Mr. French moved to Barre in September 1945, and began his duties as secretary and general manager of the Barre Granite Association on Oct. 1, having come from Boston where he had been serving as administrative officer for New England of the National War Labor board. He succeeded Arthur S. Guy in the Barre Granite Association, Mr. Guy having died in May of 1945.

Before his service with the National War Labor Board, Mr. French was a representative of the General Motors Corporation. At the outbreak of World War II he was named administrator for the army procurement program in New England which services some 700 war plants in the six New England states.

Mrs. French, who had for a time lived in Graniteville, is a native of Wilder, Vt., the former Catherine McAuley.

While associated with the Barre Granite association for the past eight years, the deceased was also a member of Granite lodge, No. 35, F. and A. M.; Granite chapter, No. 26, R. A. M.; St. Aldemar commandery, No. 11, K. T.; Mount Sinai temple No. 3; the Bill Duthie Shrine club; the Green Mt. Shrine club; Barre Chamber of Commerce; Barre lodge of Elks, No. 1535; Barre Country club; Barre Lions' club; and the Men's club of the Universalist church.

The seating capacity of the First Church in Barre, Universalist, was taxed on the afternoon of Feb. 6th as nearly 500 friends and associates of Mr. French, came to pay their last respects. The auditorium of the church, which seats 460, was filled, and two rows of chairs were added at the rear of the pews to accommodate the over-flow attendance.

The minister, Rev. Fenwick L. Leavitt, Jr., D.D., conducted the funeral rites and delivered a brief philosophical sermon. Organ music was provided by Mrs. John L. Harmon. Ushers were George J. Gladding, Frank E. Craddock, Paul McLaughlin and Mason O. Pierce.

Bearers were Reginald T. Abare, Raymond J. Legru, Frank A. Friberg, Leslie C. Ladd, Robert E. Berg, Charles L. Beck, John C. Lawson and John J. Finn.

Though it was requested that flowers be omitted, there were many, and they were afterward distributed to convalescent homes in Barre and South Barre. There were cash contributions to the Heart fund in honor of Mr. French.

The editors of MONUMENTAL NEWS-REVIEW join with the literally thousands of friends and acquaintances of Reg French throughout the industry, in sending our heartfelt condolences to his family and his business associates. In describing his great contributions to the Barre District and the Industry as a whole we probably could not improve on the following editorial in the *Barre Daily Times*, Feb. 2, 1954:

The Barre Granite Belt has lost a loyal and energetic worker in the sudden and untimely death of Reginald S. French. His passing at Atlanta yesterday cut short a tireless and successful career, dedicated for eight full years to the improvement of many conditions in the granite business. They were conditions, in many instances problems, which French was well suited to solve. Probably no man in this country better deserved the title of general manager than he did in his official capacity with the Barre Granite Association.

His efforts were bent mainly in paths that would prosper the granite industry. That was his first task. Yet he was equally interested in the community of Barre. He attended every city meeting, was faithful in Chamber of Commerce programs, and everywhere pushed whatever project he felt to be for the good of the city of Barre.

Yet he did not limit himself to Barre, as his active and energetic participation in the Associated Industries of Vermont will testify. It was perhaps fitting that death, if it must overtake him now at 43, should do so at a national convention of memorial dealers and monument builders. For there with them he was as well known as he was by fellow citizens here.

Reginald S. French was capable in many endeavors for the improvement of the granite business. He was an outspoken person, and for that reason sometimes antagonized individuals, as all men do who habitually speak plainly and let the chips fall where they may. But for all that, one great success he knew in Barre was bringing together men of divergent views in the memorial industry, so that the main stream of effort was channeled progressively forward.

More than anything else, perhaps, Mr. French coordinated the thinking of Barre manufacturers and quarriers, and out of it all he built the Barre Granite Association into a powerful influence for better business standards, and thus fostered greater markets for Barre granite. While he did not do the thinking for the industry, he took from the total of ideas, the best that could be made to work in concert and for the benefit of all.

It was during his term as general manager that the Barre Forwarding Company was taken over by the association and translated into the Barre Guild Consolidation Service. This pools shipments of granite to points more distant than New York and Pennsylvania, cutting the costs for local manufacturers, and permitting sale of the Barre product for a lower price than was before possible at great distances.

Mr. French was directly responsible for bringing to Barre, in 1948, five skilled carvers from Italy, at a time when the industry was starving for lack of such skilled artisans, in a trade where carvers are necessary to success. He was instrumental in promoting the BGA's national advertising program, which has spread the fame of Barre

[Continued on next page]

FOR THE BEST IN SERVICE AND
QUALITY

A. MONTI GRANITE CO.

260 CENTRE ST., QUINCY, MASS.

SIENNA PINK

BALMORAL RED • BEERS RED
ROSE RED • QUINCY • WESTERLY
DEER ISLAND • GOLDEN PINK
BARRE • MILFORD • RED-V
MILLSTONE • AND OTHER
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

Brattleboro, Vt. • Phone 529

Obituary Record

[Continued]

REGINALD S. FRENCH

Continued from Page 63]

Guild standards to millions of potential customers across the nation.

Few outside the industry know how rigid the rules and regulations governing Guild standards have become. It was French's insistence that brought these strict rules into use and saw that they were observed generally. But the industry has seen the trade strengthened materially by this attention to the details that guarantee quality and good reputation.

Much more he has done, in both industrial and community relations. His last major accomplishment was started in 1952, putting into effect a new program of industrial and community relations, whose main goal was to establish a better climate between labor and management in the Barre Granite Belt. This program was still in its infancy at the time of his death, but already it was gaining some headway. We asked one labor union man last night how the news hit him and he replied:

"Mister, Reg French was a friend to labor; don't you forget it!"

Well, he was also a social person, active in the Lions, the Masons, the church, and cordial to those he met on the street. He certainly worked hard for the granite industry and did much to advance it. He is one example of a native who came home to find success, through hard work and steady devotion of talents aptly suited to the tasks of his demanding job. His contributions to Barre's progress in the last eight years have been noteworthy.

NORBERT ROGGENSACK

Norbert Roggensack, 53, who was in the monument business in Waukon, Iowa with his father and son, died Thursday Dec. 16, 1953 in a Waukon hospital of a heart attack.

Mr. Roggensack's father, who is 80, has been in the monument business 55 years. His son, Richard, 19, worked for his father and grandfather while attending high school, and became a member of the firm on graduation from high school in 1952. Richard's father did the same on graduation from high school.

Surviving besides Mr. Roggensack's father and son is his wife.

JOHN CARBONETTI

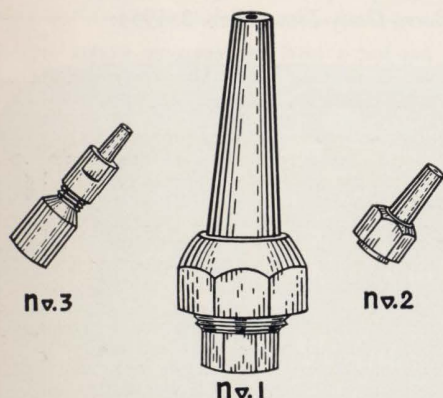
John Carbonetti, who for the past fourteen years has been sales representative of the Peerless Granite Company, Barre, Vt., in New England and the eastern part of New York State, died suddenly of heart failure at North Weymouth, Mass., on January 25, 1954.

Mr. Carbonetti was born in Ancona, Italy fifty-seven years ago. He came to America while a young man and learned the granite cutting trade and was a skilled mechanic before going on the road as a salesman. He was buried in Blue Hills Cemetery, Boston, Mass., on January 27th.

JOHN R. MCGAUGHEY

John R. McGaughey, 66, of 43 St. Margaret St., Dorchester, Mass., owner of the John R. McGaughey & Son monument business, died Jan. 5, 1954 at the Carney Hospital, Dorchester.

He was born in Holbrook, but for the past 15 years made his home in Dorchester. He was a charter member of the



**BILL ADRIAN'S
FASTER BLASTER NOZZLES
AND HOLDERS**

INCREASE YOUR PRODUCTION

WITH THESE NOZZLES.

#1 with bores 1/8", 3/16",
1/4", etc.

#2 with bores 3/32" and 1/8".

#3 with bores 1/16" and 3/32".

HOLDERS AS BELOW:

#1 @ \$2.50—give inside diameter of pipe OR if now use Ruemelin or Pangborn holder. Holder to fit Ruemelin or Pangborn Screw—\$1.50.

#2 @ \$1.00 fits hose nipple.

#3 @ \$1.50 fits hose nipple.

**ADRIAN
OF QUINCY**

48 Penn St., Quincy 69, Mass.

MEMORIAL DESIGN

RENDERINGS - DETAILS - PHOTOS

enerson·design·studio

32 Nelson Street
Barre • Vermont



MONTPELIER, VERMONT

BONAZZI & BONAZZI

UNVARYING QUALITY IN DESIGN, MATERIAL AND WORKMANSHIP • PROMPT SERVICE

Braintree K. of C., and was secretary of the group for many years.

Survivors include his wife, Mary E.; a son, John R. of Bridgewater; three daughters, Mrs. James Harte of Cranston, R. I., Mrs. Lawrence Dwyar of Concord, and Mrs. Helen Root of Danbury, Conn.; four sisters and 14 grandchildren.

A solemn high mass was sung in St. Joseph's Church, Holbrook on Jan. 9th at 9 a.m. Interment was in Randolph.

MRS. EZRA L. WHITE

Mrs. Ezra L. White, 64, life-long respected Barre, Vt., resident, died suddenly Jan. 31, 1954 at the Barre City hospital. Although in failing health for the past several years, she had been able to be about until suddenly stricken seriously ill and she was taken to the hospital.

Mildred (Holt) White was the daughter of Augustus and Lucy (Earle) Holt, born at Barre on Feb. 25, 1889. She had always made her home there, attending local schools and St. Monica's church. Socially active in community affairs she had many friends in the Barre area.

Her interests were concerned mainly with the welfare of her family and home. She was an active member of the Catholic Daughters of America organization and prominent in the affairs of her church.

Her marriage to Ezra L. White (White Granite Co.) took place in Barre on March 30, 1910. He survives her.

Also surviving are two sons and a daughter, Russell E. White of Scotia, N. Y., and Robert L. White, and Mrs. John (Barbara) McGoff, both of Barre. A brother, Ashton E. Holt of Portland, Me., also survives, along with nine grandchildren.

MONUMENTS FEATURED IN PRIZE-WINNING OUTDOOR ADVERTISING DISPLAY

The 1953 Third Award in the Creative Local Outdoor Advertising Contest, in the semi-spectacular division, has been presented to the Boston Envelope Co., of Dedham, Mass.

These outdoor displays, designed by the Donnelly Advertising Agency, featured reproductions of famous monuments which are familiar in the Boston area.

The three prize winning displays featured in the announcement of the award, portrayed Paul Revere, the famous Indian "Appeal to the Great Spirit," statue by Cyrus Dallin and the feature monument dedicated to learning and culture which graces the steps to the Boston Public Library.

This award is proof that advertising which features monuments can be attractive, cultured and dignified.

Judging from the comments of civic and business leaders, the public service nature of these billboards has helped to increase the prestige of the entire business world. It is heartening to know that our conviction is shared not only by laymen but also by professional judges.

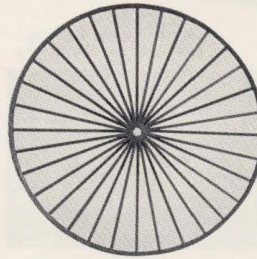
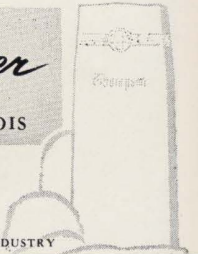
To fully understand the magnitude of this award, one must know that it was chosen from among 2,500 other billboard designs and was the only award won by a New England advertiser in this division.

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

Write for Literature . . .

JOIN M.I.A. TODAY!



QUINCY

SWED ROSE RED

BALMORAL RED

BEERS RED

RED V

Also All Other
N.E. Granites

Estimates
Cheerfully Given

MAY WE SERVE YOU?



WEST QUINCY Granite & Polishing Co.

QUINCY 69, MASS.

Our
51st
Year

E. SETTIMELLI & SONS, Inc.

QUINCY, MASS.



We cooperate with you
in producing the un-
usual, the new and
different in artistic
markers. We are
always glad to
submit estimates.

Write for our Catalog.
It's yours for the asking.

We are makers
of the famous
CENTURY
Flower Vase.
Ask for folder.



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 lead-
ing firms the world over. Comes
in dust-proof, moisture-proof
drums. Red Rouge and Cerium
Rouge also available.

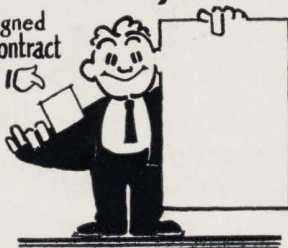
Send for prices, free samples.

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 sugges-
tions if desired.

CARL KASTRUP
DESIGNER

1705 AUBURN ST.
ROCKFORD, ILLINOIS

COISSON BROS.
BURNT-IN PORCELAIN
PICTURES

WARRANTED—EVERLASTING
WEATHER-PROOF

SEND FOR
CATALOG

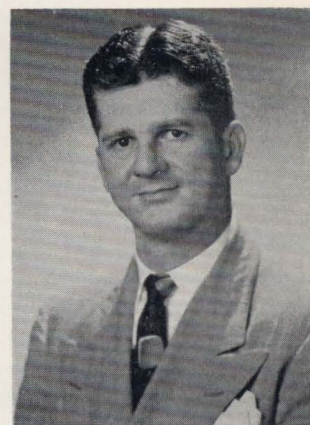
No. 1. 3½x4½ No. 2. 4½x5½ No. 3. 5½x6½ No. 4. 6½x7½

COISSON BROS., ULSTER PARK, NEW YORK

News From Our Advertisers



RICHARD T. MCBRIDE



DONALD C. DAVIS

**R. T. MCBRIDE NEW B.G.A. GENERAL MANAGER;
D. C. DAVIS ACCEPTS NEW POSITION**

Announcement was made by the Barre Granite Association Feb. 10, 1954 that Richard T. McBride, field representative and promotion manager, has been appointed general manager and secretary of the association. He fills the vacancy left by the sudden death of Reginald S. French on Feb. 1 at Atlanta, Ga. (See page 63.)

Mr. McBride's former duties will, in turn, be taken over by Donald C. Davis of Columbia, S. C., who has been public relations and field representative for the Monument Institute of America, at Buffalo, N. Y.

The appointments were voted at a meeting of the Association board of trustees on Monday, Feb. 8, pending the acceptance by Davis of his appointment. The latter was reached by telephone at Buffalo, N. Y., Wednesday, and accepted. He is expected to join the Barre organization for duty within a few weeks.

Mr. McBride joined the Barre Granite Association in July, 1947, as field supervisor for the Barre Guild. He was given the added title and duties of promotion manager for the association in September of last year in recognition of outstanding work in the field. The new general manager is 32 years of age. A native of Elizabeth, N. J., he graduated from Miami university at Oxford, O., where he received the degree of B.S. in business administration. Later he attended the Harvard Graduate school of business administration, where he pursued courses of a statistical nature such as accounting and industrial management.

Before being called into active military service in 1942, he was employed by the American Type Founders at Elizabeth, N. J. During the war years he served as supply officer at the Boston navy yard and later as a supply and disbursing officer aboard a number of naval vessels. He was honorably discharged to inactive duty in June, 1946.

The new general manager is married to the former Dorothy O'Brien of Elizabeth, N. J. The couple are the parents of a daughter, Kathleen, age three.

Donald C. Davis, who is 35, was born in Columbia, S. C. He attended the University of South Carolina and studied business administration. He then entered the insurance business with his father, but later joined the P. Lorillard Tobacco company in the capacity of promotion salesman.

In September, 1940, Davis enlisted in the U. S. Air Force as a private and in July, 1942, he undertook glider pilot training at Lubbock, Tex. Receiving his pilot's wings in March, 1943, he was appointed flight officer at Bowman Field, Ky. He served as flying instructor at Maxton, N. C., for nine months. A glider crash in Austin, Tex., hospitalized him for 20 months with severe injuries, and he was retired from active service as a first lieutenant in February, 1946.

After his military service, Davis majored in business administration at the University of St. Louis, Mo., graduating in June, 1949. For a time he was employed with a public accounting firm in Columbia, S. C., before accepting a position as field representative with the American Monument Association, in 1949. Later in 1952, the field force of the AMA was joined with the newly formed Monument Institute of America, with Davis becoming public relations and field representative of the latter organization.

He is married to the former Velma Geibe of Salem, Ill. She is a former army nurse. They have one son, Donald C. Davis, Jr., age five.

MANUFACTURING EXPANSION CLARIFIED BY ROCK OF AGES

Reports concerning the future plans of the Rock of Ages Corp., were recently clarified in a letter to the manufacturers in the Barre District from Athol R. Bell, president of the company.

The letter denied the rumor that Rock of Ages was contemplating a plant expansion program which would enable it to manufacture the entire output of its three quarries, Rock of Ages, E. L. Smith, and Wetmore & Morse.

The company reaffirmed its intention and desire to sell as much rough stock as the industry can absorb, and to share with its customers in the district any mechanical advancements that may be developed.

Excerpts from Mr. Bell's letter state:—"Any plans now under consideration for plant development and the replacement of aging and obsolete equipment do not in the slightest degree contemplate the manufacture by this company of the entire output of any one, any two, or all three of our quarries.

"It remains to be said that any plans for plant modernization and mechanization are still short of the blue-print stage, both as to extent and location. We should like, nevertheless, to emphasize the fact that if and when such plans mature they would only be a part of a continuing long-range program in which we have striven to do our part in improving manufacturing methods in the industry.

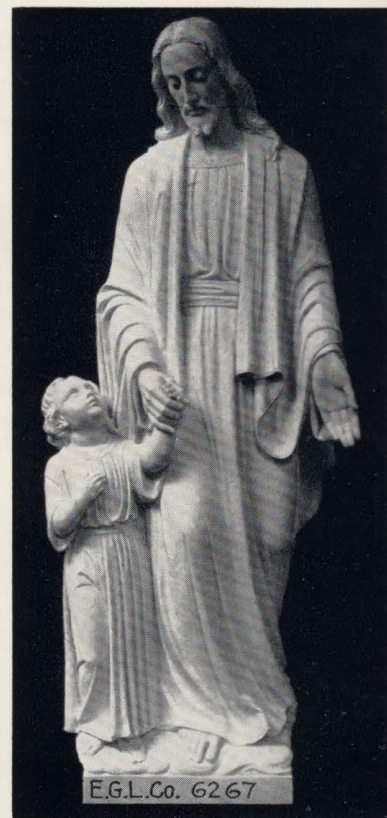
"As exemplifying this purpose we modestly cite the protracted and costly experimental work that preceded the general use of wire sawing in the Barre District. For these and other reasons we feel that the good results of any changes will prove to be beneficial to our manufacturing customers and the entire industry, as well as to Rock of Ages.

"Finally may we assure you that any expansion that may follow can be regarded as added evidence of our strong faith in the future of the monumental industry—your future and ours."

"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 glad to send you a stock sheet of Carrara Marble Statuary. Inquire today.



E. G. LADEWICH CO.

37 PARKWOOD BOULEVARD
MANSFIELD OHIO

DO YOU POLISH PINK OR RED STONE?

If so, **CEROX**^{*} is tailor-made for you. Its flesh color blends with the stone being polished so that no etching-out is necessary.

No other polishing material is cleaner or gives you a finer, faster finish. What's more, **CEROX** is 100% American from raw material to finished product.

^{*}The most concentrated (90%) Cerium Oxide

Order From Your Supplier

LINDSAY CHEMICAL COMPANY

FOUNDED 1902

WEST CHICAGO, ILLINOIS



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.

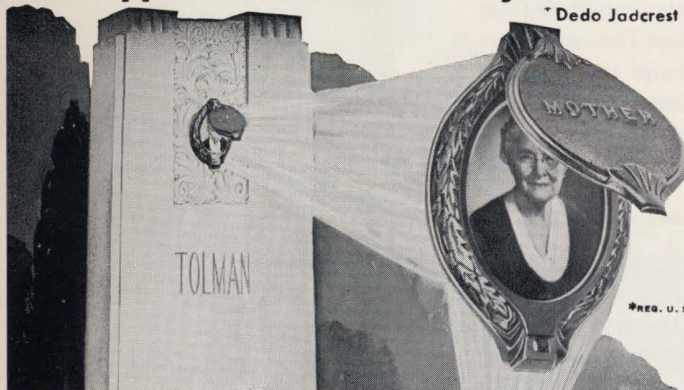
BLUE PEARL-
ALL FOREIGN
AND DOMESTIC
GRANITES



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.

THE SALE OF BONDRI

THE PERMANENT WATER REPELLENT
FOR POLISHED GRANITE,

INCREASED 120% IN 1953.

DO THE MONUMENTS SOLD BY YOU STILL HAVE THEIR
POLISHING BED LUSTER?

C. E. CLEVELAND LITHICHROME CO.

FORT SCOTT, KANSAS

M. B. OF OHIO CONVENTION FEB. 28, MAR. 1, 2

Monument Builders of Ohio, Inc., will hold their annual convention at the Deshler Hilton Hotel in Columbus Feb. 28, March 1 and 2, according to an announcement made recently by A. O. Lundberg of Fostoria, president of the Association. Carl G. Faehnle of Columbus, treasurer of the association, has been named chairman of the convention committee. It is expected that several hundred monument builders from Ohio and adjoining states will attend the convention. Among the speakers will be representatives of the Monument Builders of America, Inc., Monument Institute of America, and other national groups.

BETROTHAL

Mr. and Mrs. J. A. Phillips of Phillips Monument Company of Trafford and Harrison City Road, Levelgreen, Pa. have announced the engagement of their daughter, Beatrice J. Phillips, (Secretary of the firm) to Dean Huttenstine also of Levelgreen, Pa. The wedding will take place in April.

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429 Franklin Street, Buffalo 2, N. Y.
RATES for classified advertisements are 5c a word, in advance, minimum price 50c; 15c extra for replies sent in our care; count your words, including heading and signature, and send money with order, as we cannot bill or open account for these many small transactions. No receipts sent; the insertion of advertisement is your receipt. Advertisements in bold face type 10c a word.

BUSINESS FOR LEASE

ESTABLISHED MONUMENT BUSINESS FOR LEASE, across from large cemetery in central Indiana, requiring small capital. Write P. O. Box 1503, Indianapolis, Ind.

CARBON PAPER

CARBON PAPER, new handy size, jet black, 6" wide 75 feet long roll \$2.50. Catalog on request. JAY PRODUCTS CO., P. O. Box 517, ROCHESTER 2, N. Y.

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IMPORTED GERMAN STONE CEMENT—Repairs Marble, Granite, 1 Kilo can \$5.00, F.O.B. Medford, extra liquid or powder. Also Moulton White Cement. Chester H. Moulton, 25 Valley Street, Medford, Massachusetts.

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WANTED CEMETERY LETTERING, in Michigan and near by states. Your price. Write "Box 923" c/o Monumental News-Review.

IF YOU DO CEMETERY LETTERING, inform us territory you cover. We need date-cutting service in 20 states. Winona Monument Co., Winona, Minn.

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WILL DO LETTERING AND CARVING FOR RETAILERS within 50 mile radius of Rochester, N. Y. Pick up and delivery service if necessary. All work guaranteed. Twenty year's experience. Custom Memorial Works, P. O. Box 517, Rochester, N. Y.

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Rockford, Illinois

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6-CYLINDER 120 H.P. DIESEL UNIT CONNECTED TO AN INGERSOLL-RAND COMPRESSOR TYPE 10, in good working order, complete with tanks also 34" floor-controlled traveling crane 3 ton capacity in good operating condition, including 170 feet of steel runway and tracks. SHASTONE CORPORATION, 217 E. Houston St., New York 2, N. Y.

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SALESMAN—An unusual opportunity is offered by one of the largest retail manufacturers of cemetery memorials. A man not afraid of work who can sell is what we need. Earnings should be far higher than average for this man. Permanency and a good future are certain for producer. Protected territory, 4 branches in large Midwest City. Salary, commission plus gas allowance. Write "Box 891" c/o Monumental News-Review.

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SALESMEN WANTED: Retail salesmen to sell our memorials direct from our factory. Can operate successfully any place throughout the Mid-western states. We furnish complete sales equipment. Write for particulars. BRUCE MARBLE & GRANITE WORKS, FORT SCOTT, KANSAS.

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WHOLESALE MANUFACTURER'S REPRESENTATIVES for following territories—West Coast area-Iowa-Kansas-Missouri-and Eastern U. S. A. PREFER experienced wholesale salesmen. ALL LEADING MONUMENTAL GRANITES including the world famous RIB MOUNTAIN WAUSAU. Gilmer Monument Works, Inc., Howard Lake, Minn.

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FOR SALE REASONABLY. APPROXIMATELY THREE CARLOADS WHITE LIGHT CLOUDED AND BLUE VERMONT MARBLE STOCK for small monuments—markers. Sawed finish. Random sizes. Address P. O. Box 391, Rutland, Vt.

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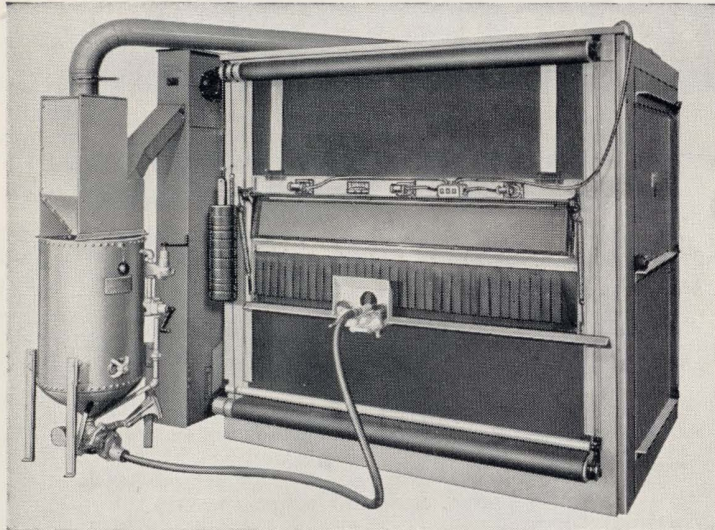
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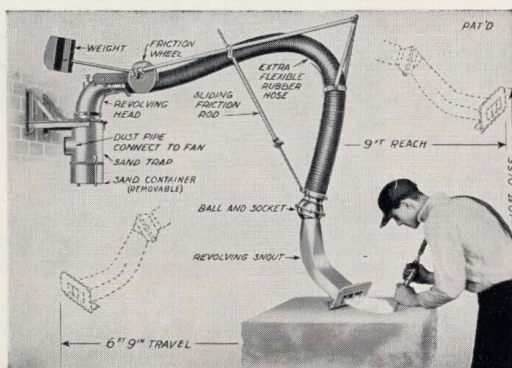
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. . . Not So Editorial

THE "BLUE COLLAR" CLASS

The past generation has brought economic changes of vast importance to the monument business. Thirty years ago the important "classes," if we may be permitted a little undemocratic thinking, were the carriage trade and the "white collar" class. Today the carriage trade, worried with higher bracket taxation and keeping up with the Joneses, is making the old monument do and is buying markers; the "white collar" people have been caught in the wringer, and with the increasing demands of farmers and organized labor, they are hard pressed to spend more than they did thirty years ago. However, the picture is far from dark as most every memorialist knows who has stopped to analyze the character of his "market." The "Blue Collar Class" today constitutes a large part of today's "market," and it is a "class" that was truly submerged thirty years ago. Who are these new "economic royalists?" They're the carpenters, masons, plumbers, electricians, lathers, plasterers, die-makers, tool and machinery operators, steel puddlers, industrial draftsmen, etc. Thirty years ago they or their forbears drove \$395 Model-T Fords or used "shanks-mares" . . . and they bought \$100 monuments. Today they drive 3,000 dollar cars (or better) . . . and are responsible for the *majority of monuments sold today* above \$1000. If you don't believe this, study your own sales of the past several years and subdivide them into carriage trade, white collar, and blue collar headings. It's the Blues everytime, and lucky for us it is, so when you get hot under the collar about the "exorbitant demands of organized labor," remember you're burning the bridges ahead of yourself.

"PLEASE OMIT FLOWERS"

The following clipping from, of all sources, the supposedly unsentimental *Business Week* Magazine speaks for itself on an all important matter of as much interest to us as to the florist and the mortician:

"If you're put in the spot of having to write a paid obituary notice for a friend or relative, keep in mind the friends of the deceased.

"Don't add 'please omit flowers' unless you really mean it.

"A recent survey has shown that most people resent this because it shuts them out from paying tribute to a friend. Sending flowers is the only way they can find for a tangible expression of respect.

"There's less resentment when you urge people to give the money to charity instead of sending flowers. However, not many people take the advice; charities get little money from this source."

Dealer Family Memorials

In prewar years one of our most popular editorial features was our "Dealer Family Memorial" issue. During the war and post war years with production problems paramount, fewer dealers erected their own monuments. Now conditions have changed and we have reason to believe that many dealer monuments have been erected in the past two years. In any case we plan on reinstating this editorial feature later this year, and will appreciate receiving photographs of dealer memorials with quarry and manufacturer data. If you are unable to procure adequate photographs send us the information as to location and we will attempt to have one of our staff photographers there.

E. H. Whitaker

"HOW TO SOLVE YOUR LIFTING PROBLEMS"



America's First and Safest ... **HERC-ALLOY** SLING CHAINS

• Handle rough or finished monuments *safely*. Minimize chances of damage to stone and loss of labor by using HERC-ALLOY Sling Chains.

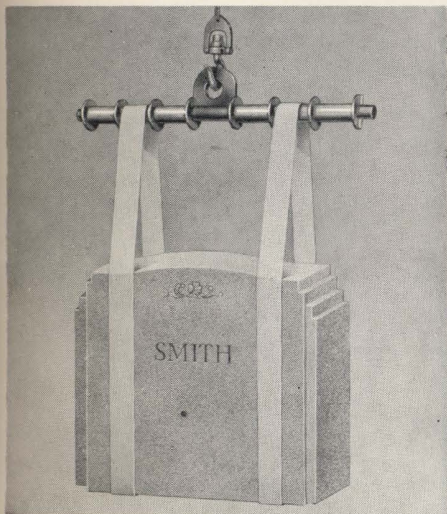
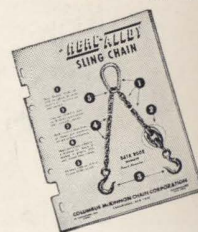
ALL SIZES AND TYPES — Herc-Alloy Sling Chains are made to your specifications in single, double, triple or quadruple branches, any length, and your choice of fittings. Chain sizes from 9/32" to 1 1/4".

STRENGTH — The special analysis alloy steel used in the manufacture of HERC-ALLOY chain has a tensile strength of more than 125,000 pounds per square inch after heat treatment. This heat treated alloy steel will neither crystallize nor develop brittleness. *It should never be annealed.*

EFFICIENCY — Herc-Alloy Sling Chain features an *exclusive* short, narrow link design which holds firmer, less tendency to gouge or kink. Workmen find it easier to handle.

SAFETY — Every new Herc-Alloy Sling Chain carries a written guarantee, is tested and registered before shipping.

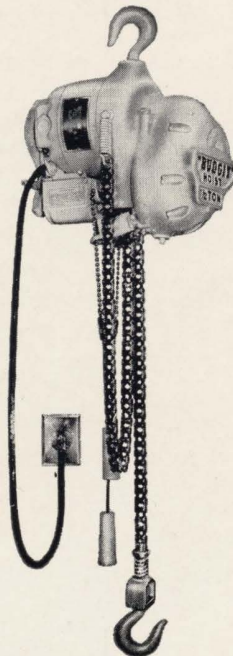
APPLICATION DATA BOOK sent on request. Illustrates most popular types of slings and fittings. Makes it easy to specify the style sling chain best fitted to your particular needs. Write for it today.



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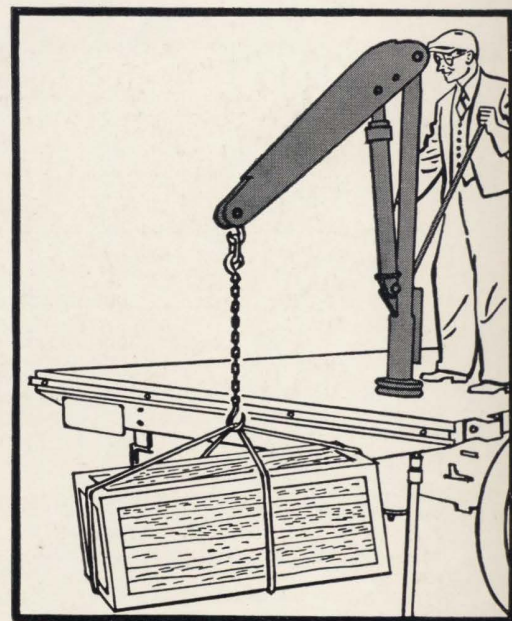
D-M Sling Bar: slings are held on rollers by large separators, providing three sling positions for handling various size stones. Stones may be easily turned while suspended in slings. Bar is 34" long.

D-M Hoisting Slings: for handling rough and finished stock with complete safety. No padding or protection necessary when using D-M Canvas Slings. Cannot injure finished surfaces. Widths — 3", 3 1/2" and 4" — any hanging length.



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They speed work while making workers' job easier. Time and energy saved, lower operating costs and increased profits. Sizes—250 lb. to 4000 lb. capacities



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The most practical hydraulic truck crane offered to the trade. Avoid the risks involved when loading or unloading trucks by hand. Cranes are readily installed and do not interfere with normal truck use. Factory priced.

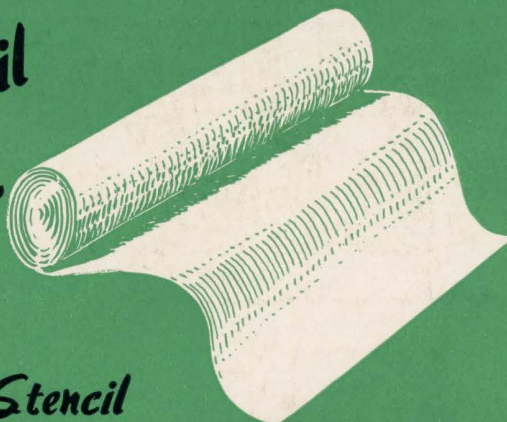
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ALL the Good features that you have always wanted in a Sandblast Stencil. The BEST Stencil at a competitive price — NOT the CHEAPEST Stencil at the lowest price.

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We guarantee COMPLETE Satisfaction —

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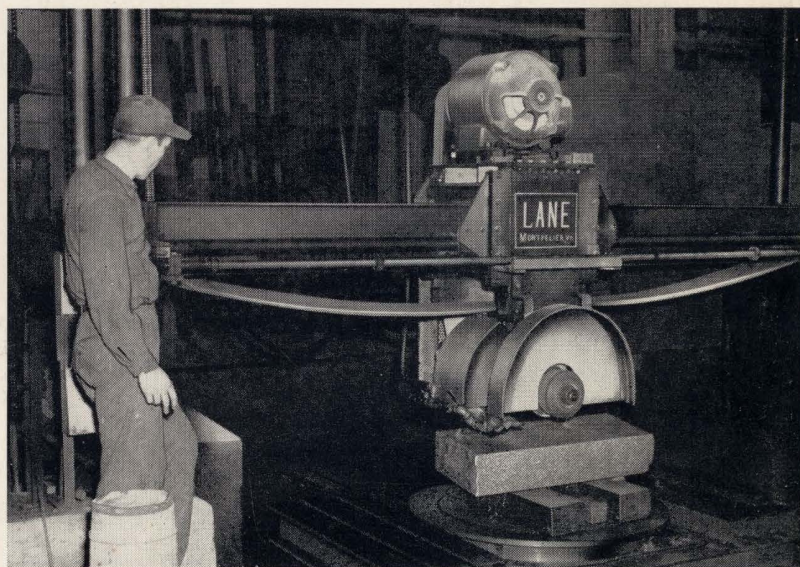


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Installation of Lane #40 Grinder in plant of Columbo Granite Co., Barre, Vt.

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