



THE MONUMENT AND CEMETERY REVIEW



THE EXPONENT OF ART IN THE MONUMENT FIELD

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Softly molded edges and carving give feeling to this memorial already significant in its type. Charles Bianchi & Sons know how to do this sort of thing—it is knowledge gained through experience.

Forging Ahead

BUILDING ON past achievements, not content with what has been done but using that as a step toward a higher goal, this foundation has gained a firm position for Charles Bianchi & Sons in the manufacturing field.

There is a definite advantage to the retailer in this. It means absolute quality and complete service at prices commensurate with the value received. Our craftsmanship has become an indispensable link in the chain of successful memorialists who are forging ahead.

Write us for estimates

CHARLES BIANCHI & SONS

Manufacturers

BARRE, VERMONT



Work of Joseph Newall & Co., New York City. Cut by Joseph Coduri Granite Company
Westerly, Rhode Island

THIS beautiful canopy memorial erected in Springfield, Massachusetts, for Alfred H. Chapin is constructed of White Westerly Granite from the quarries of Sullivan Granite Company. It is an exact duplicate of the Temple of Love at Versailles. The extreme delicacy and beauty of its carving, its fine lines and pure white coloring are everlasting testimony to the fitness of Sullivan Westerly for exquisite work of this kind.

SULLIVAN WESTERLY GRANITE

is uniformly reliable. Whether for tablet or mausoleum, every piece of stock shipped is choice selected stone fitted for producing the most beautiful results possible to obtain in the creation of a memorial.

PROMPT SHIPMENT GUARANTEED

Send for our handsomely illustrated booklet containing much valuable information

SULLIVAN GRANITE COMPANY

FRANK A. SULLIVAN, *President and Treasurer*

WESTERLY, RHODE ISLAND

*The Crumb Quarries
The "Klondike" Quarries*

*The John B. Sullivan Quarries
The Joseph Newall & Co. Quarries*

This Marr & Gordon, Inc. certificate will be furnished with every memorial. Note especially that it will be signed by the president of Marr & Gordon, Inc. and a specially designated inspector of this firm, but it is not good until signed by the retail dealer who sells the work.



The trade mark which appears below in red will be applied to each Marr & Gordon, Inc. memorial. Note especially the certificate number at the top of this trade mark, which must correspond with that on the certificate of guarantee.

A CERTIFICATE OF GUARANTEE for M & G Trade Marked Memorials

SINCE 1883, when this firm was first organized and Marr & Gordon memorials were first made, it has enjoyed the reputation for doing exceptionally fine work. All through the years and up to the present time that spirit has dominated the organization and earned for the company this splendid reputation.

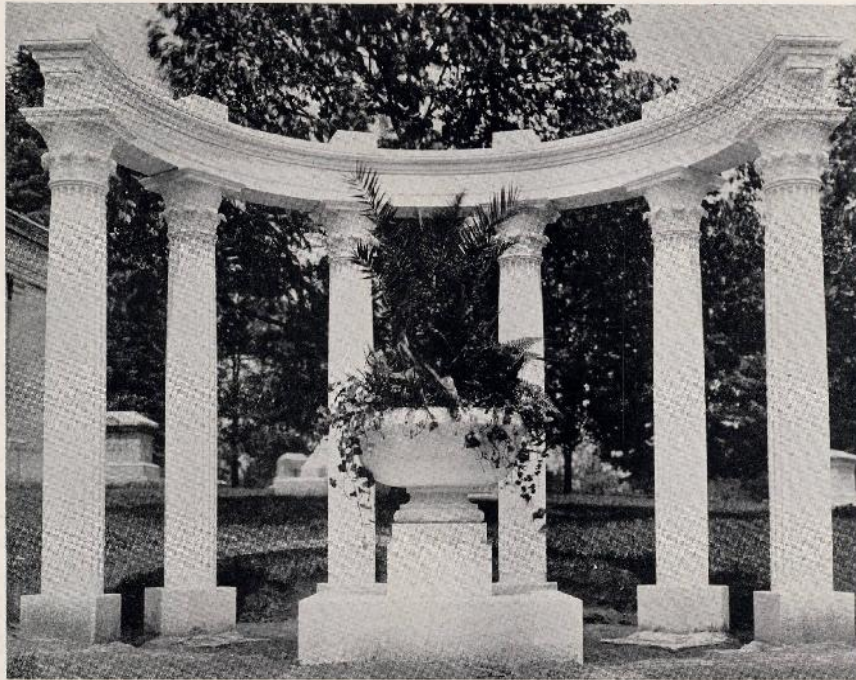
In order that you may pass along this same thought to your customers and make the selling of Marr & Gordon memorials easier for you, every Marr & Gordon memorial in the future will be trade marked and you will be supplied with a certificate of guarantee, a specimen of which is shown on this page.

MARR & GORDON, INC.

BARRE



VERMONT



“Great Solid Facts”

Hawthorne, the American writer, said this about one of the huge marble shafts of antiquity:

“It is a great solid fact of the past, making Old Rome actually visible to the touch and eye; and no study of history, nor force of thought, nor magic of song can so vitally assure us that Rome once existed as this sturdy specimen of what its rulers and people wrought.”

In precisely the same way will the builders of today be judged by the future. Posterity will learn of us through our memorials. If we would have people speak well of us we must do good work.

The Vermont marble columns of the Lyons Memorial are great solid facts, set forth in Riverside Cemetery, Rochester, N. Y., by the Leland-Weston-Lowe Company. They will remain impressive through the centuries.

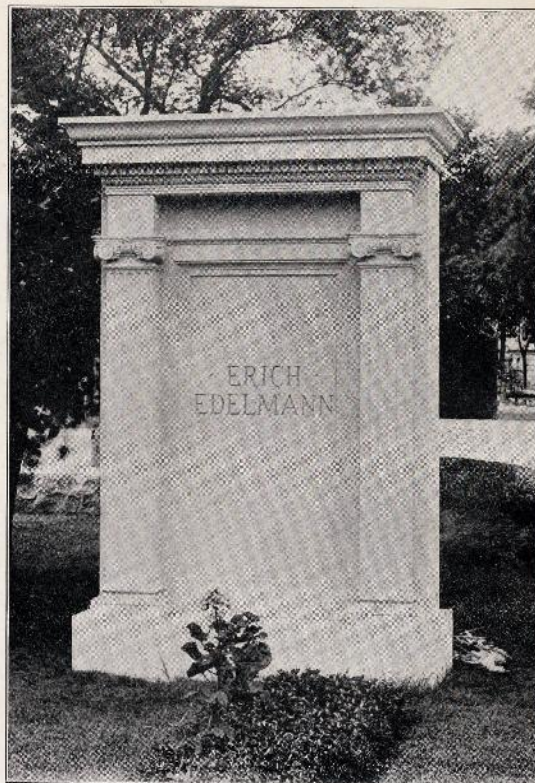
VERMONT MARBLE CO.



PROCTOR, VERMONT



A view of the quarry loading yard, where many of the large blocks are trimmed to dimension sizes



Wetmore & Morse granite was used by The Peerless Granite Company in executing the Eric Edelmann memorial

Put Selling Effort Behind Memorials of Quality Granite

FORMATION OF GRANITE

Countless ages ago, scientists tell us, the entire earth consisted of molten matter very similar to that in present day volcanoes. In cooling, which required millions of years, the liquid rock solidified and different types settled out according to their abundance and weight, just as sugar crystallizes out of cooling syrup. Any rock that solidifies from a molten state is called an igneous rock. GRANITE is one of the most important of igneous rocks.

SELLING one quality—absolute top quality—builds reputation and reputation builds business. Competition is so keen that only the product of known merit has extensive turnover.

Wetmore & Morse sales sheet would interest you. It shows constantly increasing growth. This has a very direct effect on all memorialists. Specify Wetmore & Morse granite for your memorials. It will mean that you, too, will enjoy a steady turnover of profitable business.

CERTIFICATE OF QUALITY

Wetmore & Morse granite is guaranteed. Ask for certificate when placing order with manufacturer.

THE WETMORE & MORSE GRANITE COMPANY

Quarries: Barre, Vermont

Office: Montpelier, Vermont



JOIN!

**AMERICAN
RED CROSS**
Serves Humanity

AN INVITATION TO JOIN

The American National Red Cross will hold its Tenth Annual Roll Call from Armistice Day, November 11, to Thanksgiving, November 25, when all are cordially invited to become members of this great organization. Membership dues paid at that time maintain the work of the Red Cross—local, national, and international—throughout the coming year.



The Freick mausoleum was furnished by the North State Granite Company for Perkins and Kratzert, St. Paul

The "Bridge"

Between you and the man you want to sell

No matter how good your designs; no matter how skilful your salesman; no matter how successful you have been in small memorial work; when it comes to mausoleums it is absolutely necessary to have a manufacturer familiar with every detail of this type of construction.

The North State Granite Company are qualified to bridge this gap. Send us your designs and craftsmen who have specialized in mausoleum execution for years will give the matter personal attention. Superior craftsmanship is the thing that appeals to the customer.

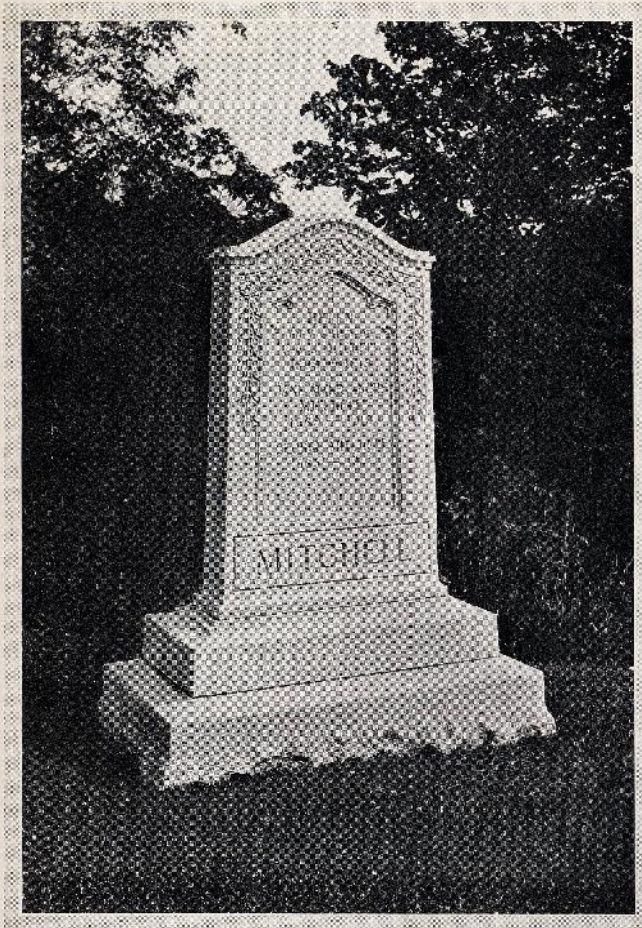
NORTH STATE GRANITE COMPANY

SUCCESSORS TO

LEMMERMAN & HOFFMAN GRANITE COMPANY

Buildings • Mausoleums

MT. AIRY, NORTH CAROLINA



Smith-Barre was used for the Mitchell memorial. It well illustrates the adaptability of this granite to fine carving.



The trade-mark of a universally known and endorsed granite



Build While You Live in Smith-Barre



THE Mitchell memorial has an interesting history. Mr. Mitchell, for many years a granite worker in the Barre district, determined to execute his own family memorial. With an ideal as a goal, knowing intimately the characters to be commemorated the result has been an expression which is a real tribute to memory.

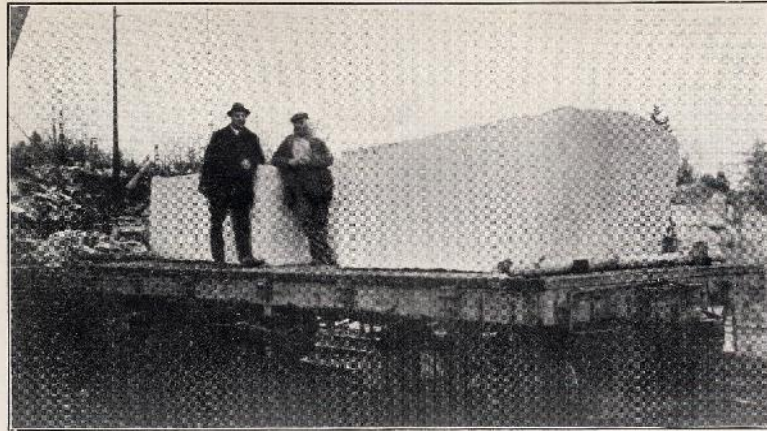
That a man familiar with various granites, through actual working with them, would choose Smith-Barre for his family memorial is high endorsement of this stock.

Smith-Barre is guaranteed. Request our certificate when placing order with your manufacturer

E. L. SMITH & CO.

QUARRIERS

BARRE, VERMONT



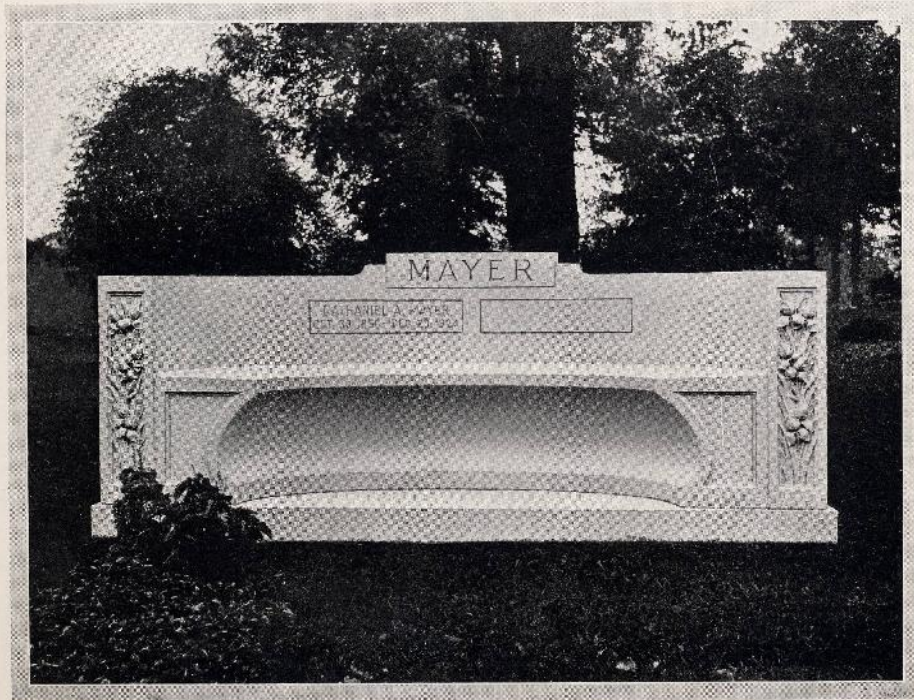
One of the many carloads of granite which are continuously shipped from the Pirie quarries

The Relation of Granite to Design

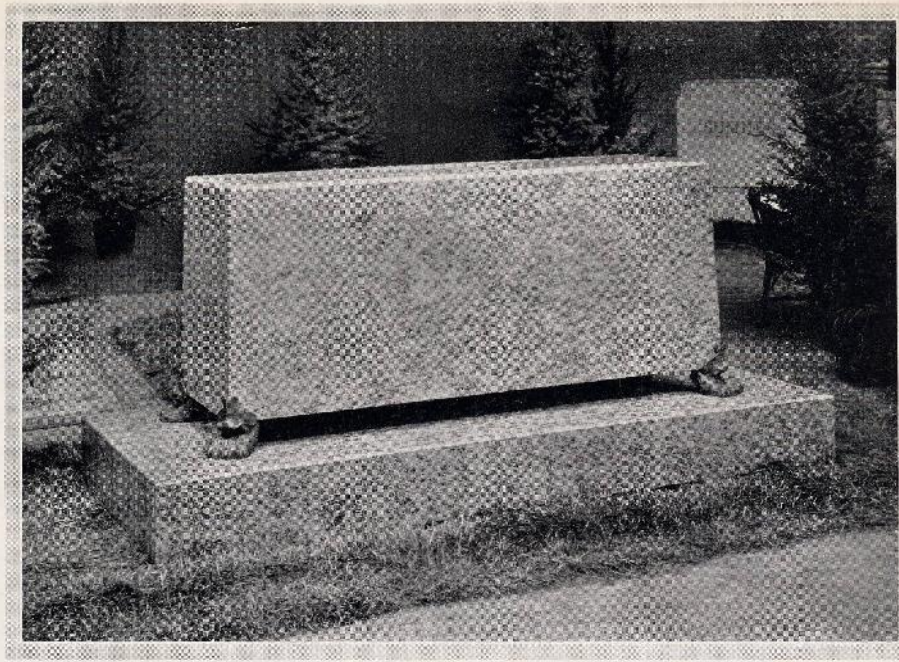
GRANITE occupies a unique position in its relation to the memorial. It is often the last point to come under consideration, design being given preference, yet it is of first importance. Only in a workable, fine grained, even textured granite is it possible to achieve the designer's ideal.

*Pirie's Genuine Barre meets all memorial requirements and is guaranteed.
Request our Certificate of Perfection from your manufacturer*

J. K. PIRIE ESTATE • Quarriers
CAMPBELL BLOCK • DEPOT SQUARE
BARRE • VERMONT



Pirie's Genuine Barre granite was used for the Mayer exedra. It was cut by Charles Bianchi & Sons for W. C. Lacchle & Company, Chicago



An Sable Egyptian granite is used with effect in this sarcophagus memorial.

THE RESULTS OF INVESTIGATION

IT is a matter of much thought at the plant of The Perry Granite Corporation to produce memorials which possess the rare elements of beauty and symbolism.

Investigation shows that memorialists are eager for work possessing these qualities. Our craftsmen, through inheritance and experience can, and do, execute the best in memorial art.

Back of skill lies that other important factor, the granite. Owning quarries and having access to all the production of the granite center of the world places us in a position to meet all demands.

*Rock of Ages
and
Wetmore & Morse
Light Barre*

*Owners of quarries
Keystone Green
and An Sable Egyptian
granites*

The PERRY GRANITE CORPORATION

Waterbury, Vermont

"The Silk of the Trade"

RION, S. C.



PLAIN FACTS AND OBSERVATIONS

THE - NOBILITY - OF - THE - MEMORIAL

Creating Desire For Memorials Through Advertising

THE old political economy stated with impressive assurance that the foundation of individual and national wealth lay in work, minus spending. With the roll of the years, however, there has grown a tacit recognition that it all means something more, and the newer political economy has felt a disturbing hint in Ruskin's great principle: "There is no wealth but life."

Now life signifies at the very outset aims and purposes. These furnish the incentive to action. These supply the driving energy. These transform low-power men into high-power men, bring fruition to their ideas and introduce them to overflowing fullness.

Perhaps no adequate study of the effect of advertising upon the ethics of business can ever be made but it is perfectly sure that enlarged capacity for work and its results in increased means are wholly dependent upon desire at the very outset—and only that which is made to seem admirable is ever eagerly sought.

Not only upon the public which an industry wishes to reach but upon its own thinking and policy does advertising have an effect, for in every printed word a firm goes on record as to its ideals in its output and service. It dare not fall below. It is challenged to rise above.

Memorial merchants have reached a place in their development where it has become a plain duty to get the attention of the world and to hold it on the subject of commemorative privileges and obligations. A branch of civic education lies in their hands and through the avenues of a needed work, quantity production with reduced costs, better quality without increased expense—some of the blessings of advertising—the craftsmen of memory are destined to be proud factors in the enrichment of civic life.

Faith and Courage in Their Memorial Bearing

TO take a place in the business of the community presupposes at once the ability to do something well—exceptionally well—for other people. However small the enterprise it will deal with "men, money, merchandise, markets, material, methods and momentum," and there will be required a deep-seated belief in the worth of the

service, and great hardihood in making it known, if it is to attain to success.

Watching the progress of modern business every keen observer is aware of the basic importance of specialization and the wide use of expert knowledge. He does not expect alone to achieve his goal. He recognizes with gratitude that those versed in the ways by which contacts are produced may be his assistants, and he begins a campaign of advertising to be carried on without break, for the markets of the world are exhaustless.

Knowing how timeless is the interest belonging to his profession, the memorial merchant is justified in a sublime faith in the value of his work, for it is a changeless truth that all men desire remembrance. Launching out on a great plan of publicity then, only his faith and his methods are on trial and his courage to grow by all means: Every man of conviction owes it to his comrades in endeavor to lift up before their eyes the business of advertising, for believing in his product and the need of making it known, he who fails to use every acknowledged force to publish its merits is already a loser.

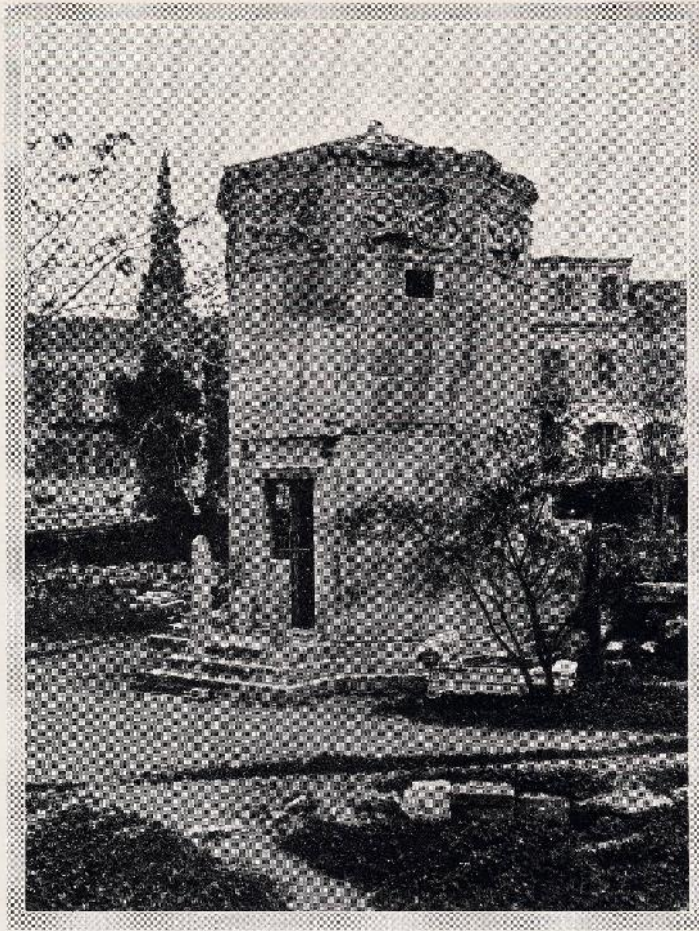
Publicity—How Much Depends upon it

SUCH phenomenal progress as the last few years have cataloged, in discovery, invention, production and distribution, has left no doubt as to the place of advertising in economic development. A man or a company has only to contribute to an actual present requirement or to a latent need and to tell his fellow citizens of his readiness to thus help, to come promptly and profitably into notice.

Undeniably publicity is indispensable to industry. It produces the channels along which thought flows easily. It expands interests. It interrelates effort. It ties the trades together. It unites men and countries in the bonds of a common service. And it shows on that final answer to all things—the balance sheet!

Men would not keep up advertising year after year, increase it, set their stakes for all higher success on it, if it had not succeeded in the past.

It has paid in actual dollars and cents, in increased energy and in ever forward-reaching ideals. Its past is its pledge for the future.



HIDDEN away amidst old buildings on the Acropolis of Athens is the world's most historic timepiece, the Tower of the Winds, built about 100 B.C., by Andronicus, a Greek astronomer. Octagonal in form, constructed of Pentelic marble, representing in its frieze enrichment the eight principal winds, and bearing on the top of its tower a brazen Triton — the first known weather vane — this ancient horologium is rich in varied interests and testifies to the mind's constant effort to know and to grow.



THE ETERNAL CHALLENGE

IRRISISTABLY and always, as the sea calls the least rivulet, so do true greatness and vital issues summon man's whole self. A mastering urge for bigness has him in grip and the paltry can not long center or keep him.

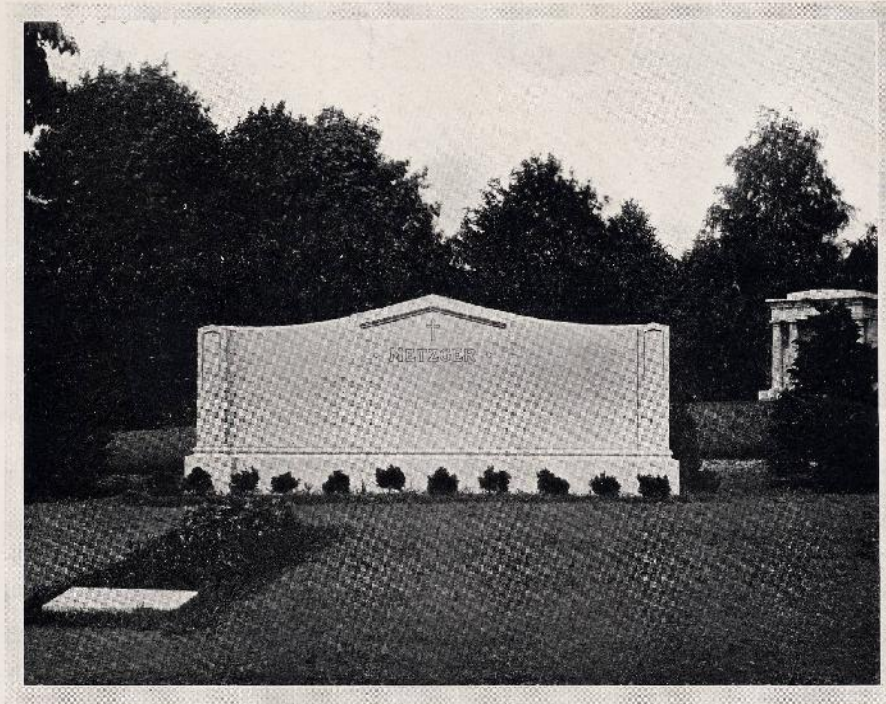
From the still places of his being comes ever the ringing call to take the raw material of self and fashion it into solid worth, to come forth from the ordinary, the difficult, the baffling experiences of every-day living so strong, so sure, so altogether fine that he is structural material.

It is a most mistaken notion that a man can build even an enviable business by himself and for himself. His mind has in it the world plan. His heart throbs with universal sympathies. Only as it becomes the aim of his existence

to advance the whole, can he be said to succeed.

He may have his days of special stress and struggle, he may pass through tedious and trying periods, but whatever the glamorous lures he may follow, or the strain he may endure, he knows inside himself that he must finally answer the eternal challenge.

In the last estimate, life is the making of men and women fit to function in the forward movement of the ages. To be aware of the potency of ideals, to work whole-heartedly for their realization, to grudge no effort in their achievement: to understand, to lift, to gladly step into line with the motivating forces of humanity—this alone is meeting the challenge that has disturbed the spheres since time began.



JOSEPH NEWALL & CO.

KENSICO CEMETERY, NEW YORK

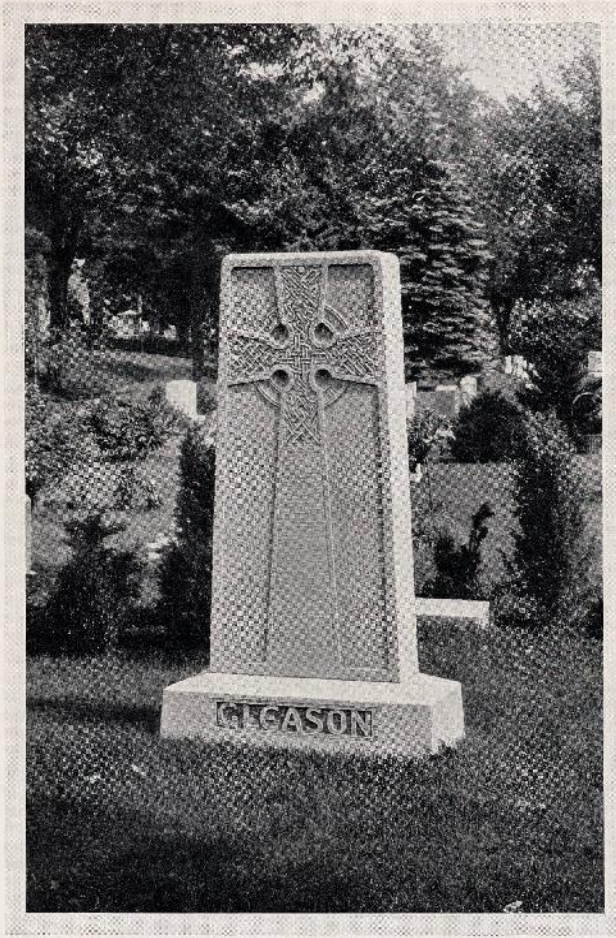
A MEMORIAL SCREEN OF SIMPLICITY AND DIGNITY

FOR those who seek especially for qualities of stability and restfulness in the memorial tributes which they erect, the broad tablet and the screen which has developed from it are full of attraction. Nicely illustrating the charm of horizontal lines and the effectiveness of simple treatments, the Metzger memorial is presented for consideration.

In its general handling the design conforms to the type of which it is a creditable example, but pleasing variation is shown at the center of the work

where the break in the upper line, accented by the enriching feature just below it, calls the attention to the carefully carved cross, name and balancing circle decorations.

The base, the distinctively plain molding separating it from the die, and the post-like terminals of the memorial help to give the tribute character. Against the background of closely set trees, all its refinement is thrown into full relief and its rich dignity manifest.



NEWTON CEMETERY

NEWTON, MASS.

IN DESIGN, FINISH AND ATMOSPHERE
A TRIBUTE WHICH WILL BE HIGHLY ESTEEMED

THERE will be several reasons for a quick response to the refined beauty of the Gleason tribute of commemoration. The tablet, which is the structural form the memorial ideal has taken, is distinctly excellent, its proportions and its careful modeling both giving it charm.

Not to be overlooked for a moment, too, is the exquisite cross embellishment. Executed in relief in the panel

which is incised in the face of the die, this religious emblem has the values of both importance and modesty, and in the ribbon decoration by which it is enriched, testimony is made to the eternal quality of life.

Stipple finish has been employed with most pleasing effect on this memorial tablet, and the name treatment adds still another touch of fineness.



MT. WOLLASTON CEMETERY

QUINCY, MASS.

FRAUGHT WITH DEEP SIGNIFICANCE

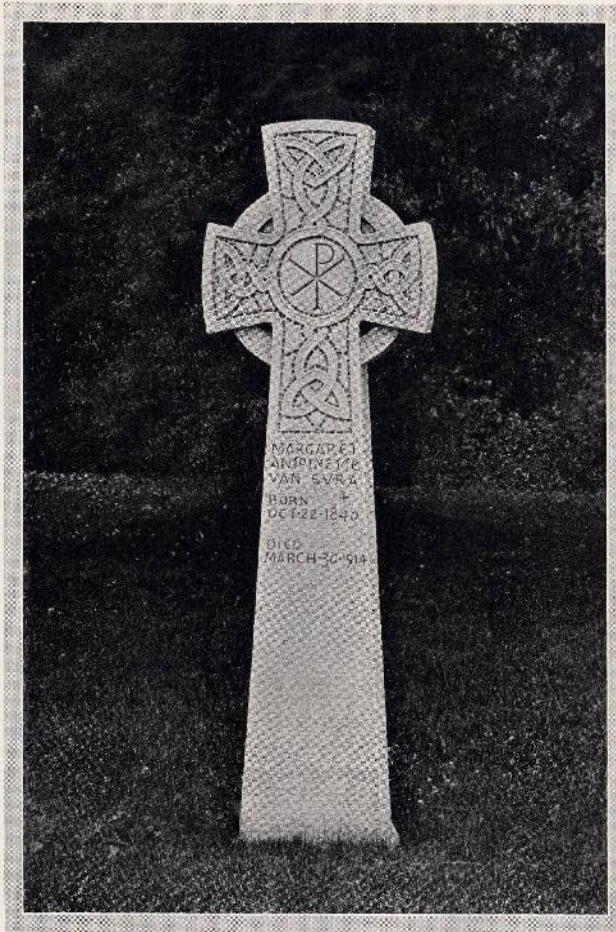
THE MEMORIAL TABLET IN HONOR OF ROBERT D. SMITH

IDEALS, men and great human relationships are the subjects from which tributes of commemoration draw their inspiration. They tell often of what has been purposed and dreamed, often of what has been done for world betterment, often of what life has meant to life.

Such memorials as the distinctive tablet which the American Granite Association has erected in honor of Robert D. Smith speak not only of

personal gratitude and devotion but of faith, of endeavor, of rewards in character: and in proportion to the fineness of a message is always its power to influence.

This is indeed a work to which a story of high endeavor has been committed, and those pausing before it must have suggested to their thought the value of lofty motive and the need of tireless effort.



WOODLAWN CEMETERY

CANANDAIGUA, N. Y.

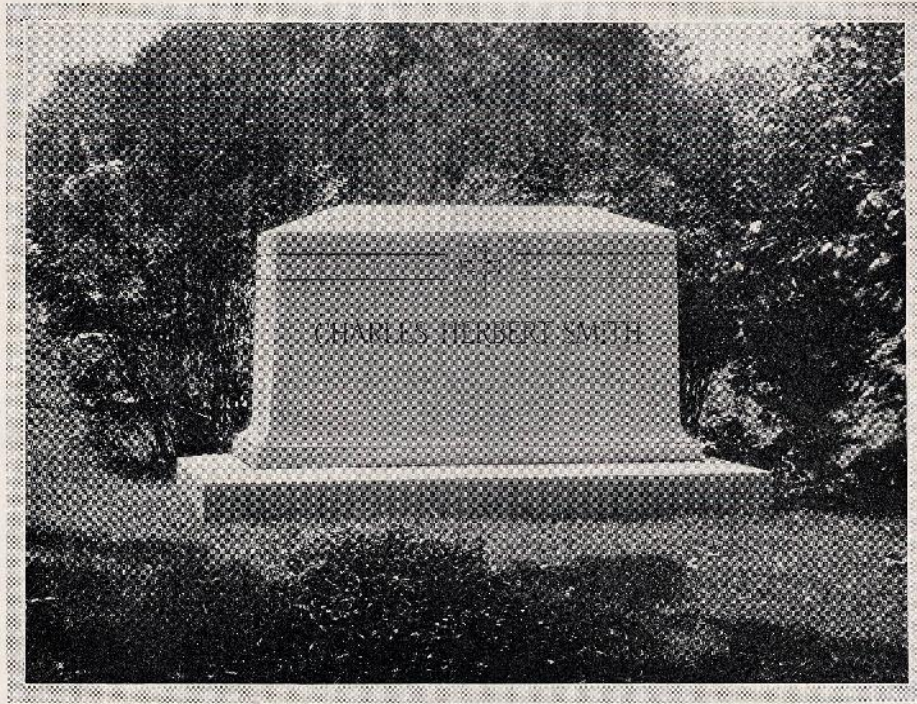
EXPRESSION OF INDIVIDUALITY
IN ITS DECORATION AND ITS INSCRIPTION FEATURES

ADMITTEDLY the cross stirs greater depths of feeling than any other memorial type, and not alone in its rich symbolism but in its own inherent beauty it lays claim to constant regard. The Van Evra design is of unusual charm and will reward thoughtful consideration.

Very many treatments of the cross have found admirers all down the centuries and perhaps one of the most

pleasing is that which shows it growing up directly from the ground without the use of a base. Natural, easy in its manner of development, the Van Evra tribute illustrates this handling well.

The decoration of the distinctive cross of our illustration deserves special notice, the lacelike pattern by which it is enriched, the Chrisma at its heart and the name and inscription features all showing taste and skill.



THE PRESBRY-LELAND COMPANY

KENSICO CEMETERY, VALHALLA, N. Y.

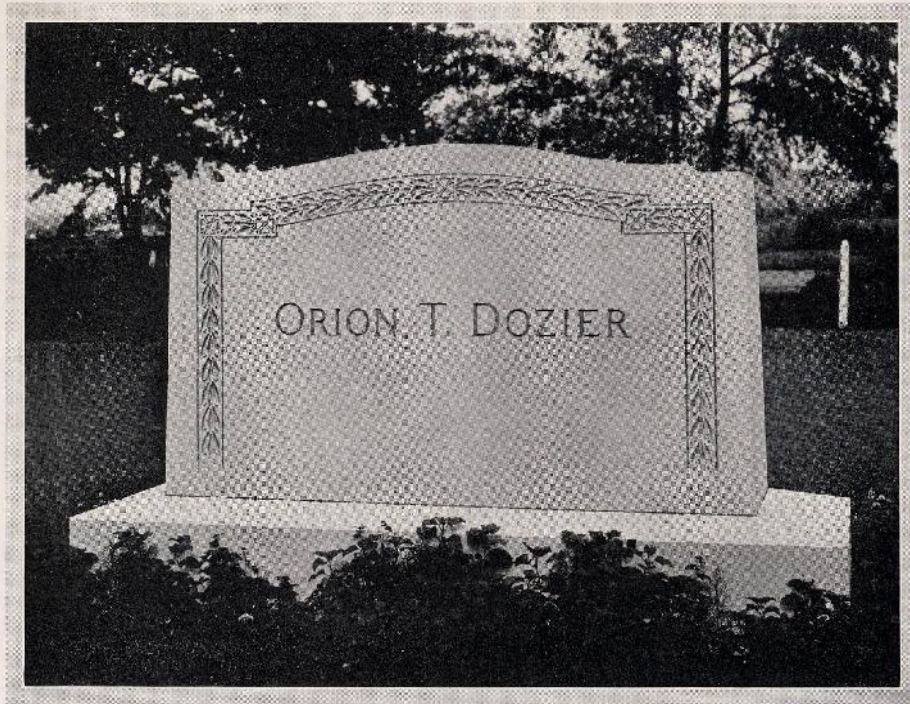
IN ITS STRENGTH AND SIMPLICITY
A MEMORIAL OF DISTINCTION

As interest in commemorative art keeps turning public attention first to one tribute and then to another, it is very evident that something more than the type determines the influence of a work. Every design has the possibility of fine shades of meaning, and these it is that make it distinctive.

In the memorial presented here, the style is not unusual but it most evidently is of high worth. Perhaps its every line and angle had personal significance to those who selected it and

thus it gained in dignity. Perhaps peculiar honor and skill went into its making and in this way its fineness grew into an atmosphere.

Subtler merits of structure and treatment find a path into expression always through the memorials that are spoken of as superior, and the tribute erected to the memory of Charles Herbert Smith has the distinction of strength and simplicity, with some deeper values which though not easily named, are still very real in their interpretation.



MCDONNELL & SONS

ELMWOOD CEMETERY, BIRMINGHAM, ALA.

A MEMORIAL TABLET MARKED BY DIGNITY
AND FINENESS

WHATEVER qualities seem admirable to individual memorial purchasers, there is a general insistence upon dignity of line and fineness of treatment, and a work like the Orion T. Dozier tablet fulfills all the requirements of a design of permanent worth and refinement.

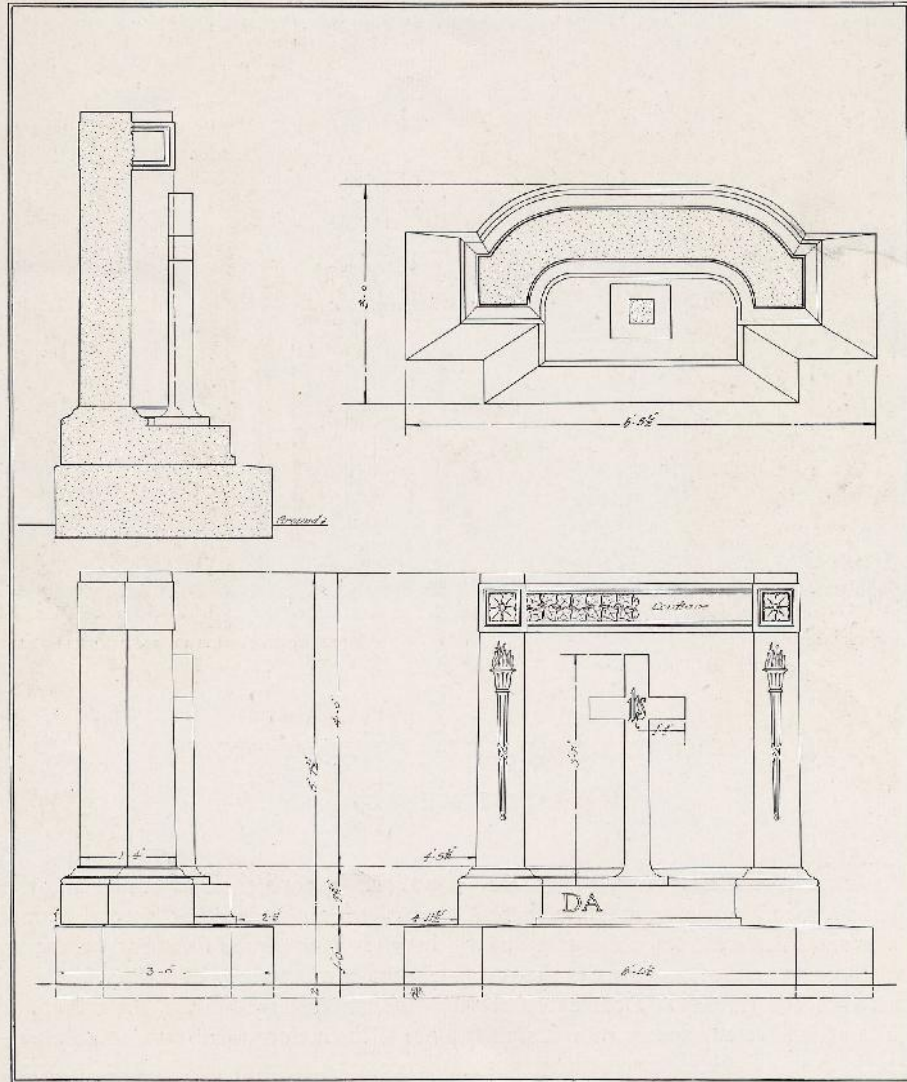
Two motifs of ornamentation which are constantly in high favor for memorial enrichment will be noted on this superior tablet: the laurel typifying victory and honor, and the cross, that most potent emblem in all the realm of sym-

bolism. In both the leaf border and the cross which is inset at special points in the band embellishment, there is shown a clear sense of values.

Executed in sand blast, the tribute of our illustration offers undeniable evidence of the excellence that is being daily achieved through this modern process of carving; for clearness of expression, decision and life are very strongly felt in the decoration and in the name feature of this distinctive tablet memorial.

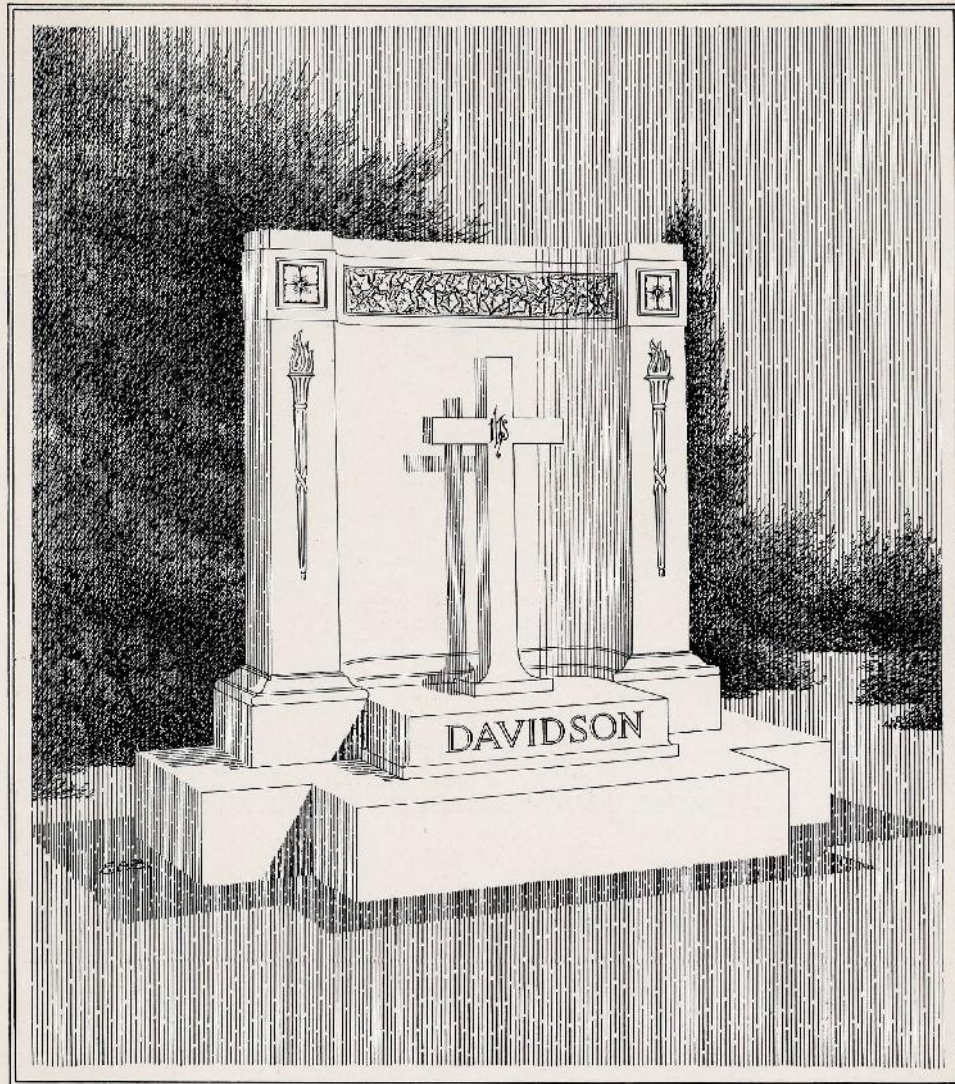
SAND CARVED ORNAMENTATION

FAMILIAR ENRICHMENTS EFFECTIVELY USED

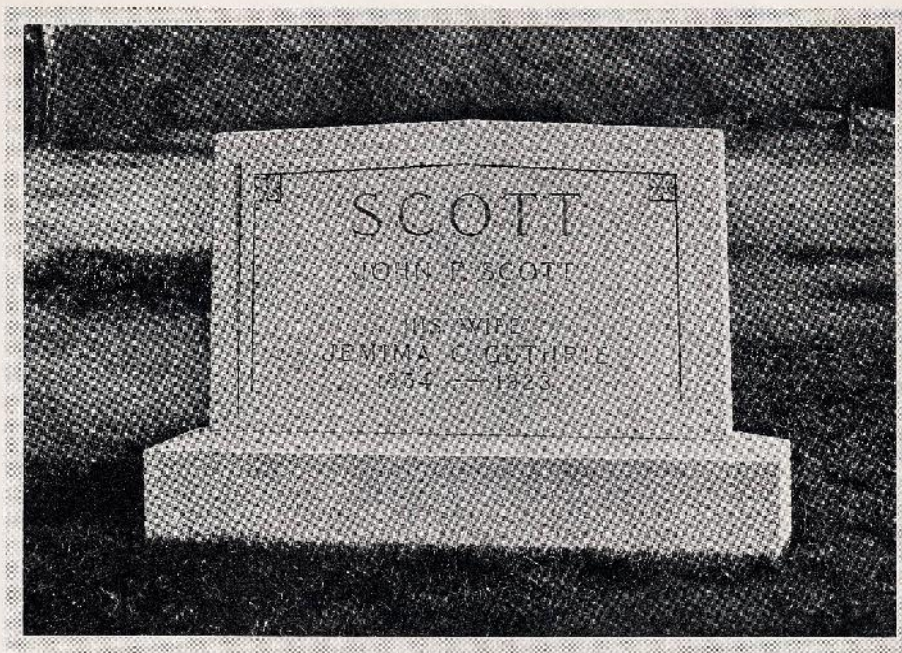


FOR memorial merchants intent upon progress the sand-blast process has opened great opportunities, and each design suited to development by this fine method of carving is of decided interest. The Davidson memorial design will engage pleased attention, and forward-looking craftsmen may secure blue prints of this detail, drawn to actual size, by mailing an order to the office of *The Review*.

INTERESTING IN ITS STRUCTURE AND EMBELLISHMENT
AND WELL ADAPTED TO THE SAND BLAST PROCESS



An altar, the gift of life, the need of up-springing aspiration, the certainty of memory; all these have found expression in the Davidson design. This tribute will commend itself in form and treatment and will give rise to the natural desire for a picture as part of one's sales equipment. An order sent to *The Review* will bring to the desk of every craftsman the photograph of this individual work.



MT. WOLLASTON CEMETERY

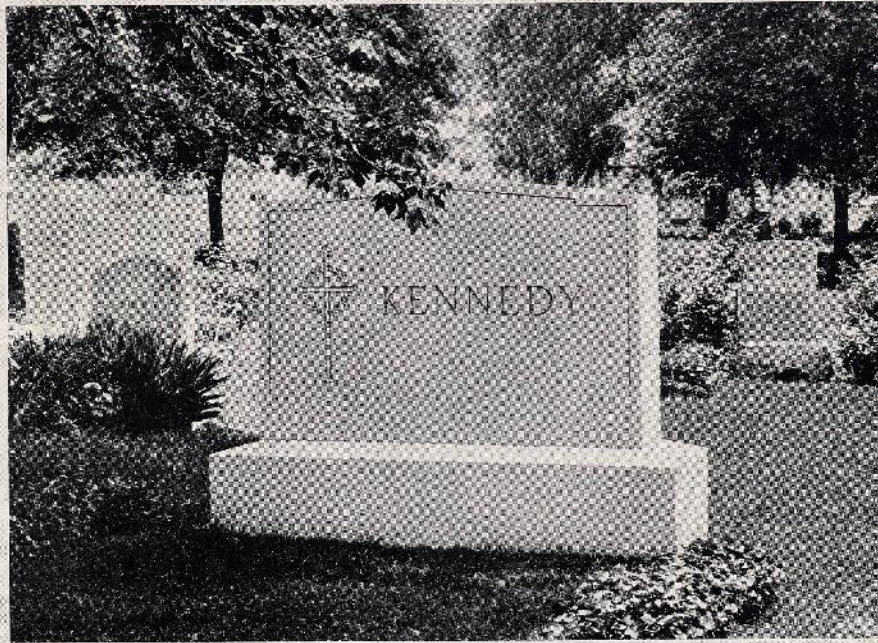
QUINCY, MASS.

ONE OF THOSE TABLETS
THAT WILL ALWAYS AROUSE ADMIRATION

EXCEPTIONAL beauty of line, neatness of design, and individuality characterize the Scott memorial. The low tablet rests on a base of graceful proportions. The tablet itself which tapers a little from the middle of the top to the two sides, and also from the base up, is ornamented by a very slightly raised panel on which the names and dates are artistically incised in Roman letters. An incised line forms a border for the

panel and at the top of the panel in each corner is a square floral ornament carved in low relief, just the needed touch to take away from the severe simplicity of treatment.

A memorial of this type is not only a thing of beauty in itself but in addition, scattered in among other types of monuments, it helps to make a pleasing variety and adds much to the beauty and impressiveness of the whole cemetery.



EDWARD A. CARROLL COMPANY

WESTMINSTER CEMETERY, PHILADELPHIA

AMONG ITS MERITS, PRESENTING A CROSS TREATMENT
OF DEFINITE INTEREST AND EFFECTIVENESS

DOUBTLESS if one were asked what qualities most impressed him about the Kennedy memorial tablet he would mention first the strength and vitality of it, for every line of the work tells of the ability to endure. From the well-set base to the carefully designed top it is unquestionably full of vigor.

But appreciative interest would pass on to the treatment of the die where variety in handling lends undeniable charm. For many the idea of balance

insists upon the use of the same decorative motif on each side of the center of a design, but the placing of the cross and the name on this tablet-memorial is both effective and pleasing.

The sand blast process was used in the development of the enrichment of the Kennedy tribute, and the bordering line, the religious symbol, the laurel wreath, the name and the inscription carving on the ends of the die—all may be commended for their excellence.



HOPE CEMETERY

BARRE, VERMONT

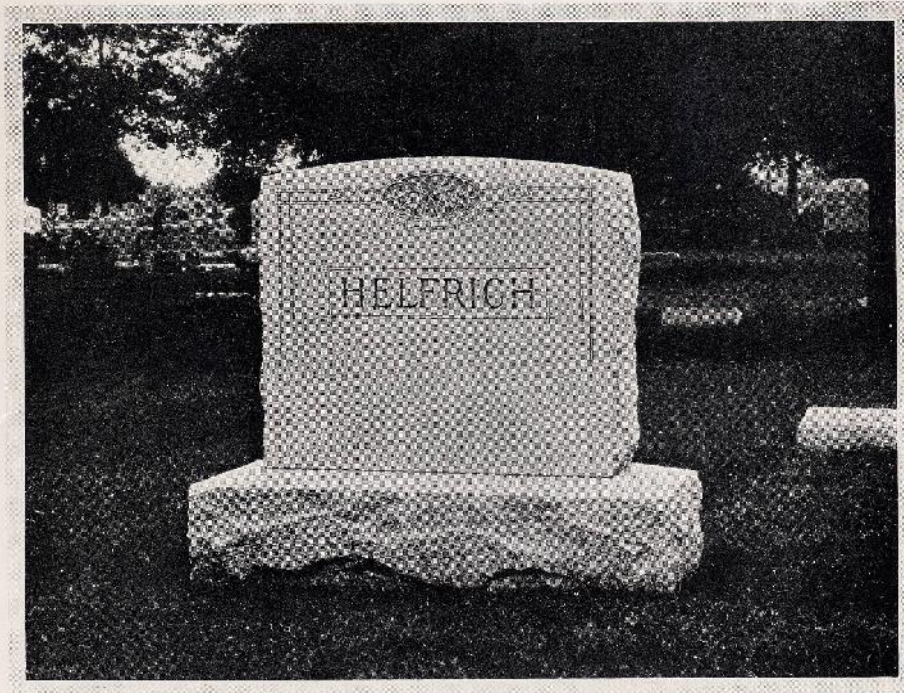
REPRESENTATIVE OF REFINED IDEALS
AND STRONG PURPOSES

As the quiet Acres become the subject of more general and earnest attention several lines of improvement are noticeable: greater individuality is evident, fineness of design is imperative, and skill in execution is a point of honor. It is growingly acknowledged that the feeling that enters into a work, to a large extent marks its value, and simple or elaborate a tribute reflects the thought of its maker.

In the Greig tablet one is conscious immediately that the plan and treat-

ment of the memorial have special reference to the man in whose memory it was erected. The form and handling of it tell of ideals of rugged endurance, and the thistle ornamentation makes Scotland seem very near and protection against ill very sure.

With the exception of the raised work, the features of enrichment on the Greig tablet, also the name and the inscription, were done by the sand blast process and testify to the excellence of this method of carving.



GREEN LAWN CEMETERY

COLUMBUS, OHIO

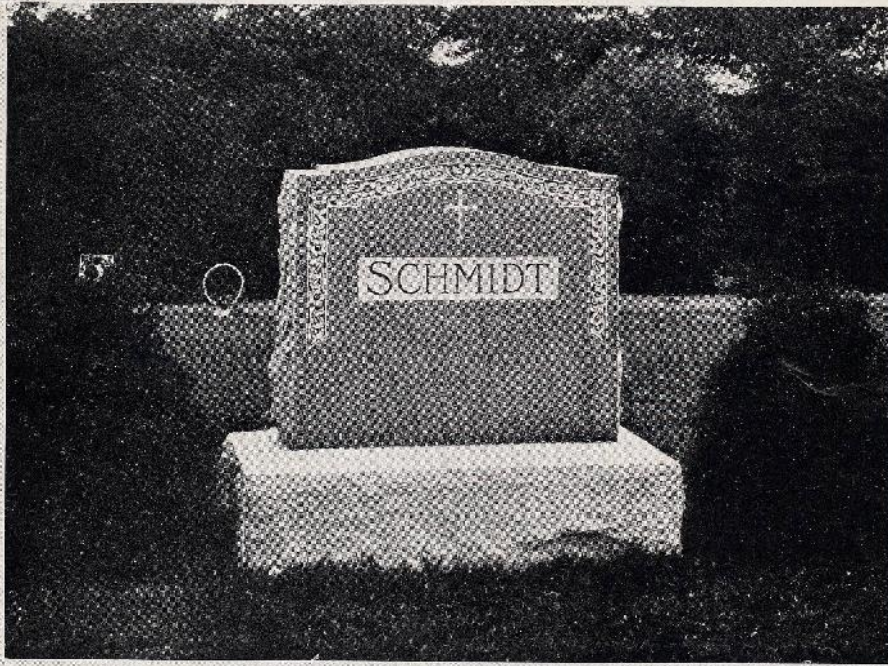
ATTRACTIVELY COMBINING RUGGED
WITH FINISHED TREATMENTS

IN the Helfrich tablet of memory all who admire the simpler commemorative designs will find satisfaction, those who favor the rock-faced finish will take pleasure, and those who are interested in sand blast carving will feel the assurance of the high merit of this fine modern process.

Held in unchanging regard since the first one of its type was fashioned, the tablet is the subject of endless modifications in form and countless variations in handling, and in the tribute

of our illustration, while its contour and the use of the rock-faced features are not unfamiliar, the decoration of the work shows enough of the element of difference to claim notice.

Much of the effectiveness of all memorial treatments is brought about by contrasts, and in the Helfrich tablet natural surfaces are happily combined with hammered, and the refinements of floral and line carving are introduced in such a way as to produce a design of vitality and harmony.



ZENKER SONS

ST. JOSEPH'S CEMETERY, COLUMBUS, O.

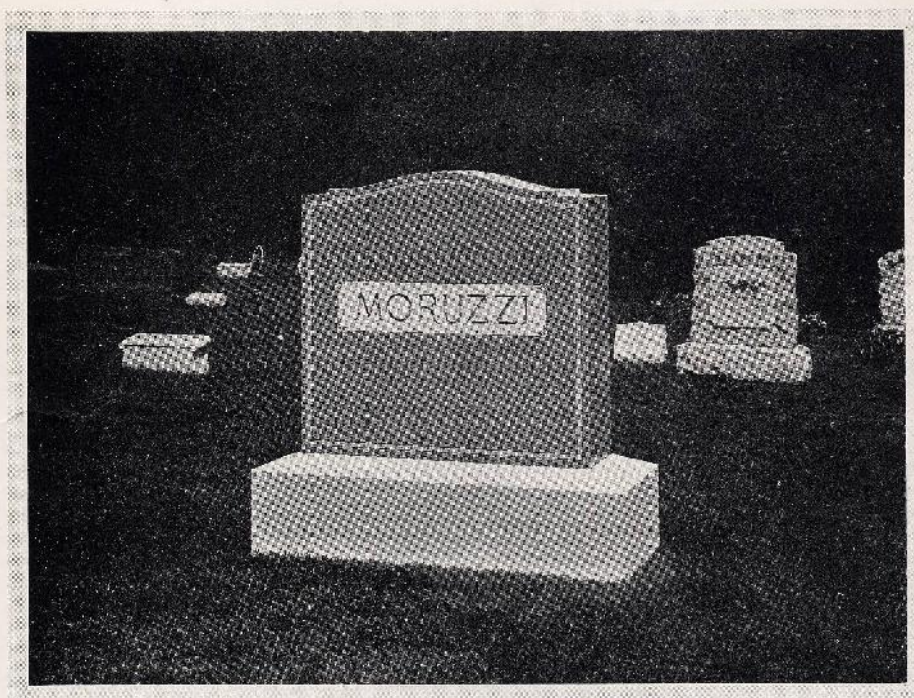
NATURAL, HAMMERED AND POLISHED SURFACES
AS EMPLOYED ON A MODERN TABLET

GRANITE as it is broken from the parent rock, as tools have hammered it and as polishing machines have given it a mirrored surface—all these are to be found in the Schmidt memorial and the pleasing qualities of each make offering to the attraction of the tribute.

The floral embellishment planned for the design serves as a border decoration, and in the contrasts of finish also it adds to the effectiveness of the die. In the cross enrichment there is em-

ployed the religious emblem that has been held in reverence in all lands, in all ages.

It is always of interest to know by what processes certain results have been achieved and it may be stated with commendable pride that the carving on this commemorative tablet was done by the sand blast method. The clear-cut lines are evidence that a skilled hand executed the design.



HOPE CEMETERY

BARRE, VERMONT

AMONG ITS MANY ATTRACTIVE FEATURES SHOWING
A PANEL OF MARKED BEAUTY

IN memorial as in other forms of expression, there is an irresistible charm about the comparatively plain. There are no details of decoration to lead the thought away from fundamental values: the sense of intrinsic merit speaks forth freely and fully, and the restfulness of the direct, the uncomplicated, is the invariable reaction which it produces.

Besides the general fineness which is evidenced by the Moruzzi tribute of commemoration, in its contour and handling, the panel around the die is particularly noteworthy. Polished sur-

faces are beautiful of themselves, but it is possible to add to their distinction by individual ways of treatment, and the tablet of our illustration shows how a refined border and pleasing contrasts may increase the effectiveness of a design.

The sand blast process is being used in much of the highly admired work of the day, and the incised lines, letters and touches of enrichment on this dignified tablet all indicate what this method of carving means to the makers of memorials everywhere.

Items of General Interest

S. Hollister Jackson the Recipient of a High Honor

THE places of responsibility to which a man is invited in the course of his life are most significant, both of his ability and of his power to win respect, and the nomination of S. Hollister Jackson for the office of Lieutenant Governor of Vermont is a tribute to his worth as a legal adviser and as a citizen.

Known in his community for upright dealings and just decisions, Mr. Jackson has been called to fill many offices of trust, and as a member of the public service commission under two governors, a representative from Barre in the legislature, president of the Vermont Bar Association and major in the judge advocate general's department of reserves under the national defense act, he has commended himself always to his fellow citizens as a man of character.

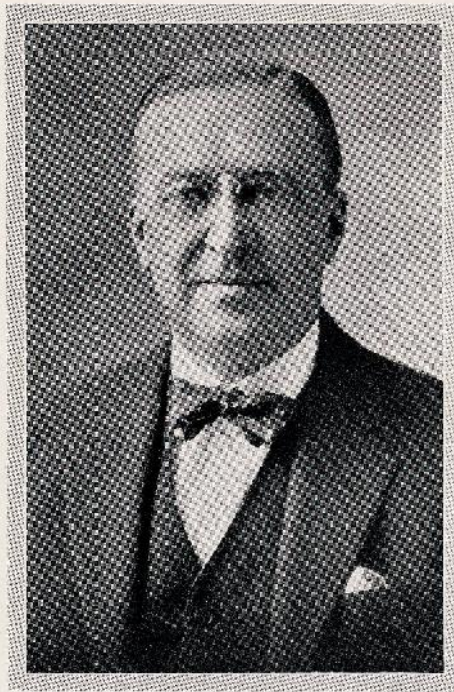
The number and variety of Mr. Jackson's activities give him a broad knowledge of the affairs of the State of Vermont and make him peculiarly fitted to discharge the duties of lieutenant governor for which high office he has been asked to become a candidate. He has natural ability, training and experience in his splendid equipment for public service, and his record is full of examples which prove the fairness and the fineness of his judgments, and the tirelessness of his purposes.

Besides his law practice, which has kept him busy for twenty-five years with questions of justice and the passage of uplifting laws, S. Hollister Jackson has identified himself actively with one of Vermont's most important industries, the quarrying and marketing of the state's wonderful granite. He has regarded the product of the great hills with ever-increasing wonder and through spoken and printed word has endeavored to arouse intelligent interest and stir reverent appreciation for the gemlike material from which the country is privileged to build its tributes of memory.

As president of the American Granite Association also, which post of influence came to Mr. Jackson because of his insight, his foresight and his great enthusiasm for the development of the stored granite wealth, he is able to bring the subject of memorial art into more pronounced notice, to help in the program of unfoldment of his state's and his country's resources, and therefore to still further enlarge his province of helpfulness and to add to the number of his fellowships.

Being a national organization, with its headquarters at Washington, the mighty body of granite quarriers and manufacturers who chose Mr. Jackson as its head, draws its members from north, east, south and west, and all of the men comprising the association will be glad with their leader in the distinction that has so deservedly come to him.

Workers in granite everywhere are grateful for S. Hollister Jackson's companionship in the studying out of their great common



S. Hollister Jackson, President of the American Granite Association and nominee for Lieutenant-Governor of the State of Vermont

opportunities, and they will be happy for and with their staunch friend in this new proof of how he is esteemed in his state. They will be pardoned, too, if they possess quite a degree of pride in the fact that as their president he belongs also to them, having extended his citizenship from Vermont out to all the corners of the land where, too, he catalogs possibilities and powers.

The Saint Gaudens Memorial Century-old Homestead With All Its Beauty Preserved at Cornish, N. H.

THE Saint Gaudens memorial consists of the homestead of the famous sculptor and a collection of replicas in bronze and plaster of his works. These were brought together by his widow, who died in July. The memorial has been deeded to trustees upon the condition that they will raise an endowment fund of \$100,000.

The trustees desire to raise an additional \$100,000 that they may build studio bungalows for young sculptors and extend to them the privilege of

living at the memorial, rent free. The memorial is incorporated and chartered by the State of New Hampshire. Plans for the campaign to raise funds are now being made in New Hampshire and Vermont towns.

Art Treasures Intact

The memorial is at Cornish. The beautiful old homestead, a century-old tavern, which Saint Gaudens with the assistance of his friends, remodeled and furnished to his taste, is a treasure house of wonderful objects of art among which he lived and from which he derived inspiration: tapestries, old rugs, porcelains, silverware, old furniture and pictures.

Everything remains precisely as he left it. The gardens, the pools, the fountains, the studios with their pergolas, all as he planned them have been maintained in the same condition.

The beauty of the place, high above the Connecticut, looking across to the dominant cone of Ascutney, together with the associations and the marvelous furnishings, have made it a place of pilgrimage. Of late it is estimated that 10,000 visitors have come each year.

The caryatids on either side of the door lead into the new studio. Here are assembled the larger sculptures, the Farragut, the heroic equestrian monument of General Sherman, "Black Jack" Logan upon his charger, Robert Gould Shaw leading his colored regiment, the Puritan of Springfield, and Robert Louis Stevenson reclining on his couch.

Shade-embowered Studio

Skirting the rear of the house with its gardens, pools and fountains one comes to the shade-embowered old studio, which Saint Gaudens remodeled from an old barn, only the old timbers within

leading one thus to identify it. It is surrounded by a porch, on the wall of which are casts of the frieze of the Parthenon which still retain traces of the brilliant coloring which Saint Gaudens applied with his own hand to the jeering comment of his artist fellows.

Within is the most intimate studio of the master, where he retired from his host of pupils and assistants. Here are the smaller sculptures, the intimate portraits in relief of Evarts and Hay, of Phillips Brooks, Peter Cooper, and of artists, women and children who live again in the "exquisite modulation of his reliefs." Here, too, are many more intimate memorials of Saint Gaudens—the desk where he worked, the books that he used.

The Ashes of Saint Gaudens

Farther down across the meadow in a grove of all century-old white pines, on the brink of a deep glen and looking out upon Ascutney, is the "Temple," a memorial enclosing the funeral urn with the ashes of Saint Gaudens.

The urn was erected by Mrs. Saint Gaudens as a memorial to her husband, and stands on the spot where was celebrated in June, 1905, the famous Masque of "The Gods of the Golden Bowl," imagined and executed by his Cornish neighbors on the twentieth anniversary of the founding of the Cornish colony by Augustus and Augusta Saint Gaudens. Here, too, will be interred the ashes of Mrs. Saint Gaudens.

The Passing of Joseph G. Calcagni

WHENEVER a man of ideals and the courage for realization goes forth from the midst, his home, his close friends and all his companions in industry suffer distinct loss, and memorial ranks will sadly miss Joseph G. Calcagni of Novelli & Calcagni, Incorporated, who died September 21st.

Mr. Calcagni had the future of the commemorative movement close at heart and he will be gratefully remembered for the part he has taken in the memorial service and the help he has freely given in raising its standards.

Keep Pace With Progress

METHODS of doing business have changed in the last twenty years, and he who does not keep pace with the march of progress will be found a laggard and a serious loser in the great game of business.

Your old customers are passing out and a new generation is coming up. Hundreds of these will not know that Ivory Soap floats, and that children cry for Castoria, unless the facts are repeatedly told. The advertising business is the telling of the story hour by hour and day by day.

You can't expect to advertise in flush times and live on the memory of it when hard times come. It is a day by day and hour by hour business.

Roger Babson Says Unscientific Taxation Is Economic Cancer—Woolly-witted Taxation Destroying Purchasing Power of the Nation

By Charles Johnson Post

UNEMPLOYMENT is the curse of business men and manufacturers. Because it is only in and through the ranks of the employed and the wages they earn that manufacturers can find their market for purchasers. Two somewhat prominent minds—and minds of widely varying types have recently laid significant emphasis upon this.

One of these is Henry Ford, a self made type of man with a curiously practical and yet analytic mind, and the other is Waddill Catchings, a Wall Street economist who is adviser to large banking interests and who, compared with the practical, unscholastic mind of Ford, is a highly developed type of academic mind, who has written "Profits." Both of these men, in their recent books, point with energy to the fact that it is in the problem of employment that manufacturers must find the solution to the periods of depressed manufacture and recurrent hard times.

It is unemployment that destroys the market for manufacturers, and not so-called "over-production." Ford, in his last book, "Today and Tomorrow," says high wages and lowered prices is the cure; Catchings that manufacturers must plough in more of their profits in higher wages instead of increased manufacturing facilities for which the recurrent depressions will afford no outlet for their increased production.

And then along comes Roger Babson, also one of the leading economic statisticians of Wall Street's banking and corporation enterprises, and shows that our present unscientific and bungling tax systems is destroying a very heavy annual proportion of the purchasing power of the nation. Keep up the purchasing power and we keep up prosperity.

We look with horror on a battle that kills only ten thousand, or a war that kills a million men. Economists and business men alike know that these dead men have reduced the purchasing power of their nation, and the world, by just that much. But the unemployment problem with its loss of purchasing power in times of peace seems to them too academic, too purely sentimental possibly, for them to dwell upon. Peace time business depression seems rather normal to certain minds, in fact. To some minds unemployment depression is merely an aggravating form of trade-unionism propaganda. It is neither.

Unemployment is at the root of manufacturing and business depression. People can not buy, they have not the money even though they have the desire. It is as Professor Sumner of the Economic Department of Yale used to state: "There is no such thing as over-production of goods; though there may be over-production of goods at a price." With adequate employment at living wages there can be no such thing as the so-called fallacy of "over-production." There is, as Ford says, "under-consumption."

Think of the unemployment situation in Europe: 1,500,000 men out of work in Great Britain, 655,000 unemployed in Germany, 320,000 jobless in Poland, 173,000 out of work in Austria, and so on. Together with the hard times for the farmers—some 6,000,000 farmers in the United States and with about 30,000,000 dependent in various ways upon them! And all of this directly affects our market for our American manufacturers.

They can not buy. So far as business and manufacture is concerned they are as dead as if they had been killed on the field of battle—or worse because they must be, and are being, supported by taxes levied in all kinds of ways upon the business production of a nation and for which there is absolutely no return.

Approximately 3,000,000 jobless men in Europe! No wonder Europe is having hard times.

But, even closer home, take our own country with acutely depressed purchasing power in the farming interests. Suppose the 6,000,000 actual farmers can buy only *one shirt less* a year, manufacturers have lost an order for 6,000,000 shirts—not a bad order. Shoes? Only one less pair per year means 6,000,000 less shoes to be made in a year not counting those for their families—look at how that affects the wage workers who make shoes. Clothes, hats, the little luxuries, everything becomes depressed in sales—and manufacturers will have less to make and less to sell, and will need less wage workers to produce goods, and that again lowers the pur-

chasing power of the nation because the workers thus laid off have lost the source of their purchasing power.

Roger Babson has come out in a series of magazine articles in which he attacks the clumsiness of our tax laws. Woolly-witted, he calls them, because, he says, our taxes are not taken from our gross income, whether we be manufacturing bosses or employees: *they* are taken from our *surplus* income and thus *reduce our purchasing power* by an enormous per cent instead of a trifling percentage.

He cites, in illustration, that if a man can save \$200 in a year for reinvestment, or capital, or any other form of capital saving, that means an increase of the capital and business power and purchasing ability of a country and is paying \$200 a year in taxes, he is paying 50% taxation. This affects that portion of his purchasing power that is of the utmost importance to a nation's business. In other words, our taxes are not properly a percentage of our gross income but of our savings, of the country's annual savings. Taxation is a vitally important matter to a business man and employee. Roger Babson calls our unscientific taxation "an economic cancer."

"Everything," Babson writes, "possible should, therefore, be done to impress upon the people the real facts about taxation—that it menaces both rich and poor, the well-to-do and those of the middle class. Some economic evils hurt only a part of the people a part of the time. But short-sighted and woolly-witted taxation is a scourge that preys upon all of the people all of the time."

Here is no fanatical trade-unionist speaking; no utopian dreamer, no parlor socialist with quavering, half-baked idealisms; but a hard-headed business adviser whose financial and statistical analyses are at the right hand of every banking interest and hard-boiled corporation from Wall Street to the Pacific.

It is the business men of this country who, in sheer self-interest must attack this cancerous growth of woolly-witted taxation that annually drains them and their customers.

Announcement

THE Sons of the late H. A. Barnhart, members of the Barnhart Granite Co., wish to announce that the monument business located at 250 East Main Street, Chillicothe, Ohio, will continue as in the past, aiming to serve the public by the same fair business methods and personal supervision that have characterized the success of this business since founded in 1887. Lee M. Barnhart will continue as general manager, having had nineteen years' practical experience in the business with his father, the late H. A. Barnhart, founder of the company. Earl H. Barnhart continues as sales manager with several years' experience in this capacity.

A Prophetic Vision Come True

NATHANIEL AMES, American physician and astronomer, died at Dedham, Massachusetts, in 1765. In his "Ames' Almanac" for the year 1758, he made a prophecy relating to America, which is really one of the most remarkable utterances of its kind in modern history.

Today in our great industrial era of iron and steel, it may be read with special interest. In part it is as follows:

"So arts and sciences will change the face of Nature in their tour from hence over the Appalachian Mountains to the Western Ocean; and, as they march through the vast desert, the residence of wild beasts will be broken up, and their obscene howl cease forever. Instead of which, the stones and trees will dance together at the music of Orpheus, the rocks will disclose their hidden gems and the inestimable treasures of gold and silver be broken up.

"Huge mountains of iron ore are already discovered and vast stores are reserved for future generations. This metal, more useful than gold or silver, will employ millions of hands, not only to form the martial sword and peaceful share, alternately, but an infinity of utensils improved in the exercise of art and handicraft among men. Nature, through all her works, has stamped authority on this law, namely, that all fit matter shall be improved to its best purposes.

"Oh, ye unborn inhabitants of America! Should this page escape the destined conflagration at the year's end—when your eyes behold the sun after he has rolled the seasons 'round for two or three centuries more—you will know that in Anno Domini 1758 we dreamed of your times."

In Acknowledgment of a Mistake

THOUGH all fine work is done by those who strive for perfection in every least detail, it seems almost impossible to avoid an occasional error. In the September issue of *The Review* the McClave tablet, the work of Lazzari & Barton, should have been credited to Woodlawn Cemetery, New York. We take this opportunity to call attention to the misstatement and to correct it.

The Georgia Marble Finishing Works as Seen Through Their New Booklet

IN whatever branch of memorial service one may be engaged, the actuating motif is always to lift standards and to make the higher ones those by which work is judged and selected. True to this ideal The Georgia Marble Finishing Works has put out a most excellent booklet, *Crystal Gems in Georgia Marble*, and in it have presented a very fine collection of artistic and practical memorials in the setting in which they were erected.

All the tributes which The Georgia Marble Finishing Works are thus showing to their craftsmen friends illustrate the high merit and the adaptability of Georgia Marble as a memorial material and emphasize the value of superior designs. In the great variety of styles which they represent, in their attractive lines, in the charm of their enrichment and the evident skill of their workmanship, these works of commemoration are indeed convincing arguments that more and more serious consideration is everywhere being given to memorial expression.

Sizes of the different Illustrations

METZGER

I. 11-0 x 1-8 x 1-1
D. 10-5 x 1-3 x 3-4

GREIG

I. 4-11 x 1-2 x 1-2
D. 4-0 x 2 0 x 3 4

GLEASON

I. 3-3 x 1-5 x 0-10
D. 2-4 x 0-9 x 4-14

HELFRICH

I. 4-6 x 1 10 x 1-2
D. 3-4 x 1-0 x 2-10

SMITH

I. 6-6 x 3-6 x 0-9
D. 5-3 x 2-3 x 3-0

SCHMIDT

I. 4-6 x 2-2 x 1-4
D. 3-6 x 1-2 x 3-0

DOZIER

I. 7-10 x 2-8 x 1-3
D. 6-2 x 1-8 x 3-7

KENNEDY

I. 6-0 x 2-2 x 1-3
D. 5-0 x 1-2½ x 3-3

Annual Report of T. E. Cassidy, Executive Secretary of the Memorial Craftsmen of America

UNDERSTANDING is one of the chief foundation stones upon which modern American business is being erected. It might be termed, in fact, the chief corner-stone.

Need of a fuller understanding between competitors in the same line of business and between the men engaged in the different branches of any industry resulted in the formation of the first trade association in America.

Trade associations have more than justified the faith the founders had in them. This is proven by their continued growth; the spreading of their influence and power; the rapid strides being made in American business because of the trade association service.

Many of the most serious evil trade practices have melted away miraculously, it seemed in many instances, when the searchlight of understanding was applied.

Problem after problem in life, in business, yields quickly to the medicine of understanding, since most of our problems are the direct result of misunderstanding. These bring with them fear. They shatter our courage, they turn us from strong-minded, fighting, virile men, into cowards at heart, tossed about on every wind of rumor, until we become weaklings, not able to successfully manage our affairs.

Entire businesses, entire industries have been undermined in the same way that individuals have been undermined, for after all a business or an industry must be directed by the human element. These rise or fall, according to the rise or fall of the individuals in them.

Long since, in the memorial industry, quarriers learned that their progress was being impeded by obstacles, included in which was an outstanding one. Search revealed this to be none other than misunderstanding. They set out to cure the trouble.

Then one day the manufacturers began a study of themselves, which resulted in the startling discovery to them that misunderstanding was the chief stumbling stone in the forward progress of their business.

Twenty-one years ago the retailers of America decided that they too were afflicted with handicaps. They started to correct them when they organized the National Retail Monument Dealers' Association, now the Memorial Craftsmen of America, for the purpose of forever routing the enemy, misunderstanding. They have made splendid progress in curing their ills, as have the quarriers and the manufacturers.

Applied to each branch of the industry, the searchlight of understanding worked marvels. Strange as it may seem, these men, believing thoroughly in the understanding remedy in their respective branches of the industry, never felt the urge to apply it to the relationship between the three different branches.

Year after year, the quarrier, the manufacturer, the retailer, was content to work on his particular problems, but allowed misunderstanding to prevent a cooperative spirit from developing between the three of them thus slowing up the entire industry.

True, some feeble gasps have been made in bygone years to usher in an era of understanding. These were only temporary, with no lasting effects. It remained for the year just ended to produce the first really constructive movement towards a greater industry through a conscientious give and take policy between the quarriers, manufacturers and retailers, in their relationships.

The Granite Manufacturers' Association of Barre gets the credit of blazing the way to this new era in cooperative relations between all three branches of the industry. Even then, it took a series of reverses in this quarry center to promote the first step.

Finally, much against the advice of a number of the members of their organization, the Committee of Twelve, guiding the des-

tinies of the Granite Manufacturers' Association, waxed bold enough to invite the President and Executive Secretary of the Memorial Craftsmen of America, to Barre, to address the organization's annual banquet held in December, 1925.

Even then the skeptically minded manufacturers, and there were many of them, could not see where constructive results would come from such a meeting. The Committee of Twelve asked that your President and Executive Secretary tell the Barre manufacturers what the retailer thought about them.

The wide open door, carrying with it this splendid invitation to tell the manufacturer what the retailer thought of their business methods, was accepted quickly. Your President and Executive Secretary told the retailer's side of the story. The manufacturers saw the justice of it.

The skeptically minded were converted. Out of the banquet meeting grew a plan for semi-annual conferences between the officials of the Granite Manufacturers' Association of Barre, and the Memorial Craftsmen of America. Six months later, in June, the first of these were held. Two days were spent in discussing our common problems.

The six months elapsing since the first meeting showed fine progress made by the Granite Manufacturers' Association in carrying out a definite, constructive program laid down by your President and Executive Secretary at the December meeting in order that the Barre manufacturers might aid the retailers in building a greater memorial business.

The great truth has dawned that the memorial industry can never make the progress it should until the three branches enter into a cooperative spirit that will allow each of them to make fair profits.

The dawning of this truth is the foundation upon which a greater memorial industry, with an investment of several hundred millions, and an annual income of one hundred and twenty-five million dollars, shall rise from the ashes of despair and defeat that have marked its haphazard progress.

When business men reach the stage in the development of business, through force of necessity, where they will sit around a table to consult about their ills, mapping out a future plan for the solution of them and the development of business, there is nothing that can stop them from accomplishing things on a big scale.

That is exactly what is occurring in the memorial industry. Seeing the benefits obtained from the conferences between the officials of the Granite Manufacturers' Association of Barre, and the Memorial Craftsmen of America, other quarry centers are falling in line on the conference idea.

Out of these series of conferences, a splendid spirit of the understanding, fellowship, and cooperative effort will come that will eventually saturate every quarrier, manufacturer and retailer.

What the memorial industry needs more than any other thing, is the building of a ten year program into which can be poured the resources of all the men in it. This program is certain to develop from the conferences. This is indicated by the progress made in the June conference in Barre.

Men make progress in life only as they have certain definite goals toward which they are bending their energies. Ambition is stirred, lives, and does things only when there are big things in the offing which stir one to renewed determination and enthusiasm to accomplish the seemingly impossible.

A ten-year program will put big things in the offing. It will challenge the best that is in the men in the memorial industry. The challenge will be accepted. Victory will rest upon the campaign to complete the program.

The understanding developed between the Granite Manufacturers' Association in Barre and the Memorial Craftsmen of America, in

the banquet meeting and the first conferences, can easily be classed as the outstanding accomplishment of the year of both of these organizations. Mutual benefits are already beginning to be felt, even though the program along constructive lines is still in its infancy.

It is true that many times men feel that those things that have directly benefited them are greater accomplishments of their organization, but ultimately the putting of understanding into the memorial industry will bring far greater benefits to every individual in it than any direct benefits they might have received during the year from work done in their behalf.

The year ending June 30, 1926, was the most constructive in results accomplished in the history of the Memorial Craftsmen of America. It could well be classed as such, even if nothing else had been done other than the building of understanding between the Granite Manufacturers' Association and the Memorial Craftsmen of America.

There were numerous other things entering into the making of this, the greatest year in our history.

Another constructive piece of work that has been under way for the past four years, continued to progress this year. This is the building of a better understanding between the American Association of Cemetery Superintendents and the Memorial Craftsmen of America, through the Rules Committees representing these two organizations.

While the definite results accomplished were not so great as the preceding year, many new ideas were unearthed, and out of these shall grow more and larger benefits.

One year ago the "No monument cemetery" loomed as one of the big problems facing the industry. The failure of the promoters in some of these propositions, the publicity campaigns carried on by the retailers through the assistance of the Memorial Craftsmen of America, and renewed vigor of the retailer in selling the memorial idea, resulted in stopping the promotion of these throughout the year.

Enough time has elapsed now to allow for the collection of sufficient data to compile effective publicity matter to combat the "No monument cemetery" idea. A booklet is being compiled in National Headquarters from the information obtained.

Three years ago the Buffalo Convention adopted the five-year-service program, which follows:

- Set up Traffic Bureau
- Arrange Course in Drafting and Designing
- Establish an Apprentice Training System
- Organize Affiliated States into Art Clubs
- Assist in the installation of a uniform Cost Accounting System
- Collect Comparative Cost Statistics
- Compile Salesmanship Course
- Establish an Apprentice Training System.

The first five planks have either been completed or have had much successful work done on them.

Some start has been made on the last three. They will be developed more rapidly throughout this year. Plans call for the gathering of the first comparative cost statistics, from the uniform cost systems now installed at the close of the calendar year's business.

Printed bulletins in the Salesmanship Course will be compiled and distributed monthly, according to present plans.

The advertising committee, representing the industry as a whole, is beginning to get responses to their ideas.

There was a need at the beginning of the year for a definite program for the local and district Memorial Art Clubs. The Pittsburgh Memorial Art Club has experimented successfully with the business training school. This idea spread throughout the year to several other of the leading clubs of the country, bringing about a general uplift of many retailers. It bids fair to continue to gain in favor.

Perhaps there is no service closer to a member of the Memorial Craftsmen of America than the individual service rendered in connection with the solution of their various problems. The better understanding between the quarriers, manufacturers and retailers is assisting in this. Definite results were obtained in many cases, wiping out misunderstandings and making for better business relationships and better business men.

Traffic Bureau

A complete report rendered by the Traffic Manager shows this department to be now well established: discrepancies in tariffs being corrected, reductions in freight rates granted, and freight overcharges and damage claims collected.

Commemorative Art Course

The first class, numbering six in the Commemorative Art Course in Columbia University, graduated with appropriate exercises. Enrollment was not as large as expected, but the pupils attending received special benefits from their efforts. The course needs the support of the entire industry to make it a complete success.

Cost System

Retailers continue to see the advantages to be gained from the installation of the uniform cost system, there being a steady demand for it.

Publicity

There has been no more neglected field in the Memorial industry than that of publicity. Favorable publicity can only be obtained by concentrated, cooperative effort on the part of the members working through National Headquarters. Many letters have been written to editors through National Headquarters regarding unfavorable publicity appearing in their publications. They have received the letters favorably, agreeing to work with the Memorial Craftsmen for the betterment of the business.

Trade Press

Memorial Craftsmen of America were assisted in a splendid way by the trade press in dissemination of information by them to retailers not members of the organization.

State Secretaries

State Secretaries, important officers in the affiliated state organizations, gave excellent support to the suggestion from National Headquarters, made with a view of building up the organization.

Memorial Crafts News

It became necessary throughout the year to increase the size of the *Memorial Crafts News*, the official monthly publication, from four to eight pages, in order to take care of the accumulation of publicity matter resulting from increased activities in National Headquarters. Members received the change gratefully.

Community Mausoleums

Data is being collected from which printed booklets will be compiled and published, treating on the subject of community mausoleums on a much more exhaustive basis than any previous information issued from National Headquarters. These booklets will be of an educational nature, to be furnished to any member where a community mausoleum is proposed, in order that he may circularize all prospects in his community.

State Meetings

President E. E. Rich, the Executive Secretary, and other officers attended the annual winter conventions. Programs were well arranged, the attendance satisfactory in most cases, and renewed interest was shown on the part of the members.

Sales Letters

Members continue to improve the quality of their sales letters, due to assistance given by National Headquarters in many cases. This service will be broadened and extended the coming year.

Annual Memorial Statistics

The second annual Memorial Statistics questionnaire produced a large increase in the number of replies, showing a volume of business approximately the same for the year ending December 31, 1925 as transacted in the year ending December 31, 1926.

Executive Secretary

Under the direction of the Executive Committee, the Executive Secretary conducted state wide personal membership campaigns in Pennsylvania during September and October, 1925; Illinois, November, 1925; California, Oregon and Washington, March, 1926; Maine and Connecticut in June, 1926; with an addition of 228 new members, reviving interest among the old members, reorganizing district art clubs forming new ones, and bringing benefits to the industry in each of these states; attended Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Nebraska, Missouri-Kansas, Oklahoma and Colorado state meetings; attended all meetings of the Executive Committee, Board of Governors, Board of State Representatives, meetings of all special committees; edited the *Memorial Crafts News*; directed the large volume of business transacted at National Headquarters; collected through monthly sales letters dues from several hundred members; successfully completed all the orders of the President and the Executive Committee; helped in staging the Cleveland Convention and planning the Detroit Convention; worked with the State Secretaries in arranging their programs; attended the Barre Granite Manufacturers' Association banquet in June; had personal charge of all other services rendered at National Headquarters.

It might be said that the Memorial Craftsmen of America, as a trade association, came into its own throughout the year, there being a gratifying growth in every way, this including finances, service rendered and additions to the membership.

Under the direction of the Executive Committee, the Executive Secretary has outlined for this year an ambitious program of membership building, service giving, and the development of finances.

Each succeeding year sees a larger year than the preceding one. Even with the high mark set by the past year, the officers are confident it will be surpassed this year. This is indicated by the dues receipts in July, amounting to \$7,045, as compared to \$4,205 collected the same month of the previous year, the July receipts being the largest by almost \$2,800 of any month in the history of the organization, and the general good-will existing among the members, manufacturers, and quarriers, as exemplified in this Twenty-first Annual Convention, surpassing all previous efforts.

The Executive Secretary is enthused and encouraged by the fruits being reaped from the seeds sown over a period of six years. The future of the Memorial Craftsmen of America never looked better to him than it does today. The power for good is developing constantly, the correct application of this power through the officers and members of the Executive Committee backed up by the entire membership will do much to make the next six years of the organization's life much more productive of achievement than the six years that have just been closed.

The Executive Secretary feels gratified at the trust that has been placed in him by the officers and members in being given the opportunity to play his small part in the accomplishments to date, and looks forward with keen anticipation to continued friendly relationships with all members of the Memorial Craftsmen, the quarriers and manufacturers, in building a Memorial industry that shall be

a lasting memorial to the men engaged in this constructive work. This can only be accomplished by replacing misunderstanding with understanding and the willingness to give of self for the benefit of others, even to the point of actual sacrifice in the giving.

Address by Harry H. Skerritt, Banker, Attorney, Lecturer and Instructor in the Law School of Syracuse University

Presented at the Annual Banquet of the Memorial Craftsmen of America in Detroit

YOU will be glad to know that I am familiar with that famous recipe for a good speech: Stand up to be seen, speak up to be heard, and sit down to be liked. You will be glad that I am aware that that recipe is doubly appropriate on an August evening when you are about to embark upon a moonlight cruise to be graced with dancing with the most beautiful women of the United States.

It would take more than a Syracusan, it would take more even than a lawyer, to give one the courage to stand between these stalwart sons of granite and the call to arms and I do not propose to stand between you.

I take that ripple of applause when I assure you of my brevity as a confirmation of the President's suggestion.

I think I could read the mind of the bridegroom as his eyes flashed with love and pride in beholding his bride in public this evening. I think his mind was saying, as perhaps yours was, too, "I am rich in having thee to love, as twenty seas with waters of nectar, sands of pearl and rocks of solid gold." That comes from Shakespeare, Mr. Rich, and not from the Bible. I will tell you that so you will not misunderstand.

You will appreciate that my palpitating, pectoral pump floods my countenance with crimson confusion this evening because I am somewhat upset in the character of the audience. I understood when I came over to Detroit that the delegates were to be accompanied by their wives and I find to my surprise and pleasure that their wives were left at home and they are accompanied by their daughters instead. Therefore, a part of my remarks will probably seem inappropriate to you, dealing as they do with success.

You know, Mr. Babson, the famous statistician, has well said that every successful man owes the larger fraction of his success to the assistance of his wife, and wives, therefore, are interested in success; but the ladies here, I observe, are too young to take any serious interest in any serious subject.

You will be glad to know that I, like you, have heard that old and beautiful story of the young man who was beginning his career in politics and he stood up to make his maiden political speech in the theatre in his native town. His mother was one of the proud listeners in the audience. When he went home with his mother upon his arm, he noticed that she didn't say much about his speech. Finally he said, "Mother, how did you like it?" fishing for a compliment.

And she said, "All right."

"Mother, why, is that all you can say for it?"

She said, "Well, John, it was all right but I did think you neglected your opportunities."

"Why," said he, "how is that?"

"John, you had three fine opportunities to sit down and you neglected them all."

Now if you are nervous because I am forgetting, or you think I am forgetting, that delectable moonlight cruise which is awaiting you upon the water, pray remember the old and befitting story of the young husband who was walking nervously up and down the corridor of the hospital waiting for the verdict from the obstetrician. In a few moments the obstetrician put his head through the door

and he said, "What is the matter, John?" and when he saw how the young man looked he came out and said, "What is the matter?"

"Oh," he said, "Doctor, I am so nervous. This is the first experience and I am so nervous, Doctor."

"Don't be nervous, John. Go and sit down there by the window with a magazine. There won't be anything to be nervous about for an hour or so."

But the young man said, "Doctor, I couldn't get my mind on any reading. I am too nervous."

"Well," said the doctor, "go out and take a walk. The air will do you good."

"Oh, I couldn't leave. I am too nervous."

"John," said the doctor, "don't be nervous, for in my long medical practice I have had 2140 of these cases and I have never lost a father yet."

I ask the pardon of some half dozen who may be here who heard me at the state convention some time ago in Syracuse if I repeat a brief sentiment which I used there. That is this: I think we are never in bigger business than when we are getting together like this in the spirit of convention cooperation.

I am reminded of a story about a man who went to visit his brother. The brother was a guard in a hospital for the insane. Now there is nothing about this occasion which reminds me of a hospital for the insane, unless it be Mr. Rich or Mr. Cassidy. But I am reminded of this story. It is an old story and yet I like it.

When the big brother got there and saw his little brother all dressed up in the uniform of a guard in the hospital, surrounded by these great big fellows who were not responsible for their actions, the big brother said to the little one, "Charley, I should think you would be afraid here."

"Why," said the other, "afraid of what?"

"Afraid that these fellows might murder you."

"Oh," he said, "George, I can handle any one of these fellows."

"Yes, Charley; any one of them maybe, but supposing they should get together some time. They might murder you."

Charley said, "Don't worry, George. These fellows can't get together. They are crazy. If they could get together they wouldn't be here."

One of the fine marks of sanity is cooperation. Insane people can not cooperate. You are never more level headed, you are never more sane than when you are in the spirit of cooperation for the good of your church, or for the good of your school, or for the good of your community, or for the good of the business in which you are engaged.

Cooperation is the keynote of modern progress and happiness and success. Why, we have the timber on the hillside, the water in the river, the iron in the mine, the gravel and the sand in the pit, but it is not until these elements of earth are gotten together by the genius of the great builder that we have a masterpiece of architecture like St. Peter's Cathedral in Rome. All art in architecture is a problem in getting together.

We have the honking horn and the roaring automobile truck and the discord and sounds of life. It is not until some genius musician with songs that sing through his imagination with their melody can get together these discordant sounds of life and blend them in their golden tinted harmonies that we have the Fifth Symphony of Beethoven or the masterful music of Bach that fills the heavens with sound as the wings of an eagle sweep the blue above. All art in music is a problem in getting together.

We have the dictionary, the most uninteresting book in the world. It is not until the poet Milton or the dramatist Shakespeare can get the words of the dictionary together in their mystic, that God-intended proportion and arrangement, that we have the master epic like "Paradise Lost," or the immortal drama like "Hamlet"

or like "Macbeth." All art in literature is a problem in getting words and thoughts together.

We have the home, which is the most important reality on earth, the foundation of the republic, the corner-stone of democracy—but we can not have a home until we can get folks like the bride and groom together, and then by give and take and common sense, keep them together for the good of the home and the children and the state and the generations to come. All home life is a problem in getting together in the spirit of cooperation.

We have had the nations driving at each other with hate and slaughter until they soaked the fields with blood. That is the pulling apart of the world, the supreme curse of the earth—war. We can not have the supreme blessing of the world, which is peace, until we can have the nations get together in a plan of international cooperation.

Oh, my friends, you are never in bigger business than when you are spending a little time and a little money and a little thought on the problem of cooperation, getting together for the good of the business in which you work.

I am here to discuss with you, very briefly, the interesting subject of success. You, of course, at once wonder why I of all men should discuss success. Well now, a person may be a critic and a student of literature without himself being a poet. Likewise, you know baldheaded barbers have hair tonic for sale. So it is all right for me to discuss the subject of success.

When a captain starts out upon a voyage with a fine ship and a loyal crew and ample provisions upon a sunlit sea, he is utterly lost and crazy if he has no chart and no compass. No matter how efficient he may be; no matter how much pep he may have, he is crazy if he starts to make a voyage without having a goal or a port in mind.

I wonder if we might not well ask ourselves this question: What is my objective in the world? What is my goal or my port that I hope to make at the end of my cruise?

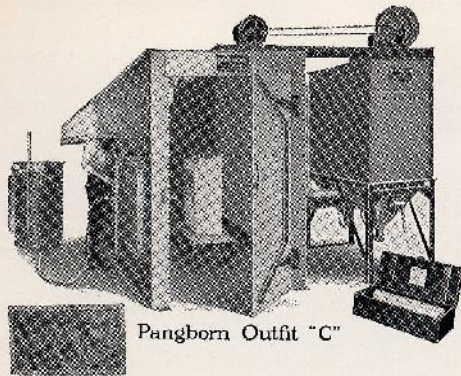
What is our goal in life? What are we driving at? It is not enough to be busy. The burglar is busy. The chip that swirls in the current and gets nowhere is busy. It is not enough to be busy. We must be busy with a goal in view.

What is our goal in life? Well now, you are in one business and I am in another and another person is in some other business, but we all have a common goal and I think that goal is success. We all want to be successful. It is true we may differ as to our definitions of success but we all want to be what we consider to be a success. And I want to ask you now for a proper definition of the term, success.

Most of us think of success in terms of things, material things in the world. Suppose I have a Pierce-Arrow limousine, and suppose I am riding at fifty miles an hour upon balloon tires in that car, with a liveried chauffeur and sunlight filling the sky and sweet fragrance coming through the open windows from apple blossom orchards in full bloom. Supposing I am. That is all right. There is the material appearance of things. But supposing I am on my way to the funeral of my boy.

Oh, material things do not determine success. I wouldn't call that success.

Supposing I am riding in that car with that chauffeur under the sunshine, but I am going to state's prison to begin serving a sentence of ten years for some crime. I wouldn't want the car. I would rather have a flivver and have the boy back with freckles on his nose and his little old hat and his bare feet and his crooked fish poles and worms for bait. I would rather have him than to be without him and have a Pierce-Arrow car. I would rather be going trout fishing with him in a flivver than to have a whole procession of Pierce-Arrow cars on the way to serve a term in state's prison.



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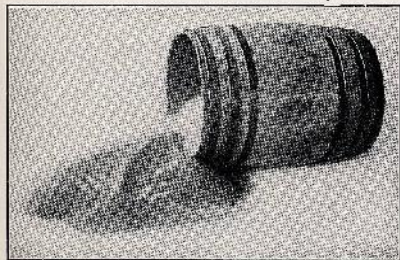
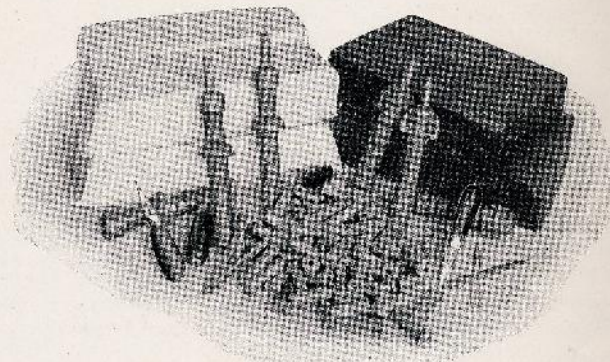
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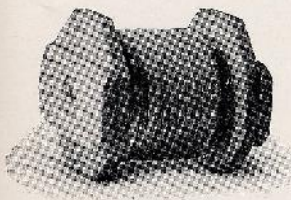


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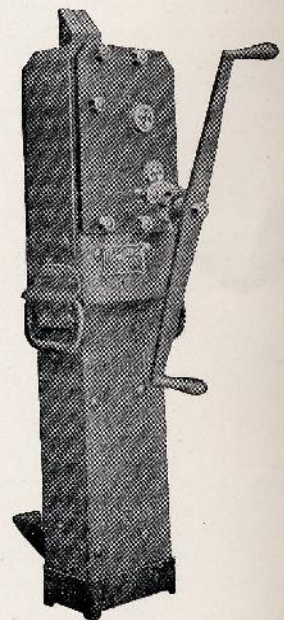
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No, sir. The thing that we mean by success is happiness. That is what we want. We all want to be happy. Some think that money will give them happiness and so they want money. Some think that power and fame will bring it and so they want that. But whatever it is, it is happiness at last that we want. If I thought something was going to make me unhappy, I wouldn't want to do it.

Success, then, I would define as the achievement of happiness. That is the goal towards which we ought to chart and compass for the voyage. The achievement of happiness—that is success, real and not counterfeit success.

Why, here is a man who sits in a palace that he owns. It has marble halls and priceless tapestries brought from foreign lands and draperies and treasures from all over the world for its artistic decoration. But what has he got? What is he doing? He is sitting there with the most famous physician in the state on one hand and the most expensive lawyer in the state on the other hand, and the doctor and the lawyer and this capitalist are planning and scheming how they can salvage this man's daughter from a moral tragedy into which her wayward feet have taken her.

Oh, I wouldn't want that if I had the palace. Not for the world. No; that isn't success. He has the palace. He has the wealth and the gold and the fame and the power, but he isn't happy.

Success as we want it is defined in terms of joy. We want to be happy. That is the goal. That is what we want. Happiness. The secret of happiness is in the state of mind. Like the Kingdom of Heaven, it is within you.

You will see more smiles in flivvers than in Packards. Happiness doesn't consist in the things which a man possesses. Happiness, success, is largely composed of spiritual qualities and it comes from within you and not so much from the outside.

The first thing I want to speak of is the spirit of success. Once upon a time an old man with silver on his temples and age on his shoulders got himself up out of Ur of Chaldees and went forth into a new land which the Lord should show him and when he got there so rich and beautiful was it compared with his old desert home that it seemed verily to flow with milk and honey and he fell upon his knees and raised his old hands to heaven in gratitude. Then he built a pile of stone and on the pile of stone he built a fire in which to make a burnt offering. As the incense rose to God, we are told by the inspired and ancient record that the Almighty was pleased and he said to him, "Abraham, you are constantly sacrificing with gratitude to God. I like you. I am going to make a partnership with you. I am going to make you a great success. Your descendants shall be as the sands of the sea and shall inherit the earth."

Sacrifice from that ancient time to this, through the inspired scriptures and the words of men down to this time, has been the spirit of success which brings happiness. Sacrifice.

There is no bank account without sacrifice. There is no popularity in society without some sacrifice. There is no professional prestige in law, medicine or any other profession, without great sacrifice. There is no triumph in the art of eloquence or painting or singing or anything without great sacrifice. There is no success, financial, professional or political or commercial without the spirit of sacrifice.

Have an altar in your life. Have a fire on your altar. If you are always ready to burn some precious possession of yours in the fire and let the smoke of incense from your sacrifice rise to God as proof of your gratitude, you will have laid hold of the fundamental spirit of true success.

The spirit of success is sacrifice. It must, however, be done in the spirit of good cheer. The supreme thing in the world is the sun in heaven. That is what makes the difference between the frozen Arctic and the voluptuous and luxurious tropics. It is the thing

that melts the ice and makes the rivers run to turn the wheels of the world. It is the supreme fact in the world.

Take a lesson from the sun: smile, be warm, radiate good cheer. It is the electric attraction of personality. It is the secret of that mystic, gifted quality called personal magnetism. The sun in heaven should be your mentor if you would be happy in your sacrifice. Let it be the sacrifice with a smile. Make it with good cheer. He who will radiate health and smiles and good cheer can build his shop in the woods and the world will make a path to his door, and he who shrouds himself in a cloud of gloom and radiates pessimistic adversity can put his shack on the four corners of the town and the world will make a detour around his door. Sacrifice is the spirit of success provided it is done with good cheer.

In the beginning God created the world and He looked at it and He said, "I like that." Then He turned around and said, "I will do one more job a little better," and he created a man. "Adam," He said, "this whole business is yours, but I am a great fellow for order," or words to that effect as nearly as I can remember. "Adam, I think too much of you to let you be the boss of all this," and so He made a boss for Adam and a good one. He took the crookedest part out of man to make a woman. "Now," He said, "Adam, I have got a governor for you and you boss everything except your wife and she bosses you. Now you are all right. It isn't good for you to be alone." And He left them.

Now then, from that day to this, the test of the value of a pine tree is, what can it do for mankind. The test of value of a horse is, what can it do for mankind. If it can simply bite or kick and eat and nothing else, it is of no value. Gold is of value and coal oil and grain because we can make good use of those things. The same thing applies to man.

God wrote it in the fundamental granite of creation when He said: The test of value is service, the measure of success is service to mankind. Show me the man who is of great service to his wife and children, of great service to his partners and customers, of great service to his clients and patients, of great service to those who come into elbow touch with him, even though his name never appear upon the front page of the press, and I will show you a man who is a great success, because the true test of success is service.

Success can be worked out only through work. Work is the only road to success. A good many think that a touch of the stock market or a dive into the wheat pit may bring success. That is false. It is on a false foundation. Work is the only true way to work out a great service to the world. Every great man has been a great worker.

I am talking about success. I say a definition of success is happiness. I say the first thing is the spirit of sacrifice. That is the spirit of it. The next thing, the measure of it or the test, is service worked out through great industry in life.

The secret of success. Well, now, some time ago I happened to be going down to Florida for a client on an errand. I was walking down the aisle of the Pullman car when I came to a little man slouched down in the seat, his glasses on his thumb and a newspaper under his clasped hands on his knees. I said to him, "Why don't you read?"

"Why don't you, brother?" he asked.

I said, "I have read everything that is in print and I am tired."

He said, "The same with me."

"Well," I said, "Why don't you look out of the window?"

And he said, "Why don't you?"

I said, "There is nothing to see. I have seen it all."

He said, "The same with me. Sit down, will you?"

I said, "I am a thousand miles from home and don't care whom I talk with. I would just as soon sit down." And we started to visit together.

I noticed there were lines of care across his brow and he was very modest and simple in his manner. His eyes were bright as gems and

Statement of the Ownership, Management, Circulation, etc., required by the Act of Congress of August 24, 1912.

STATE OF NEW YORK, }
COUNTY OF ERIE, } ss

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Josephine M. Bliss, who, having been duly sworn according to law, deposes and says that she is the Publisher of THE MONUMENT AND CEMETERY REVIEW and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1.—That the names and addresses of the publisher, editor, managing editor and business managers are:

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JOSEPHINE M. BLISS, *Editor*

Sworn to and subscribed before me this 11th day of October, 1926.

D. A. BEARD.

My commission expires March, 1927



THE DOUGHBOY

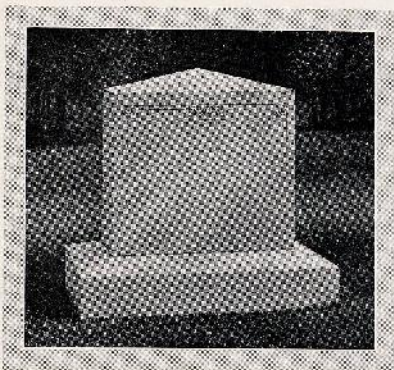
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his personality kindly. This man must be a big man, thought I. He has the earmarks of a simple, kindly, smart, big man although he is little in body.

I stuck out my hand and said, "My name is Skerritt and I am from Syracuse. I am going to Florida to get a client out of trouble."

He said, "I am glad to see you. My name is Waterman. I live in New York and I am going to Florida to open a hotel that I own."

"Are you Frank Waterman, the fountain pen king who made writing a pleasure?"

He said, "Yes, I am."

I took out my Waterman pen and said, "Is that your baby?"

He said, "It is."

"Well, now, I would just as soon talk with you. You must be a multi millionaire but don't accuse me of it. I would just as soon talk with you. It is a nice thing for extremes of poverty to get together."

We started to talk and because he was so democratic and so kindly we had a lovely visit for a while. He was up against it for company; he had seen all the scenery and read everything there was to read. I said, "I want to ask you a question. When I get a great man in a corner, which once in a while I do by accident, I ask him a question and note the answer. If I wanted to study medicine, they wouldn't let me learn by experience. I would have to take advantage of the experience of others by consulting the books of the doctors. The same way with law. But, Mr. Waterman, when I undertake the work of life there seems to be no book of life. I seem to have to make my mistakes and find out everything by experience. Now that is too bad. It is expensive."

"Now you have been over the road a long way and you have hit the ball for a home run. Tell me this: What is the best thing you know? What is your pearl of great price that you have gained at the cost of blood and have treasured all these years so that if you were to begin your life at the age of twenty-one again with nothing but this one idea, what idea is it that you would cling to?"

He looked at me. "Skerritt, you have accidentally blundered onto a good question."

And I said, "Yes, I am going to make you answer it if I can."

He said, "I will tell you. This is my pearl of great price. This one thing I do, not these forty things I dabble in. I think St. Paul had a great idea when he expressed that idea in the first place."

"Yes," I said, "I will show you that even the devil can quote scripture. Paul said something like this: 'Forgetting those things which are behind and reaching forth for those things which are before, I press toward the mark.'"

He said, "That is right. Press toward the mark. This one thing I do: concentration of purpose."

I recall that once upon a time King David was coming back from his lines of battle, victorious, with a prince captured from the enemy. He turned the prince over to one of his captains and he said, "Take care of him. Don't let him escape. I will exchange him for a great ransom."

The captain said, "Yes," and then King David looked at him and he said, "Remember, see that he does not escape thee. Thou shalt answer for him with thy life."

A little while later when David finished up the battle and killed the last of his enemies and the sun was going down in glory in the western hills and his army was in cheer, he turned to his captain and said, "Where is the prince?"

The captain said, and his knees were shaking and his face white and his hands trembling and his voice shaking with terror, "Oh, great King, while thy servant was busy here and there, he escaped." He didn't say, while thy servant was playing pool, while the ser-

vant was smoking cigarettes. No, he was a good servant. He was subject to the temptation that many a good business man is subject to. He had so many things to do that were good that he missed the main chance which was better.

David said, "Thou shalt answer for it with thy life. I will show you that the word of David on the field of fight is the law of Israel." And two swordsmen took him out behind the King's tent and I haven't seen the man since that time. He meant well. He thought he did the best he could but because he failed to concentrate on the main business, he lost his life.

Concentration is the secret of success. Napoleon Bonaparte was made commander-in-chief at the age of twenty-seven. Though many nations assembled against him, he won with a smaller army against great odds and then he backed off and came up here and won with a small army against greater odds and he backed off here and he swept down into the sunlit valley of the Pole and struck over here, and he won because every time he fought a battle Napoleon had more men and more guns on the field of attack than his enemies had. He didn't have more resources but he had more men brought to focus on the firing line. He did not scatter the fire. Concentration was the secret of Napoleon's military genius.

We are told that sunbeams which gently fall upon a rose contain sufficient heat, if they were focused to a point, to melt an iron ball the size of the rose.

All great men have been characterized by their capacity for concentration. The ability to forget everything but the one thing, to focus all their powers upon one thing. The secret of success is concentration.

The foundation of success, in conclusion, I think is this, and it is a very important point in my mind. Now the qualities of success are spiritual. Like the Kingdom of Heaven, they come from within and not without. The qualities of success are spiritual. The spirit of sacrifice, the spirit of service through work, the spirit of concentration, the spirit of looking for happiness—spiritual qualities.

The only foundation for success is religion, real religion. When I was a boy in high school, I started out to get a job on a farm and I inquired at this house and that and couldn't find one. Finally some one told me, "Go up to the next house. The Superintendent of the Sunday School lives there and he may take an interest in you."

I went up to the house and talked to the old crab and he said, "I will give you ninety cents a day but when it rains I can't pay you full time and if it should rain half a day you can come to the barn and clean out the stable and clean off the horses and sweep out the grain bin and do odd jobs like that. You couldn't work in the fields in the rain and I couldn't pay you for that length of time."

I said, "All right. Are you Superintendent of the Sunday School?"

He said, "Yes."

"I thank you. I will seek another employer."

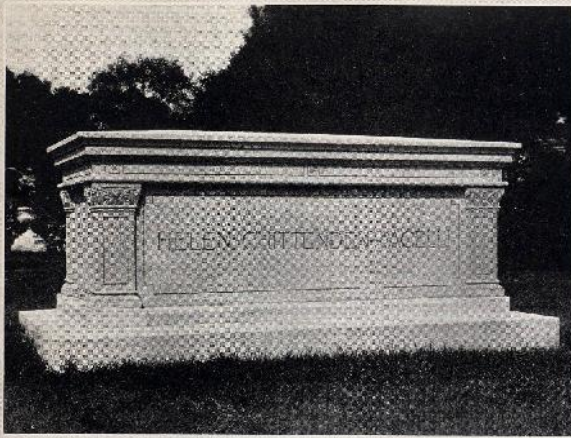
I went the road a ways and I finally came to the house of a big farmer. I walked in and asked him for a job. He swore at me. I said I wanted to work. He said, "What do you charge?"

I said, "The same as any other man. I charge a dollar and a quarter a day, rain or shine, including my meals, and Sundays I go home because my mother makes me go to church."

He said, "You are on, bub, you are on."

I am giving you a little moving picture of religion. The first man was a superintendent of a Sunday School and a sinner. The second man wouldn't darken the door of the church and he was a good Christian man.

I don't care whether you are a Jew or a Catholic or a Protestant. I am talking about the religion which is big enough to include all, the religion of right conduct in the world. That kind of religion is the foundation of success.



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The sarcophagus for *Helen Chittenden-Pacelli* reached us in good time and has been erected in Green Lawn Cemetery.

We extend our sincere thanks, not only for the prompt delivery, but also for the first-class workmanship.

This sarcophagus is one of the best memorials we have erected in our twenty-five years in the monument business. We have had the extreme pleasure of receiving many complimentary comments on the work.

Again thanking you for your promptness and good workmanship, we are,

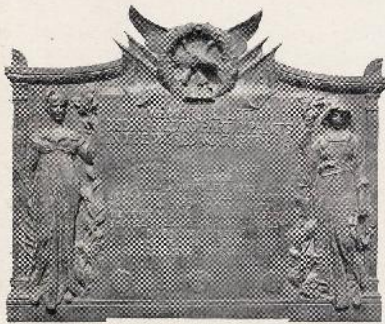
Very truly yours,
The Bessey Granite Company

This is but one of many such letters received from pleased customers

Write us for quotations on your work also

Piric's Genuine Barre granite used for polished work unless otherwise specified.

ANDERSON & JOHNSON
Barre, Vermont



BRONZE IN HISTORY

AMONG the charms of the Old World are its interesting bronzes. They speak to us of past pomp and glory.

The universal acceptance of bronze for hundreds of years, its richness and its enduring qualities commend it for modern memorial ornamentation.

Information about anything in bronze sent gladly on request.

T. F. MCGANN & SONS COMPANY
122 PORTLAND STREET, BOSTON, MASS.
Art Bronze Founders for Nearly Sixty Years

**"from the
Pyramids**

—to the present,
a long stretch of
time. Progress
has, however,
never abated."



Modern memorials as executed by the McGovern Granite Company, Inc., evidence the laws of progress.

Rock of Ages and Wetmore & Morse Barre
granites used exclusively

MCGOVERN GRANITE COMPANY, INC.
D. J. HAYES, *Manager*
BARRE, VERMONT

One old man said to me recently in the corridor of the church (I had not been there for two or three weeks; I had a good reason; I had to be away or something), laying his hand on my shoulder he said, "Brother, how is it with your soul?" He was an old hypocrite and everybody knew it but himself.

I said, "I think it is all right. I hope so."

"You think it is all right: Don't you know, brother?"

"I think it is all right."

"Oh," he said, "don't you know? Haven't you something better than thinking it is all right?"

"Let me ask you a question," I said. "Lawyers like to ask questions."

"Go ahead, brother." He was very brotherly.

"How is it with your soul?"

"Oh," he said, "I am rejoicing in the risen Lord."

"How do you know you are?"

"I know it."

"Well, how do you know it? You talk like a woman." I have paid them enough compliments to make up for that, haven't I?

"Let me ask you a question," he said. "How can I know I am right with the Lord?"

I said, "I will tell you but you will never speak to me again."

He said, "Tell me, brother."

I said, "Ask your wife. She will tell you. If she loves you, God loves you. If she doesn't, He doesn't. He sees you through her eyes. Look out. Maybe you are not right with God." He and his wife were always on the outs and I knew it.

Now I am not talking about that kind of religion. I am not talking about piety nor religiosity nor creeds nor formulas. I am talking about the religion of right conduct. That religion is the foundation and the only foundation of success.

In the first place, it recognizes God, and that takes a big responsibility off your shoulders. God with the laws of God which you dare not violate or you will die before your time is up; God who made the world and who takes care of things, and if things go wrong it isn't your fault.

I didn't make it. I am not entirely to blame for it. I am responsible for myself but not entirely for you and it helps keep me sane. It is a great relief to my nerves to know that there is a God who knows His business and who is on the job. Religion teaches God when in health, God when in sickness, God whose eye can look through and see purity or impurity. Religion teaches God. Religion teaches God backing a man who ought to be backed and that gives him encouragement. Religion teaches God, and there is no big success in terms of happiness where you get your heart broken by your wife or your boy after you have got your millions made, where you get your health broken with nervous prostration because you have been so anxious to trim somebody on time.

True success expressed in terms of happiness is like the man who built his house and he couldn't make a success of his house unless he built it on a rock so that when the rains descended and the floods came it should stand because it was built upon a rock.

Religion teaches faith: faith which will hang on, faith which will look through the dark and see a star when others can't see any star of hope; faith which says, take time. You can turn out a Ford car like that but it takes time to grow a flower. It takes time to grow love. It takes time to grow character. It takes time to grow education. It takes time to make a reputation. It takes time to make a fortune if you make it with safety and with honesty.

Religion teaches faith which says, God's right hand man is time. Don't forget to take time and be patient.

"Lives of great men all remind us

We can make our lives sublime

And departing, leave behind us

Footprints on the sands of time.

"Let us, then, be up and doing,

With a heart for any fate;

Still achieving, still pursuing,

Learn to labour and to wait."

Religion teaches faith. There is no success in true terms without faith. Religion teaches love, brotherly love. Honesty, of course. You have got to be honest if you love your neighbor as yourself. You have got to be honest.

Paul said it is the biggest thing in the world. "Though I speak with the tongues of men and of angels, and have not the spirit of good will, I am as sounding brass, or a tinkling cymbal." I might bestow all of my goods but if I have not the spirit of good will it profits me nothing. It is the biggest thing in the world. Paul was right. Forget it not.

Religion teaches love, and religion, therefore, becomes the foundation of true success. Oh, look out for your money if you have not good will. It may become a dagger and stab you. It may turn to a serpent and throttle your domestic bliss. It may turn to dynamite and blow up your house, if you have not good will. Look out for your million dollars if you have not good will. It may turn to the germs of a deadly disease and ulcerate your body and put you in the grave in agony and disgrace. There is no safe fortune unless it be founded upon good will. Religion teaches love. It is the foundation of success.

In conclusion, religion teaches gratitude to God for the blessings of life. Oh, we should appreciate these things while we have them. Let us not forget to appreciate the sacred circle around the family fireside before we have a vacant chair. Let us appreciate our wives and children, their beauty and their talents, while they are young and with us. Let us appreciate the opportunities of our own business, the special privileges of our own city and community, the dignity of the state in which we live, the grandeur of the great republic under whose protecting star spangled banner we are privileged to work, and perhaps in that we shall learn to give thanks for the blessings while we have them. If we can learn to give thanks for the blessings while we have got the blessings with us to thank God for, favoring breezes while they are filling every sail, we may at last rise to that higher pedestal of character where we shall see the rainbow through the rain, the sunshine through the cloud and may even have our tears little silver telescopes to enlarge the spiritual vision of the soul.

My friends, I have offered you success, success defined in terms of happiness. Now success has for its spirit the spirit of sacrifice. The measure of success is service through work. The secret of success is concentration. The foundation of success is religion, because religion gives you God and faith and love.

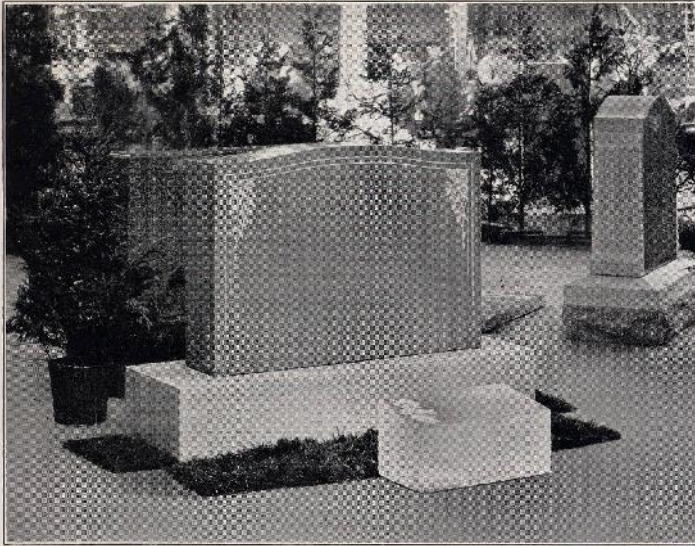
Bailey summed it up for us in his flashing and immortal lines:

"We live in deeds, not years; in thoughts, not breaths;

In feelings, not in figures on a dial.

We should count time by heart-throbs. He most lives

Who thinks most, feels the noblest, acts the best."



A Vision Put To Test

IN the wide variety of granites offered by Henry C. Smalley Granite Company, Inc., are many potential memorials. Many ideals have been more than realized, paving the way for numerous future accomplishments.

From our quarries at Westerly, Rhode Island:
 SMALLEY'S CRYSTAL PINK WESTERLY
 SMALLEY'S CHOCOLATE PINK WESTERLY
 SMALLEY'S IMPERIAL RED WESTERLY

Soubehan Quarry at Milford, New Hampshire:
 ROYAL BLUE GRAY

In our showroom we have at all times an attractive display of stock work. Quotations on request.

Henry C. Smalley Granite Company, Inc.

64 - 84 Penn Street, Quincy Adams, Massachusetts

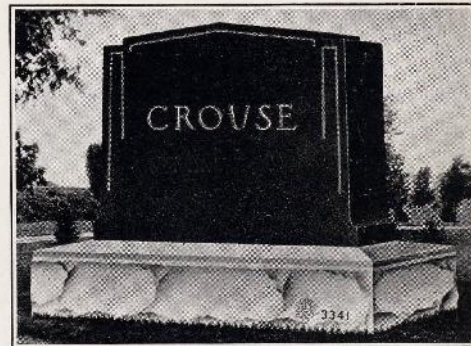
Five minutes walk from Quincy Adams Depot

EMERALD PEARL

A LUSTROUS GLISTENING GREEN GRANITE

Write for our special offer on this Superior Design in this Dark Green Pearl Granite. A number in stock in this country, ready for immediate shipment. You receive a bill of lading in 5 days.

Our tremendous stock of over **900** finished pieces in 18 different kinds of granite also consists of many other attractive and salable designs.



These stylish and clever designs, combined with the tremendous stock from which you may choose, will aid you greatly in keeping your showroom up-to-date and attractive to your customers.

Stock Sheet Sent With Pleasure

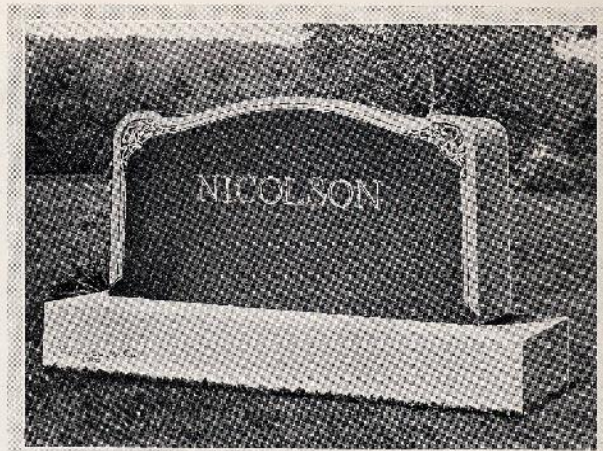
BURTON PRESTON & COMPANY

MANSFIELD, OHIO

When you specify
COMOLLI
as manufacturer
you are certain!

Certain of:

- Artistry in your memorial
- Skill in execution
- Advantages of modern equipment
- Use of the best Barre granites



One of our attractive tablet designs. Quotations will be sent promptly on request

Comolli & Company

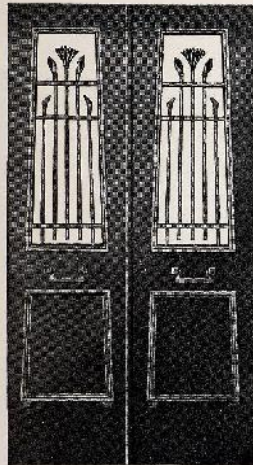
ESTABLISHED 1892

BARRE · VERMONT



"ELLISON-MADE"

NOWHERE EXCELLED



DESIGN 37-41

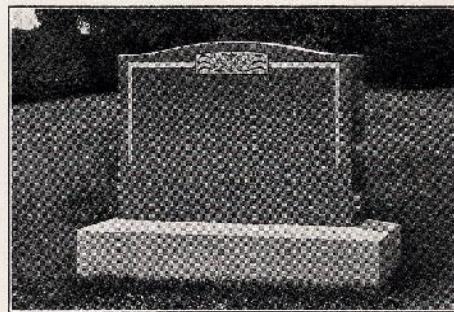
BRONZE
MAUSOLEUM
DOORS & FITMENTS

WE PARTICULARLY
appeal to those
who know beauty
and value and who
buy with unerring,
shrewd judgment.

*Let us Quote on Your
Requirements*

ELLISON BRONZE CO., Inc.

ESTABLISHED 1910
JAMESTOWN, N. Y.



The narrow hammered panel on the polished die is the distinctive feature of this memorial.

AUTHORITATIVE AND INDIVIDUAL

—two words full of meaning in memorial art.
These have become part of the policy of the
Johnson Granite Company, Inc.

Our craftsmen are required to be authorities in the
work they handle. This logically results in the
production of memorials that are individual.

J. S. Swingle's Peerless Extra Dark Quincy granite used for polished
memorials. Westerly granite used for hammered work

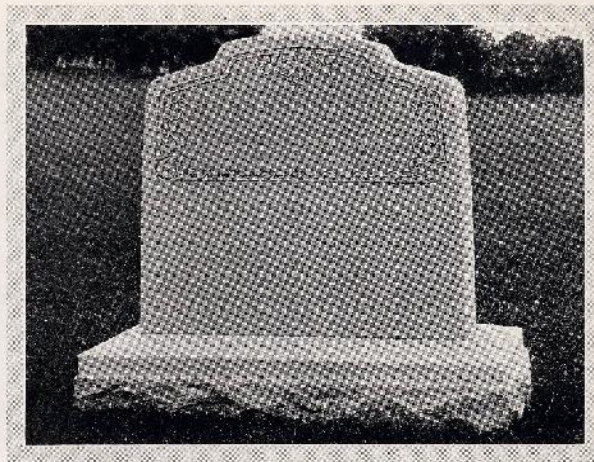
Johnson Granite Company, Inc.
Granite Street, Quincy, Mass.

LOOKING FOR VOLUME SALES

THE business that goes after volume sales must have a product that measures up to a definite standard.

Realizing this The Green Mountain Granite Company require the very best from every Craftsman in its organization. The result has been the execution of memorials which attract attention in salesroom and cemetery.

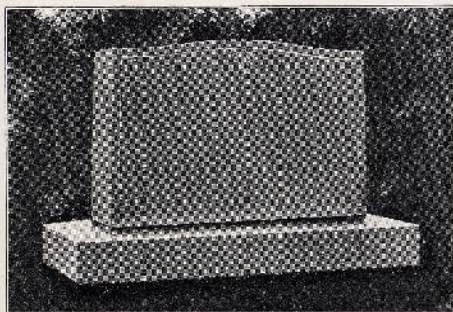
Send us sketches and we will submit quotations



There is a suggestion of the cross in the shape of this memorial

The Green Mountain Granite Company

Montpelier, Vermont



The type of ornamentation on the memorial illustrated provides for a double name inscription if desired

Who Sells Your Memorials?

WHEN it comes to the final analysis, the manufacturer plays a very important part in the sales made. For on its execution depends much of a memorial's charm and appeal.

Ben Bishop's craftsmanship carries prestige. Trial orders mean repeat orders.

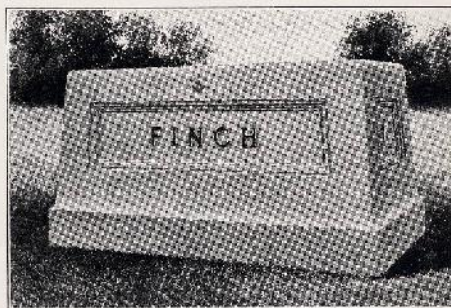
All New England Granites Used

BENJAMIN BISHOP

"Where Quality Reigns Supreme"

76-86 Liberty Street

Quincy, Massachusetts



The Finch memorial located in Arnold, Nebraska, was executed by the Twentieth Century Granite Company

Manufacturers with a Reputation to Maintain

THE memorialist who turns his orders over to the Twentieth Century Granite Company knows he is going to get fine craftsmanship because we can't afford to give him any other kind.

J. K. Pirie's Genuine Barre Granite used for polished work

Wells-Lamson's for hammered memorials

TWENTIETH CENTURY GRANITE CO.

BARRE, VERMONT



A birch font in Bedford Stone, executed by John A. Rowe
Rustic Monumental Works

**Time — Men — Material
— Money**

FOUR things constitute business—time, men, material, money. This combination rightly handled can accomplish anything.

The use of Bedford Stone gives a memorial material that is different. Craftsmen like it because of its easy working qualities and the results possible. In price it compares favorably with other monumental materials.

*Have you a copy of our booklet?
If not, write for it—
It's free*

JOHN A. ROWE

Rustic Monumental Works

BEDFORD, INDIANA

*Consider the Completeness
of our service*

Sales Agents

Regal Blue Marble

Domestic Materials

Barre Granite
Concord Granite
Gouverneur Marble
Maine Grey Granite
Quincy Granite
Ryegate Granite
St. Cloud Granite
Indian Red
Victory Gray
Westerly Granite

Imported Materials

Balmoral Red Granite
Eccrs Red Granite
Blue Pearl Granite
Black Swede Granite
Coral Pink Granite
Emerald Pearl Granite
Monarch Red Granite
Oxford Grey Granite
Red Swede Granite
Rex Red Granite
Vienna Green Granite
Italian Marble Statuary

*Always secure our
latest quotations.*

**Staying Where You Are
—or Going Somewhere?**

IT is the ambition of every firm to make the showing at the end of each year better than the one previous. This is possible by well directed effort.

McBee-Ladewich Company will cooperate with you, supplying domestic and foreign granites, finished memorials and Italian Marble Statuary.

*Have You Seen Our Dixie
Pink Marble?*

Write us, mentioning *The Monument and Cemetery Review* and we will send you free sample with sizes and prices.

McBEE-LADEWICH COMPANY
MANSFIELD, OHIO

A HARRY A. BLISS, INC., SERVICE

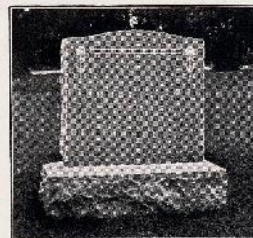
—Above Par

creating booklets that sell for
our customers, not for ourselves

Suggestions incorporating your ideas sent on request

HARRY A. BLISS, INC., ADVERTISING SERVICE

Specialists in Illustrated Memorial Advertising
2000 ELMWOOD AVE., BUFFALO, N.Y.



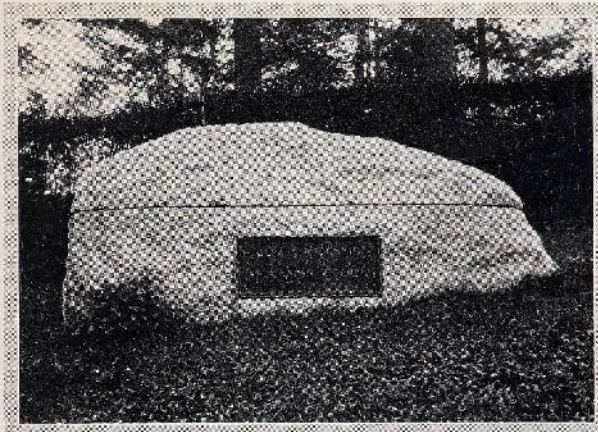
Buying Judgment

BUYING power must be combined with buying judgment to be effective. Memorialists who once place orders for small memorials or markers with us realize the wisdom of their choice. This is proved by a great number of repeat orders.

The combination of finishes used on this memorial is pleasing

Rock of Ages, Wismore & Morse and Smith Barre granites used exclusively

THE JOHNSON GRANITE COMPANY
Montpelier, Vermont



The McKenzie boulder which serves as a sarcophagus, was furnished by J. D. Sargent Granite Company to the Harrison Granite Company, New York

Permanency In Business

PERMANENCY is based on two fundamental principles—being worthy of customers and handling a quality product.

It is the firm which considers the customer that wins in the end. But on condition that its product is all that is claimed for it.

J. D. Sargent Granite Company offer a superior memorial material in White Mt. Airy Granite. Pleased customers indicate the skill of our craftsmen execution.

Send us your Sketches for Estimates

J. D. SARGENT GRANITE COMPANY

MT. AIRY, NORTH CAROLINA

Bronze Doors

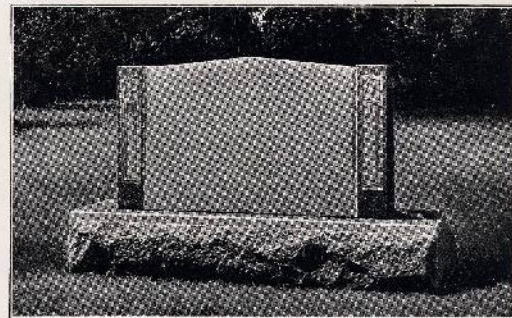
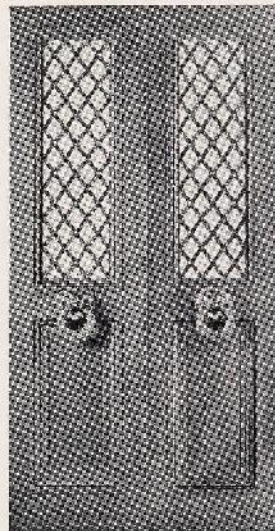
BRONZE
TABLETS

BRONZE
MAUSOLEUM
EQUIPMENT

New Catalogue on
Request



J. S. Heath Company, Inc.
Waukegan, Illinois



Gothic influence is felt in the carving which ornaments this "New Creation"

Memorials Which Serve As Salesmen

ADIGNIFIED forcefulness causes people to pause and consider memorials executed by the O'Clair Granite Works. Their individuality is such that it seems to express personality.

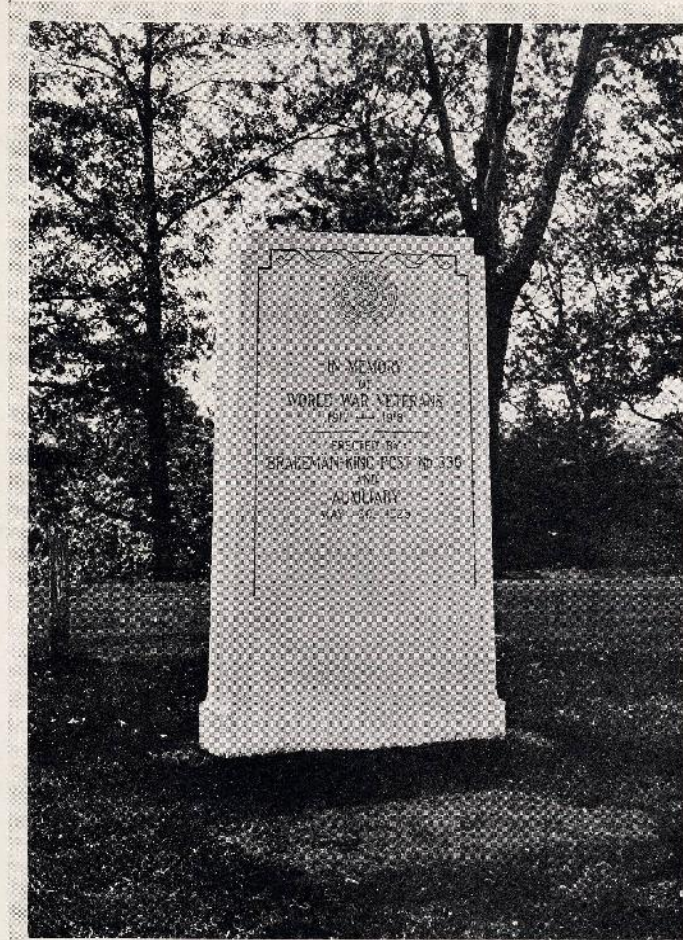
These points are well illustrated in the "New Creation" shown above which has recently been completed in our shops.

Quotations sent on request

WETMORE & MORSE AND ROCK OF AGES GRANITES USED EXCLUSIVELY

C. L. O'Clair Granite Works
Waterbury, Vermont

Representative: J. E. SCULLY, Rutland, Vt.



EXCLUSIVE STUDIES
IN MEMORIAL PHOTOGRAPHS

WRITE FOR SAMPLE LINE

HARRY A. BLISS, INC.

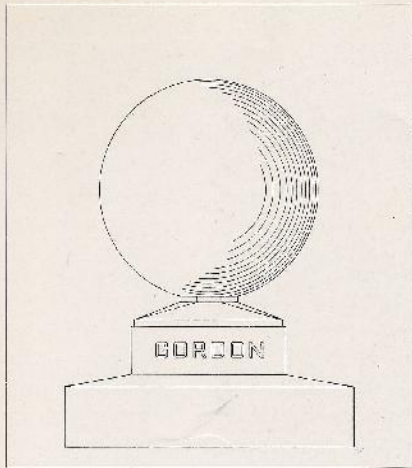
ESTABLISHED 1858

1000 ELMWOOD AVE., BUFFALO, N. Y.

Publishers:

"The Monument and Cemetery Review"
"Memorial Art, Ancient and Modern"
"Symbols Wrought In Somber Stone"

"Modern Tablets and Sarcophagi"
"Rock Faced Monuments"
"Memorial Markers and Headstones"



*"His the scepter, crown
and globe"*

—SHELLEY

In early days sovereigns carried a golden ball as an emblem of authority.

This prestige gained through royal associations has lent a peculiar significance to the globe as a memorial tribute.

Grearson & Lane Company, Inc., realizing the notable origin of turned memorial work set their standards accordingly. Achievement in the execution of urns, globes, fountains and roll monuments has been the result.

*Rock of Ages granite used
for polished work*

GREARSON & LANE CO., Inc.
BARRE, VERMONT



Symbolic of purity, the lily is especially significant ornamentation for the cross

**Sizing Things Up
From All Angles**

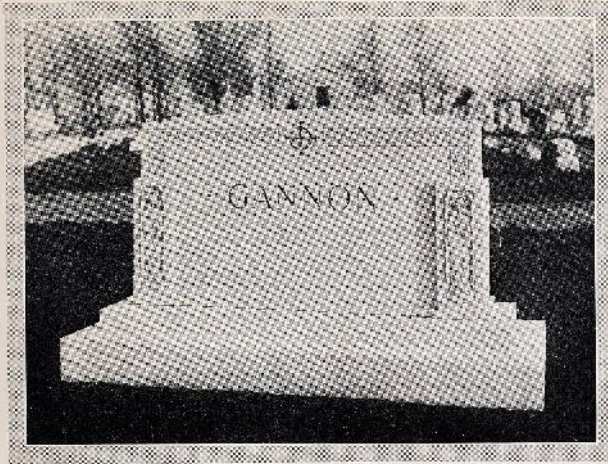
AMEMORIAL is something which is only erected once. This makes every point about its construction of unusual importance. The choice of rough stock comes first.

Connecticut White granite has many claims for consideration. Light in color, its purity recommends its use for memorials. Even grained, of a texture that permits delicate carving it is a granite endorsed by the manufacturer.

ROUGH STOCK FURNISHED

**BOOTH BROTHERS & HURRICANE
ISLE GRANITE COMPANY**

208 BROADWAY - - - NEW YORK, N. Y.



The Gannon memorial was manufactured by Carroll Brothers for Geiger & Son, Erie, Pa.

WINNING AND HOLDING THE ADMIRATION OF CRAFTSMAN AND CUSTOMER

TO make a place for his firm and his product is the aim of every manufacturer. Definite standards have to be met in attaining this achievement. Those set by Carroll Brothers at the very beginning of their business career gave this firm recognition from the start. Today, memorials in cemeteries all over the country testify to our skill.

Our service is adaptable to small or large orders. Individual attention and inspection is the secret of craftsman and customer satisfaction.

Pirie's Genuine Barre granite used on all orders for polished work

CARROLL BROTHERS

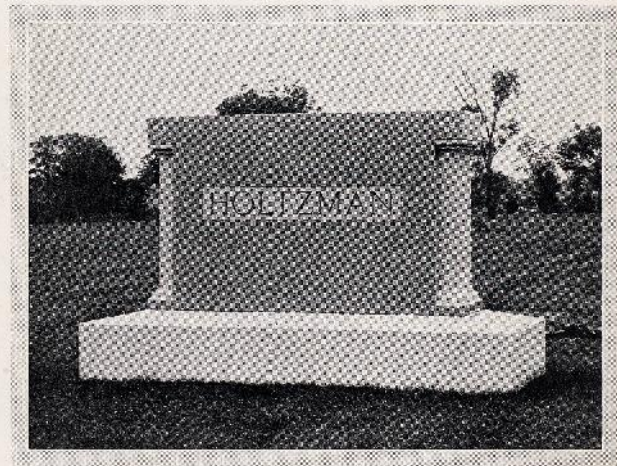
BARRE · VERMONT

How to Enter Barre!

Much depends on the avenue of approach, whether it be a city or a producer. If rightly done the advantages are infinitely greater.

The H. H. Patch Service has learned through direct contact the specialties of individual manufacturers and quarriers. This knowledge we place at your command. Send us your sketches and we will select the manufacturer, the granite, and make inspection before shipment, if requested. This involves no expense to the retailer.

Rock of Ages and J. K. Pirie's Genuine Barre with Certificates of Perfection are used and also other Barre granites



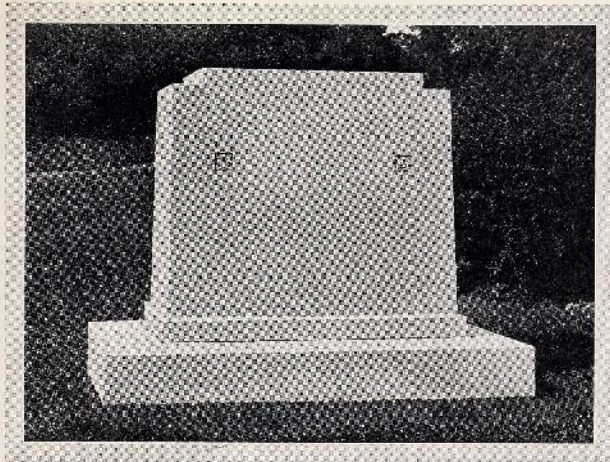
Under the direction of the H. H. Patch Service, the order was placed for the Holtzman memorial which was erected by the Danison Monumental Works, Lancaster, Ohio

H. H. PATCH COMPANY

ESTABLISHED 1909
BARRE, VERMONT

"The Service That Brings Barre to You"





Incised rosettes can be used to add length to a short name inscription.

Old in Tradition of Service But New in Its Interpretation

IN memorial art, as in everything else, there are changing modes. New ideas, a more comprehensive development of old ideas, an attempt to incorporate real individuality in each design, all these are constantly more evident in modern memorial art.

There is the possibility of deeper interpretation in hand carved work. As specialists in this type of ornamentation the memorials executed by the Victory Granite Company express personality.

Write us for information

Salesmen:

A. A. HECHT, New York and New Jersey
E. O. STANDER, New York and Philadelphia

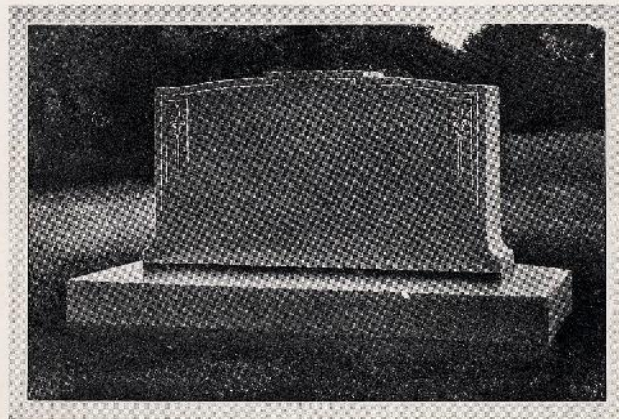


Victory Granite Company, Inc.
Barre, Vermont

DRAW FROM A NATIONAL MARKET

EVERY craftsman secretly cherishes the hope that he will again prove the story of the man who, making a better product than anyone else, even though he lived in a forest the world made a pathway to his door.

The polished and sand carved memorials executed by Hoyt and Milne, Inc., will help you in this achievement. Have your memorial work executed by the manufacturer who has made good through specialization.



There is always a call for the memorial with but little ornamentation. Surfacing and line incision give dignity to this tribute.

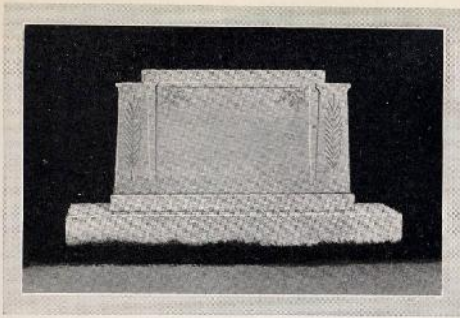
QUOTATIONS ON REQUEST

Salesmen:

A. A. HECHT, New York and New Jersey
E. O. STANDER, New York and Pennsylvania



HOYT & MILNE, Inc.
BARRE, VERMONT



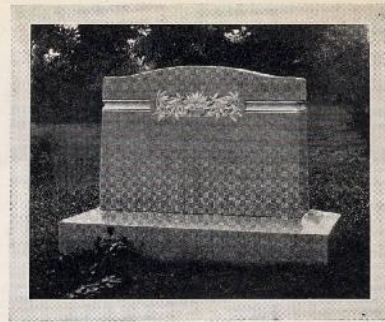
A buttressed memorial gives a sense of strength and protection

CREATE A RESPONSIVE MARKET

THE practice of erecting memorials is universal, so there is an open field for development. Various plans have been tried. One of the most successful is the displaying of memorials in Select Tennessee Marble and executed by the Cooper Marble Company.

Write us for information about the details of our service

COOPER MARBLE CO.
KNOXVILLE, TENNESSEE



The half round moulding sets off the floral panel.

For polished dies and markers
Dark Quincy
Extra Dark Quincy
Balmoral Red

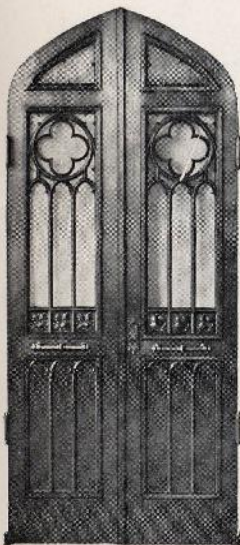
For bases and rock faced memorials
Medium Quincy

For hammered, finely carved and sand blast work
"Grayco Blue"

Quality memorials are executed from these quality granites by The Gray Rock Granite Company

Write us for Estimates

Gray Rock Granite Co.
Quincy, Mass.



DESIGN NO. MCR. 261
U. S. STANDARD BRONZE DOORS

Artistic
BRONZE DOORS
For
MAUSOLEUMS

Gates, Grills, Sash, Ventilators, Hangers, Catacomb Fittings, Ceiling-Hangers, etc.

If you are interested in Dependable Quality and Fairful, Intelligent Service, let us quote on your requirements.

Memorial Tablets
Honor Rolls

Detroit Mausoleum Equipment Works

CHARLES BOVENSIEP, Prop.
Factory and Office, 14th Ave. and Baker St.
DETROIT, MICHIGAN
P. O. Box 574

WANTED
MONUMENTAL ERECTOR

Must be experienced with large work, sober, industrious, and well recommended. Regular employment. A good position for a first class man.

THE McNEEL MARBLE COMPANY

*"The Largest in the South—
One of the Oldest and Largest in America"*

MARIETTA, GEORGIA



Provision has been made on this memorial for an initial letter

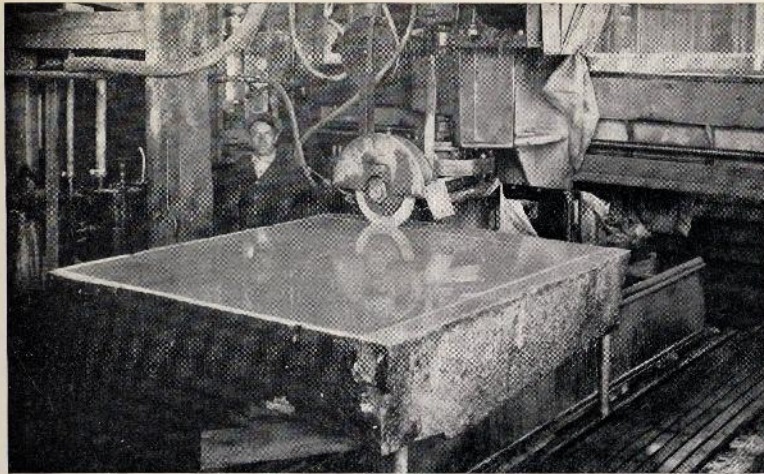
A Leader Among Granites

CROWN Hill Sparkling Blue granite has many qualifications which place it among the leading memorial materials. It takes either a hammered or polished finish and responds readily to the sand blast process.

Memorial manufacturing is accomplished in a modern plant under skilled supervision.

LAUREL GRANITE COMPANY

John F. Pirovano, Manager MILFORD, NEW HAMPSHIRE



OPENSIDE CARBORUNDUM EDGER

All four side of the stone edged with one setting. Size 5' 6" x 5' 6" — Cut 1/4" in depth.

THE COST
TO MANUFACTURE
MEMORIALS AND
BUILDING WORK
❧

WITH the present high cost for skilled labor in addition to the heavy overhead expense it is not surprising that progressive firms everywhere are rapidly turning to machinery to reduce their manufacturing cost.

F. R. Patch Manufacturing Company

Specialists in Stone, Marble, Granite and Slate Working Machinery

Rutland, Vermont

THE TROW & HOLDEN LINE OF "BARRE" TOOLS

Pneumatic
Surfacing Machine

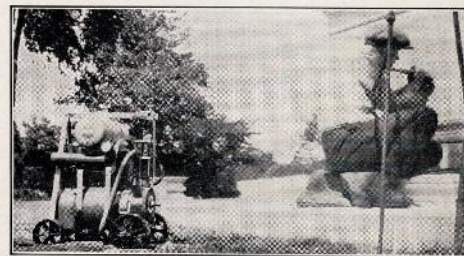


We have subjected the "Barre" Pneumatic Surfer to the most rigid and severe tests to ascertain, if possible, any weakness or faults in construction.

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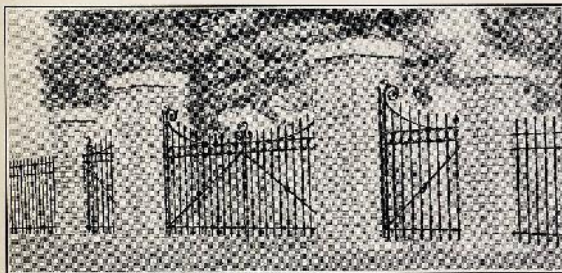
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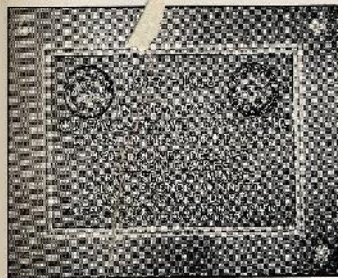
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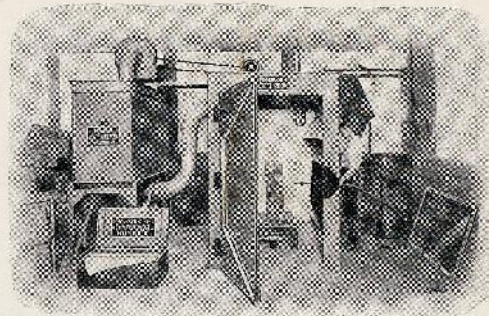
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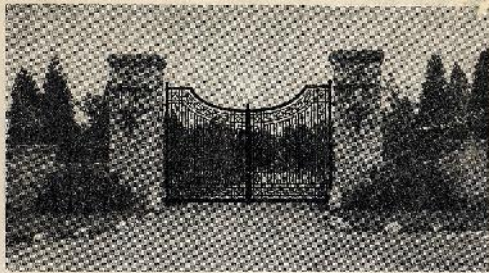
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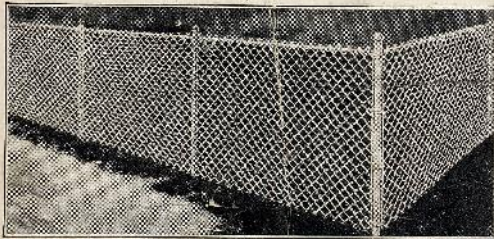


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