

MONUMENTAL NEWS



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Editorial

GLENN FRANK, erstwhile Missourian and President of University of Wisconsin, used to tell about the Missouri farmer who "went down to the South Forty to crank the danged Traxler, but she didn't have no depression so he got discouraged and went a Fishin'" But don't you believe a word of it, he probably threw the damned tractor into the river and wired Henry Ford to send another pronto, and if seaboard people mistake distant rumblings for echoes from rival Fairs, they're mistaken, it's more likely the roaring of the Live-wire State Associations in Missouri and Kansas who have decided that like another earlier native in one respect at least—"If they're going to die they're going to do it with their boots on and fighting". And our editorial hat is right in the ring with them and their 3 point plan of National Advertising, Local Propaganda (a lousy word incidentally) and the *Deferred Payment plan, about all of which you'll hear more later.

A Roar From Missouri and a Cheering Echo

From Active Association Secretary Joseph P. Bastel of St. Louis, who also doubles as secretary for the St. Louis dealer's organization comes a letter from which we take these excerpts:

TO THE EDITOR OF MONUMENTAL NEWS:

I am very grateful for your letter of March 10, as it has brought to light many interesting points of information.

I appreciate the fact that it is not a very easy job to edit and publish a trade newspaper and I appreciate the fact that there are many trials and tribulations. But it seems to me that if the trade press will keep in touch with the heads of various organizations, there is a very good chance of more cooperation between the retailer and the trade press.

The memorial industry as a whole has been kidding itself long enough, and I think the chip was knocked off its shoulder at our National Convention. The retail dealers all over this United States realize the fact that the Industry is headed for bankruptcy unless something is done in an organized effort to bring it back. Yes, I believe we need a very strong National organization of retail dealers. I believe there should be a strong association of quarriers and manufacturers and there should be a strong association of the dealers who are out in the trenches . . . what I mean by that, is various district and state organizations.

It is quite gratifying that I should be receiving in this office many replies from producers to the copy of the resolution adopted at our state convention. Up to date I have not received one reply that even hinted at a negative opinion. Everyone has endorsed our move so far. If we stop to look around us, we can see what National Advertising has done for other industries. For instance, the florists: many who were doing an annual business of one thousand dollars fifteen years ago, are now doing a business of seventy-five to one hundred thousand dollars a year. And the bicycle industry—it was hard to find a bicycle ten or twelve years ago, and today through their National Advertising program bicycles have been revived to such a point where they are a nuisance on the highways. There are many other instances where business has been revived and just why a National Advertising program, to sell the sentimental side of our industry, could not do the same thing for us, is the question foremost in our minds. . . .

Now you are going to publish an address made by Mr. Casper Todt, Superintendent of one of our local Cemeteries. This is a very good address. We are going to announce it in our bulletin, calling the attention of our dealers of the state to read the MONUMENTAL NEWS and especially Mr. Casper Todt's address. (See pages 120-121)

I feel sure that you are going to see a good deal more cooperative spirit than you have in previous years. I feel sure that your paper is going to get a good deal more support as time marches on.

You know and I know that the Memorial Industry of this United States is headed for bankruptcy—hundreds of dealers all over our country are almost broke. The only thing that keeps them holding on is their sheer determination. It seems to me the old medieval aspect is something we will have to shed. The dealers will have to forget the old method of doing business like the old tombstoners did. Those days are gone.

We are getting out another bulletin and expect to send it out to the dealers of our state before the end of this month. I shall forward one to you as there may be many echoes worth your while to reproduce in your paper. What is good for our state is going to be good for anybody's state.

I also feel that if your paper will take the aggressive attitude, endorsing our 3-Point Plan, namely, National Advertising, Local Propaganda, and the Deferred Payment Plan, then your paper is bound to receive the endorsement of all the retail dealers of the United States.

J. A. BASTEL, *Secretary,*
Memorial Craftsmen of Missouri.

Yes, we know, many of you are now saying "This is where I came in" . . . "It seems I've heard that before some place". "Yes I know Preaching at the Convention and Chiseling at Home"—as for us we believe that a real job done by just one Association can shock the rest of the Industry from Lethargy to Action. Best of Luck and be assured of any help we can give Missouri or any other such organization!

* (EDITOR'S NOTE: MONUMENTAL NEWS reserves opinion on this Deferred Payment program until further details are available.)