

The
ROCK OF AGES
MAGAZINE

February 1928

*Published Monthly by the Quarriers of
Rock of Ages Barre Granite*



Copyright 1928 by
ROCK OF AGES CORPORATION
BARRE, VERMONT



I'd give my wealth, my life,
my fame,
If I could summon to me
In this bleak hour those
nymphs that came
In early spring to woo me !

A Leap-year Lament.



KNEE-DEEP IN FEBRUARY

Not all of Nature's gifts are lavished upon the more favored months of June and September. Even in mid-winter, as we trust our picture proves, the roads leading to the ROCK OF AGES quarries open up vistas as lovely as anything to be seen under softer skies.

THE ROCK OF AGES

A LITTLE BOOKLET EDITED
BY THE ROCK OF AGES
IN ITS SERVICE TO THE MOUNTAIN

VOL. V

FEBRUARY

Cut prices cut some

It takes more than
an interesting argument

Has any one in the
any shortage of labor s

Cold weather has
his winter selling around

The use of price as
concedes the mediocrity

The height of loyalty
pay your way into one c

THE ROCK OF AGES MAGAZINE


A LITTLE BOOKLET EDITED BY ATHOL R. BELL AND PUBLISHED MONTHLY
BY THE ROCK OF AGES CORPORATION, BARRE, VERMONT, AS A PART OF
ITS SERVICE TO THE MONUMENTAL GRANITE INDUSTRY.

VOL. V


FEBRUARY, 1928

No. 8


Cut prices cut some additional granite, but not much.




It takes more than prejudice vs. commonsense to make
an interesting argument.




Has any one in the granite business noticed the temporary
shortage of labor shortages?



Cold weather has no terror for the dealer who does
his winter selling around the old box stove.



The use of price as the main selling argument somehow
concedes the mediocrity of the goods sold.



The height of loyalty to any organization is when you
pay your way into one of its banquets to hear yourself talk.

Page three

Yesterday's hobby is today's nightmare. Not long ago retailers were scrambling to get into the manufacturing business.

Hint for people who harp on the Vermont flood: Begin by saying it was indescribable and then proceed to describe it until someone chokes you with a strand of picture wire.

A questionnaire bearing upon the circulation of this magazine drew forth this query: "Is it worth reading?" To which This Department answers, for the information of all, "Yes, when it is worth reading."



A MUCH FAVORED CONTRAST

Between polished and axed ROCK OF AGES is measurably enhanced in the Cook tribute by the use of restrained ornamental effects. T. H. Marston & Co., Rochester, N. Y. erected this memorial, which is the work of Canton Bros., Barre.

Page four

Although bored to for frequently repeating the subject is not with Every Barre die should


Another advantage opportunity it affords merited rest. It is de Vermont to Missouri v

A reader who has deal of thought asks u Houghton Line: There and yet practice a small lief that it is shrewdnes


Parlor psychology entertainment, but for retailers who would t Canyon Center, Kans. Years Quarrel With W

By no means a de ists who espouse Birth C bition and Sacco-Vanza we have a sneaking fo pitches you into the nur it does you good to thi hearts at the altar of a


Although bored to the point of extinction by the need for frequently repeating it, we have no right to assume that the subject is not without vital interest to other people. Every Barre die should rest on a Barre base.




Another advantage of a long ride on the railroad is the opportunity it affords of giving one's vocal cords a well merited rest. It is demonstrably possible to travel from Vermont to Missouri without saying a word.



A reader who has given the subject of honesty quite a deal of thought asks us to reprint the following from *The Houghton Line*: There are men who believe they are honest and yet practice a small element of dishonesty under the belief that it is shrewdness.



Parlor psychology for the retail dealer may be good entertainment, but for a business convention of monument retailers who would think of booking Cyrus Daggett of Canyon Center, Kans. for a series of lectures on "My Eight Years Quarrel With Wild Sweet Clover"?



By no means a despicable class of folks are the extremists who espouse Birth Control, the Three Day Week, Prohibition and Sacco-Vanzetti. For some of the nuttiest of them we have a sneaking fondness. When circumstance so often pitches you into the numerous company of the Self Satisfied, it does you good to think of people who are warming their hearts at the altar of a generous if unattainable ideal.



WHEN VITAL STATISTICS CLASH

Two extremes in height and weight are vividly pictured as the biggest and the littlest members of the Rock of Ages staff come together. Left to right are Ray Schoff (6 ft. 3 1/4 in., 248 lbs.) of the inspection service and Clyde Belanger (4 ft. 11 in., 91 lbs.) who numbers among his multiple and important jobs the task of showing tourists about the Rock of Ages quarries.

Readers have applauded so noisily our ban on Scotch jokes that we are thinking some of extending it to Lizzie Laughs. But the good old family wheeze about "the eternal revenue collector" will make its annual return to these pages in next month's number. On all newsstands March 15.

All the way from "grim" and "remorseless" up to "grand," "damned," and "immutable" range the adjectives that have been used in describing those mountains of waste granite which stand sentinel over the Barre quarries. Seen beneath the slant rays of a late winter sun, their bold but broken outlines brocaded with gold, they are anything but

Page six

ugly. To contrive so-
cal purposes undoubte
Not to preserve the ex
them, for the enjoymen
Beauty, which is the u

Granite, long an
sloppy writers of the p
for the Order of the T
it's going to be a little
ting mayhem when so
tionist refers to the Ne
masterpiece in marble
scene appearing in Ca
debted to Reader Bob
appears this caption: "
at West Rutland, Vt.
sloping cableway car w



MONU

*In the Lively group each revea
used with flattering success by
Pa., craftsman, erected these tri*

ugly. To contrive some means of utilizing them for practical purposes undoubtedly would be a Victory for Science. Not to preserve the exterior magnificence of at least one of them, for the enjoyment of posterity, would be a sin against Beauty, which is the unforgivable sin.

Granite, long and often denominated as marble by sloppy writers of the penny-a-line school, is now an eligible for the Order of the Turning of the Worm. From now out it's going to be a little easier for us to refrain from committing mayhem when some fanciful but ill informed descriptionist refers to the New York state capitol at Albany as a masterpiece in marble. Under a colorful half-tone quarry scene appearing in *Car-Sense and Non-Sense*—we are indebted to Reader Bob Jones of Jones Bros. Co. for a copy—appears this caption: "Mouth of large, white granite quarry at West Rutland, Vt. Block of granite being removed from sloping cableway car which descends 300 feet into the earth."



MONUMENT AND MARKER

In the Lively group each reveals a delicate touch in ornamentation that has been used with flattering success by Davis Bros., Riverton. C. W. Knipe, Columbia, Pa., craftsman, erected these tributes for the Lively family.

THE POTTER AND HIS CLAY

"The dealer can sell the customer anything
he wants to sell him."

THIS is one of those statements which lose nothing by frequent repetition. It is just as true today as it was the first time that words of the same purport were uttered by a retailer of memorials.

Indeed, one of the familiar and unfailing figures of disillusionment is that of the quarrier or the manufacturer who goes out into the retail field and grasps the truth of this axiom himself.

There is nothing that the public buys that it knows so little about as a monument. Never does the buyer approach the seller of a commodity with so little confidence in his own sense of discrimination as in the purchase of a memorial. The public, by all accounts including the dealer's, is pretty much at the mercy of the man who sells the monument.

From the producer's point of view this condition is not necessarily inimical to his welfare. So long as this confidence which the public must perforce repose in the dealer isn't abused no one can complain.

Still, the very fact that dealer influence over the customer reaches high tide in a monumental sale is all the more reason why the dealer should jealously resent any imputation that the confidence is not deserved. And just as long as the influence is exerted honestly there can be nothing wrong about it.

When, however, the producer is driven in defense of his own reputation and that of his product to reckon with the unscrupulous dealer the plot changes. Let no one misread our comprehension of the unscrupulous dealer.

At the moment we are thinking of that one in Minnesota who red-handedly sold a trusting widow of advanced years a Concord granite monument when the contract called for ROCK OF AGES. Of another, in Pennsylvania, who has



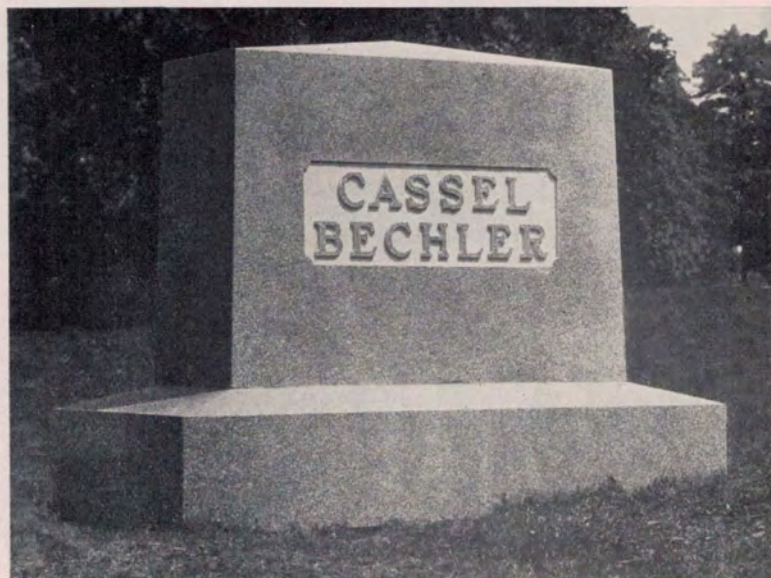
THE LEADING
Furnishes the site for the ex-
Rock of Ages tribute from
was erected by Titus

persistently duped the
ferior gray granite sub-
by no means to exha-
N. H., granite for W

The day may com-
materials cannot be furnis-
ignorant of granite va-

Meanwhile it oug-
riers and the manufact-
posing retailers who de-
they are selling. Ever-
practiced memorial cra-
repute.

Why isn't it a perf-
state and national assoc-
a helping hand in the w-



THE LEADING CEMETERY IN CYNWYD, PA.

Furnishes the site for the exemplary Cassel-Bechler memorial, an all-polished ROCK OF AGES tribute from the plant of Dessureau & Co., Barre, which was erected by Titus Kellett, well known Philadelphia dealer.

persistently duped the public with a softer, distinctly inferior gray granite substituted for Barre. And of another, by no means to exhaust the list, who substituted Milford, N. H., granite for Westerly.

The day may come in this country when inferior materials cannot be furnished for better ones to a public wholly ignorant of granite values.

Meanwhile it ought not to be necessary for the quarriers and the manufacturers to bear the whole burden of exposing retailers who deliberately misrepresent the materials they are selling. Every time a deception of this kind is practiced memorial craftsmanship itself is brought into bad repute.

Why isn't it a perfectly legitimate function for district, state and national associations of monument retailers to lend a helping hand in the work of exposing these pirates?

"NOW IT CAN BE TOLD"

Being A Few Spent Bullets From The Convention Note-book Of Our Staff Icon Smasher.

Nothing, it seems to us, can quite approach the heart-burning that comes to a dealer when he has traveled the length of his state, or even half of it, to attend a convention of his fellows, only to find that most of them have stayed away.

There is a modicum of disappointment in the same experience for the manufacturer, the quarrier or the salesman who has consumed considerable mileage in a similar expectation.

Something is wrong in a state convention where the potential attendance is right up in the three and four hundreds and the scant fifteen craftsmen in attendance find themselves outnumbered by the salesmen and the representatives from the quarry centers.

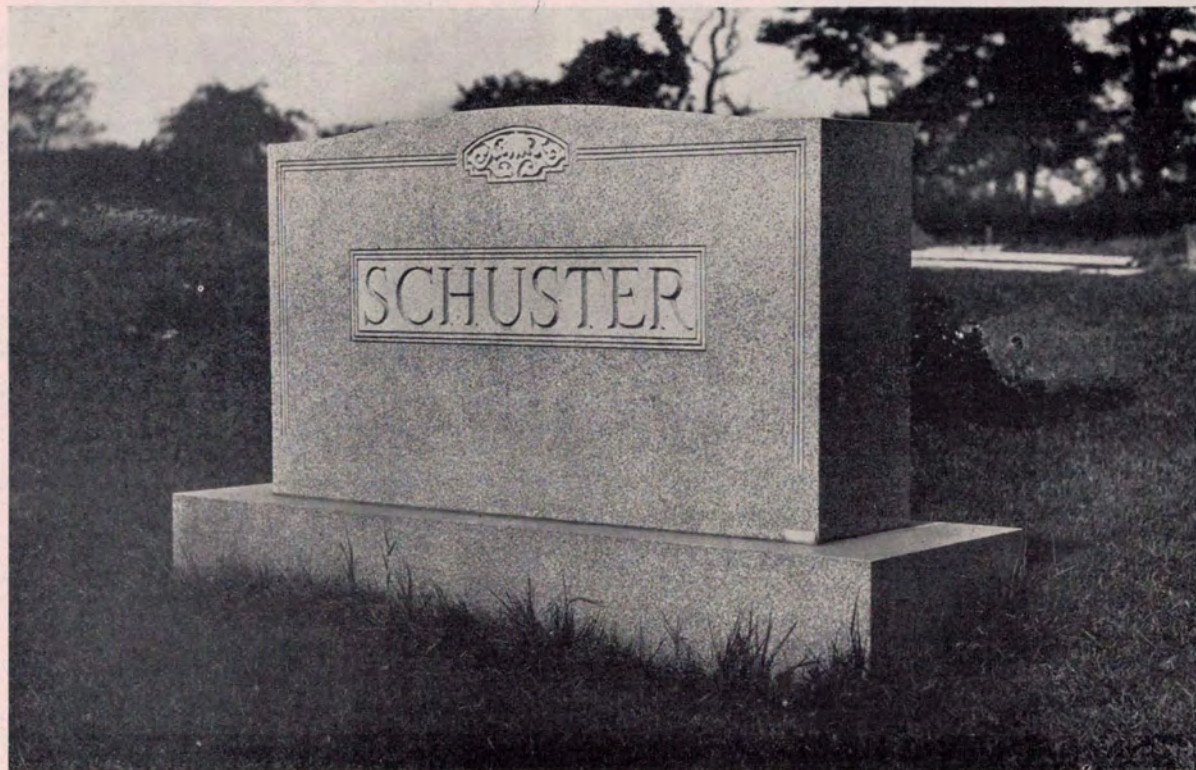
Half facetiously we might inquire if it isn't immensely to the credit of the camp followers that they never have taken advantage of their superior numbers!

It is true that the conventions are not held primarily for the benefit of the quarry centers and the sales forces, even though invariably there is every mark of cordiality in the receptions accorded them—indicating that the dealers are pleased to have these peripatetic visitors with them.

Diagnosing the trouble is not so easy. Blaming the state officers does not begin to uncover the reason or help disclose the remedy.

Page ten





AMONG MORE NOTABLE MEMORIALS

Erected in the closing weeks of 1927 was the Schuster tribute, which stands in Elwood City, Pa. The local craftsmen, the Memorial Arts Co., are specializing in axed and all-polished ROCK OF AGES.

Officering a state or national organization, as we have risen to remark before, never has been a sinecure. At the worst it is a thankless task; at best the compensations are seldom of the tangible sort.

It seems to us that national headquarters should pay more attention to providing each state convention with appealing high lights. Perhaps the effort was made this year, especially along the western circuit.

If the attempt was made, our own opinion is that the results were not altogether happy. Yet its failure to "get over" should not discourage the officers from repeating the effort next year. The state conventions can ill be spared.

National headquarters routed Miss Shuey of Chicago over the western circuit. Many heard her in Washington. It is this observer's humble opinion that both the audiences and Miss Shuey at times were close to the line where they could have mutually commiserated each other without any breach of the proprieties.

Much time was spent in studying the contrasting proclivities of blondes and brunettes. We believe that these contrasts were interesting, if not always convincing. Still more we believe that the average dealer wants to hear about a great many other things of transcending importance to his business.

Miss Shuey is a young woman of exceptional ability. She has been around some, as they say up here in the provinces. Possessing an attractive, not to say hypnotic, personality, a ready flow of speech and an intimate knowledge of her own exotic subject, she could tell her story in many circles and be sure that she and her hearers would profit mutually.



Is this extensive and unusual
many exceptional Rock of
Co. and Young Bro
Joseph L.

Coming down to
sure that most of us a
even a few of her recor
of the prospective custo

To say the very
It is a large question
dealer again—is ready
successive days.

Those of our read
who isn't—may reme
men who gathered in a
It was called the Cave

If there are enoug
cave with us for a few
barest outline of a plan
attendances back into



VALUED AT \$50,000

Is this extensive and unusually artistic stock of memorials. Among them are many exceptional ROCK OF AGES tributes from the plants of Cross Bros. Co. and Young Bros. Co. Our picture shows the yard of Joseph L. Mathias, Westminster, Md.

Coming down to us monumentalists, however, we feel sure that most of us are still unprepared to practice all or even a few of her recommended distinctions in our appraisal of the prospective customer.



To say the very least her addresses were entertaining. It is a large question whether the dealer—that average dealer again—is ready to be entertained that way twice in successive days.



Those of our readers who are scripturally minded—and who isn't—may remember the four hundred discontented men who gathered in a cave under the leadership of David. It was called the Cave of Adullam.



If there are enough discontents who care to stay in the cave with us for a few minutes longer we shall sketch the barest outline of a plan that might put the winter convention attendances back into the multiplication table.

Either through the state committees or national headquarters select four or five memorial craftsmen who have been eminently successful in business. Get *them* to make the convention circuits. Groom them for itineraries that will include every state association in the country.

Then for good measure draft a few cemetery superintendents and a few nationally known figures from the quarry centers, irrespective of the particular granite they happen to be manufacturing or quarrying, and prime them for the same job.

It is easier to criticise than to construct, but if something like this were to be undertaken in ample time for everybody to be prepared, we'll wager that it wouldn't take much pre-convention bally-ho to get the dealers out.

SUPT. W. R. REILLY PROMOTED

The directors of the ROCK OF AGES Corporation join in announcing the promotion of Supt. W. R. Reilly to a part ownership in the business. Mr. Reilly's advancement became effective in January and marked the beginning of his third year as superintendent of production at the Rock of Ages quarries.

No one who is in a position to appraise Mr. Reilly's exceptional record of achievement as a Rock of Ages quarrier will doubt for a moment that this substantial recognition of his abilities was eminently deserved. "Bill" Reilly came into the Barre granite industry after relinquishing the management of large talc mines in Waterbury and Johnson. Previously he had seen service as a mining engineer in the Ontario gold region, a field which he entered soon after his graduation from the Massachusetts Institute of Technology.

S
METHODS
reader know
Indubitably
of our cor

Once in awhile the sale
with acrimony. Much
well worth pondering.

In the December R
graph ran something like

After all, is there
sells memorials witho
ment dealer who carries

"Fine thing if true
nati, O., dealer in Ro
question as "a short bu
certain class of carpet-b

Mr. Antal, however
nish work for these firms



FROM L
Came Draper P. Smith, know
to get a winter view of the Ro

SYMPOSIUM

METHODS of merchandising memorials, as any reader knows, are often discussed in these pages. Indubitably our own comment as well as that of our contributors strikes fire now and then. Once in awhile the sallies thus drawn forth are tintured with acrimony. Much oftener they are in good temper and well worth pondering.

In the December ROCK OF AGES Magazine a little paragraph ran something like this:

After all, is there any choice between the man who sells memorials without carrying a stock and the monument dealer who carries a stock without selling monuments?

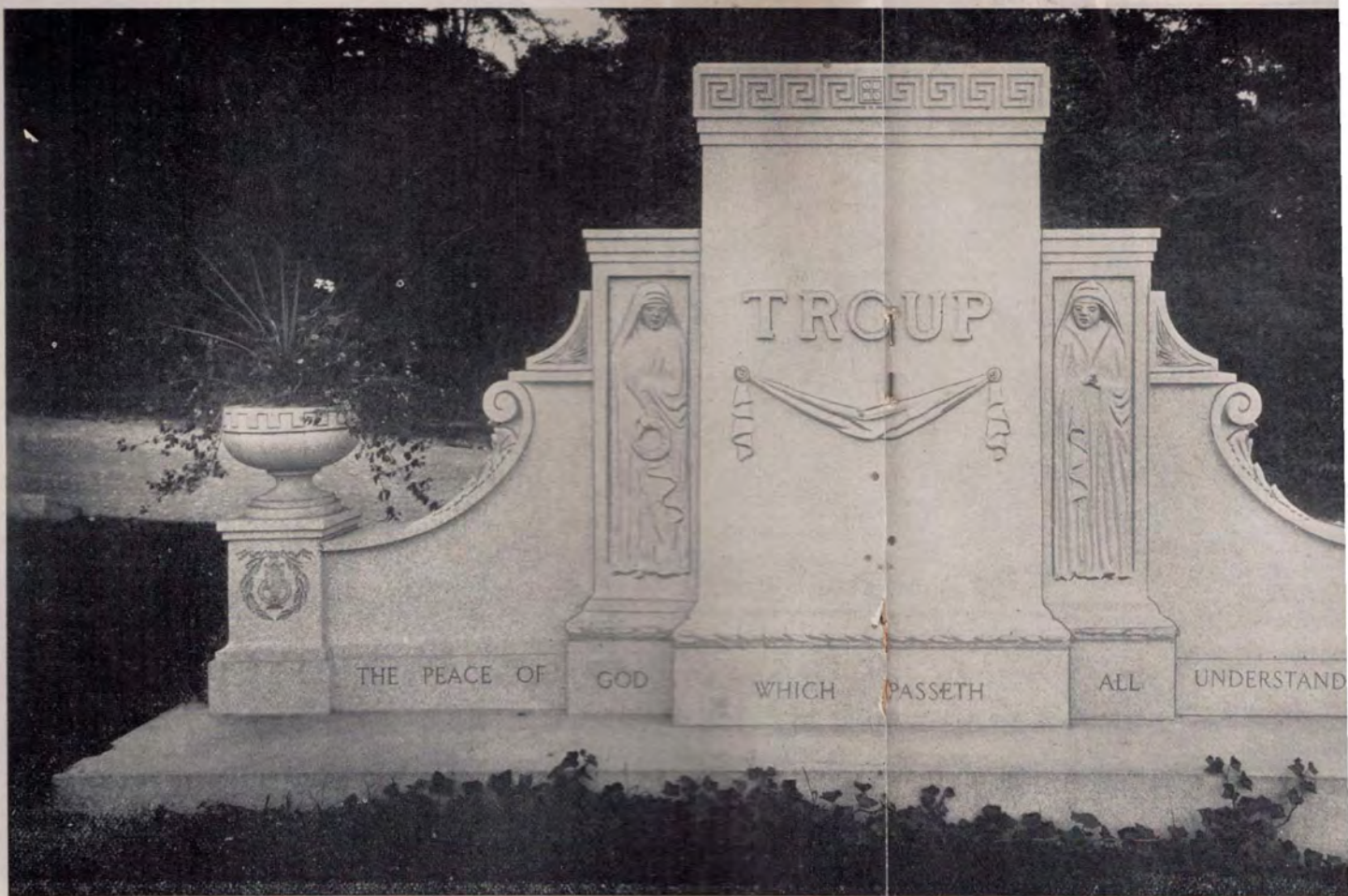
"Fine thing if true," ejaculates Joseph Antal, Cincinnati, O., dealer in ROCK OF AGES, who comprehends our question as "a short but pointed paragraph in defense of a certain class of carpet-baggers who sell very expensive work."

Mr. Antal, however, asks whether "anybody could furnish work for these fine memorialists if we, the small fel-



FROM LONGMONT, COLORADO

Came Draper P. Smith, known far and wide among the craftsmen of his State, to get a winter view of the ROCK OF AGES quarries.



ROCK OF AGES IN A 1927 MASTERPIECE

No gallery of outstanding memorials erected last year would be complete without including the Troup tribute with the indefinable charm of I. B. Dickinson, Harrisburg, Pa., craftsman and Cross Bros. Co., Northfield, collaborated in its conception and execution. A more detailed story of this significant memorial project will be found elsewhere in these pages.

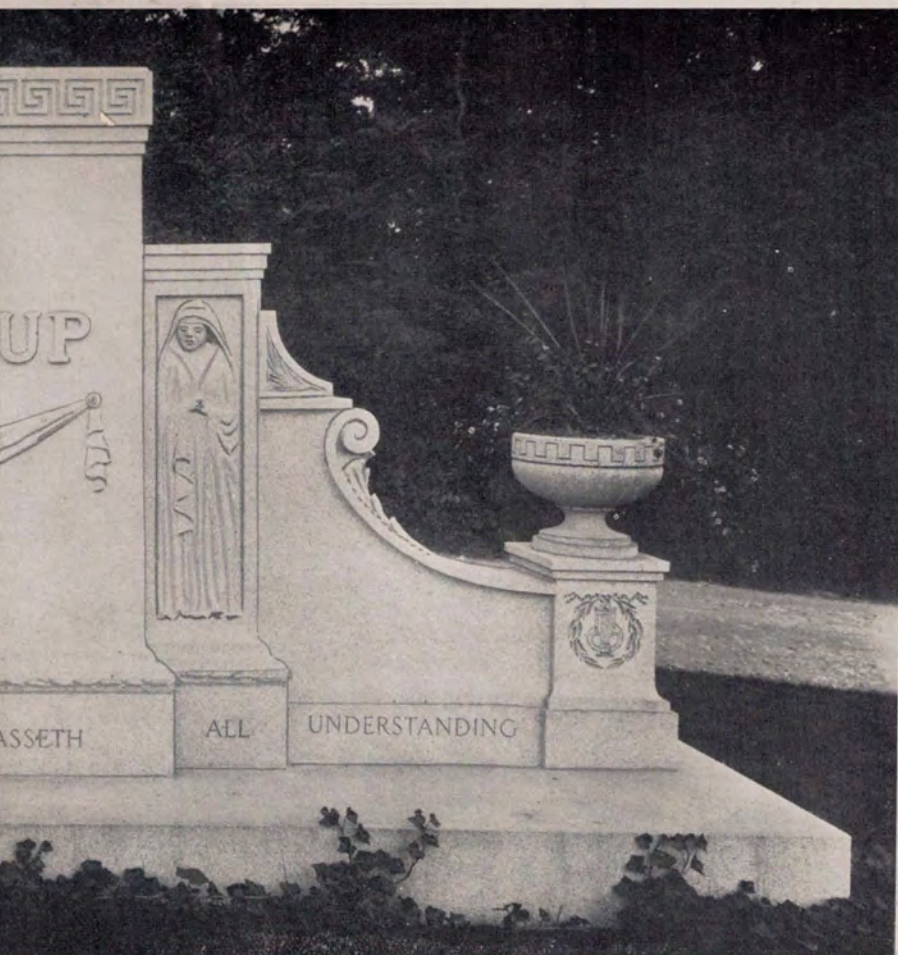
lows, did not buy stock in advance to satisfy the every-day need of poor and average people. We invest our money to keep the manufacturers going and just as soon as we quit buying in advance—well, you know what happens.”

William Scheirer of Pine Grove, Pa., is another retailer who shares the general dissatisfaction with things as they are. Both Mr. Antal and his contemporary in Pennsyl-

vania believe that the place conditions in the retail field

In fact Mr. Antal believes the business can be traced to the fact that, adds, “as cancer can be passed on, our own malady cannot be passed on.”

Pages could be written about the



927 MASTERPIECE

cluding the Troup tribute with the indefinable charm of its ornamental values.
 , Northfield, collaborated in its conception and execution.
 project will be found elsewhere in these pages.

vania believe that the place to begin to improve competitive conditions in the retail field is at the quarry center.

In fact Mr. Antal believes that "all that's ill in this business can be traced to the source of supply." "And," he adds, "as cancer can be possibly cured only by an operation our own malady cannot be cured otherwise."

Pages could be written about Mr. Scheirer's thirty-

eight years in the business. Beginning as a granite cutter, he embarked upon a dealer's career twelve years ago. Apprentice, journeyman, foreman and manager were some of the preliminary steps he took.

"Many wrongs in the business have been observed by me," he writes, "and in particular I have found myself with more or less of a prejudice against the Craftsmen's organizations, for the reason that some of their shining lights employ the worst of methods against their fellow dealers. Besides, the bulk of them are unable even to take up a bottom base and work it practicably and mechanically."

All of which is thought provoking, to say the least. We only hope that the restrictions imposed upon us by space limitations will not discourage other good dealers from writing us with equal candor.



BIG HEARTED BENNIES

To tell, as one of our redundant correspondents oft iterates, the honest truth, there must be many a rugged dealer who if cornered would confess to a sensation of nausea over the ingratiating reception accorded him by competing manufacturers upon the occasion of his semi-frequent pilgrimages to the Granite Center of the World.

What some manufacturers *wouldn't* do for a detached and portable retailer let loose in the none too restricted confines of the Barre District would make it necessary for the biographer of the original Butter and Egg Man From the Great Open Spaces to revise his familiar formula.

To tell, again, the honest truth, there's too much of this sort of business. The average dealer is not a supplicant at the knees of the almoner. At least he has an academic interest in maintaining his self-respect.

This is a year when the Barre District manufacturer is not required by custom, precedent or tradition to play Santa Claus to the visiting dealer 365 days in the year. There are 366 of them—it's Leap Year.

With Field

One state convention for holiday for the dealer

Seven, twelve, sixteen abandon be tintured with assigned to cover them a yearly trek across the con Austin and Johnson of th be in pretty good fettle a their ability to survive t dispelled.

Reports from various ly convincing impression tending his first state con Craftsmen of America.

Despite Mr. Warner national association mar for the first time and th suasive addresses seems t

Michigan, by all acc on certain questions o though the Wolverine de a positive expression of t ive work was accomplish

When the Indiana many of the more famil program was emphasize its mooted points were a

With The *Field Men*



One state convention may very easily be a long looked for holiday for the dealer to whom it is an annual event.

* * * *

Seven, twelve, sixteen, or what have you may with equal abandon be tinctured with tedium for the field man who is assigned to cover them all. Now that the first lap of their yearly trek across the convention circuit is well over Messrs. Austin and Johnson of the ROCK OF AGES field force seem to be in pretty good fettle and any doubt we may have had of their ability to survive the open season on orators is quite dispelled.

* * * *

Reports from various sources all testify to the uniformly convincing impression made by Robert H. Warner in attending his first state conventions as head of the Memorial Craftsmen of America.

* * * *

Despite Mr. Warner's long and varied activities in the national association many retailers have been meeting him for the first time and their approval of his earnest and persuasive addresses seems to have all the marks of unanimity.

* * * *

Michigan, by all accounts, developed a mind of its own on certain questions of national significance, but even though the Wolverine dealers felt that the time was ripe for a positive expression of their views, a good deal of constructive work was accomplished in their two days at Kalamazoo.

* * * *

When the Indiana retailers convened in Indianapolis many of the more familiar faces were missing. The survey program was emphasized in various speeches and some of its mooted points were apparently clarified.



SUBSTITUTION IS CHALLENGED

When the contract calls for the ROCK OF AGES certificate, a fac-simile of which is shown here. Certificate folders, each carrying a reproduction of our guarantee, are furnished in quantities to dealers who may wish to use them in circularizing their prospective customers.

R. L. McGovern was one of the heavy organizers in the New England convention at Hartford and everybody agreed that he handled the task in a masterful way.

* * * *

One of the wheel horses of the association movement in New Jersey returned from a trip to the Barre District just in time to be with his contemporaries at Atlantic City. A. R. Baxter of Trenton traveled, as so many others have traveled since Nov. 3, from Barre to Burlington to make the train.

* * * *

The family memorial of W. H. Hannold & Son, Swedesboro, N. J., retailers, is being executed in ROCK OF AGES, chiefly but not solely because their cutter prefers it above all other granites.

DESCRIPTION OF WORK INSPECTED AND CERTIFIED

Design No. (if any) 10378
Order No. (if any) 2594
Yours 1-2 X 1-2 X 1-2
Dia 3-0 X 1-2 X 5-0
Basin 7-10 X 2-0 X 0-10
Markers
Date of Inspection 1-3-28

CAUTION

Before final acceptance of the memorial, both the dealer and his customer should carefully examine this Certificate, assuring themselves that no alterations were made after its issuance by the ROCK OF AGES INSPECTOR. Should this Certificate disclose evidence of having been tampered with the matter should be reported at once to the Rock of Ages Corporation, Barre, Vermont.


IT FIX

For any of the multiplicity of memorial there is protection OF AGES certificate in his he is enabled to s

A Michigan dealer strenuously to his com that no one but he (the OF AGES. Still, No l clusive agency rights a an exclusive franchise

"Well ventilated a is an early bulletin po ment of the Stevens h vention of the M. C. other exhibitors who l and radios there in Au



| | | |
|---|--|--|
| <p>DESCRIPTION OF WORK INSPECTED AND CERTIFIED</p> <p>Design No. (if any) <u>10378</u></p> <p>Order No. (if any) <u>2574</u></p> <p><u>Ymca</u> Case <u>1-2 X 1-2 X 1-2</u></p> <p>Drawings <u>3-0 X 1-2 X 5-0</u></p> <p>Bases <u>7-10 X 2-0 X 0-10</u></p> <p>Markers _____</p> <p>Date of Inspection <u>1-3-28</u></p> | <p>SKETCH OF PARTS IN WHICH ROCK OF AGES GRANITE HAS BEEN USED</p>  | <p style="text-align: center;">TRADE MARK</p> <p style="text-align: center;">ROCK OF AGES</p> <p style="text-align: center;">T.M. REG. U.S. PAT. OFF. MADE IN U.S.A.</p> |
|---|--|--|

CAUTION

Before final acceptance of the memorial, both the dealer and his customer should carefully examine this Certificate, securing themselves that no alterations were made after its issuance by the ROCK OF AGES INSPECTOR. Should this Certificate disclose evidence of having been tampered with, the matter should be reported at once to the Rock of Ages Corporation, Barre, Vermont.

NOTE

This Certificate is Void Unless the Following Warranty is Signed by the Manufacturer And The Seller.

It is hereby guaranteed that the memorial delivered with this Certificate is the ROCK OF AGES memorial for which it was issued by the Inspector whose signature appears on the reverse side.

SIGNED Art Manufacturing Corporation

SIGNED Fred Rose Memorial Co. Inc. Seller

IT FIXES RESPONSIBILITY

For any of the multiplicity of things that may go amiss in the contract for a memorial there is protection for the retailer who will specify the Rock of Ages certificate in his contract with the manufacturer. In turn he is enabled to share this security with his customer.

A Michigan dealer interviewed by Ivan Johnson objects strenuously to his competitor's practice of telling the world that no one but he (the competitor) has a right to sell Rock of Ages. Still, No. 1, having observed the effects of exclusive agency rights among other dealers, is not anxious for an exclusive franchise of his own.

* * * *

"Well ventilated and comfortable in the hottest weather" is an early bulletin pointing to the exhibit hall in the basement of the Stevens hotel, Chicago, where this year's convention of the M. C. A. is to be held. The testimony of other exhibitors who have displayed pianos, farm machinery and radios there in August also indicates that the atmosphere

within is apt to be an improvement over outside Chicago in dog days.

* * * *

The head of the house of Millard & Son, Gloucester, N. J. has been in the memorial business for fifty-seven years and still takes a hand at cutting granite now and then.

* * * *

Ros Austin's convention itinerary will carry him so far south as Memphis, while Ivan Johnson's nearest approach to the equator will be Llano, Texas.

* * * *

Because of Ivan's excursion into the Southwest the ROCK OF AGES was represented at the Ohio convention in Cincinnati by Mr. Austin, although most of the Western Reserve is nominally covered by Mr. Johnson.

* * * *

From an eastern dealer comes a suggestion that will be sympathetically echoed by others, unless our guess goes amiss. He believes that the manufacturers' association in Barre should install a consulting design service, to be freely accessible to the retailers.

* * * *

He doesn't advocate an establishment from which a dealer could procure a whole flock of designs to be peddled about among competitive manufacturers. Rather, he favors a more concentrated plan whereby the dealer could submit his design problem to association headquarters, obtain the desired advice and still not be obligated to any one manufacturer.

* * * *

Of more than passing interest to Barre people is the announcement that A. G. Trail is succeeding Leslie & Co. in an important retail establishment long doing business in Jackson, Mich.

Under both the old and new names, the business looks back to the Barre days of John Leslie, who founded the business before his removal to Jackson, carried on the business for many years connected with a Jackson trust officer.

Under its new name, the A. G. Trail Granite Co. is A. G. Trail, himself, until he went to Jackson, Mich. by Leslie & Co.

Another change in the retail business was brought about by Selman, already a part of the interest held by the A. G. Trail Granite Co.



STRAITON

Along with a varied array of granite, which George M. Sunday stole on the Rock of Ages and received the names of two young papers and elsewhere last year.

Under both the old and the new ownerships the concern looks back to the Barre District for its antecedents. The late John Leslie, who founded the business, was a Barre resident before his removal to Jackson. His son, Harold Leslie, who carried on the business following his father's demise, is now connected with a Jackson banking house in the capacity of trust officer.

* * * *

Under its new name the business will be conducted as the A. G. Trail Granite Works, of which the moving spirit is A. G. Trail, himself a one-time granite worker in Barre until he went to Jackson to be employed as shop superintendent by Leslie & Co.

* * * *

Another change in ownership involving a well known retail business was brought about recently when E. A. Huselman, already a part owner in the company, acquired the interest held by the A. W. Madden estate, Auburn, Ind.,



STRAITON'S "KLEEN KUT" FINISH

Along with a varied array of garden ware features the arresting indoor exhibit which George M. Sunday staged in York, Pa. For the specimen inscriptions on the Rock of Ages and red granite dies in the foreground Mr. Sunday has borrowed the names of two young men who figured quite prominently in the newspapers and elsewhere last year.

Henceforth the business will be known as the Husselman Monument Co.

* * * *

Dealers everywhere are discussing the definite trend toward the abandonment of retail manufacturing in favor of complete concentration upon sales. One of the oldest and most competent manufacturing concerns in the Middle West, the Mansfield Granite Co. of Mansfield, O., is retiring from the production end of the business and expects to launch the most aggressive selling campaign in its history.

* * * *

A Michigan dealer reacts interestingly to the suggestion that the name of the granite be sand blown into a memorial. He recalls the days when dealers inscribed their own names on monuments they were erecting and believes that, with the customer's consent, good rather than harm would result from a neatly engraved trade mark of identification.

* * * *

PRESIDENT WARNER'S WARNING

(As summarized in an Associated Press dispatch dated at Atlantic City, N. J.)

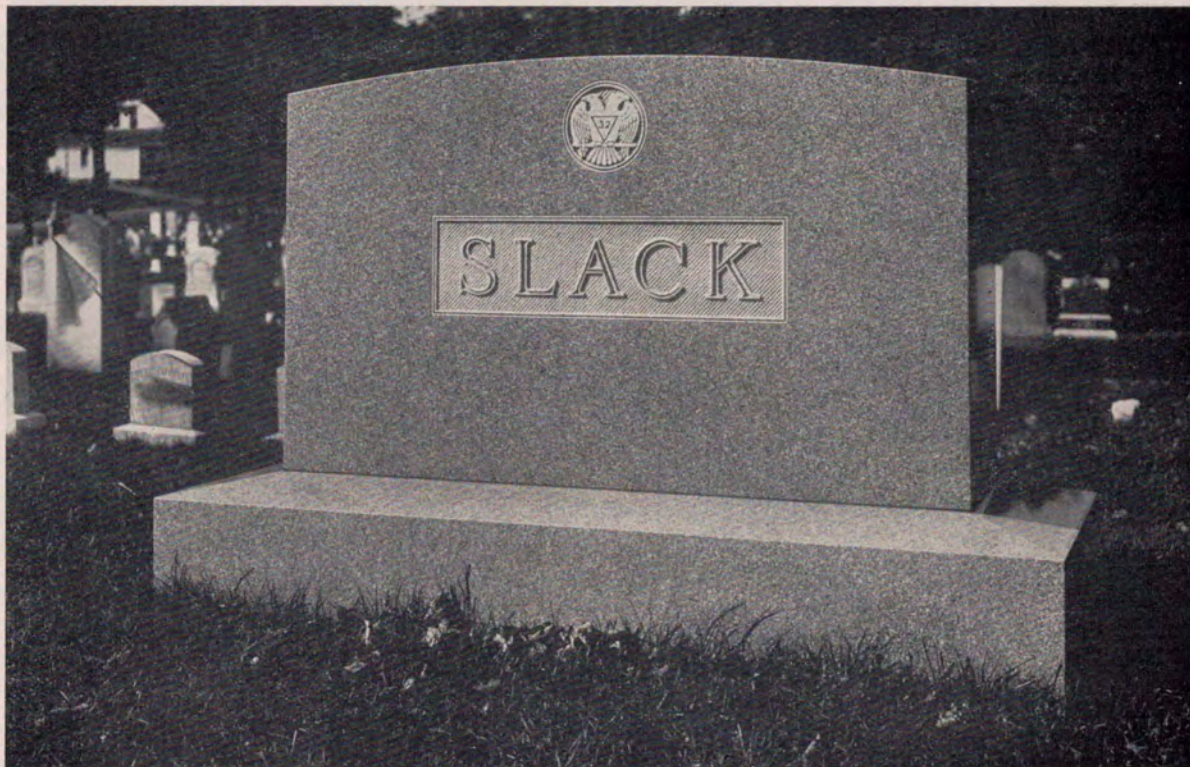
"If we stand by and make no effort to improve ourselves it will be only a matter of a few years until our industry falls by the wayside," said Robert H. Warner of Raleigh, N. C., president of the Memorial Craftsmen of America, in addressing the New Jersey branch which met in annual session here today. "The United States Geological Survey's report shows that the amount of the cubic feet of granite used today is less than half of 1907. If an average loss of \$3,000,000 is maintained, it will wipe out the granite industry in the next twenty years."

On the other hand a Pennsylvania dealer who has received a monument bearing a trade-mark replica anticipates trouble with the cemetery authorities when he comes to erect it, as there is a rule which forbids anything suggestive of advertising appearing on a monument.

* * * *

The ratio between the bitter and the sweet which exists in a fairly stable basis in most of life's activities holds good in the





VIRILE CONTRASTS

Are preserved in this Striking Memokraft memorial, an all-polished Rock of Ages tribute from the plant of Phillips & Slack, Inc., Northfield. It was erected for a member of the Slack family, associated with the originators of Memokraft finish.

journal of a field man. For instance, there is the dealer who blandly says that he buys most of his ROCK OF AGES from stock sheets, while his good work is placed with salesmen.

* * * * *

Getting away from the atmosphere of the old convention headquarters in Boston is the reason, according to one dealer, why this year's all-New England gathering at Hartford was one of the best within memory.

* * * * *

"An uninteresting display lifted from mediocrity only by the presence of three nicely polished memorials in Pirie granite" Well, if we ourselves couldn't be there with a few pieces of granite, we're glad there was a good neighbor ready and able to do that job of lifting.

* * * * *

Next month with Ros. fresh from his roamings in Virginia, Tennessee and the Carolinas we hope to have This Department tastefully decorated with hibiscus and rhododendron blossoms.

* * * * *

And from Ivan, who will be just back from Texas, some other rare tropical flowers which the natives down there are wont to pick in February.



BOGEY

Just how much of the traditional sag in business will actually develop from the fact that this is a presidential year? Isn't it true that in most election years the tapering-off in demand has been mostly mental?

Some words of timely import that were uttered on the threshold of another quadrennial agony come echoing back to us and they sound something like this:

"Between the bare peaks of pessimism and pollyanna there is a sunny vale and those who travel it are not going to let the donkey and the elephant get their goat, even though it is a presidential year."

A MUSICIAN

MUCH of significance found in the selection this

in a new series of magazines in such periodicals as *Elks Magazine*, *Good Housekeeping*, *Christian Herald* and *The*

The memorial has been Mr. Troup and the fact that a musician, is one of the largest in Pennsylvania helps to emphasize the symbolism which

I. B. Dickinson, who lives on State streets, Harrisburg, has memorial establishments in which he who handled the project of the work having been entrusted. Axed and carved Rock of Ages throughout.

W. C. Dickinson, who signed the memorial in 1890, designers were attached to the young Mr. Dickinson's office, one of Harrisburg's best known, either side of the die representing

Both the dealer and the manufacturer pressing their complete artistic manner in which they manufacture.

A student failed in an attempt. He telegraphed to his papa."

The brother telegraphed



A MUSICIAN'S MEMORIAL

MUCH of significance and satisfaction is to be found in the completed Troup memorial which in addition to adorning our pictorial selection this month is to figure prominently in a new series of magazine advertisements to appear shortly in such periodicals as *The National Geographic*, *The Elks Magazine*, *Good Housekeeping*, *Extension Magazine*, *Christian Herald* and *The Spur*.

The memorial has been erected in Harrisburg, Pa. for Mr. Troup and the fact that the purchaser, himself a musician, is one of the largest dealers in musical supplies in Pennsylvania helps to emphasize the propriety and the adequacy of the symbolism which graces the tribute.

I. B. Dickinson, whose place of business at 13th and State streets, Harrisburg, is one of the most attractive memorial establishments in central Pennsylvania, was the dealer who handled the project, the responsible task of executing the work having been entrusted to Cross Bros. of Northfield. Axed and carved ROCK OF AGES was the specification throughout.

W. C. Dickinson, a son of the contracting dealer, designed the memorial in a blank competition. No names of designers were attached to the entries and the selection of young Mr. Dickinson's design was the choice among six of one of Harrisburg's best known architects. The figures at either side of the die represent Grief and Memory.

Both the dealer and Mr. Troup are enthusiastic in expressing their complete approval of the material and the artistic manner in which the design was developed by the manufacturers.



A student failed in an exam in all the five subjects he took.

He telegraphed to a brother: "Failed in all five. Prepare papa."

The brother telegraphed back: "Papa prepared. Prepare yourself."

ALL IN THE DAY'S MAIL

THAT LOST EPIGRAM—IT'S AUTHOR

Editor's Note. When the state librarian of the Illinois Daughters of the American Revolution sought our assistance in ascertaining the origin of a timely quotation on memorials we immediately enlisted the aid of our readers, with the happy result that a dealer in Colorado now supplies the missing information.

Editor, *ROCK OF AGES Magazine*,

Dear Sir:

Noting in your current issue a request for information concerning an epigram therein set forth, may we suggest that Gladstone is credited with the following:

"Show me the manner in which a nation or community cares for its dead, and I will measure with mathematical exactness the tender sympathies of its people, their respect for the laws of the land and their loyalty to the high ideals."

In event the lady from Illinois would elect to use the above, perhaps her geographical handicap should be cited, and Will Rogers consulted as to whether Chicago—at least Mayor Thompson—should not be denied audience.

We have used this English quotation extensively in advertising, often with efforts to "hook up" with the *ROCK OF AGES* national campaign; but it is, of course, extremely improbable that our confined copy should have come before your correspondent, except for the possibility that she be a Colorado visitor.

Very truly yours,

V. J. EMMETT, *Associate Mgr.*,

THE BOULDER MARBLE & GRANITE WORKS.



Mr. Billerton, the butcher, was a jovial soul. As he was cutting up an order of lamb chops for a lady customer she asked curiously: "Mr. Billerton, what led you to choose your present occupation?"

"Well, really, I don't know, ma'am," explained Mr. Billerton. "Maybe it was because I have always been fond of animals."

Page twenty-eight



AN AFTERMATH OF

Unreckoned carloads of finished delivery had it not been for the c on the M. & W. R. was restored, theless are the figures of Supt. who directed the *ROCK OF AGES* back into position.

THE HE

From

These telephone al telephoning. So that ends up with a "bye rubberized diaper. If da" on opening? The been generally accept America. "Hello" is conversation and "Go The use of any other v but that trait does not

Barrister: "What acquitting that murderer? Juryman: "Insanity Barrister: "Really



AN AFTERMATH OF A RECENT UNPLEASANTNESS

Unreckoned carloads of finished Barre granite would have been delayed in delivery had it not been for the celerity with which this important connecting link on the M. & W. R. was restored. Not to be easily recognized but there nevertheless are the figures of Supt. W. R. Reilly and Assistant Supt. E. D. Palmer, who directed the ROCK OF AGES rigging crew in lifting the flood washed bridge back into position.

THE HELL IN THE HELLO

From "Heavy Stuff"

These telephone abuses are all connected with business telephoning. So that when the other end is a male, and he ends up with a "bye bye" . . . I feel like sending him a rubberized diaper. If "bye bye" on closing, why not "da da" on opening? There are telephone phrases that have been generally accepted by telephone users throughout America. "Hello" is the word for opening a telephone conversation and "Goodbye" is the word for closing it. The use of any other words for the purpose may be smart, but that trait does not belong in business.



Barrister: "What possible excuse did you fellows have for acquitting that murderer?"

Juryman: "Insanity."

Barrister: "Really! The whole twelve of you?"—*Tit Bits.*

PICTORIAL PARAGRAPHS

With practically all of the larger quarries solidly intrenched, since 1922, in the American Plan of operation and more than half the manufactured production of the Barre District coming from American Plan plants, there is the hollowest kind of a ring to the old and worn-out union shibboleth that in order to get good workmanship the dealer must go to those employers who still make obeisance to the union.

A painstaking survey of the "Best Memorials of 1927" recently published and admirably illustrated by *The Monumental News* shows that the country over free labor in the granite industry needs to concede nothing on the score of craftsmanship.

In our own pages there have appeared within three months of each other two memorials involving the most intricate kind of carving. Both were in axed Rock of Ages and both were the handiwork of American Plan craftsmen. The J. M. Boutwell sarcophagus, pictured in the November number, came from the shops of Barclay Bros.



IN PAXTANG CEMETERY AT HARRISBURG

P. R. Hombach, memorial craftsman in Newport, Pa., erected the Horting memorial. It is from the plant of the Union Granite Co., Waterbury, a concern which has used hammered Rock of Ages in creating a large number of outstanding cemetery tributes.

Page thirty

In the Troup memorial, center-page spread of the by Cross Bros. of North shop movement of 192 to prove their skill in a mistakable.

The dimensions of 1-0 x 2-8; base, 5-10 x

For the convenience the specifications of the dimensions: Die, 4-0 x

An incredibly sturdy described Hills Bros. of which erected the Dear Rock of Ages Magazine Hills Granite Co., local Jackson, of which H.

Cause for wonder Draper P. Smith, Long at the Rock of Ages of the weather which using East for a visit with first trip to the Barre that fell just short of in When he left Barre he Florida, but with no equal climate than he had

FROM A

Out of a long and representative, Frank when he endorses a appearance in a recent n

The November Magazine is of great



In the Troup memorial, a half-tone of which illuminates the center-page spread of the current issue, craftsmen employed by Cross Bros. of Northfield, pioneer stalwarts in the open shop movement of 1922, made the most of an opportunity to prove their skill in a manner at once disarming and unmistakable.

The dimensions of the Horting tribute are: Die, 5-0 x 1-0 x 2-8; base, 5-10 x 1-10 x 1-2.

For the convenience of dealers who may wish to discuss the specifications of the Cook memorial we are noting the dimensions: Die, 4-0 x 1-0 x 2-10; base, 5-0 x 1-10 x 1-2.

An incredibly stupid error on the part of the editor described Hills Bros. of Jackson, Mich. as the retail concern which erected the Dean memorial, illustrated in the January ROCK OF AGES Magazine. The name of the concern is the Hills Granite Co., located at 106-10 E. Washington avenue, Jackson, of which H. J. Hills is the manager.

Cause for wonder and amazement on the part of Draper P. Smith, Longmont, Colo., retailer and a recent guest at the ROCK OF AGES quarries, was the unexpected salubrity of the weather which ushered in his trip to Vermont. Coming East for a visit with his brother in Pennsylvania and then a first trip to the Barre quarries, he had conjured up a picture that fell just short of including an igloo and iced whiskers. When he left Barre he was aiming to go home by way of Florida, but with no expectation of entering a more congenial climate than he had enjoyed in Vermont.



FROM A VETERAN SALESMAN

Out of a long and honorable career as a manufacturers' representative, Frank X. Gosselin speaks with authority when he endorses a timely suggestion which made its appearance in a recent number of this publication:

The November, 1927, issue of the ROCK OF AGES Magazine is of great interest to us, and if nothing else had

been printed, except the letter from W. F. Shaffer's Son, it would have been well worth the cost.

One of the biggest faults on the part of the retail dealer is his neglect to unbox each piece of finished granite, especially when it is polished, and take care of it in the way suggested by your correspondent. When the directions he gives are not followed a box stain is almost sure to develop. That was a very good letter and it ought to do a lot of good.



HE ISN'T A SHOEMAKER

The memorial craftsman who embraces the "Build While You Live" formula to the extent that he erects his own family memorial while he is still active in his community's teeming midst sets a smart example for his townsmen. Between him and the cobbler whose children are always barefoot or at best ill shod there is no visible affinity.



I'd give

If I
In this

In e



SERVICE

ALL THE WILD IDEAS OF UNBALANCED AGITATORS THE WORLD OVER IN THEIR IGNORANT AND PITIABLE QUEST FOR HAPPINESS THROUGH REVOLUTION, CONFISCATION OF PROPERTY, AND CRIME, CANNOT OVERTHROW THE ETERNAL TRUTH THAT THE ONE ROUTE TO HAPPINESS THROUGH PROPERTY OR GOVERNMENT IS OVER THE BROAD AND OPEN HIGHWAY OF SERVICE. AND SERVICE ALWAYS MEANS INDUSTRY, THRIFT, RESPECT FOR AUTHORITY, AND RECOGNITION OF THE RIGHTS OF OTHERS.



THE MONUMENT
+++ means a world of
memories, a world of
deeds, a world of tears
and a world of glory.

—James A. Garfield