

Monument Trade Builder

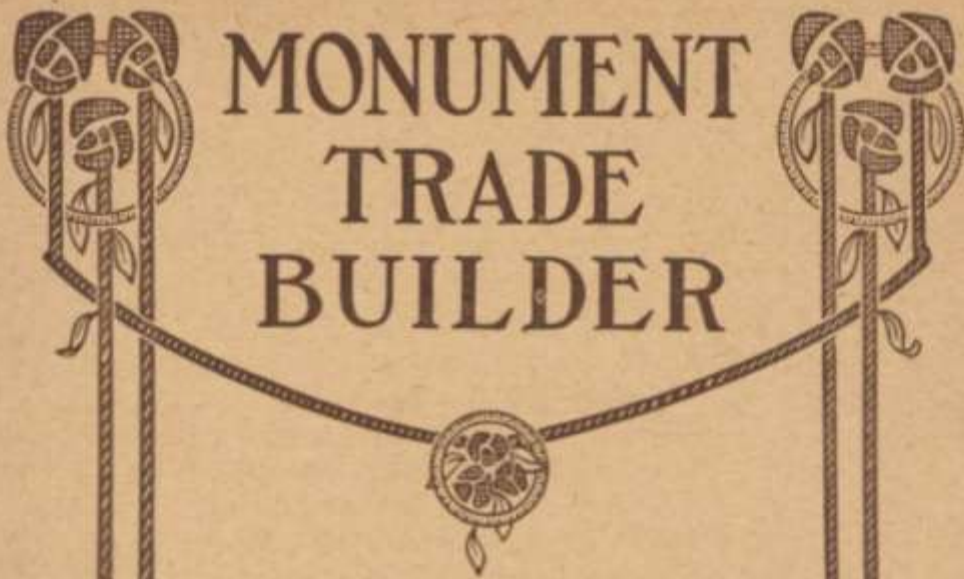
January – February, 1918

Published by Barclay Brothers, Barre, Vermont

This booklet, which begins on the next page,
is presented on the Stone Quarries and Beyond web site.

<http://quarriesandbeyond.org/>

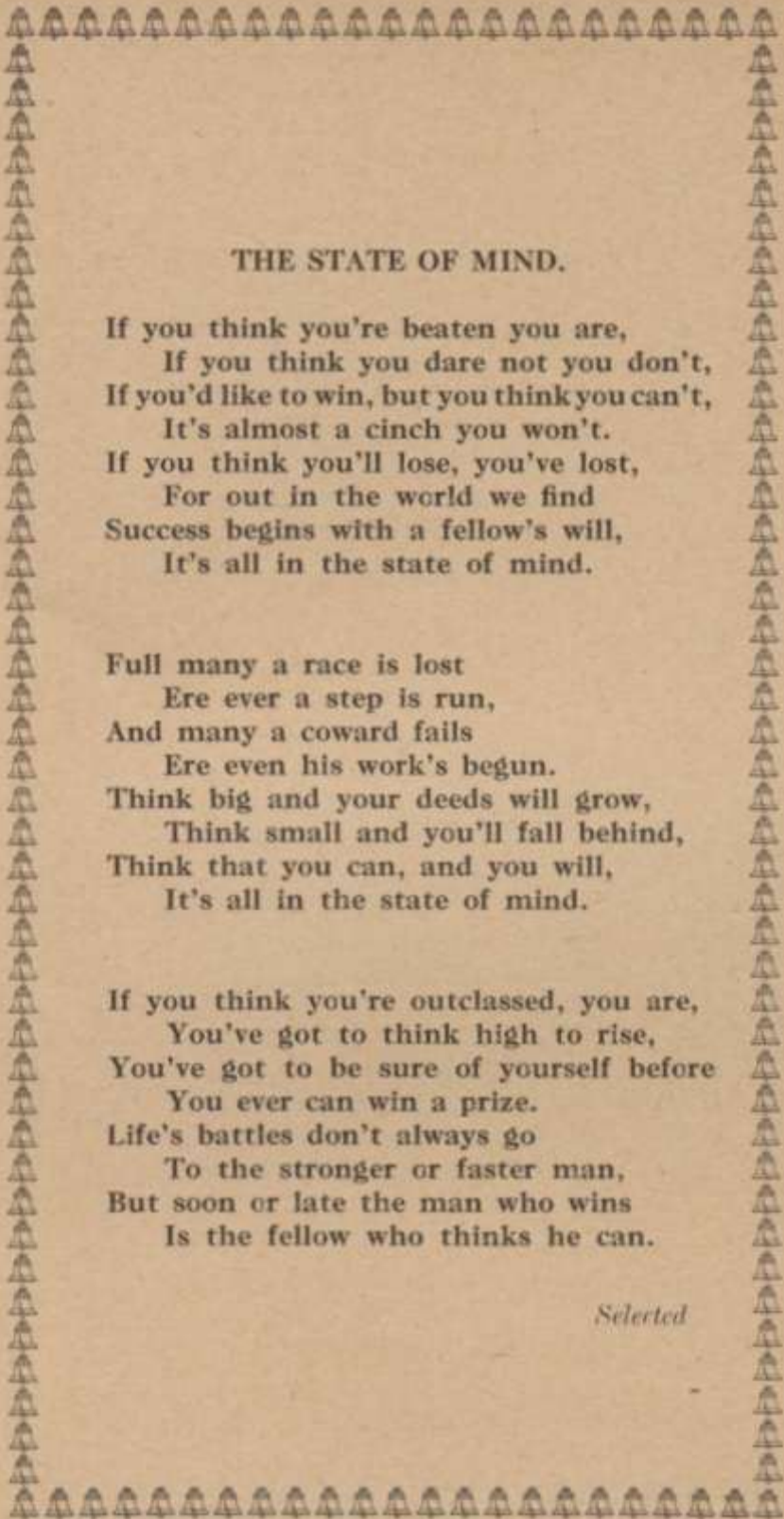
Peggy B. Perazzo
Email: pbperazzo@comcast.net
March 2013



MONUMENT
TRADE
BUILDER

JANUARY-FEBRUARY
1918

PUBLISHED BY
BARCLAY BROTHERS
BARRE. VT.



THE STATE OF MIND.

If you think you're beaten you are,
If you think you dare not you don't,
If you'd like to win, but you think you can't,
It's almost a cinch you won't.
If you think you'll lose, you've lost,
For out in the world we find
Success begins with a fellow's will,
It's all in the state of mind.

Full many a race is lost
Ere ever a step is run,
And many a coward fails
Ere even his work's begun.
Think big and your deeds will grow,
Think small and you'll fall behind,
Think that you can, and you will,
It's all in the state of mind.

If you think you're outclassed, you are,
You've got to think high to rise,
You've got to be sure of yourself before
You ever can win a prize.
Life's battles don't always go
To the stronger or faster man,
But soon or late the man who wins
Is the fellow who thinks he can.

Selected

QUALITY

In Barclay Memorials

doesn't merely refer to the stock from which the memorials are made, the cutting, the polishing; though these are all of the best.

It doesn't merely refer to the fine finish, the clean cut lettering and ornamentation, the thoroughness of inspection—though these are all of the best.

It refers also to what lies behind the memorials—

To almost a third of a century's experience and initiative in memorial building—an experience made good use of in bettering the quality in Barclay memorials.

This experience and initiative have not only meant the best machine work and the best hand workmanship, but also better values to the customer.

Our largest accounts are with men who know—keen, successful men who will not be fooled. They buy of us because they get the goods they want, at the right price.

Barclay Brothers

BARRE - - - - - VERMONT

Pioneer Sawyers of selected dark Barre on the Head Grain



A MODERN AND ELABORATE CANOPY MEMORIAL.

This imposing piece of work was designed by and sold through Barclay Bros.' Chicago office, Chas. H. Gall, Mgr.

It is 11-3 high, with a base measurement of 9-8 x 5-0.

MONUMENT TRADE BUILDER

Published bi-monthly in the interest of Better Monuments and Better Business, by Barclay Brothers, of Barre, Vermont, and edited by P. G. Lamson.

Vol. V.

JANUARY-FEBRUARY, 1918

No. 6

LET'S ALL BUCK UP. Nobody knows what'll happen; prices in every line are still about as steady as a dish of lemon jelly on the kitchen table, with the children dancing around waiting for it to get cold; we are long on the gloom stuff and most any one can pull a shrug, a long face and a hard luck story—

But—just a moment, man!—does that get you and me any further on the Big Road?

Down here on the ground floor where the brass tacks are showing, this war business is making—and breaking—a lot of folks. But before it breaks *you*, why not see what a little adjusting to circumstances will do for your particular business?

If this good old United States should wake tomorrow morning and discover there wasn't any salt to be had at any price, why—it would cause a lot of discomfort.

But—and this is the point—for every hundred people who died for the lack of salt, there would be a million who kept right on *doing without it*. And they would "prepare" themselves, as well as their neighbors, by not sitting down and howling that they had to have salt or they just couldn't go a step further!

Let's line up, right dress, eyes front and—learn to make the things we *have* take the place, where possible, of the things we *can't get*.

MISTAKES. "To err is human" runs the old adage. Everybody makes mistakes. Experience is usually cheap at any price. When a person makes a mistake, and profits by it, the lesson he learns is probably a cheap insurance premium on experience. There is no excuse, though, reasoning according to this theory, for making the same mistake twice.

Mistakes are of many kinds running the gamut from highly complicated errors of judgment to some slight degree of carelessness or lapse of memory. Many mistakes are costly; others are merely stupid; all are regrettable. Where a mistake occurs something unpleasant is apt to happen. It is humiliating but human to make a mistake. But it is contemptible and cowardly

to place the responsibility for that mistake, directly or by implication or innuendo, on someone else. Life is too short to play the game any other than fairly.

Leaving aside all ethical and moral considerations, an alibi is a short-sighted subterfuge as a matter of pure business. One may say, "the other fellow will never know," but that is merely to delude oneself. Chickens have a habit of coming home to roost.

THE UPLIFT OF SUNSHINE. Sunshiny persons and places are a reflection of Heaven. One of the new Canadian provinces goes familiarly by the name of Sunny Alberta. Immigration promoters use this cheerful epithet to attract new settlers, and to it they attribute much of their success. Albertans are so won over by the many bright days that, even in their summer snow-storms, they twit one another pleasantly with "Sunny Alberta!"

Some soul or other in our circle of contact is always shivering in life's summer snow-storms, though he hide it like a hero; and he needs sunshine to warm him up. Are we giving it to him?

What is the personal climate that we radiate? Does he catch any sun and cheer and health from us?

Does he think of us at all in his heart's hard weather?

THERE ARE FEW THINGS in this world we cannot have if we want them enough. The secret is in the strength of our desire. To want something as the dying wanderer in Death Valley wants water is, nine hundred and ninety-nine times out of a thousand, to get it. "Ambition! You must want a big success and then beat it into submission," says Marcus Loew, the vaudeville king, in the Theatre Magazine. "You must be as ravenous to reach it as the wolf who licks his teeth behind a fleeing rabbit; you must be as mad to win as the man who, with one hand growing cold on a revolver in his pocket, with the other hand pushes his last gold piece on the 'Double-O' at Monte Carlo. At the same time use your brains; use other men's brains,—and be true to your friends. That is the secret of making good in business nowadays." Thank the everlasting gods if they have filled you with the living flame of a desire for any person or thing. Desire is the magic that will sweep all obstacles from your path, point out to you your road to the heights, and give you command over the men and materials needed to achieve your purpose.

THE IMPORTANCE OF MEMORIALS.

(From an address by A. H. Sharp of Toronto.)

"If one wants to judge the citizens of a community, he should study the cemetery." That simple sentence contains more truth than whole articles which have been written upon cemetery organization and allied trades. Much has been learned through the study of burial sites both ancient and modern. Archeologists in studying the nations long dead, laboriously excavate among their palaces of interment and from the disclosures of these, correct information of the modes of life, the government, art, science, religion and occupation of the extinct nations is secured.

Myers writes of the Egyptians: "The monuments of Karnac built during the reign of Ramases, 1370 B. C., reveal the articles of society to include among others, sacred sculptors, masons and embalmers. They believed that after having spent three thousand years with Osiris, a deity of first importance, they would return to earth and reanimate the former body. Hence little care was bestowed upon the temporary residence of the 'living' but the 'eternal homestead of the dead' were the limestone cliffs of the western rim of the Nile Valley. The sculpture and paintings of these tombs usually portrayed the occupation of the deceased."

Another form of interment, about which more has been written, is typified by the pyramids, the burial monuments of the rulers of this same nation. Myers has also given us a good description of these in the following words: "The simple and



The sizes of this Barclay Monument are: Cap, 4-8x2-10x1-4; Die, 4-9x2-2x1-10;
Base, 4-8x2-10x1-0; B. Base, 5-7x3-9x1-4.

durable character of pyramidal structures led to adoption of this type of memorial by primitive builders in all parts of the world, Mexico, China, India, Chaldea, but the enormous structures of this nature still standing in the Nile Valley far surpass all other edifices of the same kind and are the most wonderful and venerable monuments that have been preserved to us from the early races. They date from the fourth dynasty (about 2700 B. C.) and mark not the beginning, but the perfection of Egyptian Art. Of the sixty-seven different pyramidal monuments, the largest, the Pyramid of Cheops, rises from a base covering thirteen acres to a height of 480 feet. Cheops, the builder, employed one hundred thousand men twenty years in its erection; ten years preparatory had been expended upon the great causeway over which the stones are dragged from the Nile. All the pyramids were constructed of stone, save three or four which were built of sun dried bricks. These latter have crumbled into vast conical heaps like the mounds left by the pyramid temples of the Babylonians. After the body had been placed within, the passageway was closed by letting fall a portcullis of hard granite and all traces of the entrance were obliterated by masonry. This granite portcullis so effectually blocked the way that modern explorers in seeking an entrance are often forced to cut a tunnel around the obstruction through the soft limestone. The Egyptian sculpture at first was a mere outline drawing; later it was cut into the rock surface and still later it reached its highest phase in having the rocks chiseled away to leave the figure in bas-relief."

We might continue our study down through the Greek and Roman nations, the Middle Ages, until we come to our present day cemeteries. It is true that the earlier forms of memorials were confined to the architectural or sculptural professions, notable examples of which are the pyramids. The tombs of Taj Mahal and Edward the Confessor are but the connecting links which lead to the cemetery of our era with the modern mausoleum, vaults and monuments. The monumental profession had its origin beyond the reach of history, is encompassed with a treasure-lore of tradition, ennobled by the devotion and ideals of its workmen throughout the ensuing ages, faithfully transmitting to us through its creations the true and complete record of the life in every century.

Barclay Bros., Barre, Vt.: "Enclosed find my check to cover your invoice. I completed the setting of the job last week, and want you to know that I am very much pleased with the result of your work. It is unusually fine. In fact, the best finished job I have ever received from anyone in Barre."



Display Room of the Paine-Fishburn Granite Company, Grand Island, Nebr.
Size 40-110 feet, 18 foot ceiling. Equipped with traveling hoist.

Not Perfected.

The Stone Age inventor was thoughtful over his evening meal. "Why so silent?" asked his mate. "I was thinking of my discovery that slabs of granite make fine postcards," he replied. "But they're not perfect yet. Today I bounced one off the bean of my ichthyosaurus. It had the weight—but the ich's head had the crackle!"

A Puzzle In Fractions.

In Missouri, where they raise more mules and children than in any other place in the world, a certain resident lived possessed of seventeen mules and three sons. In his will he disposed of the mules as follows: One-half to the eldest son, one-third to the next, and one-ninth to the youngest.

The administrator who went to divide the property drove a span of mules out to the farm, but when he went to divide the seventeen into halves, thirds and ninths he found it was impossible with live mules; mules not being very valuable, he unhitched one of his own, putting it with the other seventeen, making eighteen, when he proceeded to divide as follows: One-half, or nine, to the eldest, one-third, or six, to the next and one-ninth, or two, to the youngest. Adding up nine, six, two he found that it made seventeen, so he hitched up his mule and went home rejoicing.

A SPLENDID MEMORIAL.

The Geo. B. Milne Mausoleum in Elmwood Cemetery, Barre, Vt.



Mausoleum to George B. Milne and memorial to William Barclay Sr. The adjoining burial places of two of the pioneers in the granite industry—the one having been a leading quarryman, the other a foremost manufacturer.

The George B. Milne mausoleum, situated in Elmwood Cemetery, Barre, Vermont, stands as a testimonial to one of the pioneers in the granite industry, George B. Milne, who was a member of the Boutwell, Milne & Varnum Company.

It is designed after the Tuscan order, in the form of a Grecian temple, and is unique in that it was constructed entirely of dark Barre granite, even the catacomb shelves, risers, panels and air space slabs being of this material.

With a ground size of 12 feet, 6 inches front, by 14 feet, 8 inches deep, it stands 14 feet above the grade line. Over the water table or base is the floor, a massive slab weighing many tons, which supports the superstructure and from which the upper step is hewn. The walls are monolithic, extending from the floor level up to the cornice, the rear wall being pierced for the window. Above the columns appears the name, in carved, rounded letters on the front of the architrave. The huge roof or cap stone, measuring over 13 feet square by 3 feet high, weighed more than 60 tons in the rough. On the front

tympanum of this stone, a laurel wreath, symbolic of Memory, is carved in high relief. Aside from the four highly polished column shafts, the exterior has a fine rubbed, or hammered finish.

The interior is all polished to a rich lustre, with a very pleasing panel and moulded effect. The floor has a classical design artistically chased thereon. On either side of the vestibule are four catacombs, arranged with an air chamber at each end. These chambers, in connection with an ingenious ventilating arrangement, create a constant circulation of fresh air throughout each crypt. On each catacomb front are bronze rosettes and handles.

A double bronze door, bearing the monogram "G. B. M.", and a window grill of the same material form a harmonious contrast with the granite. The interior receives a subdued light from the stained art glass window in the rear, and the heavy plate glass panels in the door.

A most unusual and very important feature of the construction is the mortise and tenon jointing arrangement, which was carried out with all joints, so that when the roof stone was placed in position it automatically locked the entire building, rendering it both weather and time proof.

The mausoleum, including the art glass and bronze work, was designed especially for Mrs. Milne, the granite being quarried by the Boutwell, Milne & Varnum Co., and the cutting being done at Barclay Bros.' plant. Valuable suggestions from Mrs. Milne and V. E. Ayers materially assisted William Barclay in designing the structure.

Only the thorough come through. The streets are crowded with men who just lack the wind to win—capable of success but chained to posts of insignificance by irresolution and hopelessness.

You may scheme and dream—connive and contrive until your hairs whiten, but you'll never find a substitute for **HARD WORK.**

Thoreau says: "No word is oftener on the lips of men than Friendship, and indeed no thought is more familiar to their aspirations. Think of the importance of Friendship in the education of men. It will make a man honest; it will make him a hero; it will make him a saint. It is the state of the just dealing with the just, the magnanimous with the magnanimous, the sincere with the sincere, man with man. Friendship is, at any rate, a relation of perfect equality.

NOTIONS.

Referring to so called bargains, a newspaper ad says: "Abraham Lincoln said, 'You can fool some of the people all the time, and all of the people some of the time, but you can't fool all of the people all of the time.' You that read the fable of the wonderful bargains in Monuments can readily see the application. We are not trying to fool you any time, and you can easily satisfy yourself regarding this by giving us an opportunity to refer you to any of our customers that you may know. We specialize in Monuments that are works of art and that endure; and we offer you a large and select stock to choose from. We invite your inspection, feeling confident that we can fully satisfy you."

Among catalogues recently received, the subject of one is "Choosing For All Time"; the title of another, "Monuments That Represent Quality."

A booklet closes with this paragraph: "We are open every day in the year. For any information you may desire to know regarding us, ask any of the people whose names appear herein. At the same time, visit us for a closer inspection of our facilities and work. We may be reached by telephone, or personal interview in the city or elsewhere can be arranged by request."

Speaking of sarcophagus monuments, a folder states: "The sarcophagus monuments are of Greek origin and are a popular form of cemetery memorial. No other style of monument gives more assurance of permanence than these. They are low and massive, and in style range from the severely plain to the most elaborately carved. Between these extremes there is an endless variety of designs for your selection."

A booklet, referring to the designs it contains, gives this assurance to the reader: "While none of these designs may especially suit you, perhaps they will serve to convince you that, as they were satisfactory to the purchasers, we can also produce what you would like, if given the opportunity."

Regarding low prices, a circular says: "The dealer who continually harps on the low price of his goods knows that they have no other merit, and assumes that he can take advantage of his patrons by substituting a cheapened article."

A newspaper advertisement argues: "It is not how little you spend—it is how much value you get for what you do spend. If you want the maximum value in quality and service place your order with a Quality House."

BOWLING.

A lot of us like to bowl. It is a pleasant hobby and a great game, and the following is a short philosophical dissertation on the possible lessons from it.

In bowling there are "strikes," "spares," "splits" and "misses." We all want "strikes"—thereby only may we get the perfect score. Few men, even experts, ever get a perfect score in one game in a whole lifetime of bowling.

Failing in a strike, we want a "spare;" and it is the man who can get his "spares" that is the real bowler. On the record of one's "spares" largely depends the success of a game.

Often a man will almost deserve a "strike" but by hitting the head pin a little too full he gets a "split"—that is, the pins left standing are so divided that it is almost or quite impossible to knock down with the next ball all that are left.

When a man fails to get a spare he "misses," but the one or two pins he does get often win or lose a game for the team.

Now let us philosophize or temporize on the little lesson for the game of life. You know we all want to make a strike in our business calling. We want to knock down *all* the pins every time we go out on a job or for orders or when we tackle the work at our desk or make a financial deal or investment, or in any way go about the tasks and ventures of our life.

And we cannot always get them. Some earnest and skillful men get a lot of strikes and run up a high score in their game of life—none get perfect records. They may get one perfect score on some deal in their whole living days, but life is made



View on the bank at the Barclay quarries

up of many games—the big game of life is the total pins fall of several strings. So we have to be content with our “spares.”

When we cannot get everything at one fell swoop we go after what is left and try to clean it up on the after-try. The man who can come home on his second wind and pick off the pins that didn't fall on his first attempt at a venture or a task, is the man who wins success.

Sometimes we lack diplomacy, or tact, or foresight, or skill, or preparation—we go vigorously at the task. We hit the head pin all right—that is, we have the will and enthusiasm but lack some of the fine essentials. Here we get our “splits.” The pins fall so we can't get them all down—and our venture is not accounted a success, or our day's work registers for us a poor frame. But a game covers ten frames. So we try to catch up by getting strikes or spares the following frames of the game.

The “splits” in life are the exasperating epochs of a man's career. Men get them by trying to do too much at a time—or too much on too small a capital—or to get rich too quick—or in taking too long a chance and trusting to luck rather than by preparation and by rationally diagnosing a problem. We hit the head pin but at the wrong angle.

The “misses” fall to all of us—we all fail to clean the alley many's the time. The “miss” is different from the “split” because we had a chance to get the pins—there is no chance in a “split.” The “miss” therefore is caused by lack of care, often by recklessness—when we get lazy we “miss”—we didn't hit the head pin first and so couldn't get a “strike,” but we failed to get the “spare.” We lost two chances.

Now most of the “misses” in life—those who consistently “blow” their spares, are often the indolent who want to bowl with the “strike” and “spare” getters but who won't practice or study the ways of the alleys and the angles of the game of life, who drift, trust to luck, often show a yellow streak and “lay down.”

Some by nature just seem unable to rule themselves or train their talents, and so run up low scores. But even such can help in the team's total by getting nine instead of eight or eight instead of six, who don't “show yellow” at the missing of a spare but stick to it. Such by grim determination, though lacking skill, may often win out—coming back through studying their tasks—and keeping their nerve.

You can beat the game with half the energy and ingenuity frittered away in a fool attempt to cheat the same.

THE IMPORTANT DUTY.

The first thing to do in order to have a rabbit pie is to catch the rabbit. Likewise, the first thing to do in order to run a monument business is to get the orders. A monument business would be a very poor sort of a thing without orders, and really one can't say much against using every possible effort to get all the orders possible. There is not much need of writing articles on this subject, for there live but few dealers who would not at any time of the night or day go after an order if given half a chance—and sometimes even less than that.

Orders, orders, orders, that is what we are striving for, and may they come thick and fast!

But, after the orders are in and the jobs finished, what then? Where is the money to

pay the help, the manufacturer, the rent, the supply man, and last but not least the dealer's salary?

From the work already done, is the reply. Yes, but will all of the customers pay? Will not some take thirty, sixty, ninety and even more days, and will they even pay then of their own accord? By the actions of some dealers one is led to believe that it is a crime to ask for pay, and that the only thing necessary is to get the order—the pay will come some way.

Of what use is it to get the order, work like thunder to get it out, and then neglect the most important part—getting the money?

Really, the latter is far the most important of all, and the matter of securing money for work done should be the duty of some *one person* in every business, even the smallest.



A Barclay monument in the far West,
on a native stone base.

If You Are Cutting Your Own Work, There Are Advantages in Using a Stock That Is Easy and Fast Working and Shipped in Economical Patterns.

"Standard" light and medium Barre Granite is a profitable stock to cut, and it has the surface, the texture, the strength and the wearability to make it a "good buy" for any retailer cutting his own work.

"Standard" is dense in structure, fine grained and uniform in quality, and is quarried by a firm with a reputation for efficiency in quarrying.

For sale by

Barclay Brothers

BARRE - - - - - VERMONT

"The Granite Center of the World."

Barclay Brothers' Office

The illustrations herewith showing views of the office tell their own story of commodious, light and airy well



arranged clerical and drafting facilities. The offices and drafting room are well appointed in every respect and equipped with every



conceivable appliance for the most approved methods of handling routine matters and directing the work of the plant.



Visitors are always welcome, and we shall be happy to have you call on us whenever you are in this vicinity.

Barclay Brothers

BARRE - - - - - VERMONT

Pages of Practical Profit

Keep a copy of "Monument Making" in your office, have one in your traveling case, and let each of your salesmen carry one in their design kits.

It is more than a booklet—it's rather a course in the quarrying of granite and the finishing of monuments. It puts into the hands of your salesmen effective selling phrases, accurate technical descriptions and convincing arguments.

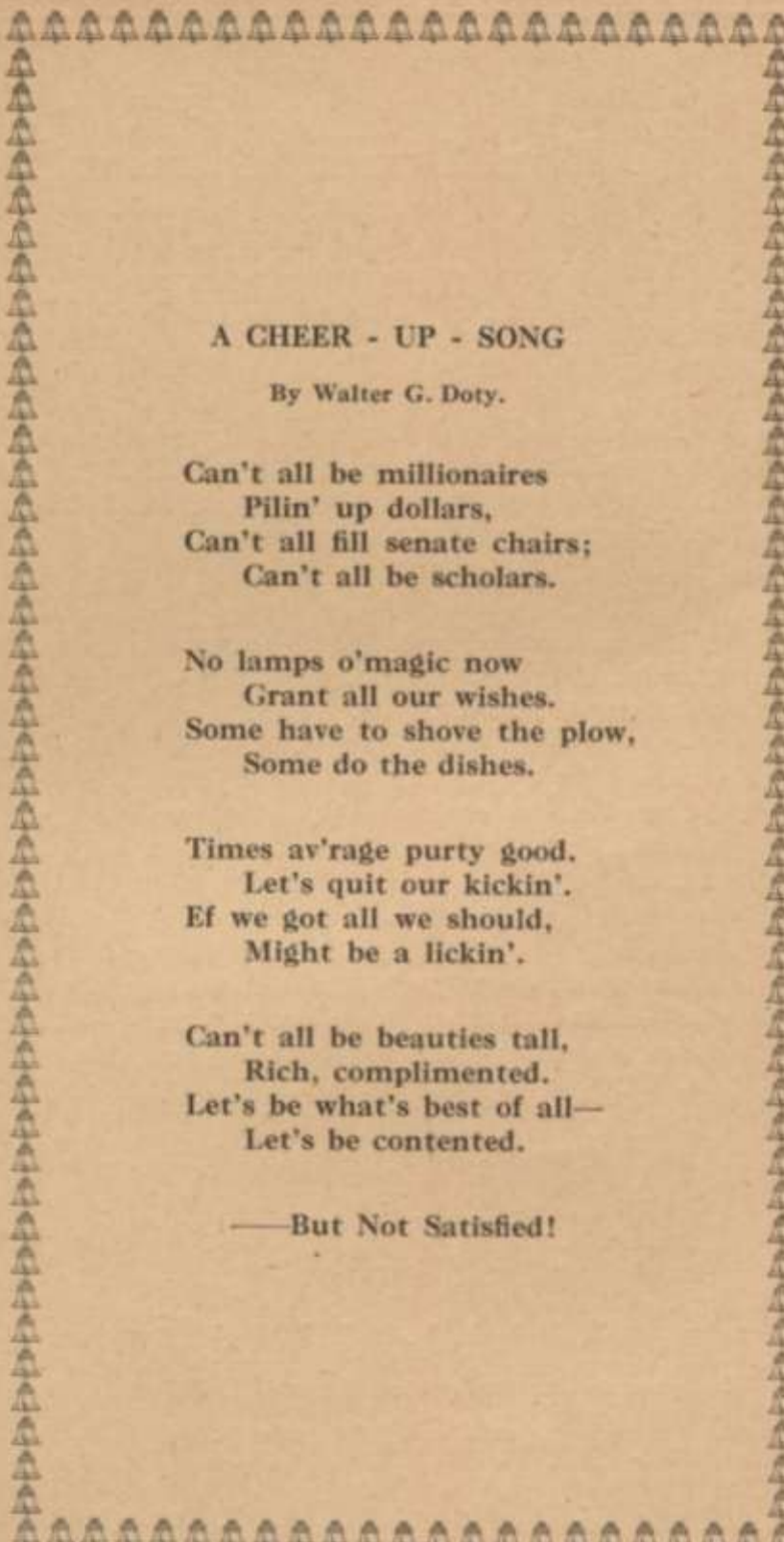
It familiarizes them with every feature of the production of monuments, and will enable them to impress your customers with their thorough knowledge of the business.

We want you to have as many copies of "Monument Making" as you can use. Send now for one or any number.

Barclay Brothers

BARRE - - - - - VERMONT

"For nearly a third of a century."



A CHEER - UP - SONG

By Walter G. Doty.

Can't all be millionaires
Pilin' up dollars,
Can't all fill senate chairs;
Can't all be scholars.

No lamps o'magic now
Grant all our wishes.
Some have to shove the plow,
Some do the dishes.

Times av'rage purty good.
Let's quit our kickin'.
Ef we got all we should,
Might be a lickin'.

Can't all be beauties tall,
Rich, complimented.
Let's be what's best of all—
Let's be contented.

—But Not Satisfied!

We Box Our Shipments

PROPERLY

Our finished work is wrapped in water proof paper, and then heavily boxed tight with heavy lumber so that there are no spaces, and the stone is not exposed at any point.

In the case of a delicately wrought stone, the box is braced inside and "double hooped" so as to withstand severe usage.

Sawed slabs and polished dies are always thoroughly washed and cleaned before shipment.

Our work is properly made ready for shipping—sound lumber and No. 1 boxing—our boxes are strong enough to safely carry the weight.

Barclay Brothers

BARRE - - - - - VERMONT

Headquarters for Sawed Dies, Sawed and Polished Slabs,
Squared and Polished Stock.