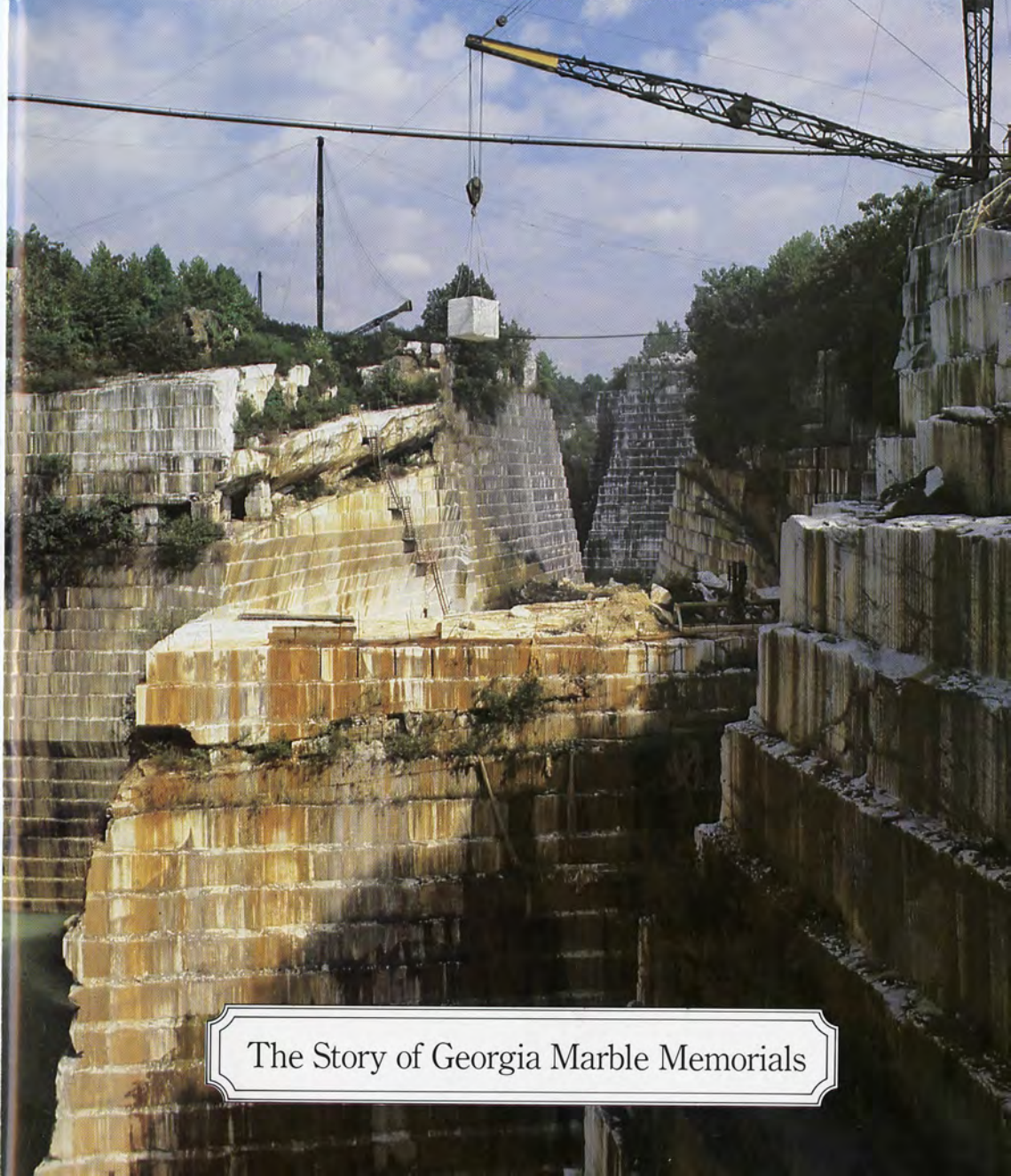


# GEORGIA MARBLE®

A COMMEMORATIVE MARBLE OF SPARKLING BEAUTY



The Story of Georgia Marble Memorials



**W**hat we keep  
in memory  
is ours  
unchanged forever

## Foreword

For thousands of years, marble has been man's first choice above all other stone when challenged with creating masterpieces of architecture, sculpture, and memorials. No other material combines the permanence and workability of marble with the exquisite beauty of the stone itself, ranging in varieties from brilliant white to midnight black with tints and veinings of almost every hue.

One might have difficulty in recalling a single great work of art in granite. Craftsmen wherever marble has been available, however, have made notable contributions to the world's cultural heritage.

The Sumerians, developers of the world's first civilization, sculpted fine works in marble that have come down to us from 6,000 years ago. King David provided gold, silver, and "marble stones in abundance" to beautify the great temple at Jerusalem about 1,015 B.C.

The Greeks used marble freely in the 5th century B.C. to attain their greatest glory in architecture and sculpture, memorializing their gods with temples and statues that are still among the world's marvels. Parian marble from the Island of Paros was used for such statues as the "Venus de Medici." Pentelic marble from Mount Pentelicus was used to build the Parthenon, finest example of ancient Greek architecture.

The last great Italian Renaissance sculptor, Michaelangelo, created masterpieces in marble during the 15th and 16th centuries. He spent months in the quarries at Carrara personally selecting marble for some of his later works, including his most celebrated sculptural achievement, "Moses."

The Taj Mahal, built by a Mogul emperor as a monument for his favorite wife, was completed about 1650 at Agra, India. Generally acclaimed as the most beautiful structure in the world, its white crystalline marble exterior closely resembles Georgia



Marble. Sunlight filters into the chamber under the great dome through intricate, hand-wrought marble screens as delicate as lace, demonstrating the extreme workability of marble.

The Taj Mahal may well represent the pinnacle of achievement in the use of marble for personal memorials. Yet the bereaved today can commemorate their loved ones much more modestly in stone which is almost identical to that used in the Taj Mahal over 300 years ago: beautiful and enduring Georgia Marble.

This booklet tells you about Georgia Marble and its unique qualities which provide lasting memorials and handsome buildings, and it shares with you the story of Georgia Marble's sole producer, The Georgia Marble Company.



## Journey from the Bottom of the Sea

Georgia Marble began its formation at the bottom of the sea—a sea that covered most of North Georgia about 600 million years ago.

Tiny sea animals lived and died there by the trillions. Their shells and bones gradually built up a reef, or bank, of calcium carbonate that rose above the level of the muds and sands around it, keeping the carbonate virtually pure.

Over many eons of time, the entire carbonate reef was buried under thousands of feet of sediment and was transformed into limestone by the pressure.

Then, starting about 450 million years ago, a series of great upheavals buckled the carbonate reef that was to become Georgia Marble deep into the earth's crust. Intense heat and pressure transformed it into a unique, compact marble with sparkling calcite crystals.

The last upheaval occurred some 40 to 60 million years ago, forcing Georgia Marble to the earth's surface where constant erosion left it so exposed and accessible that Cherokee Indians used it in native crafts.



## Stone that Sparkles

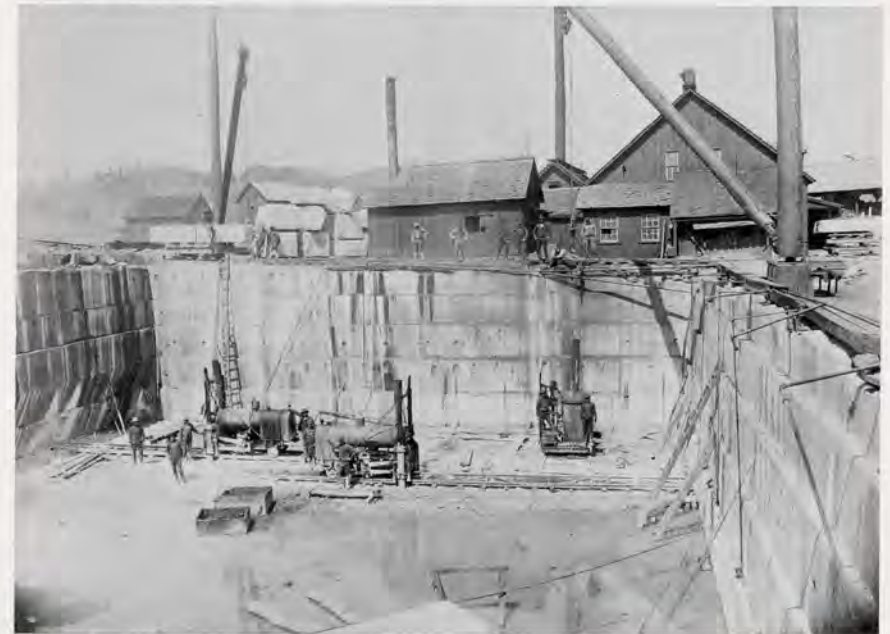
Bright sunshine filtered down through pine boughs bobbing in the Georgia mountain breeze, mottling the earth with an ever-shifting pattern of light and shadows. An outcropping of white stone sparkled in a shaft of sunlight as if thousands of diamond chips were embedded in its surface.

Henry T. Fitzsimmons was fascinated by the whiteness and brilliance of the stone. He explored the outcropping eagerly, knocking off chunks to study color and hardness; stepping back to judge the size of the deposit. An itinerant Irish marble cutter, he quickly identified the outcropping as an exceptionally fine specimen of marble.

So it was that in 1835, less than 20 miles from the site of our nation's first gold rush seven years earlier at Dahlonega, the world's richest deposit of white crystalline marble was discovered in Long Swamp Valley of North Georgia.

Long Swamp Valley lay in the southern portion of the Cherokee Indian Nation. It was not until the Cherokees moved West in 1838 that Mr. Fitzsimmons could open his quarry at the location now known as Marble Hill. By 1842 he had built a mill and was crafting marble into monuments, but the extent of his trade was limited because deliveries were made by ox cart.

The extraordinary beauty of the products his skilled hands fashioned from this unique sparkling stone, however, foretold the demand for Georgia Marble as a medium for sentimental and artistic expression for centuries to come.





## Georgia Marble Becomes an Industry

Fitzsimmons continued to quarry and work marble at his original site and later built another mill near Jasper, but his enterprises lasted only a few years.

Tate, Adkinson & Co. opened a quarry in 1850 and erected two mills, each with two gangs of saws. This was the first facility for marble production in the vicinity where The Georgia Marble Company was to begin work later.

A few other companies engaged in marble production in the area before and after the Civil War with limited success. Because of their efforts and the observations of others, news of substantial marble deposits in Georgia spread to the North. About 1880, money became available to evaluate the commercial value of the marble deposits in Long Swamp Valley.

Geologists and consultants soon confirmed a vast deposit of marble under the fertile farmland. Not only was this deposit the world's largest; the marble proved to be denser and more durable than any other produced in America. Furthermore, no other marble contained such large crystals that added the unique dimension of beauty created by reflected light.

Hardy entrepreneurs had created an infant marble industry in the remote North Georgia hills. Now, what this industry needed was a well-financed, well-managed company to lead in the serious development of this fabulous natural resource.



## The Georgia Marble Company ...Beginning of an Era

The two strangers, facing the monotony of a train ride west, struck up a conversation in the time-honored tradition of fellow travelers. They introduced themselves over the clackety-clack of the rails: Frank H. Siddall of Philadelphia, millionaire soap manufacturer who was considering investments in the "New South" and had heard of Georgia's rich marble deposits; H.C. Clement, a man thoroughly knowledgeable about marble.

Their mutual interests brought them to Georgia together where they were instrumental in founding The Georgia Marble Company in May, 1884, with Mr. Clement as president. The new Company gained control of 7,000 acres, arranging a mineral lease on properties belonging to members of the Tate family whose possession pre-dated Fitzsimmons's discovery by a few months. The Company then built a branch railroad to the main line of the Marietta and North Georgia Railroad and started operations in the quarries and mills. For the first time, rail transportation made it possible to open up broad new markets for Georgia Marble's use in building exteriors as well as public and private memorials of distinction.

The Georgia Marble Company launched an extended period of expansion in 1915 that was to make the next 45 years its greatest period of growth in production, facilities, and sales of both memorial and building stone.

The first step was the acquisition of all quarries and finishing plants operated by other companies in the North Georgia area. By 1916, The Georgia Marble Company had bought the plants and quarries operated by the Norcross Brothers and Southern Marble Company, and four more plant facilities located at Marble Hill, Ball Ground, Nelson and Marietta. Only The Georgia Marble Finishing Works at Canton continued to operate independently. With the purchase of that company in 1941, The Georgia Marble Company became the sole producer and wholesale manufacturer of Georgia Marble.

Only memorial sales remained strong during World War II, but by late 1945 orders were being received for structural marble again.

By the late 1960's, the Georgia Marble Company was a giant of its industry worldwide. Its operations were fully integrated and coordinated; its prospects for continued growth from increasing sales of traditional and new products were never brighter.

Viewing the Company's huge resources and ever-expanding markets as a natural complement to its own extensive building products business, The Jim Walter Corporation negotiated the acquisition of The Georgia Marble Company in 1969.



Today, The Georgia Marble Company is the world's largest producer of marble products. The Company's marble deposits stagger the imagination. Even at the high current rate of production from its quarries in North Georgia's Long Swamp Valley, it is conservatively estimated that there is enough Georgia Marble to last more than 3,000 years. Each variety is present in such abundance that Georgia Marble now in use can be perfectly matched for future memorials, duplications, or additions to existing buildings.

## **Georgia Marble: A Superior Stone**

Georgia Marble contains two important characteristics which combine to yield an unquestionably superior stone. These qualities being purity and structure.

### *Extraordinary Purity*

Georgia Marble is composed almost entirely (over 98%) of one ingredient, calcium carbonate. This means that it is free of disintegration and discoloring agents that could work from within to stain or discolor the material.

### *Interlocking Crystals*

Georgia Marble's structure is purely crystalline, with no stratification and only traces of foreign material. The myriad crystals that distinguish Georgia Marble as "the stone that sparkles" also perform a unique structural function: they interlock and support each other to form an almost impenetrable barrier against moisture, dirt, and discoloration.

Moisture absorption is the first step in the disintegration of a stone. Data from tests by the United States Bureau of Standards and the United States Geological Survey verifies the extremely low absorption rate of Georgia Marble.

This interlocking action of crystals has other advantages, too. It contributes to the tremendous strength that enables one cubic foot of Georgia Marble to support a weight of almost 1,000 tons.

### *More Reasons to Select Georgia Marble*

Whether Georgia Marble is being chosen to commemorate a family or individual or to grace a building, there is certain to be a variety suitable for the purpose. Stone of soft white, blue mist, silvery gray, and blue gray is readily available to immortalize a personality or dramatically accent an architectural design. And each variety is characterized by a distinctive clouding effect of complementary or contrasting color that makes Georgia Marble unique.

The rich, deep beauty of Georgia Marble is majestic and everlasting. No chemical treatments or fillers are required to bring out its natural luster and crystalline sparkle as is necessary with most granites.

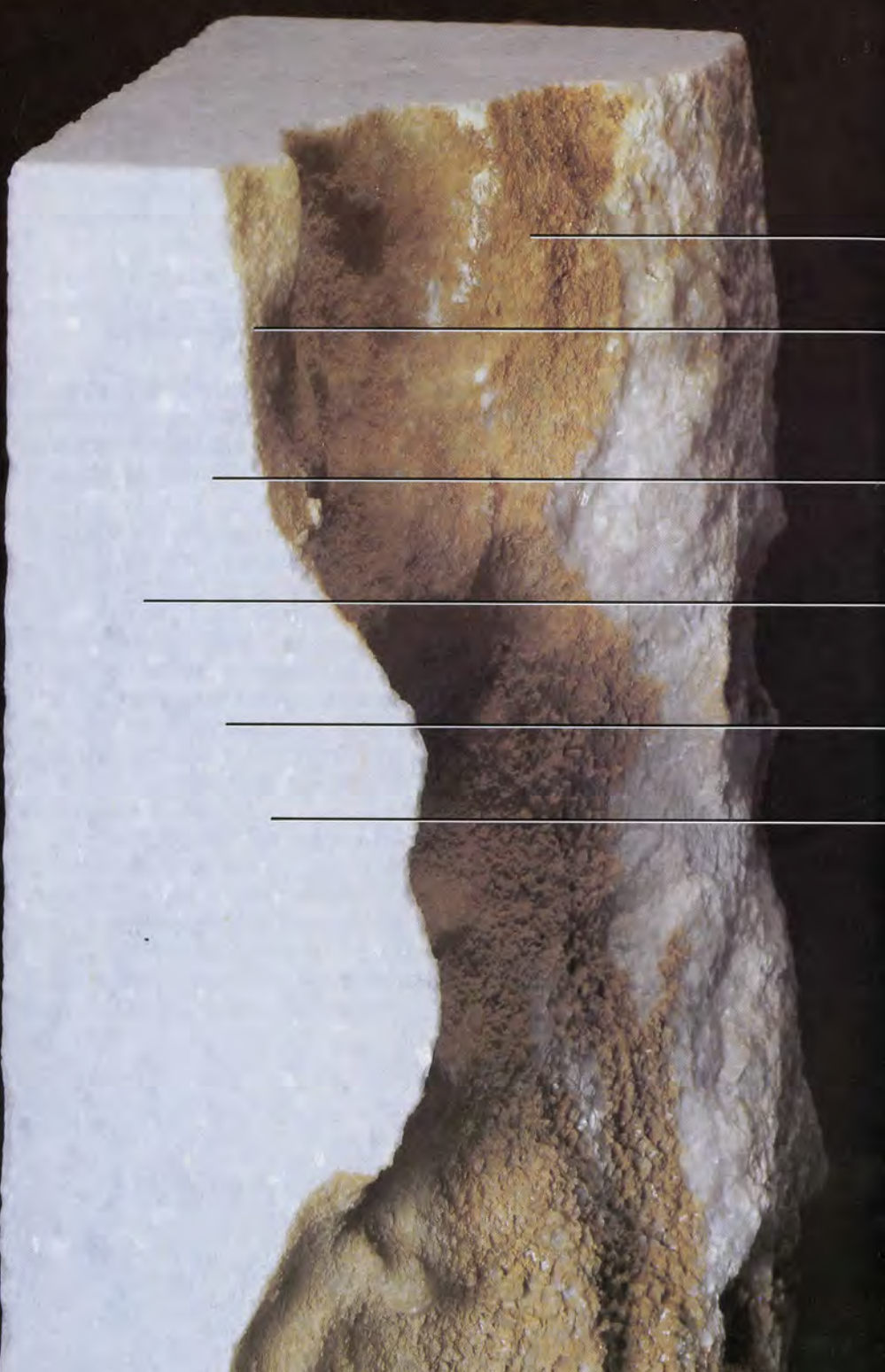
Georgia Marble resists weathering and is more durable in any climate because of its interlocking crystals. This is one reason Georgia Marble has been selected for many outstanding memorials erected by the United States government and chosen by America's most distinguished families.

Sculptors and stone craftsmen appreciate the exceptional working qualities of Georgia Marble. They can plan and execute the most ambitious project without the danger of running into material flaws that would render their work useless. The stone can be sawed, shaped, turned, chiseled, sandblasted, and inscribed with infinite skill and precision. Proof is evident in the growing number of large public and private memorial projects, monuments, and sculptures that are made of sparkling Georgia Marble.



## Georgia Marble Illustrated

The section of Georgia Marble on the facing page was cut from a quarry in Long Swamp Valley, North Georgia. The overburden of soil and rocks has been washed out of the rough part, and the stone has been sawed (but not polished) on the smooth sides. It is reproduced here so the principal advantages of Georgia Marble can be graphically illustrated.

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- (A) This part of the stone has been in direct contact with soil and moisture for up to 450 million years, at times under intense heat and pressure.
  - (B) Here, shown actual size, is an edge of the section clearly demonstrating there has been no penetration of the marble at all over many eons. The extreme density of Georgia Marble, resulting from its interlocking crystals, has totally prevented staining, discoloration, and disintegration.
  - (C) Structured purely of crystals, this marble's countless tiny reflective surfaces sparkle and glisten in the sunlight like cut diamonds. No other marble anywhere in the world is endowed with this unique beauty.
  - (D) Subtle clouding in this gleaming white marble is but one example of the many sparkling varieties attaining wide popularity for use in monuments, mausoleums, and cemetery markers.
  - (E) Flawless perfection makes Georgia Marble a superb material for working. It is ideal for all forms of memorial, architectural, and sculptural treatment.
  - (F) A feature unique to Georgia Marble is that, in each of its varieties, the structure is uniform.

## Keeping Georgia Marble Beautiful

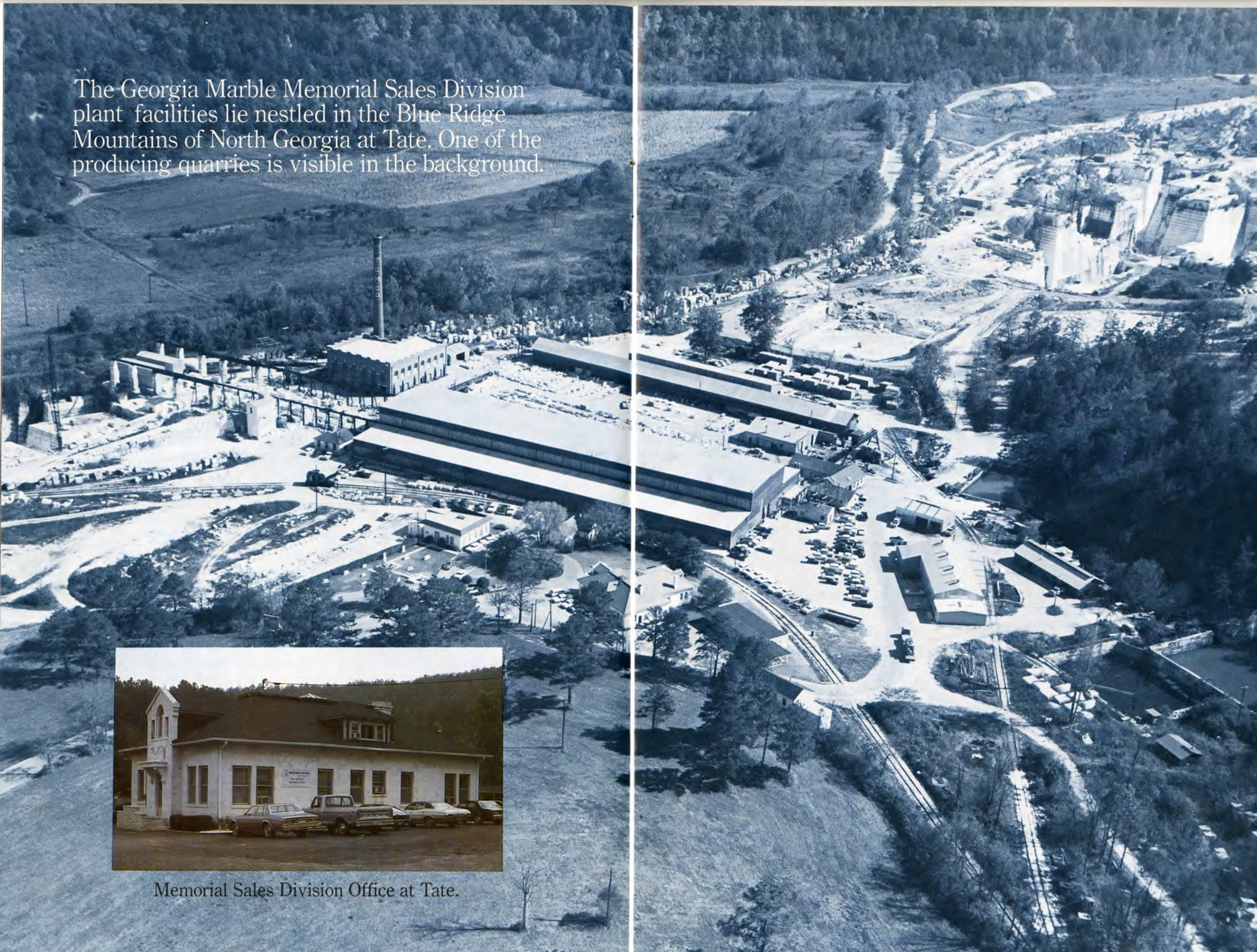
Georgia Marble is the easiest of all dimension stone to maintain in its original brilliant condition because of its interlocking crystals. Simply wipe it down periodically with clean water, using a fiber scrub brush. Renewal can be accomplished even after long periods of neglect using the methods available from your Georgia Marble Memorial dealer.

Other stone sometimes used in memorials and buildings, once soiled or stained, is virtually impossible to restore to its original condition due to surface porosity.

*This is an unretouched photograph of Georgia Marble.*



The Georgia Marble Memorial Sales Division plant facilities lie nestled in the Blue Ridge Mountains of North Georgia at Tate. One of the producing quarries is visible in the background.



Memorial Sales Division Office at Tate.



## Georgia Marble: From Quarry to Finished Product

Georgia Marble is considered the ultimate stone for memorials, buildings, and sculptures for two reasons. One is the quality of the stone itself. The other is its beauty.

Consistently solid throughout its mass, Georgia Marble is free from porous cavities that absorb water and lead to disintegration, staining and discoloration. The density of exposed marble prevents it from becoming discolored and from collecting and holding dirt



Workmen remove Georgia Marble from the bed of this man-made canyon, a small section of a quarry in North Georgia's Long Swamp Valley. Tiered walls of solid marble yet to be cut promise supplies for centuries to come.

and water, providing powerful resistance against the weathering effects of climate.

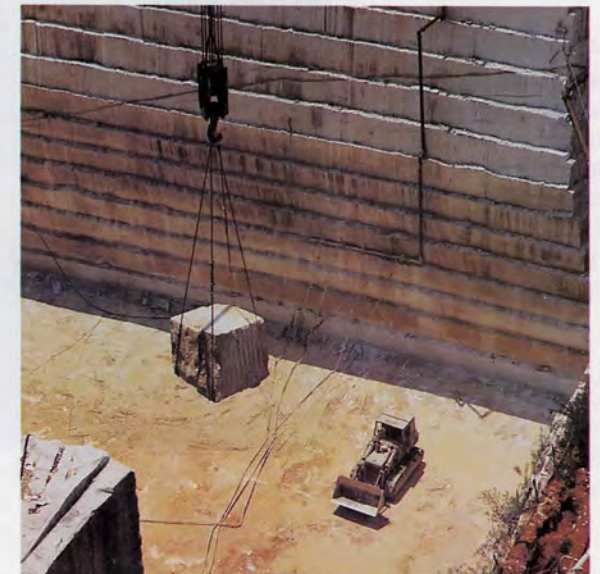
The surpassing beauty of products fashioned from Georgia Marble, the pride of ownership, the sincere expression of abiding love — all justify the choice of Georgia Marble many times over.

You have read about the quality of Georgia Marble, now follow the steps in its production, from quarry to finished product.



The quarry bar machine at upper left travels forward cutting narrow vertical channels through the solid marble bed. At lower right, a gadding machine cuts through the stone horizontally to release the block from the bed.

Huge blocks, weighing as much as 100,000 pounds, are raised to the surface of the quarry by gigantic derricks. Once clear of the quarry, the blocks are then graded.





Flat-bed trucks are also utilized for moving marble blocks from the quarry to the mill.



Only The Georgia Marble Company among stone producers and memorial companies operates its own railroad. Here, a diesel-powered train hauls blocks to the storage yards and mills over the Company's own tracks.



Many specialized machines are needed in sawing, finishing and fabricating marble. The Company designs and makes some of these machines and performs maintenance on other equipment here in its own machine shop.



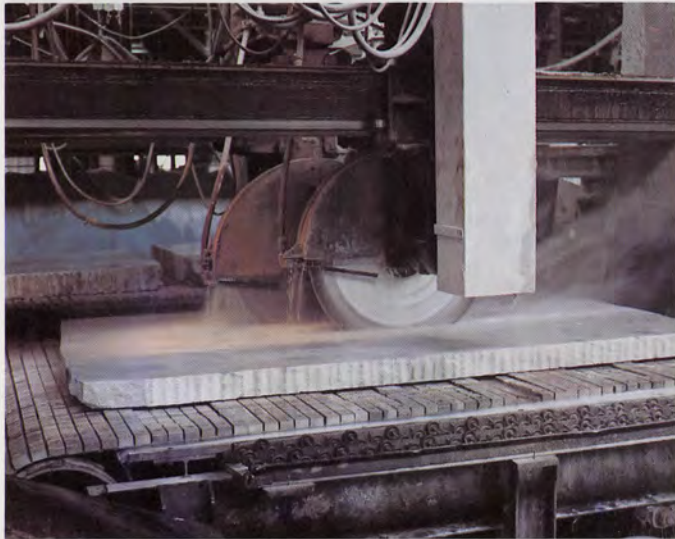
The Georgia Marble Company employs a staff of designers and draftsmen to design a variety of custom memorials and prepare specifications for fabrication.



Blocks of marble from the quarry are sawn into slabs by saws, set in gangs of up to a dozen or more, which swing back and forth against the marble. The diamond-studded metal saw strips require about eight hours to cut through a single block.



Smaller dimensions of marble, such as slabs sawed from blocks, can be further reduced by diamond circular saws. Only diamonds, embedded in the edge of the saw, are hard enough to cut through marble by this method.



The Georgia Marble Company is one of the few producers in the industry equipped with this vertical diamond wire saw. The saw is unique in having diamonds embedded in the wire to facilitate cutting. The flexibility of this type of saw enables the operator to cut any shape the customer specifies.



Products with rounded surfaces such as posts, pillars, and urns are turned on lathes and cut to form with carbide tip tools. This craftsman is using calipers to measure the diameter of a section of the product he is turning.



How do letters get in the stone? The drafting department makes a full-size drawing of the lettering. The stone is covered with a thin sheet of rubber, and lettering from the drawing is transferred to the rubber sheet. A stencil cutter cuts out the letters by hand, exposing the marble. A sandblast machine sprays the marble with abrasives carried in a powerful stream of air. The abrasives eat into the stone and "carve" out the lettering, bouncing off the rubber sheet wherever the marble is not exposed. Intricate designs are sandblasted in the same manner.



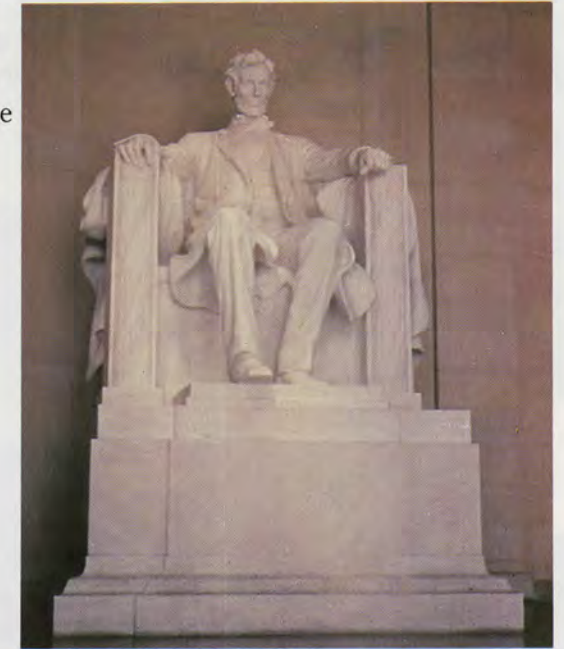
After many steps in the manufacturing process and perhaps weeks of time, a beautiful and enduring product such as these memorials emerges from the rough-cut block of marble hoisted from the quarry. Of course, some marble is shipped in rough form for finishing by other plants, or to be chiseled into statuary by sculptors.



## Georgia Marble: Beauty that Endures

More and more leading sculptors and architects throughout the world are endowing their most distinguished memorials, sculpture, and buildings with the permanence and classic beauty of Georgia Marble. Equally gratifying to The Georgia Marble Company, families throughout America have commemorated their members with this same magnificent sparkling marble.

This massive figure of President Lincoln, the statue alone towers 22 feet, 8 inches high in the main chamber of the Lincoln Memorial in Washington, D.C., was sculpted in Georgia Marble by Daniel Chester French.



The architect of the Capitol could have specified any stone in the world to beautify the East Wing of the Capitol in Washington, D.C., our nation's most prestigious building. He chose Georgia Marble.



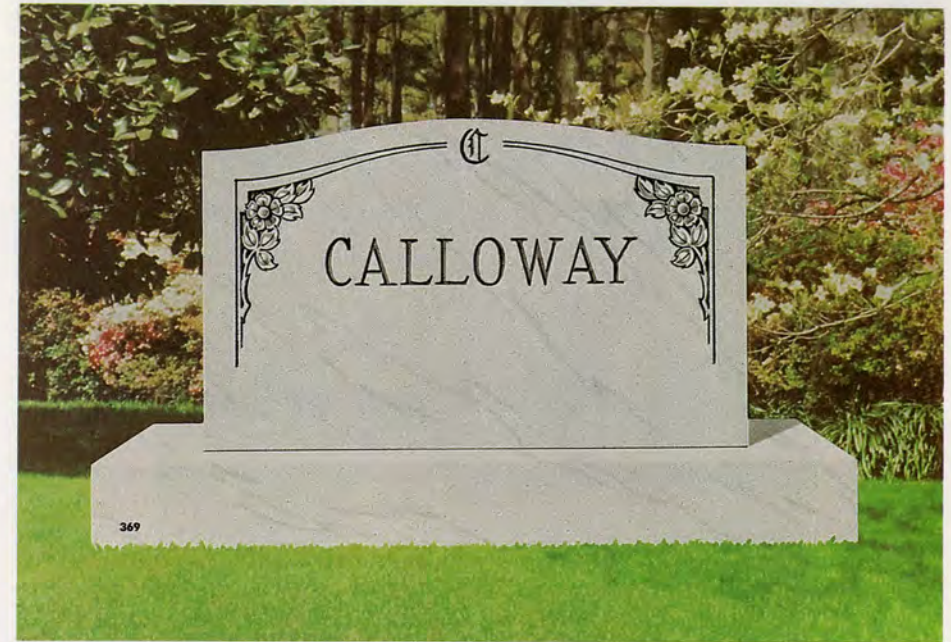


## The Memorial: An Act of Love and Remembrance

You may select a standard memorial crafted in Georgia Marble or have our master designers create a custom memorial for your family or loved one, ranging from a simple marker to the most elegant of mausoleums. Whatever your decision, you can make it with confidence. A memorial of Georgia Marble is always appropriate. Its incomparable beauty will endure for centuries, and can be easily maintained. It will represent genuine value. And as a final act of love, choosing Georgia Marble will give you a deep personal satisfaction no alternative can provide. Perhaps the examples shown on the following pages will help you in making a decision.



The Graded Cross consists of a Latin Cross and three steps or platform bases. The three steps symbolize Faith, Hope and Charity. The Latin Cross denotes Faith and is the dominant symbol of Christianity.

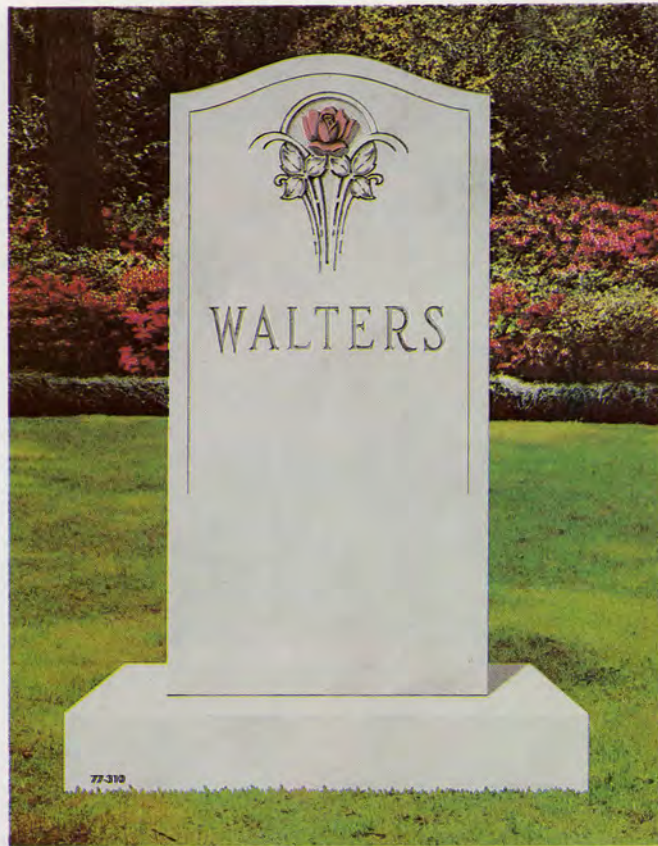


A Conservative family memorial featuring the Wild Rose flower as its ornamentation. In this natural form, it has a symbolic meaning of Love.

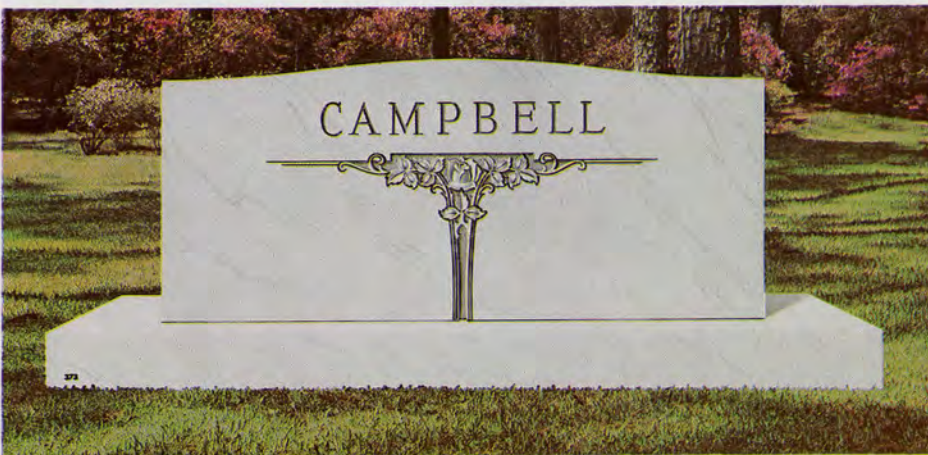


The double heart shaped memorial is distinctive in contour. Sometimes call the American Beauty Rose, the Cultivated Rose artistically decorates this memorial, symbolically expressing Everlasting Love and Marriage.





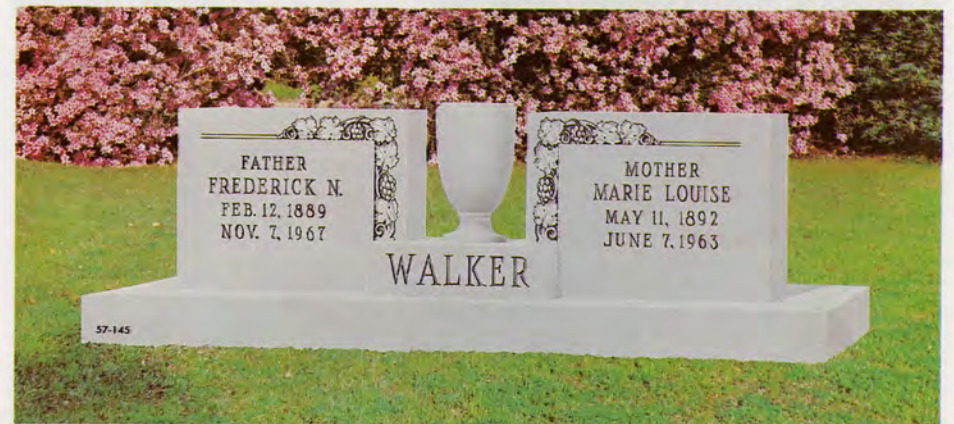
Distinction is achieved in this conservative vertical tablet memorial. The Cultivated Rose carving is done with elegance symbolizing Everlasting Love and is the representative flower for persons born in the month of June.



A larger memorial with individuality achieved with a standard shape and graceful ornamentation. The symbolic meaning of the Cultivated Rose carving is Everlasting Love.



This arch-type memorial is designed to leave a substantial area for the family name. The accompanying Cultivated Rose carvings, symbolic of Everlasting Love and the Georgia Marble remembrance vase adds to the memorial.



Simple rectangular areas are nicely proportioned in this screen-tablet style memorial. The Grape (True Vine) decorating the two wings is symbolic of Our Lord and those who believe in Him. The turned Georgia Marble flower vase serves a distinct purpose.





A commemorative memorial designed with exquisitely detailed ornamentation. The consoles on each top corner of the die and the flutes add a touch of the Classic, expressive of Remembrance.



A two-crypt family mausoleum is a lasting tribute to Memory. The simulated fluted column, and the Wild Rose carved wings flanking the crypts enhance the beauty of the design.