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"The Story of Georgia Marble: The Stone That Sparkles" booklet

Item Type	image;text
Citation	"The Story of Georgia Marble: The Stone That Sparkles" booklet, circa 2010, Georgia Marble Company Records, 1910-2004, SC/G/006, Box 29, Kennesaw State University Archives.
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Download date	2026-05-19 12:58:50
Link to Item	http://hdl.handle.net/11360/2537

The Story of Georgia Marble[®]



*The Stone
That Sparkles*



The New York Stock Exchange, New York, NY



Woodruff Memorial (Founder of The Coca Cola® Company)

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.

The Sumerians, developers of the world's first civilization, carved masterpieces in marble over 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 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 great Italian sculptor, Michaelangelo, created marble masterpieces 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 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 claimed as the most beautiful structure in the world, its white crystalline marble matrix is almost identical to the large crystals of Georgia Marble. Sunlight filters into the chamber under the great dome through intricate, marble screens as delicate as lace, demonstrating the extreme workability of marble.

This booklet tells you about beautiful Georgia Marble and its unique physical properties that makes it the most durable of all marbles. 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 North Georgia 600 million years ago.

Tiny sea animals lived and died there by the trillions. Being composed of calcium carbonate, their remains, over the eons, gradually built up

a reef, or bank thousands of feet thick, of calcium carbonate that rose above the level of the mud and sand around it, keeping the carbonate virtually pure.

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

Then, about 450 million years ago, a series of great upheavals buckled the reef and thrust it deep into the earth's crust. Heat and pressure transformed it into a unique marble with sparkling calcite crystals.

An upheaval occurred around 60 million years ago, forcing the huge deposit of Georgia Marble to the earth's surface. The Cherokee and Etowah Indians used it in native crafts.

The Stone that Sparkles

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

Henry T. Fitzsimmons was fascinated by the pure white 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. As an itinerant Irish stone cutter, he quickly identified the outcropping as an exceptionally fine specimen of pure 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 the region known to the Cherokees as "Long Swamp Valley."

In 1838, Mr. Fitzsimmons began operations. He opened his quarry and marble works at the location now known as Marble Hill, Georgia. By 1842 he had built a mill and was crafting marble into monuments. His extent of trade was limited because deliveries were made by ox cart.

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

Georgia Marble Becomes an Industry

Fitzsimmons quarried and worked marble at his original site and later built another mill near Jasper, Georgia, but his enterprises lasted only a few years.

A few other companies engaged in marble production in the area before and after the Civil War with limited success. But because of their efforts and observations of others, news of the large marble deposits in Georgia spread to the North. About 1880, an evaluation of the commercial value of the marble deposits in Long Swamp Valley startled the world.

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, it was found that no other domestic marble contained the large crystals that added the unique dimension of beauty created by reflected light.

Hardy entrepreneurs had created an infant marble industry in the North Georgia hills. Now, what this industry needed was a well-financed, well-managed company to lead in the 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: Frank H. Sidall of Philadelphia, millionaire soap manufacturer looking for investments in the "New South" and had heard of Georgia's marble deposits; H.C. Clement, a man who was thoroughly knowledgeable about marble.

Their mutual interests brought them to Georgia 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 Fitzsimmon'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 buildings as well as private memorials.

The Georgia Marble Company began an extended period of expansion in 1915 that made the next 45 years a record 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 North Georgia. By 1916, The Georgia Marble Company had bought The Southern Marble Company and four more plant facilities located at Marble Hill, Nelson, Ball Ground, and Marietta. 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 1945 orders were being received for structural marble again.

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

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 any 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 are 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 minerals 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 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, the United

States Geological Survey and independent labs verify the extremely low absorption rate of Georgia Marble.

This interlocking action of crystals has other advantages, too. This density 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 bein chosen to commemorate a family, individual or to clad a building, there is certain to be a color variety suitable for the purpose. Marble of soft white, blue mist, silvery gray and blue gray is readily available to memorialize a personality or dramatically accent an architectural design. Each variety is characterized by a distinctive clouding effect of complementary, contrasting color that makes Georgia Marble unique.

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

Sculptors, architects and stone craftsmen appreciate the exceptional qualities of Georgia Marble. They can execute the most ambitious project without the danger of running into material flaws that would render their design useless. The stone can be shaped, chiseled, given several finishes and inscribed with infinite skill and precision. Proof is evident in the growing number of large public and private memorials, monuments, sculptures and buildings that are made of Georgia Marble.



A detail from the Alamo Cenotaph in San Antonio, Texas. This famous monument was sculpted by a Georgia Marble artist.

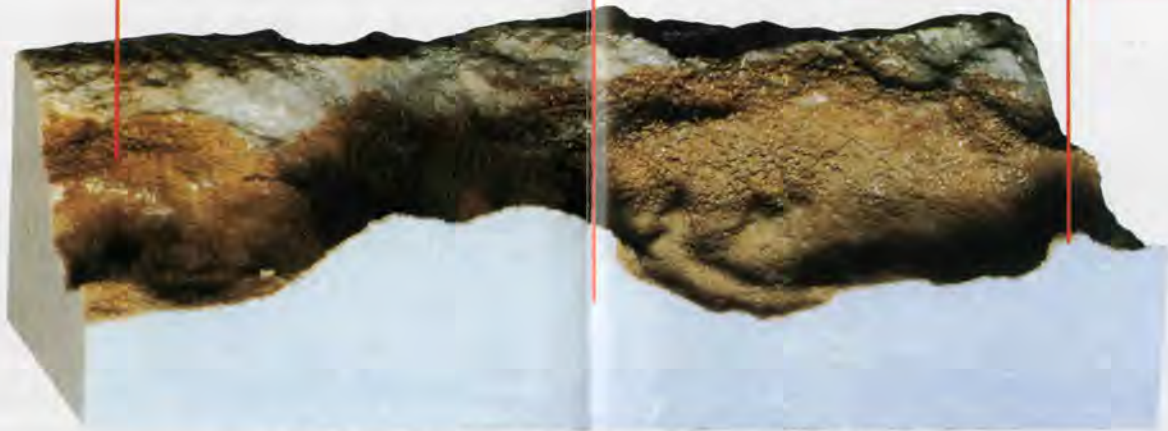
Georgia Marble Exposed

The piece of Georgia Marble shown below was taken from the top of the marble deposit. It had been exposed to the elements for eons, then covered with soil at some later time in its history. The sample was sawn (but not polished) to illustrate by cross section how Georgia Marble withstands the elements that destroy other building materials in a relatively short time.

This portion of the stone has been in direct contact with soil and moisture for millions of years, at times under intense heat and pressure.

Flawless perfection makes beautiful Georgia Marble a superb architectural material. Each of its varieties, though different in color, has the same impenetrable, crystalline structure throughout.

This edge clearly shows that there has been no penetration or bleeding of foreign material into the stone. The extreme density of this marble, a result of its unusually large interlocking crystals, prevents the intrusion of dirt and moisture that leads to eventual deterioration of its surface finish.



ASTM C-503 PHYSICAL TEST REQUIREMENTS

GEORGIA MARBLE PHYSICAL PROPERTIES	Test Requirement	Test Method	Cherokee®	White Georgia	Pearl Grey®	Etowah® Fleuri
Absorption by Weight, Max., %	0.75	C97	0.09	0.08	0.09	0.07
Density, min., lb./cu.ft.	162	C97	169	170	169	170
Compressive Strength, min., PSI	7500	C170	9333	9883	9505	10862
Modulus of Rupture, min., PSI	1000	C99	1364	1467	1374	1589
Abrasion Resistance, min., hardness	10	C241	16.6	17.5	15.1	18.5
Flexural Strength, min., PSI	1000	C880	1296	1505	1192	1644
Coefficient of Friction	.60	C108-89	.68	.66	.68	.67

GEORGIA MARBLE MEETS ALL ADA REQUIREMENTS.

Georgia Marble Resists Fire

The ancient temples and buildings of the Romans and Greeks would not be standing today if its marble could have been destroyed by fire for many conquerors attempted to burn them. A study shows that of all stones, marble is the most fire resistant. The results reported by the New York Weekly Underwriter after Fire Tests among building stones

show the relative fire resisting properties of commonly used building materials to be as follows:

1. - Marble.
2. - Limestone.
3. - Sandstone or Freestone
4. - Granite.
5. - Slate.
6. - Conglomerate.

Quarrying Georgia Marble

The Georgia Marble Company mines its marble for dimension stone by the open pit method as shown below. Marble intended for commercial and consumer products comes from an underground room and pillar mine. This operation processes the marble into various particle sizes for use as fillers and extenders in plastics, rubber, paper, paints, caulks, and many other products where the marble (Calcium Carbonate) lends strength and economy.

In the open pit quarry, marble for memorials and buildings is carefully removed with drills and diamond belt and wire saws to prevent fracturing the marble.



A 1970s photo of a Georgia Marble quarry. This is the largest open pit marble quarry in the world. Until the 1980s, derricks lifted the twenty ton blocks from the quarry. Today, the blocks are carried out of the quarry by road to the plant.



A marble block taken from the quarry.



Huge gang saws cut the block into slabs.



The slabs are sized for monuments and buildings.

Designs for Eternity in Georgia Marble

Over the past century memorial designs have changed very little. From the very simply stated and elegant individual monument to the more elaborate family design, tradition seems to dictate shape and form. However, personal taste may call for more a more unusual memorial than the traditional. We can meet these needs and with our studio, work with the client and the Georgia Marble dealer to create what the client desires.

The memorials shown here are examples of the versatility and possibilities that can be achieved with Georgia Marble.



Georgia Marble Favored by Architects

As soon as the word got around that a unique new marble had been discovered in the mountains of North Georgia, architects investigated and on the advice of geologists and engineers, began specifying this wonderful stone for some of America's most famous buildings. Shown here are several of these buildings.



U.S. Capitol (East Front), Washington, D.C.



Hart Building Interior Washington, D.C.



Interior of State of Georgia Capitol, Atlanta, GA. This is the original tile floor and wainscoting, installed in 1884. The floor remains in excellent condition. Georgia Marble tile is the world's best.



Hospital Corporation of America, Nashville, TN



Burdines Department Store, St. Petersburg, FL



Overlook III, Atlanta, GA



G. M. Building, New York, NY



P.O. Box 238 • georgia marble lane
tate, georgia 30177
(770) 735-2611 • fax (770) 735-2236
www.georgiamarble.com

