

Titanus Cement Wall Company

24691 PURITAN, DETROIT, MICHIGAN

FOUR INTELLIGENT AMBITIOUS young men organized, in 1951, the Titanus Cement Wall Co., in Detroit, Michigan, which succeeded in a few years, through expert workmanship and a dynamic business sense, in establishing itself as one of the best companies of its kind in the city. We refer to the brothers Enzo and Conrad Mularoni and their associates, Louis Vincenti and Pilade Dell'Olmo.

All four of them were born on Mt. Titanus, on which rises the tiny Republic of San Marino, which for centuries has survived in the heart of Italy, thrusting its turreted peaks into the blue sky, as a symbol of the freedom of its people.

This is the land where Enzo Mularoni was born on May 13, 1923, and his brother Conrad on Oct. 24, 1924. The two young men, belonging to one of the best families in those parts, went to school with intentions of acquiring a thorough education. Enzo became a teacher, then took courses at the University of Urbino, and one year before obtaining his degree, decided to emigrate to America. This was in December 1949, after his marriage in September of that same year to Edda Mularoni, who bore his two children: Jeanette, now 4; and Enzo Jr., 2. Arriving in Detroit, Michigan, he found work immediately with an uncle of his and learned the tile and terrazzo trade.

Conrad Mularoni, who in Italy had received a degree in agricultural science, came to America in 1948, and he too worked with his uncle who owned the Boston Tile Co. In 1954, on a return visit to his native town, he married, on February 20, Marianna Brignani.

Louis Vincenti was born in San Marino on September 17, 1914, went through grade school, specialized in mechanical studies, and got a position in Rome in an aeronautical experimental establishment connected with the Italian Air Ministry, and for many years served as foreman in the motor division.

In 1940 he married Fedora Mancini, of Pesaro, by whom he had three children: Jan-Italo, now 12; Werther, 9; and Philip, 2.

In 1949, he too, following the example of his friends, set out for America, where in Detroit he started working in a garage, then joined the others in the Boston Tile Co.

Pilade Dell'Olmo, their childhood friend, was born on Jan. 12, 1914. After grade school, he learned the carpenter's trade. In 1942, on April 6, he married Natalina Arzilli, of San Marino, who bore him two children: Charles, now 11;

and Anne, 4. On May 15, 1948, he left his country, hoping to find something better in America. The first two weeks after his arrival in Detroit were not at all as he had anticipated, for he had to work with pick and shovel. But he soon found a job as carpenter, a trade which he knew quite well.

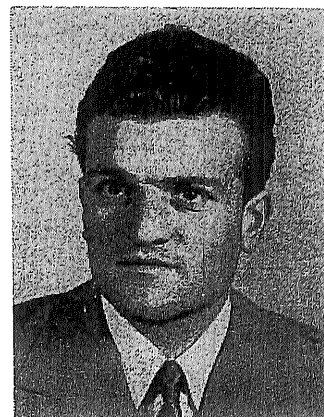
These four San Marino immigrants, friends since childhood, brought together again on the strange road of their self-imposed exile, in 1951, after weighing carefully a program of action on an independent basis, they agreed to constitute themselves as the Titanus Cement Wall Co., moved by a common laudable ambition to better their economic lot and achieve success in the business field.

What we must admire in these four persistent workers is their spirit of sacrifice and renunciation, the way they spurned a comfortable existence in order to be free to go out into the world and wrest for themselves the fruits of a victory that justly belongs to those who have the ability and courage to risk rising to the top. Certain it is that in their country they could never have aspired to great things, owing to the poor economic conditions of the Republic, and though they were well-educated and their hands were free of the calluses of manual labor, still they preferred a life of hard work, a chance to test their exuberant energies, in a struggle where the prize of victory would be worthwhile. And so they founded the Titanus Cement Co., picked the hardest kind of work in the construction business because the most remunerative, not caring if their hands were roughened by contact with cement.

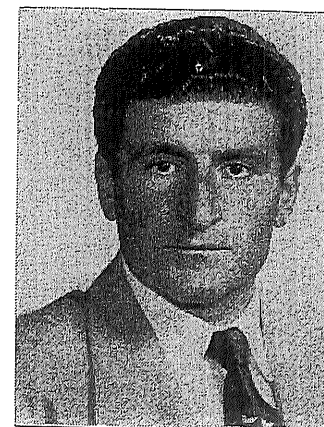
In christening their firm, they chose, in homage to their native land, the name of Mt. Titanus, but they also chose it because it connotes the idea of power, boldness, ascendance. No fitter symbol could they have found, for their company has progressed by leaps and bounds, from its small beginnings a few years ago threatening already to outstrip others in the field, and the secret lies in its quality workmanship, promptness in meeting contract commitments, and a business approach that respects the human element and the social amenities.

The four members, on founding their company, did not intend to set themselves up as bosses, letting others do the work for them, but putting away their college degrees, converted themselves democratically into a workmen, and through their contact daily, from morning to sunset, with back-breaking work, they devised new methods, used new machines to render the work easier and faster, and the best part of it was that they were right, so much so that other firms who had been skeptical about such new-fangled innovations wound up using them too.

Although their business, to which they devote themselves wholeheartedly, working as hard and as long as they possibly can, bound together by a common ambition and spurred on by the same eagerness to succeed, gives them hardly any time at their leisure; nevertheless they do not fail to keep in touch with the San Marino Club, which to them is their country perpetuated in an ideal form, exerting on the members a unifying and civilizing influence. And to this end, they are behind every movement in the Club designed to promote cultural expression, in order that the sons of the San Marino immigrants may be helped and encouraged in their preparation for the careers they intend to pursue in this great Republic and be, in their turn, instruments of the nation's progress, like their fathers were before them.



ENZO MULARONI



CORRADO MULARONI



LOUIS VINCENTI



PILADE DELL'OLMO

