

Design Hints For Memorial Craftsmen

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Dan B. Haslam, Editor and Publisher

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DESIGN HINTS

FOR MEMORIAL CRAFTSMEN



April, 1927

Volume III

Number 10

You're Satisfied Then--



It is when you start putting a goodly quantity of Royal memorials around your show room. Many have had the Royal impulse and have put it off for a time. It was when they started buying Royal granites that they became completely satisfied.

Royal will never permit an inferior memorial to leave its plant. It does not have to make good afterwards—it makes good before.



ROYAL GRANITE COMPANY
ST.CLOUD ~ MINNESOTA



Picture the Beauty of This Design in Your Own Place

It has all the appearances, grace and beauty of the expensive memorial, yet it is produced at a very reasonable price.

It is in the manner of its workmanship, with polished surface and a fine carved detail that makes it one of ready interest.

We offer this design as one that will bring about quick sales for you if given a place in your show room.

A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



A Design Like This With Rex Is At Once Appealing

Take this Arlinger design and build it up with Rex granites and apply the touch of Rex workmen to its finish and you'll have something in your display room that will attract new people to your doors.

Rex granites have shown their rugged strength and beauty in many of the retail shops of the country and we never have complaints concerning defects. There must be something more than luck in this, especially when we deal with such a variety of customers in all parts of the country.

Rex Granite Company

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



Memorial Day Stops Selling Activity Only for the Inactive.

There remains but a short thirty days until Memorial day and a much shorter time than that for getting orders and placing monuments.

Business will keep up for the fellow who keeps on trying after the Memorial Day wants have been taken care of. People are in the market for good Memorials at any time and it is up to us, the producer and retailer, to give him the ideas.

The Ahlgren line of Superior Red and Gray, together with Ahlgren ideas and Ahlgren follow-up methods of selling will help your summer sales.

Granite City Granite Co.

The Ahlgrens
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



There Is Something Behind A Slogan To Serve People

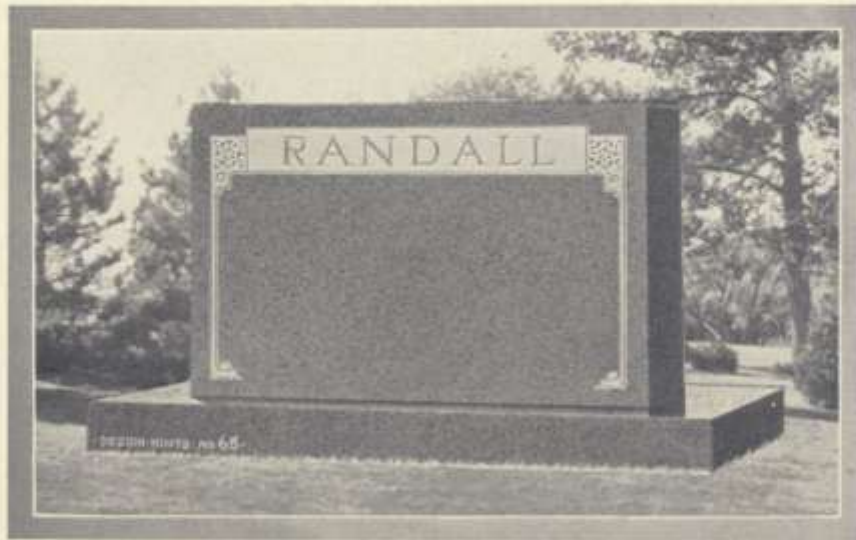
Pyramid's policy of service has been the key-stone of its very existence. It started with that in mind and on this sort of a foundation it has grown.

We like to get letters from our customers informing us that we have given them just a little more than they expected and we work just a little harder to get more of these letters.

Pyramid stands ready at all times with three high grade granites to give you who have not had the benefit of this service to date the same degree of excellence in material and craftsmanship.

Pyramid Granite Works
Incorporated
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



Another Idea in Polished Memorials

The flat surfaces of the die and base, as well as the carving and lettering permit machine finish throughout and this fact places the Randall design in the class of the moderately priced memorials.

At the same time it has the instant appeal of all-polished work for there is nothing cheap looking about memorials of this character.

We believe the Randall design will be a winner for you and we invite your further inquiry.

United Granite Co.
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



A Swenson Exclusive Design Should Have The Advantage of Swenson Gray Granite

It would be a fallacy to use an inferior grade of granite to dress up a pretty design.

Because of its rare qualities Swenson Gray granite will lend distinction to the best design and make it stand out as a strikingly beautiful memorial.

The distinguished, beautiful Condon design you see illustrated above is not a chance result. Our own designers created it for our products. Every line, every curve is the result of painstaking craftsmanship and study. May we send you sizes and prices.

The John Swenson Granite Co. Concord, New Hampshire

I. N. Strock, Baltic, Ohio: Ashmore Brothers, Zanesville,
Ohio: Fred Haslam, 4019 Kenwood Ave., Kansas City, Mo.,
U. G. Doran, P. O. Box 92, Dallas, Texas.

Say you saw it in DESIGN HINTS



Red Pearl Can Keep Its Pace Throughout the Year

It will give you added prestige because of its distinctive luster. It will take its place among the leaders in your show room no matter how beautiful your others may be.

RED PEARL helps you in your year-round business and it will bring prospects to your doors because of its beauty in the cemeteries of the land.

St. Cloud Granite Works
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



The Marsolek memorial was executed by us of Red St. Cloud Granite and erected in Calvary Cemetery, St. Cloud.

Universal's Special Design Service Is Getting Results.

We have had a number of very fine letters from our friends telling us of the unusual results they have been getting with Universal designs.

This encourages us to extend our design service and offer you better and higher grade materials than ever before, with Universal service and policy to back them up.

7

THE HOUSE OF SEVEN BROTHERS
Universal Granite Co.
St. Cloud, Minnesota

7

Say you saw it in DESIGN HINTS



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN B. HASLAM, Editor and Publisher.

THE BUSINESS OUTLOOK

General business conditions over the nation usually influence local trends no matter how strenuously we may deny it.

There may be spots where a locality shows a shrinkage, or even demoralized conditions when the country as a whole is showing increasing volume and a general trend toward prosperity.

Reports received in the office of "Design Hints" during the past few days which covers the nation as a whole indicate a strong tendency toward improvement and, in fact the records for the first three months of the year are decidedly better than the corresponding quarter of 1926.

There are now only eight states in the union showing poor business conditions and in these states, even, there is a considerable improvement. These states are Montana, North and South Dakota and Utah in the West, and Arkansas, Louisiana, Tennessee and Mississippi in the South.

Fourteen states show intense activity, including North and South Carolina, Ohio, Indiana and Illinois; Kansas, Oklahoma, Texas, New Mexico and Arizona; and Washington, Oregon and California.

All other states in the Union show a fairly active tendency and

in the above fourteen and all other states with the exception of the eight listed above there is a decided trend upward.

It is true there is more grain in storage now than there was a year ago, almost 50,000,000 bushels of it, but the importing countries are low on grains now and this will be readily absorbed.

America imported more condensed milk, butter and cheese last year than she sent out of the country, a new situation, and established a new peak in post-war trade. This would indicate that there should be intense activity on the part of the dairy industry in America during the coming season.

Building permits show a very substantial increase over a year ago, and the value of building in the country during one 30-day period amounted to over 20,000,000 more than it did a year ago in a little more than 150 leading cities of the country.

Car loadings, too, are showing a very sharp increase, a matter of 300,000 cars more being loaded in the first two and one-half months this year compared with the same period of 1926.

These are a few of the outstanding features of the general business outlook. They are given

Continued on page 29

Monumental Drawing and Design

By Dan B. Haslam

THE WOOD SORREL IN APPLIED ORNAMENT



IN offering the dainty, delicate, Wood Sorrel as a decorative motive in pleasing memorial design, we believe this article will meet with the instant approval of our readers.

Practical in structure, beautiful, expressive in religious symbolism, yet the Wood Sorrel has been given but little if any consideration by the modern memorial designer and for that reason is not so quickly recognized as some of the others flowers previously illustrated in our series.

Though it appears that modern designers have overlooked this beautiful wild-flower as a decorative motive in design, it has been a favorite with past masters. It is generally understood that early Italian painters used the wood sorrel as a model. Ruskin says: "Fra Angelico's use of the *Oxalis Acetosella* (wood sorrel) is as faithful in representation as touching in feeling. The triple leaf of the plant and white flower stained purple probably gave it strange typical interest among the Christian painters."

The triple leaf reference to the plant is occasioned, no doubt, by its resemblance to the shamrock and some claim that it is the shamrock of the ancient Irish used by Saint Patrick in his endeavor to prove to his audience the possibility of a Trinity in unity. In religious symbolism, the Trinity is always represented

by the uniting of any three parts or objects.

The "white flower stained purple" refers to the body and blood of our Saviour Jesus Christ and of his sacrifice. In liturgical symbolism the color white is representative of the Nativity, Resurrection and Ascension of Christ. Purple is the emblem of mourning and penitence and is used in the Church during the season of Advent. The flower is often called the hallelujah because it blossoms at Easter.

In the language of the flowers, the wood sorrel is representative of affection and joy and the shamrock of light heartedness.

Because of its richness in religious symbolism and its Christian appeal, the plant is particularly appropriate for memorial design and should be given proper consideration and employed as a basis of ornament more in the future than it has been in the past.

The student will experience very little difficulty in successfully copying the wood sorrel as both flower and leaves are uniform and simple in construction.

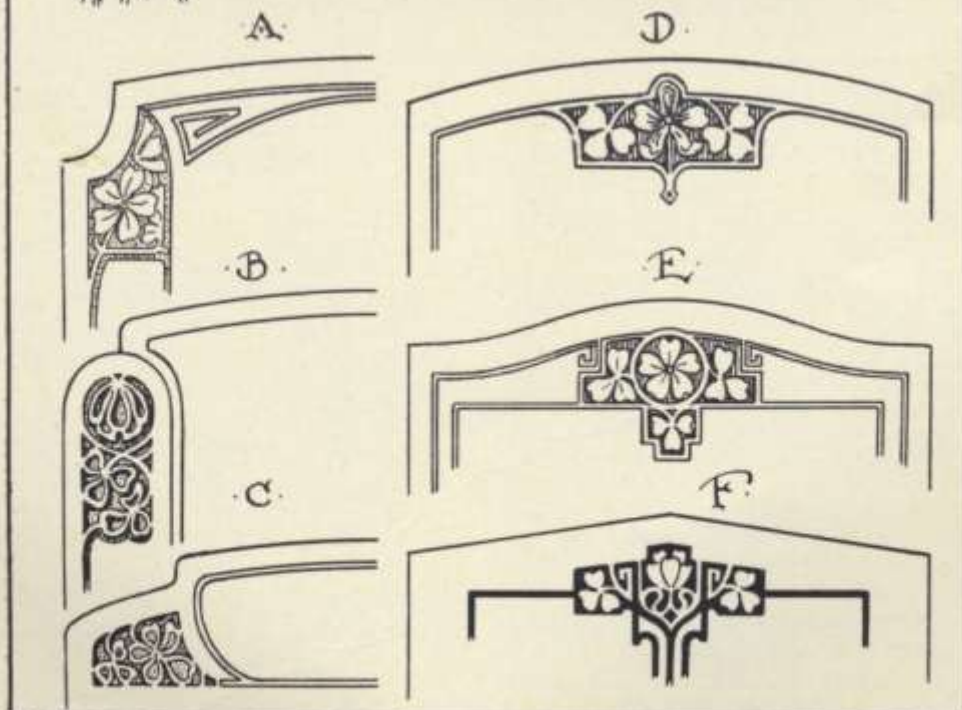
The wood sorrel, one of our most delicate and dainty of woodland flowers is commonly found in cool damp places. The flowers are frail looking, about an inch broad, pure white in color and streaked with the lines of purple. The leaves are divided into three

Continued on page 21

FIG. 1. WOOD SORREL.



FIG. 2. DESIGN SUGGESTIONS.



The Ancient and Accepted Scottish Rite of Freemasonry



CONTRARY to the suggestion made by its name "Scottish Rite", this rite of Freemasonry originated to a very large extent in France. Early in the 18th century a multitudinous array of Scottish degrees became evident in France and other continental countries. Many of these were consolidated into various rites, some of which were exclusively Masonic and others formed into separate and distinct organizations.

In 1754, the Chevalier de Bonnevillle organized the Rite of Perfection or Rite of Heredon at Paris with twenty-five degrees that previous to this time had been floating around for many years in France entirely detached

from each other. This Rite of Perfection was the fountainhead of our present Scottish Rite system.

In 1761 a patent was granted to Stephen Morin to establish the Rite of Perfection in the West Indies and America. He made his headquarters at San Domingo and in 1770 established the Rite in Kingston, Jamaica, but never personally came to America. Shortly after his arrival in the West Indies, Morin deputized Henry A. Francken to establish the Rite in the American colonies. Francken came to New York and established a Lodge of Perfection in 1767 but it became dormant in 1774 and remained so until

1821, when it was revived and it is still in existence.

The real beginning of our present system of the Ancient and Accepted Scottish Rite of Freemasonry was on May 31, 1801 when the Supreme Council of Sovereign Grand Inspectors General of the Thirty-third Degree for the United States was organized at Charleston, S. C. This was the beginning of the present system in America and developed into what is now known as the Southern Jurisdiction.

There are at the present time two systems of Scottish Rite Masonry in America, the Southern Jurisdiction with headquarters at Charleston and the Northern Jurisdictions with headquarters at New York. In both jurisdictions the Rite is divided into four bodies, as follows:

Southern Jurisdiction—

- Lodge of Perfection (4th to 14th degrees inclusive.)
- Chapter of the Rose Croix (15th to 18th degrees inclusive)
- Council of Kadosh (19th to 30th degrees inclusive)
- Consistory (31st and 32nd degrees)

Northern Jurisdiction—

- Lodge of Perfection (4th to 14th degrees inclusive.)
- Council of Princes of Jerusalem (15th and 16th degrees.)
- Chapter Knights of Rose Croix (17th and 18th degrees)
- Consistory (19th to 32nd degrees inclusive.)

In the Northern Jurisdiction the degrees are termed grades.

The Emblems—

The interests of memorial craftsmen who are not members of the order will be centered primarily in the jewel or emblem of

the order which they are called upon from time to time to reproduce on memorials and caution should be taken before executing the work to find out definitely the correct design necessary.

The original Scottish Rite jewel was that of the Thirty-third degree and is a double-headed eagle, in the attitude of flying, with a crown resting on both heads, or rather, between the two heads. In its claws it grasps a wavy sword, which typifies "cherubic fire." In a scroll beneath is the motto, "Deus meumque jus."

The eagle with extended wings has always been the emblem of imperial power. Marius, the consul, first consecrated the eagle, about eight years B. C., to be the sole Roman standard at the head of every legion, and hence it became the standard of the Roman Empire ever afterward. As the single-headed eagle was thus adopted as the symbol of imperial power, the double-headed eagle naturally became the representative of a double empire; and on the division of the Roman dominions into the Eastern and Western Empire, which were afterward consolidated by the Carolingian race into what was ever after called the Holy Roman Empire, the double-headed eagle was assumed as the emblem of this double empire; one head looking to the West, or Rome, the other to the East, or Byzantium. It was adopted as a Masonic symbol in 1758, when the body calling itself the Council of Emperors of the East and West was established in Paris.

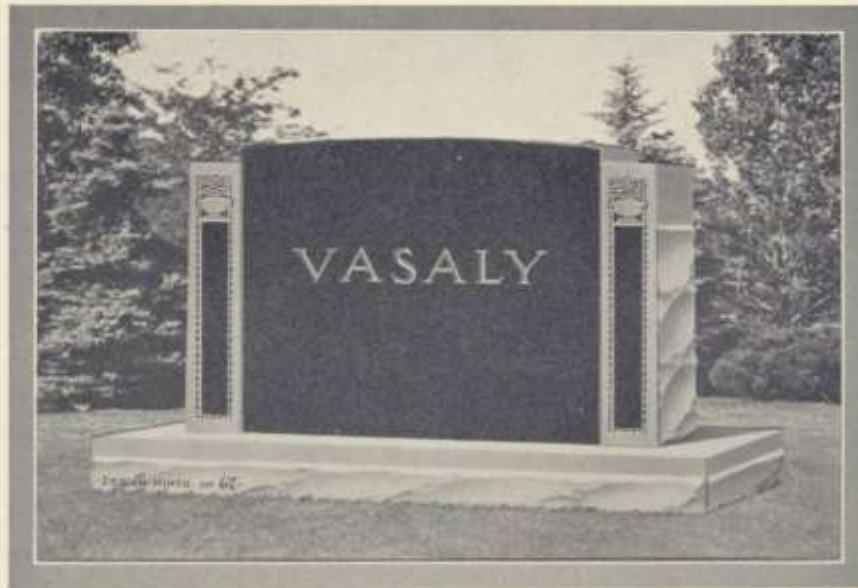
The double-headed eagle is undoubtedly a most ancient symbol of Asiatic origin. In some of the



MERCIER

Within the year much interest has been created in the long, low double marker style memorial. Such a demand affords the designer of small memorials an opportunity to create something out of the ordinary and many splendid examples have been shown. The Mercier tablet is one of the inexpensive type that will appeal to the buyer who seeks variety in small memorials for stock display.

Beautiful 11x14 photographs of the designs shown on these two pages will be furnished by Design Hints for 75c each

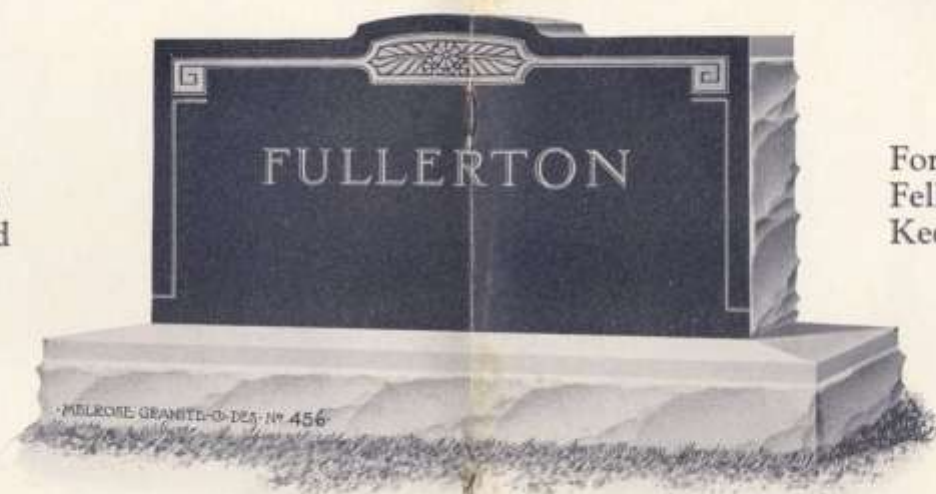


VASALY

It would be difficult to find a more representative example of modern ideals in small memorials than is shown by the Vasaly design. The sandblast carved detail is carefully designed and beautifully executed. The hint of severity in the straight lines of both the die and base is adequately relived by the slightly rounded top of the polished plane that supports the family name. The base is the popular, low platform type.

Please write the manufacturers listed in Design Hints for sizes and prices on the designs shown on these two pages.

Yes,
Business
Is Good



For the
Fellow Who
Keeps At It.

We Hope You Are Having A Good Memorial Day Business.

If you and we, the manufacturer and the seller, work consistently together we are going to show great results during the summer months.

The matter of making this a greater year than last year is one that is up to ourselves.

Melrose service is behind every order of granite that goes out of the Melrose plant.

Melrose craftsmen have been bringing the products of the Melrose institution to all parts of the country for many years.

In handling Melrose you are not only handling the product of the world's largest but you also are handling a grade of granite that is "big" in itself—in other words it is high grade.

Melrose offers you a superior design service and a very definite policy that assures you of lasting satisfaction on the part of your customer.

We welcome your inquiries on any phase of the business. We have a variety of designs such as would take care of your wants no matter what they may be, and our own designers can make more for you.

MELROSE GRANITE COMPANY
St. Cloud, Minnesota

Author's Answer to Dealer Comments on "Why Not Change Our Credit System"

Design Hints,
St. Cloud, Minn.
Gentlemen:

MY article published in your magazine in the February issue, "Why not change our credit system?" has brought forth some very good comments from the retail dealers, two of which you publish in the March issue that are in favor of it and two that are apparently against it. I have read these over carefully several times and find that in reality the articles against it are really very strong indorsements for the change when the full significance of the proposed credit system is understood.

I will take these articles up in detail. First that of Mr. Wormington of Monett, Mo.

I agree with him that great changes have occurred in the last 21 years, that such idols as Corbett, Fitzimmons, Williard et al have been replaced by others such as Tunney who have come forward and through analization and study of the mistakes of his predecessors has risen to the foremost pinnacle of his profession. That is just what we can do in the memorial business if we will give it the thought and study it deserves.

In Mr. Wormington's letter the chief point brought forth is the objection of paying for goods before they are delivered at the station and inspected by the purchaser. If the cash discount

is taken, under the proposed credit system, this objection is amply provided for in the provision contained in the uniform draft to be used in which the shipper guarantees to the purchaser over his signature that the goods shipped are in accordance with the order given him. If the cash discount is not taken advantage of, this objection is overcome for the reason that the purchaser has the privilege of examination before accepting and paying the draft.

Mr. Wormington states that in twenty one years of business he has always paid his bills in 30 days from date of invoice for which he is to be congratulated and if all retail dealers had as good a record as this there would be no need for a different credit system than now exists.

In the different granite centers of the United States today there is upward of two million dollars in accounts that are so long past due that it is doubtful if they will ever be paid and that could be bought today for 25 per cent of their face value. This could not have occurred had the new system been in force.

See what the new system would have saved in Mr. Wormington's case. He has been in business twenty-one years and with his record there is no doubt but what his local bank would advance him all the money needed to take his discounts.

We will assume he has done

an annual business of fifteen thousand dollars which in twenty one years amounts to three hundred fifteen thousand dollars. If the cash discount of five per cent had been taken on this business his savings in twenty-one years would have been fifteen thousand seven hundred fifty dollars, a worth while saving, is it not?

Assuming that he has taken all his discounts under the present system 3% for cash in fifteen days, then his additional saving under the system proposed would have been two per cent more or six thousand three hundred dollars.

I am sure Mr. Wormington is in favor of a system that would save him this large amount in his business and the opinion of the writer is that this saving would be much larger as the manufacturers would be able to give a larger cash discount than five per cent which is suggested.

The proposed system would work to the retailer's advantage also for the reason that the manufacturer would be compelled to keep his merchandise at a high standard in order to keep the good will and business of the retailer and keep him from going elsewhere for his work as Mr. Wormington has stated he would do. Mr. Wormington is just the class of dealer which would be most benefited by the change.

Again I agree with him that times have changed and that we should change with them.

The letter of Mr. Hammerly shows that he has grasped the real reasons for a change in our credit system and his suggestions in regard to the amount of the cash discount are good ones and is just one of the details to be

worked out as indicated in my article. My opinion is that a larger cash discount could be given without a raise in price as the saving to the manufacturer in his overhead as reflected in carrying charges and lost accounts, would enable him to do it.

Mr. C. W. Totten's letter has brought out a good many points that are very familiar to the writer and that have a tendency to cause the retail dealer a great amount of trouble in meeting his bills promptly. I agree with him that a system should be worked out by the retailers whereby they should get cash or its equivalent for their work. The new system proposed would help him to do this to the extent that he would be more careful who he sold to, would be less likely to take long chances and would be careful to make his sale in such a manner that if he did not get the cash when the work was set the account would be negotiable at his local bank enabling him to take his cash discounts with the manufacturer.

The retail dealer has no right to expect the manufacturer to carry his account 60 or 90 days because he has not sold his work in a proper manner and the credits extended to people in his community should be carried by the community itself and not by a community a thousand miles away.

Possibly the delay in shipment of the granite bought on Dec. 4th has been caused by the inability of the manufacturer doing the work to finance its manufacture. I can see no other good reason as conditions are such at the quarry centers that prompt

shipment can be had on nearly anything required. The writer will guarantee to ship a carload in thirty days from receipt of order.

Under the present system of credits no doubt many manufacturers who must depend on their collections to finance their business are having difficulty in making shipments when with the system proposed all of this could be avoided. The manufacturer having a carload to ship could load the work, take the bill of lading to the bank and borrow enough immediately to continue his shipments and carry on his work.

The probability is that the delay in making your shipment is because the manufacturer getting it out is extending a large amount of credit to retailers who are not paying their bills promptly and some of whom are likely your competitors. Just another good reason for change in our credit system.

The point brought forth is that the manufacturer must not be held accountable for laxity in the retailer's system of credits and the proposed system would help the retail dealer establish a better system than he now uses. If the banker the retailer is doing business with is worthy of the name and can be shown that the retailer is saving 5% by taking his cash discounts and he has his business in shape so that he is not carrying a lot of people who are not entitled to the accommodation, then his banker can surely arrange the matter for him. If he cannot, then in all fairness the retailer cannot expect the manufacturers community to shoulder the responsibility.

Conditions are very much the same all over the country and should there be a surplus of money in one part and a lack of it in another and should conditions as mentioned by Mr. Totten develop, necessitating the extension of credit other than that proposed by the new credit system, it should be done through a financing organization and the loan properly secured in much the same manner as the automobile business is carried on today.

The retailer should not have any trouble if he uses proper means to get his business in shape so that when the goods leave his hands, he has in its place the cash or its equivalent that can be used for the purpose of financing his business.

The laxity of the manufacturer in extending long time credits in the past is much to blame for the present condition of business.

It seems that many retailers object to paying for work before it is inspected. It might be possible to extend the discount period to the time of arrival of the goods but under the terms of the new system, the goods are guaranteed and the purchaser is taking no chances. However, that is just another detail that must be worked out and is one that has no serious bearing on the matter of credits proposed.

It seems to me that Mr. Totten while putting forth some good points has really put it up to the manufacturer to remedy the business of the retail dealer. I am sure that this can only be done by the retailer himself who is the one best fitted to do it. I am equally certain that the proposed change in the credit system

would aid the retailer to bring about a better system in his own business.

The letter of Mr. Oswald indicates that he understands and is in full accord with the proposed new system of credits and for that reason needs no comment.

I would like to have every retail dealer read over this article as originally published in Design Hints and give it consideration and then write Design Hints whether you are in favor of it or not. If you have nothing new in the way of criticism to offer just write and say whether you favor it or not.

If anything is to be accomplished for the betterment of the memorial business it can only be done through the retail dealer's co-operation and help. With the assistance of the retailer much can be accomplished.

I believe that the credit system proposed will go far to remedy existing ills. Do you, or do you not? If you will give this matter serious thought much good will result. Let us have your reaction.

Sincerely,
C. OOGARD.

MONUMENTAL DRAWING AND DESIGN.

Continued from page 10

clover-like, heart-shaped leaflets which droop or "go to sleep" at night.

Unlike the white plant, the yellow wood sorrel is common along roadsides and fields. It has fragrant golden-yellow flowers that open only in sunshine and close tightly at night. The yellow wood sorrel is not a woodland plant.

The white wood sorrel in its natural state is clearly illustrated in Fig. 1 of the accompanying plate. Enlarged drawings of the flower and leaf are shown for the benefit of the student.

The design suggestions shown in Fig. 2 are carefully arranged in simple memorial design schemes. Sketches A, B and C, illustrate the plant in conventional form for side decoration. Sketches D, E and F show central ornamental motives for the small tablet.

Variety in the arrangement of ornament and in memorial forms is clearly shown in all these examples and we trust our suggestions will prove of benefit to all who are interested in this particular branch of industry.

A New Name For An Obsolete Ornament

"A gentleman of Hebraic origin was so unfortunate as to lose his wife. He went to a monument manufacturer and gave directions for a very elaborate memorial. He concluded his explicit instructions by saying that on the very top of the monument there must be a pair of "Gless Pents".

"My good man", said the manufacturer, "why in the world do you want a pair of glass pants on your wife's memorial?"

"Nu, nu", said the bereaved, "I vant a pair of gless pents. Her hend and mine—glesped to-gedder".

Bright Boy

Teacher—Did you make that face at me?

Jimmie—No, ma'am. You just happened to walk in front of it.

GRANITE CHIPS



The accompanying plate shows the Wisconsin Rapids plant and display yard of the Henry Haertel Service, Inc. The main office, manufacturing plant and display yards of this firm are located at Stevens Point, Wisconsin.

Last year Mr. Haertel celebrated his 25th anniversary in business at Stevens Point and his record is one that any dealer could well be proud of.

Starting in a very humble way, personally selling, cutting and erecting all his work, his firm has grown from a one-man shop to one of the largest and most progressive in the state of Wisconsin.

Mr. Haertel has missed but one meeting of the National Association of the Memorial Craftsmen of America. He is prominent in all its affairs and has held the office of treasurer the past four years.

Boscobel Monument Company wins six Design Hints photographs.

M. A. DiLisio, Proprietor of the Boscobel Monument Company, Boscobel, Wisconsin, was the first dealer to write in giving us the correct answer to the "Who Is It"

sketch as shown in the March number of Design Hints.

We offered six photos of any Design Hints designs to the first dealer who recognized the man under the derby who is none other than Hugo Freeburg of the Royal Granite Company, St. Cloud, Minnesota.

We are also pleased to acknowledge letters with correct answers from the following firms:

Chas. E. Barker of H. E. Barker & Son, Kansas City, Missouri, who says he is responsible for the purchase of the "katy". The John Clark Company, Rockville, Minnesota, C. A. Briar of the Northeastern Iowa Memorial Company, Monona, Iowa, George Carufel of the Fargo Marble and Granite Works, Fargo, North Dakota, Higgins-Jung-Klienau Company, Bloomington, Illinois, Frank A. Zitur, Propr., of the Staples Monument Company, Staples, Minnesota, and Langston Memorial Company, Lawrence, Kansas.

It must be gratifying for any man to learn that he is so well known among progressive dealers and inasmuch as we find it impossible to send photos to each

one of the dealers who recognized this fashion plate (for so far we have been unable to talk him out of anything for this free advertising) we are going to suggest that he make himself more prominent and handsome in the eyes of his friends by sending a few designs to each dealer who recognized his picture. If we meet with any success in this happy thought, we will feel that our favoring Hugo with this advertising, will not have been in vain.

Letters are still coming from dealers who favor the Credit System as outlined by Mr. Oogard in the February number of Design Hints.

O. C. Langston of the Langston Memorial Company, Lawrence, Kansas, writes as follows:

I am for the Credit System as outlined by Mr. Oogard. I pay cash and take all the discounts I can get. I am a new man in this business and I have adopted a policy of sending a check as soon as I receive my invoice. I do not buy from any but reliable firms and if ever an adjustment is necessary, I find that they will make it promptly by a return of my money or replacement of the merchandise.

I have no bills to worry or bother me and I can give all my time and attention to the sales end of my business. I never worry about my competitors, I am not selling or paying for their goods and if they get advertising, as far as I am concerned, they will have to pay for it at regular rates.

I have picked up many a good order some salesman has lost because of pounding his competi-

tors instead of trying to sell his goods.

There is nothing wrong with our business and if a man cannot take his discounts and is still able to stay in the game, it's because he is not a business man, but one who is satisfied working all his life for a dollar a day and kidding himself into thinking he is a business man.

Very truly yours,

LANGSTON MEMORIAL CO.,
O. C. Langston, Mgr.

We also acknowledge a letter from Mr. E. G. Williams, president of the Memorial Craftsmen of Nebraska, relative to the Credit System as outlined by Mr. Oogard. Design Hints, St. Cloud, Minnesota.

I noticed a very fine article in the February issue of Design Hints and also the Dealer Comments on same in the March issue. I would like to join my voice in approval of your plan with certain changes.

You may be aware of the fact that Nebraska dealers went on record in their annual convention as favoring a ten percent cash discount for the benefit and protection of the dealer who meets his bills promptly. Out here in Nebraska we do not believe that a ten percent discount is too much. I think we have been more aware of the sins of the manufacturers in Nebraska than in any other states.

During the last year six firms have failed and in every case these firms were doing a wildcat business. Their failures, in most instances, were due to insufficient capital combined with utter disregard to ethics of the business. It is also true that in practically

every case the wholesalers sold the stock back to this disreputable dealer at a small percent and let them continue in business. If they have not resorted to this method, they let this same dealer continue to sell the stock at any price he can get, thus knifing all the legitimate dealers who discount their bills. If this is just, Calvin Coolidge is a "chatter box".

Hoping that your article may bear fruit and that these discussions may pave the way for a reform in the Credit System, I remain,

Very truly yours,

E. G. Williams, President of Memorial Craftsmen of Nebraska and of the North Platte Monument Co., Inc., North Platte, Nebraska.

We are very grateful for these expressions from dealers regarding Mr. Oogard's Credit System. We are pleased to publish these letters and we hope to have more from the members of the craft which will be published from time to time through this publication. Dealers names will not be mentioned in connection with the articles if so requested.

THE ANCIENT AND ACCEPTED SCOTTISH RITE OF FREEMASONRY

Continued from page 13

ancient cults it stood for a union of solar and celestial forces; as a royal crest it signified dominion and power; and as a religious seal it typifies truth and justice.

The design of the Northern and Southern Jurisdiction 32d degree emblems differ from each other to a small extent and differ

also from the 33d degree emblem and it is in these slight differences that the memorial designer or craftman must use his knowledge.

The emblem of the 32d degree Northern is the double-headed eagle with the points of the wings extended upward at a 45 degree angle. On the breast of the eagle is a triangle in the center of which are the numerals 32. The scroll which loops over the two ends of the sword forming a curve under the eagle contains the motto: "Spes mea in deo est."

The emblem of the 32 degree Southern is the double-headed eagle with the tips of the outspread wings pointing straight downwards. The triangle with the numerals 32, instead of being on the breast of the eagle, rests jointly on the two heads. The motto is the same for both Jurisdictions. Our drawing illustrates the emblem of the 32 degree Southern Jurisdiction.

A widow visited a spiritualistic medium, who satisfactorily produced the deceased husband for a domestic chat.

"Dear John", the widow questioned eagerly, "are you happy now?"

"I am very happy", the spook assured her.

"Happier than you were on earth with me"? the widow continued, greatly impressed.

"Yes", John asserted, "I am far happier now than I was on earth with you".

"Oh, do tell me, John", the widow cried rapturously, "what is it like in heaven"?

"Heaven"! the answer snapped. "I ain't in heaven"!

	IN MEMORIAM	
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JOHN SCHLINGEN

John Schlingen, 85 years old, 24 E. Johnson St., a pioneer resident of Madison, died Tuesday (March 8th) night at a local hospital.

Mr. Schlingen is survived by two sons, Fred M. of Madison, and Wm. E. of New York City, and a daughter, Louise K. at home. Ten grandchildren and nine great-grandchildren also survive. Mrs. Schlingen died in 1911. Another daughter, Mrs. Bertha Loehrer, and another son, Michael, preceded the father in death.

John Schlingen was born in Bergheim, near Cologne, Germany, April 3, 1842. With his father and brothers and sisters, he emigrated to America in 1854, embarking on a sailing vessel which was six weeks in crossing. After reaching port, they came directly to Wisconsin, settling on a farm in the town of Primrose, Dane County. In 1861 John Schlingen came to Madison. He was married to Amanda J. Heppner, and at that time established himself in business at the corner of State and Mifflin Sts., where Hook Bros., are now located. In 1876 he purchased the site on State Street which is at present occupied by Leath's Furniture store, where he conducted an insurance and real estate business for many years.

In 1882 John Schlingen established a monument business at King and Butler Streets. In 1892 he took into partnership his son, Fred, later selling his

interest to his son in 1898. Since 1906, he has made his home with his daughter at 24 E. Johnson Street. He was a member of Holy Redeemer Parish, St. Michael's society and the Catholic Knights of Wisconsin.

Funeral services will be held at Holy Redeemer church at 9 o'clock on Friday morning, with burial at Holy Cross cemetery. —Copy Madison Paper March 8, 1927.

FRED EGGBRECHT

Fred Eggebrecht, president of the Elgin Granite Works and for about fifty years a prominent resident of Elgin, Ill., died suddenly in his office on Bluff City boulevard at 9:45 o'clock on the morning of March 24 from the effects of a heart attack. He celebrated his 56th birthday anniversary last March 13.

Mr. Eggebrecht was conversing with his brother, Otto and Mr. Lou H. Scharfenberg of St. Cloud when seized with the attack. The trio were engaged in talking over plans for a summer camp in Wisconsin when suddenly Mr. Eggebrecht slumped to the floor, unconscious. A doctor was summoned and pronounced that death had been almost instantaneous.

Born in St. Louis, Missouri, March 13, 1871, Fred Eggebrecht at the age of six years moved with his parents to Elgin, and he has resided in that city continuously ever since.

In 1920 Mr. Eggebrecht and his brother, Otto Eggebrecht, in-

corporated their firm as the Elgin Granite Works.

Mr. Eggebrecht had always been active in the memorial business and had lived to see the firm, the Elgin Granite Works, grow to a commanding position in the northern Illinois retail memorial field.

Fraternally, Mr. Eggebrecht was a member of Elgin Lodge No. 117, A. F. and A. M., the Woodmen, Odd Fellows and Moose.

Mr. Eggebrecht was very well known as a progressive craftsman and his loss will be keenly felt by the members of the industry.

WAS ALL RIGHT

Dr. Frank Crane in "How to Sell" says a clerk in a dry-goods store told him this story which, however you take it, points to an excellent moral. It shows how very important it is to have an education if one would get rich. Listen!

There was a man in our town who could neither read nor write. He was of foreign birth and had never been in school. He had a pleasing address and some natural gifts.

He heard that the position of sexton at the church was vacant and being out of a job he applied for the post. Having good recommendations and being of sober habits and industrious, he was favorably received. The trustees were about to grant him the place, when one of them asked him if he could read and write.

He answered no. They declined then to employ him. It would never do to have a sexton who was entirely illiterate.

He had a friend who had a

tobacco shop. To him he told his failure.

"I'll tell you what I'll do for you, Tony", said his friend. "Here's a box of cigars I'll give you. Go out and sell 'em. Go ahead!"

"All right!" exclaimed Tony.

He sold the cigars. With the proceeds he bought more. And so on. He discovered that he was an excellent salesman. His business thrived. His middle name was Business. He had in his veins the blood of the Profit.

A little while and he had a dozen stores, all doing well.

Then he bought a lot and store building. He sold at an advance. He pursued his real estate operations and was uniformly successful.

One day he came into his bank out of breath, and said to the cashier:

"Say, I want a hundred thousand dollars, and want it quick. Could you let me have it? If I can get it before three o'clock I stand to make a big killing. Go on, now; lend it to me."

The cashier looked at him curiously, and smiled. "What do you want to borrow money for, Tony? Do you know how much you have in here?"

"No".

"Your balance is over \$250,000.00."

"Didn't you know"?

"No. I don't know nothing about figures. I can't even read and write."

"Good heavens"! cried the cashier. "What might you have been if you had had an education"?

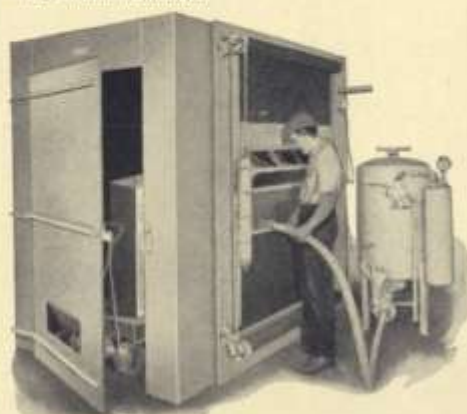
"Well", replied Tony, after a moment's hesitation, "I MIGHT HAVE BEEN A SEXTON."

READ "What Our Customers Say"

Letters from among hundreds of satisfied users of Ruemelin Sandblasts

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"We have two in operation"
"Just what we needed"



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Complete Outfit

Generator, Curtain
and Fan

"Very satisfactory in every respect"
"Would not trade for any other on the market"
"Our greatest asset"
"Is working 100 per cent"
"Congratulating ourselves on choosing your machine"
"Works just fine"
"A real time and money saver"

SQUARE SHOOTER CURTAIN

"The right idea"
"Best that can be bought"
"Is the biggest help"
"A great asset"
"Looks good, works fine"
"Entirely satisfactory"

ZIG ZAG SAND SIFTER

"It certainly cleans the sand"
"We like it very much"
"We find it entirely satisfactory"
"Does a quick, clean job"
"We like it fine"
"Just what we have been looking for"
"Worth 10 times the price"
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make play of work. Ask
the men who use
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348 Atlantic Ave. BOSTON, MASS.

THE BUSINESS OUTLOOK

Continued from page 9

for a very definite purpose, that of showing the average man in business, no matter what that business may be, that the general commercial trend is upward and that it is up to all of us to get close to the upward movement and stay with it.

Confidence is the underlying principle of all business operations. Confidence in the buying public is inspired chiefly by the man who has things to sell.

If the seller has the right idea of general business conditions; if he exudes a spirit of optimism; if he develops the theme of prosperity and sings the song of better business he will get those with whom he comes into contact doing the same things.

Confidence is inspired. It is brought about as a result of a condition. It is not hereditary; it is in environment.

We venture to assert now that the fellow who is selling all the memorials his plant can turn out is not only working hard but he is singing at his work; he is getting a kick out of it and passing his enthusiasm and his spirit along to those with whom he comes into contact.

The general trend is there. Business is showing a fundamental change for the better. It now remains for us to localize these conditions and drive hard to keep the local situation up with that of the nation.

Height of Enthusiasm—Married man denouncing his mother-in-law.

Hair-raising story—A novel about a bald headed man.



"Air Take-Off Device"

For Cemetery Lettering

Changes auto engine into an air compressor by simply removing spark plug and inserting device. No tank required. Will fit standard hose nipple. Air pressure controlled by stop-cock on hose. Engine runs at slow speed while this device takes in fresh air from outside. Long or short hose can be used. Will enable you to cut clean letters and saves time. Satisfied dealers in twenty-seven different states using this device after being on the market for less than four months.

Free Trial Offer. Order To-day. Try it for 10 days. Positive Guarantee of cash refund if not satisfied. Reference: First National Bank, Memphis, Missouri.

Mount Brothers,
Memphis, Mo.

Gentlemen: Enclosed is check or (send C. O. D.) for \$30.00. I will try the "Air Take-Off Device" for 10 days. If not satisfied, you are to return my money.

Make of Car _____

Name _____

Address _____



DRAWING *is a way to* FORTUNE

ALI HAFED, a Persian farmer, sold his acres to go out and seek his fortune. He who bought the farm found it contained a diamond mine which made him fabulously rich. Ali Hafed overlooked the great opportunity at his door to go far afield in search of wealth—which illustrates a great truth.

Do You Like To Draw?

If you do, it is almost certain that you have talent, a talent which few possess. Then don't follow Ali Hafed's example and look farther for fortune. Develop your talent—your fortune lies in your hand!

Earn \$200 to \$500 a Month and More

Present splendid opportunities in the field of illustrating never excelled. Publishers buy millions of dollars' worth of illustrations every year. Illustrating is the highest type of art it is fascinating as well as profitable.

The Federal Course includes illustrating, cartooning, lettering, poster designing, window card illustrating, etc. No one artist is competent to give instruction in all these branches. That's

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The Walker-Burdine Memorial

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GEORGIA MARBLE

Has No Superior

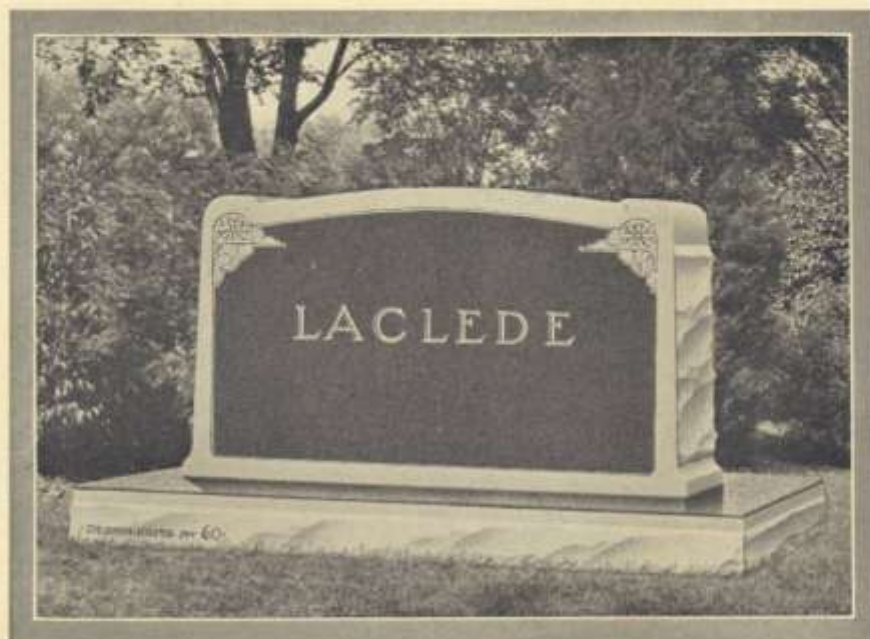
Will appreciate your orders and inquiries for courteous and quick attention.

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"The Promptest Shippers South"

Canton, Georgia

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The Hunter Method Sets Hunter Dealers Apart

They are away from the regular run of merchandising because they are handling a product that is sold on an exclusive basis.

Hunter Mahogany protects the dealers who sell it and it is sold under a certificate of warranty which assures your customer that it is free from defects.

There may be an opening in your territory on this granite. Why not investigate now and get some of it to help dress up your show room.

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Mahogany
Memorials

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MAHOGANY'S
MILBANK, S. D.

Quarriers
and
Manufacturers

ROBERT HUNTER

Milbank, South Dakota

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in the world.

Perfect workmanship guar-
anteed.

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ROCKVILLE, MINN.

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priced shot. Its maintained uni-
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increased responsibilities. We
have had a considerable run of
new business already and we ex-
pect from the inquiries which
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