

# *Design Hints For Memorial Craftsmen*

**April 1930, Vol. 6, No. 10**

Published Monthly at St. Cloud, Minnesota  
Dan B. Haslam, Editor and Publisher

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<http://quarriesandbeyond.org/>

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March 2013

# DESIGN HINTS

A MAGAZINE OF INSTRUCTION AND INSPIRATION FOR

## MEMORIAL CRAFTSMEN

**"EVERY MAN OWES SOMETHING  
TO THE UPBUILDING OF THE IN-  
DUSTRY FROM WHICH HE DERIVES  
HIS LIVELIHOOD."**

—THEODORE ROOSEVELT

APRIL

1  
9  
3  
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VOLUME 6

NUMBER 10



**B**Y using our New Type of Service, which assures you of delivery in from five to fifteen days, you can still accept orders for erection by Memorial Day.

The Improvement in rail service combines with our unusual delivery standard to make this possible for you. All we ask is that you forward sketches before the middle of the month.

North Star Granite Corporation\*

St. Cloud, Minnesota

*\*We stand ready to assist the operation of the Benish Plan in every way.*



## The Variety of Design

Memorial clients react differently toward designs. No one design can possibly fully satisfy every taste. Designs can make or discourage a sale.

Johnson and Gustafson designs run the entire gamut of taste. They diminish sales resistance to a minimum.



*Johnson & Gustafson Design K-2*

*May we send you sizes and our prices on the beautiful Coleman design, one of our newest and exclusive creations?*

### Johnson & Gustafson BARRE, VERMONT

#### EASTERN REPRESENTATIVES

Mr. Gust. Martenson  
Mr. C. A. Arnold  
Mr. W. L. Rogers  
Mr. J. Comolli

#### WESTERN REPRESENTATIVES

Mr. H. H. Abraham  
Mr. John Haley  
Mr. John L. Marsh

#### SOUTHERN REPRESENTATIVE

Mr. Alex. Duncan

Say you saw it in DESIGN HINTS





## Designs Worthy of This Pre-Eminent Granite

A granite of such matchless beauty—such fine-grained quality and positive dependability as Swenson Gray—deserves the finest that the designing profession can offer. And that is why our message each month features a new design. These designs cover the entire range of monumental needs, and strikingly portray the wonderful versatility of Swenson Gray.

Make use of this splendid granite and the design service which has helped to make it the success that it is.

—•— SWENSON GRAY —•—

**The John Swenson Granite Co.**  
Concord, New Hampshire

L. N. Strock, Baltic, Ohio; Fred Haslam, 4019 Kenwood Ave., Kansas City, Mo.

Say you saw it in DESIGN HINTS



## THE GOLDEN ASSET of a GOOD REPUTATION

A good reputation is a priceless thing. It is the mark of public approval; the reward of merit.

We are proud of our reputation. It is a monument to years of square dealing. It is a thing to be zealously guarded for we would rather lose anything else we possess than the fine reputation which we have among memorialists.

May we show you why we merit this reputation?

### OUR POLICY

*"To Give A Little More Than We Must."*

7

**Universal Granite Co.**

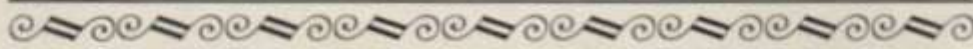
"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota

Rep.—Ill. Ind. Mich. Ohio  
LOUIS C. ROEMER

7

Say you saw it in DESIGN HINTS



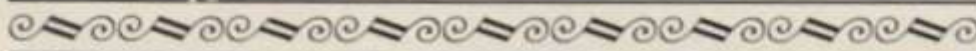
*In Unity Such as This  
There Lies Success*



**U**NITY of purpose and action is sure to produce results. The growth of our organization has proved this, for we are UNITED in the steadfast purpose of giving you super-excellent service and granite of beauty and flawlessness. It is as deep-rooted and sturdy as Gibraltar, and it has made us famous.

We understand your needs. Let us gratify them.

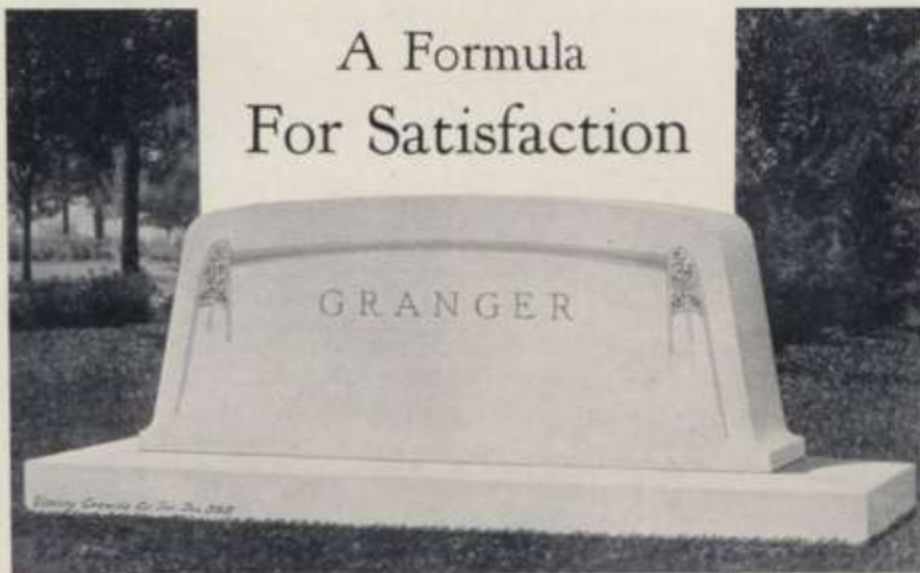
UNITED GRANITE CO.,  
ST. CLOUD, MINN.



Say you saw it in DESIGN HINTS



## A Formula For Satisfaction



Victory Granite Co., Inc. Des. 385

Use Victory's splendid, salable designs. Have these designs reproduced in flawless granite by Victory's experienced craftsmen. Then place the finished Victory memorials in your show room and notice the instant appeal they make to your clients. Try this now—  
for satisfaction.

V

Victory Granite Company, Inc.

### Designers and Manufacturers of Barre Memorials

## Barre, Vermont

Say you saw it in DESIGN HINTS



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 "THE DISTINCTIVE



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 BARRE GRANITE"

**L**IKE THE soundness of a check endorsed by a reliable person, so the worth of *Rock of Ages* is evidenced by the long list of dealers who are consistently endorsing it in their specifications.

These leaders in manufacturing enterprise of the Barre District are now consolidated with our company. It will be a pleasure to hear from old and new friends in the retail field.

Barclay Brothers - - - - - Canton Brothers, Inc.  
 George Straiton - - - - - Grearson & Lane Co.  
 William Milne Granite Company  
 Barre, Vermont

The Lawrence Company - - Eureka Granite Co.  
 Montpelier, Vermont

Phillips & Slack Inc. - - - E. A. Chase Granite Co.  
 Northfield, Vermont

The Perry Granite Corporation - - Waterbury, Vt.

**ROCK OF AGES  
 CORPORATION  
 BARRE, VT.**

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 Say you saw it in DESIGN HINTS



# DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

*Published Monthly at St. Cloud, Minnesota*

*DAN. B. HASLAM, Editor and Publisher*

## That Their Sons May Know

Once more time tolls off a season of great national spirit, of patriotism and a feeling of great pride in the thought of being an American and of a land rich in the heritage of a noble past. We approach Memorial Day with a feeling that on this great day of remembrance we can pause in our lives to place flowers on the graves of those who fought for and obtained our liberty, for those who prevented a severance of the union and for those who fought and died for the integrity, the independence and the continued democracy of this nation and its prestige in the council of nations.

Memorial day, of course, is this and more. It teaches us that while it is a splendid thing to remember those who fought and died for our freedom it is also a splendid thing, and in a more personal way, to remember those of our kin who made sacrifices year after year, month after month and day after day, to make the paths of our lives a little smoother.

We think of Memorial day as a day of remembrance to our dead soldier. We also think of it as a day of remembrance to our progenitors, to our immediate parents who gave so much of themselves in bringing bright spots

into our lives. So, too, we make of it a day of remembrance to those who are close in kin.

What a noble inspiration it is for the sons and daughters of America to remember their parents on this day! What a lofty ideal to go to the country's places of interment and there place garlands or wreaths or even wild flowers on the graves! And what is thrice more lofty than to mark the resting place with a suitable memorial to let the world know that one lies there whose deeds have not been forgotten.

Memorial day affords the opportunity for the people to give expression to their revered remembrance of the dead. It also gives the memorial craftsmen the opportunity to call to the attention of those who have neglected this simple duty the fact that they still have an opportunity to fulfill it.

It gives the memorial dealer the opportunity to really rise up to his full stature and there bring forth the noble message of a commendable calling. Those memorial dealers who are neglecting to do this are not hurting themselves as much as they are failing in their duties toward the people they are supposed to serve.

Let the people of America remember. But if they fail in their duty, then remind them: *Lest we forget.*

## Add Letters to Your Campaign to Sell the Private Mausoleum

By Harvey R. Kruse

PERHAPS a letter will never sell a Mausoleum or a Memorial outright. But at least it carries your message to your prospect and prepares the way for a personal interview. Sometimes it reaches folks who could never be approached in person—and leaves a thought that later grows into a sale. Frequently it discloses immediate prospects.

The advantage of a letter is that the prospect opens and reads it without prejudice. He is alone in his home—under perfect protection—and he feels no need to build up resistance to “high pressure” as he might if he came in to meet a salesman whom he knew was there to sell him something.

In many cases you can profitably send out a series of letters telling about the Private Mausoleum and its advantages. Such a series has particular value if sent systematically to prospects before a personal call is made. They pave the way for a personal interview.

In this article we are going to offer three letters together with several unique letter forms which you can use if you see fit. Perhaps you'll have to change some of the wording of these letters to meet your conditions, but they should be of service in helping you promote the sale of Private Mausoleums.

### Letter No. 1

Dear Mr. Brown:

Recently a very interesting movement has become evident in this country and we thought probably it would be of interest to you.

Thruout life everyone appreciates and enjoys privacy. This is particularly true when it applies to those things which mean the most to us—family ties, love, home, devotion.

Therefore isn't it that much more needed when one considers the last final tribute paid to those whose lives have been our inspiration? The Private Mausoleum seems to fill that need.

Where privacy and seclusion are desired, you'll find the Private Mausoleum carefully designed for that very purpose. Where dignity and peaceful beauty are necessary, the Private Mausoleum satisfies every need. Never the crowded association with undesirables in a Public Mausoleum. Only peace, beauty, and seclusion.

It is truly something for thoughtful people to consider. We have a number of interesting plans and photographs now on display in our office. May we show them to you?

Cordially yours,  
(Signature)

### Letter No. 2

Dear Mr. Brown:

Men build beautiful homes and acquire spacious tracts of land as evidence of their success in the world and because they want to make their families happy.

Why isn't it just as important to perpetuate FOREVER their family name and the ties that made life so worth while?

The idea of the Private Mausoleum is spreading fast. Its quiet peaceful beauty has an appeal in perfect harmony with the things people of refinement admire. It





Plate 1



Plate 2



Plate 3

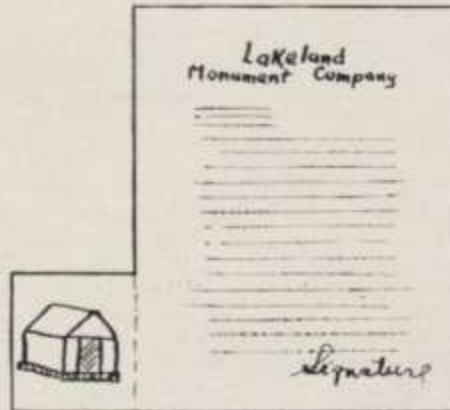


Plate 4



Plate 5



Plate 6

*offers intimate, secluded privacy, and assuredly it is a dignified and beautiful means of carrying a name down through the ages.*

*Surprisingly enough a Private Mausoleum with crypts for three or four interments may be built for less than what the same space costs in a Public Mausoleum. —And you gain the priceless advantage of intimate dedication to your own use. No forced association with undesirables who might purchase the vault space next to yours in a Public Mausoleum. No cheapening of your name and family pride.*

*We will gladly show you three beautiful new designs just made available by us—entirely without obligation to you.*

*Cordially yours,  
(Signature)*

#### *Letter No. 3*

*Dear Mr. Brown:*

*We have no intention of urging something on you that might not be to your liking. Neither do we want to make pests of ourselves.*

*But we have had so much interested comment on the Private Mausoleum designs we are exhibiting that we felt you would allow us to show them to you.*

*—Colored photographs showing every shade of the beautiful granite that goes into these gems of architecture. —Details of construction that make them a part of the ages to come. —Sketches to demonstrate how fitting and lasting an expression of reverence they can be.*

*The Private Mausoleum is being chosen by more and more thoughtful people today. There is a reason for this trend and we believe you are fair minded enough to listen to the story. Privacy, seclusion, and exclusive intimacy are things valued beyond measure these days. And all of them are offered in the Private Mausoleum.*

*At your suggestion a representative will call at your home and make arrangements to show you this exhibit.*

*Cordially yours,  
(Signature)*

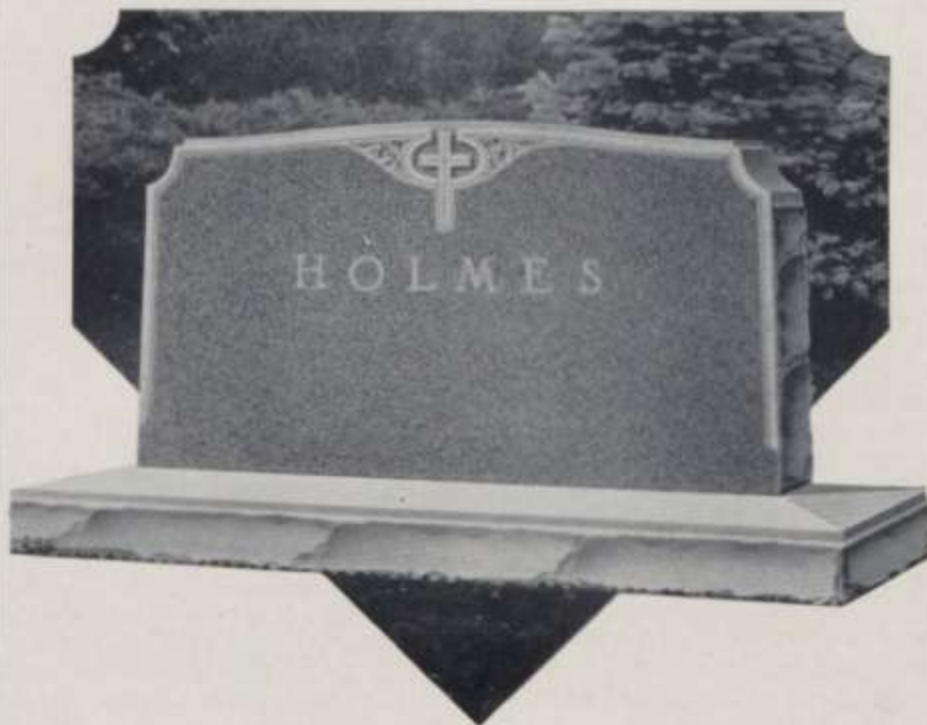
These letters can be sent out under a number of different forms. You can type them on your own stationery. Or you can prepare special stationery as suggested in Plates 3 and 5 of the illustration accompanying this article. Never send them out mimeographed, however. You have a high class piece of merchandise to sell and it deserves a high class presentation. When a man gets a mimeographed letter, he feels that it can't be of much consequence if the people who sent it didn't consider it worthy of a better presentation than in mimeographed form. Usually he throws it away immediately.

Plate 1 shows the ordinary kind of letter head. Firm name at the top, letter carefully typewritten, ample margins at the sides.

If you want to give special emphasis to the Private Mausoleum campaign, you might have a special letter head made such as is shown in Plate 2. Small halftone illustration of a Private Mausoleum in the upper left hand corner, parallel hairline rules set vertically and horizontally as shown to give the letter an air of decoration.

Plates 3 and 4 demonstrate a novel way of presenting your message. Your printer will have to cut the stationery with a small flap as shown. Folded (as in Plate 3) it induces curiosity with its simple headline "Intimate secluded privacy". Opened up (as in Plate 4) it reveals the photograph of a beautiful new Private Mausoleum with perhaps a line or two of description below it. The message can be typewritten as usual on the main body of the letter head.

(Please turn to page 26)



### There is no Saturation Point for Really Fine Products

And Pyramid's lines of granites—Pyramid Red and Pyramid Gray—carry on repeating themselves in old territories and finding new places each month. We recommend these to you for increasing spring and summer business.

Pyramid also features a new GRAY, sold in Minnesota as CRYSTAL GRAY and elsewhere as PURPLE CRYSTAL a fine new granite of distinctive color and texture.

#### CRYSTAL GRAY

*Dealers in the State of Minnesota  
may address inquiries to*

**Pyramid Granite Works**

*Incorporated*  
St. Cloud, Minnesota

#### PURPLE CRYSTAL

*Dealers outside the State of  
Minnesota may address inquiries  
to*

**Wm. M. Dodd and Son**

*Incorporated*  
Zanesville, Ohio

Say you saw it in DESIGN HINTS



## The New Orleans Tomb

PART VI

*By Leonard V. and Albert R. Huber*

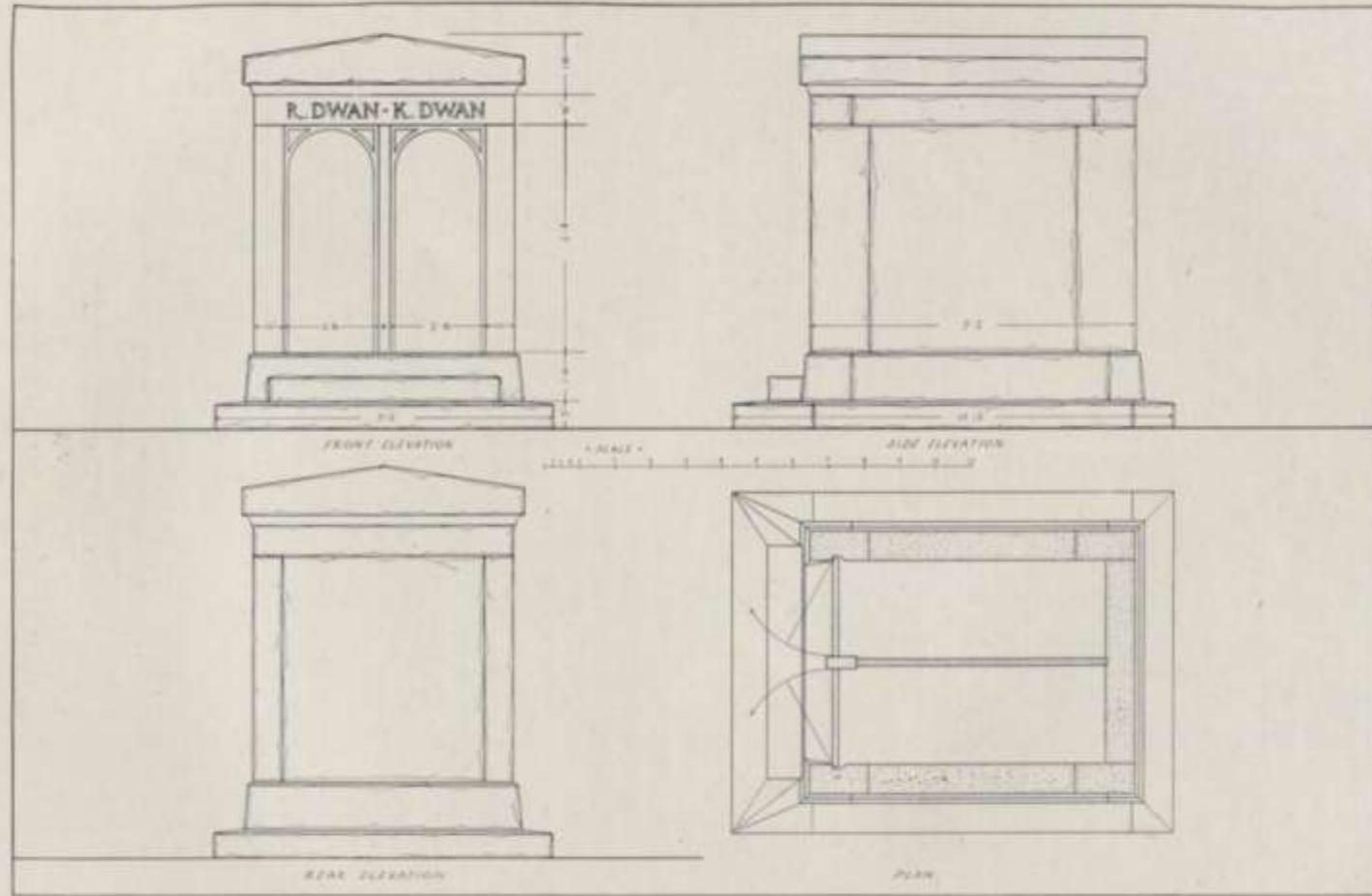
VERY OFTEN two families, either close friends or more often relatives, will build a tomb together. Such a tomb will be like a two-family house—one roof for the structure but separate spaces for the families. The economy of such construction is at once apparent. The "DWAN" tomb illustrated this month shows how this problem is worked out. There is a partition running down the middle of the tomb and two doors are provided. Both the doors are hinged to swing toward the division strip. The tomb contains six above ground crypts and the receptacles can be made to provide space for two additional caskets each side. As the tomb has ten crypts it can be marketed for the extremely low price of about \$425.00 per crypt depending on the kind of granite used.

Since the "New Orleans Tomb" articles have been published in "Design Hints", there have been published several designs in the trade press purporting to be New Orleans tombs or tombs designed along the lines of the New Orleans tomb. Unfortunately their designers have missed the point. Success with New Orleans tombs depends on two things: economical construction and structural design. To build economically one must use rock-face surfaces and rock-face surfaces require an entirely different kind of treatment than smooth surfaces in order to present a pleasing appearance. A hammered tomb is undoubtedly

easier to design and if well designed presents a wonderful appearance but the price of hammered work puts the tomb out of the reach of the average purchaser—and the average purchaser is the best prospect for the tomb. The rich will prefer the mausoleum.

The previous articles giving the directions for constructing the New Orleans tomb may be followed for the "DWAN" plan. The middle partition should be constructed of concrete and brought up through the center of the tomb from the foundation. The middle or division strip between the doors may be made of marble if economy is necessary but hammered granite is shown in our plan. The roof, which is made of a single piece of granite, has a cove moulding which is slightly undercut to provide a drip. The drip, for the information of those who are unfamiliar with it, is cut on the under side of the roof stone, (an incised V shaped line) to stop the water from trickling down the sides of the tomb during a rain. The drip is not an absolute necessity and many tombs and mausolea, particularly those designed in the modern manner, are without it.

Next month a 3 crypt tomb, decidedly inexpensive, will be illustrated. This tomb may be retailed at a little over the thousand dollar mark.



## Memorial Types

By

CAPTAIN JOHN K. SHAWVAN

CHICAGO BRANCH MGR.

MULDOON MONUMENT COMPANY

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### THE PANEL

**T**HE PANEL type of memorial ranks equally high in popularity in the present period with the Tablet type. Its predominating characteristics are that it is longer than it is high and not of any great thickness. Its origin is rather modern and brought about by two things, i. e., commercial economy and adaptability to existent plotting of cemetery lots. Regardless of its rather plebeian origin, many beautiful compositions exist in the Panel type.

The best proportions of the Panel type are that it should be a little higher in the cemetery overall than one-half of the width of the base across the front. Thus if the base is 6'-0" long, the overall height should be 3'-4", to 3'-6", depending on the kind of top used. The thickness of the base from the front to the back should always be one-third of its total length, thus a 6'-0" long base should be 2'-0" from front to back. A low base with wide, flat or almost flat wash gives the most pleasing effect. The base should never exceed 1'-0" in rise unless the example is of maximum Panel type dimensions or placed on a hillside, the slope requiring greater rise. The die can be from 0'-10" to 1'-2" from the front to back. If greater thickness is given to the die an appeal of mass will be obtained and this should be avoided in the Panel type. Like

the Tablet, the appeal of the Panel should be one of character and gracefulness rather than massiveness.

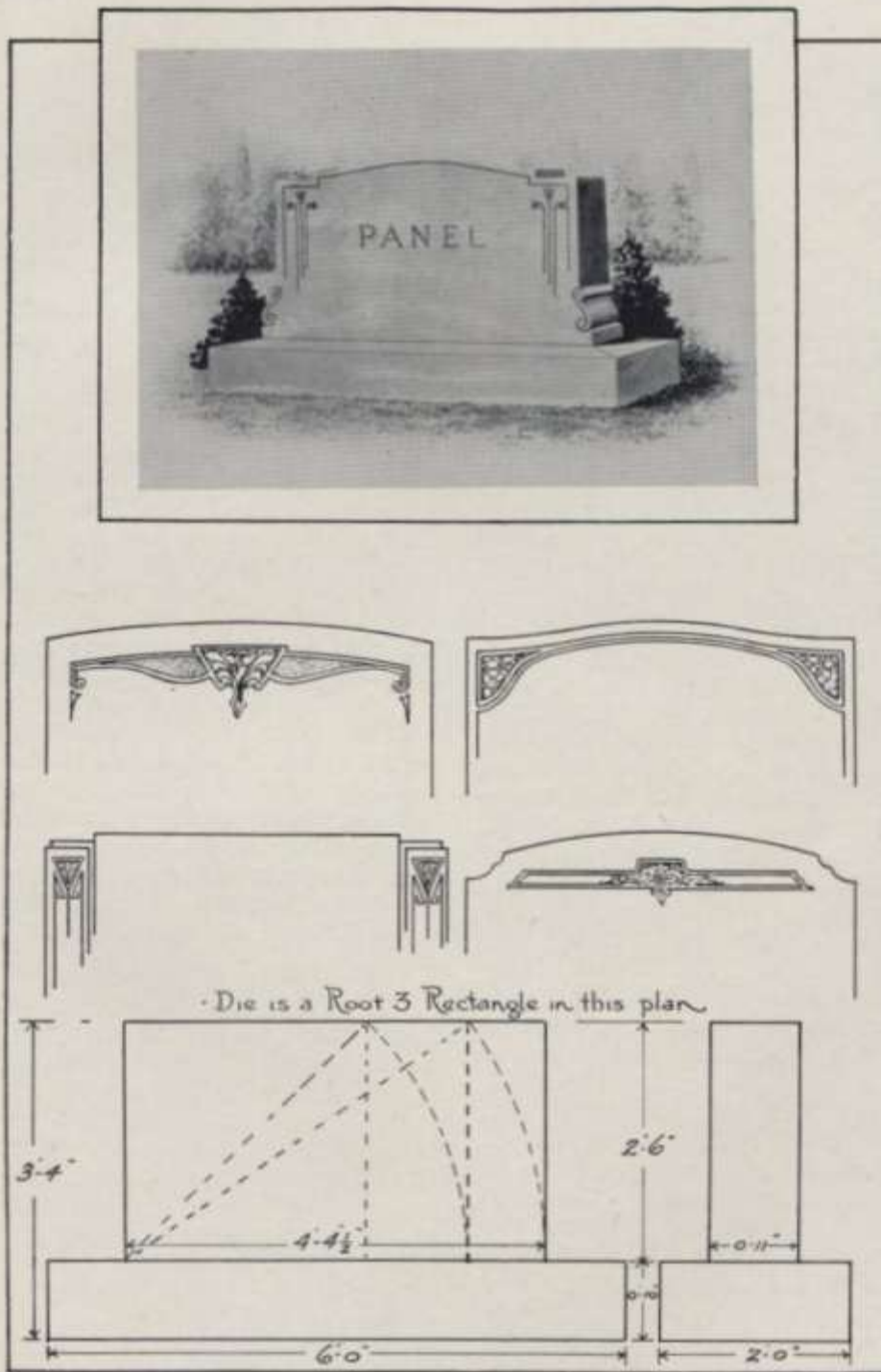
The maximum length of the base of the Panel type is 10'-0" and this should never be exceeded. If more space is available and a larger work is desired, some other type, such as the Sarcophagus, should be chosen.

In planning a Panel, the effect of creating a composition the face view of which resembles a Sarcophagus should be studiously avoided. Under no circumstances should a Panel monument, except under Egyptian architecture, be given a cap. Invariably the application of a cap will give likeness to a Sarcophagus, and the limited thickness of the end view of the die and bases will then give the composition a disastrous or even a ridiculous combination.

The use of an apex top with the Panel type is prohibitive. The apex top comes from the Egyptian pyramid. The pyramid contains bodies above ground level. The inference derived by any clear-thinking person at once is that the apex top in modern application belongs to the mausoleum or sarcophagus. The flat, oval, serpentine or step-up tops are well suited to Panel application. In the standard example of Panel type illustrated, the step-up and serpentine top forms a pleasing effect. The ornamenta-

(Please turn to page 26)





## Granite Chips

### First List of Exhibitors at Buffalo

From the standpoint of an exhibit, the Buffalo Convention will probably exceed in magnitude conventions for several years back. Contracts for space are being closed daily. The south, which has been absent from conventions for some years, is coming into Buffalo strong. The Wholesale Granite Company and the Berkeley Granite Company of Atlanta, Georgia, the Elberton Granite Quarriers & Manufacturers Association of Elberton, Georgia and the Winnsboro Granite Corporation of Rion, South Carolina will be represented.

A preliminary list of the exhibitors follows:

Anderson-Friberg Co., Inc., Barre, Vermont; Berkeley Granite Company, Atlanta, Georgia; H. A. Bliss, Inc., 1000 Elmwood Ave., Buffalo, N. Y.; The Carborundum Co., Niagara Falls, N. Y.; Chester Granite & Polishing Wks., Chester, Mass.; Cold Spring Granite Co., Cold Spring, Minn.; Cook, Watkins & Patch, Inc., Boston, Mass.; The Dallett Company, 165 W. Clearfield Ave., Philadelphia, Pa.; Dawson-MacDonald Co., Inc., 178 Purchase St., Boston, Mass.; Thos. W. Dunn Co., 654 Greenwich St., New York City, New York; Elberton Granite Quarriers & Manufacturers Ass'n., Elberton, Ga.; The Georgia Marble Company, Tate, Georgia; J. P. Gilman Granite Co., Kansas City, Mo.; Harris Granite Quarries Co., Salisbury, N. C.; Johnson & Gustafson, Barre, Vermont; E. G. Ladewich, Mansfield, Ohio; Marr & Gordon, Barre, Vt.; North Star Granite

Corp., St. Cloud, Minn.; Pike River Granite Co., Marinette, Wisconsin; Burton Preston & Co., Mansfield, Ohio; Rock of Ages Corp., Barre, Vt.; Royal Granite Co., St. Cloud, Minn.; Ruemelin Manufacturing Co., 598 Clinton St., Milwaukee, Wis.; A. M. Simmers Sons, St. Cloud, Minn.; H. C. Smalley Granite Co., Inc., 84 Penn Street, Quincy, Mass.; Spacerite Company, Wollaston, Mass.; Universal Granite Co., Inc., St. Cloud, Minn.; Vermont Marble Co., Proctor, Vermont; Wholesale Granite Co., Atlanta, Georgia; Winnsboro Granite Corp. Rion, S. Carolina.

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### "A Modicum of Comfort to Torn Souls"---Applesauce!

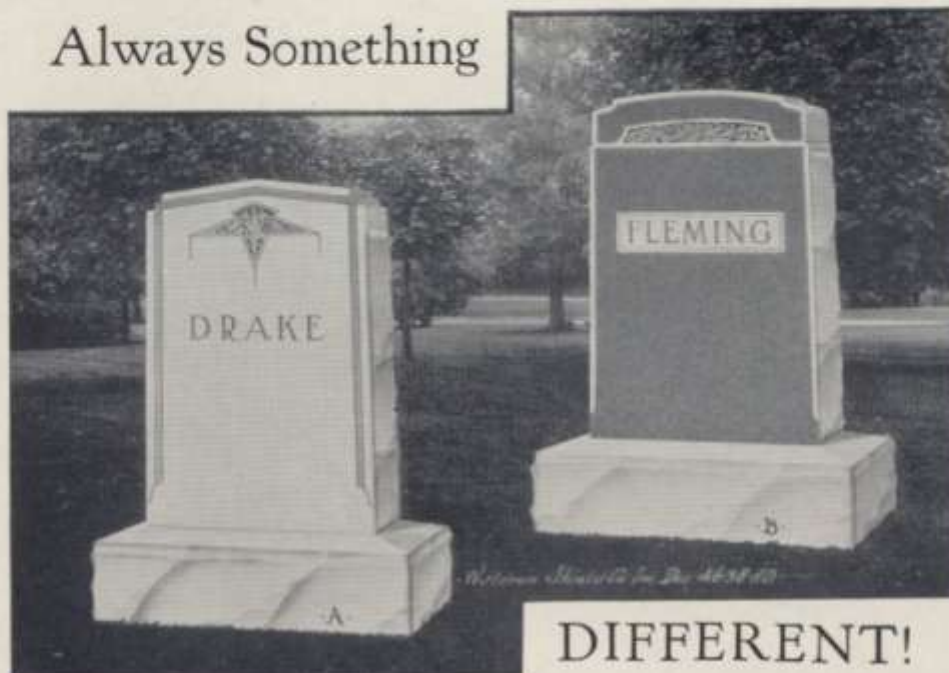
Advertising men are sitting up nights thinking of adequate descriptions for the no-memorial parks and community mausoleums which are being promoted in various parts of the country. We quote from one which recently came to our attention.

Here is the flow of language:

"The Tower of Memories will raise itself above the tree tops to a height of some 150 feet. It will house a 25 tube set of musical chimes which can be heard throughout the entire park. At interments the chimes, like a great spirit of peace made articulate by a good God, will toll a modicum of comfort to torn souls. When dusk falls upon the park the chimes will play vesper hymns, creating in sad hearts new visions that do

(Please turn to page 24)

Always Something



DIFFERENT!

REQUEST OUR SIZES AND PRICES ON THESE LITTLE TABLETS :: WALDRON SHIELD CO., INC. 4638AB

The Design and sizes do not matter—the important fact is, this organization is prepared to handle anything big, small or unusual in design and, in concrete evidence of its ability, to point to “work done” that has won the approval and support of the best dealers of the country.

Good workmanship is a big part of any good memorial. Good workmanship is a certainty when you buy from Waldron Shield.

WALDRON SHIELD CO., INC.  
BARRE, VERMONT

Say you saw it in DESIGN HINTS



## His Greatest Compliment

*Written for Design Hints by*

Dr. Roy L. Smith

*The open season for weddings is at hand. The scent of orange blossoms is in the air. Solemn vows are being spoken and great adventures are being launched. Humanity is in the midst of romance.*

*How many of those nervous young men who stand before the altars of the church realize the wonderful compliment that is being paid them today?*

*A man, married several years ago, complained to his friend yesterday that his wife did not appreciate him—that she never complimented him, that she did not seem to “understand him.”*

*He had forgotten that only a few years ago she paid him the highest compliment that any human being can pay another.*

*When she stood before the wedding altar beside him she announced to the world that she would trust all her hopes of future happiness in his hands. If she was to live in comfort she would expect him to provide it. She would trust him to do so. If any smiles were to play about her face she would trust him to put them there.*

*Her wedding vow was an announcement to the world that she considered this man the most wonderful man in the world, the most lovely and lovable. She had chosen him out of all the men she knew. She believed more sincerely in his integrity, she had more confidence in his loyalty, she saw more possibility in his love than that of any other man on earth.*

*In giving into his hands the keeping of her life she welcomed the opportunity of being the mother of his children, the companion of his joys, the helper of his success.*

*For his sake she forsook all others.*

*Because she believed in him she promised that she would cling to him, for better or for worse, until death parted them.*

*Nothing that any woman could promise was withheld. She paid him the greatest compliment of which she, or any other woman, was capable. She married him.*



## PERFECTION=== THE RESULT OF SPECIALIZATION

For two generations we have thrown our hearts,  
our energies and our facilities into the making of  
memorials to fittingly mark the graves of those  
who have gone on. It was inevitable that these  
years of service should teach us many things. From  
them we have learned the innermost secrets of our  
craft. That is why Simmers' memorials, hewn  
by skilled and experienced hands are gaining yearly  
in national favor.

### A. M. SIMMERS & SONS

A. M. SIMMERS

A. W. SIMMERS

GEORGE SIMMERS

ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS

## The Self-Drivers Open New Avenues



**T**HROUGHOUT the year the aggressive Memorial Merchant develops business that seems impossible to the man who just sits in his shop or office and waits.

The man who is alive to the possibilities of his industry is always on the alert, always preaching the doctrine of a duty to those who have crossed the Divide.

Each man has the same opportunity yet one makes his business a tremendous success where another has a dismal failure. The difference between them is slight after all. The successful

## of Trade Entirely Missed by the "Also Rans"

man makes every hour in every day count. He plans intelligently in advance. He keeps his sales records in such shape that his work is laid out for him every morning.

For years Melrose has been offering the services of its organization to the trade in the hope that retailers all over will get the benefit of them.

It may be the Langford design this month or something else next—But always the Melrose Organization is at your service—for greater achievement and a continued procession onward and upward.

**Melrose Granite Company :: St. Cloud, Minnesota**





## RANDALL

While not strikingly different than the other horizontal types we have shown in these pages, the Randall design does show pleasing variety in the contour of the top and ends of the die. The sandblast carving fits nicely into the curved shoulders and the incised border lines follow the gable top and flat surfaces of the ends thereby tying the whole decorative scheme into a unit.



Beautiful 11x14 photographs of the designs shown on pages 22 and 23 will be furnished by Design Hints for 75c each.



## MORAN

Designs showing incised crosses have gained much in popularity recently over the free-cross styles. Lower manufacturing costs may be partly responsible for this change but we are inclined to believe that the incised cross is more popular because it is more practical, more beautiful in modern design, less trouble to erect and whatever its form or source it conveys to all Christian people the same message and appeal - - - Faith.

Please write the manufacturers listed in Design Hints for Sizes and prices on the designs shown on pages 22 and 23

transcend these earthly ways, lending rest and infinite repose." Besides the chimes there will be "The Dovecote, where gentle Belgian doves will live, imparting their peaceful presence" and "the Watch Tower, which will stand sentinel along the wall to guard the park," and "and an Electric Fountain about which hundreds of people linger each evening, soothed and refreshed by its versatile display of spraying water and many colored lights."

Can you beat it?

\*\*\*

#### Two Firms at Rochester, Minn. Consolidated

Consolidation of the Rochester Granite Company and the Queen City Monument Company was recently announced and the business will be conducted under the name of the Rochester Granite Company at the present location at 216 First Avenue, South West, formerly the Casseday establishment which was purchased by the Rochester Granite Company.

John R. Griffin purchased the interest of his partner, P. F. Donovan, in the Queen City Monument Works. Mr. Donovan has retired and the combined business will be conducted by Carl Westring and A. A. Anderson, owners of the Rochester Granite Company, and Mr. Griffin.

\*\*\*

#### Fire Destroys Plant at Salida

George M. Field, salesman for the Salida Granite Corporation, Salida, Colorado, informs us that his firm suffered a fire loss on March 13th. Origin of the fire is unknown except that it started somewhere around the compressor room and took about two-thirds

of the main cutting shed.

The company had adequate insurance and will not suffer a serious financial loss except on loss of time and merchandise in process of manufacture that was destroyed. Some \$75,000.00 worth of finished and boxed merchandise piled up and ready for shipment was not touched even by water.

By working through on a sixteen and twenty-four hour basis it is believed that every order promised for spring will be delivered.

In the rebuilding of the plant several changes will be made to modernize machinery and equipment so that when completed it will be a more efficient plant than heretofore and capable of a considerable increase in production.

\*\*\*

#### OBITUARY NOTICE

Albert R. Ekle

Albert R. Ekle, veteran memorialist in Mankato, Minnesota, for fifty-three years, died of a paralytic stroke in Utsalady, Wash., March 29, 1930. Mrs. Ekle, two sons and three daughters survive. The business will be conducted by his son, Olaf, under the old firm name and location.

\*\*\*

Angelo M. Cella

We have just been informed of the death of A. M. Cella, who was president of the Victory Granite Company, Incorporated of Barre, Vermont. His death occurred March 15, 1930.

Mr. Cella had been in poor health for some time but the

(Please turn to page 26)



## Another Fine Idea in Design

*By Smalley*



Henry C. Smalley Design No. 389

Men of ideas triumph because they know that with fine ideas there goes a quality of merchandise that runs on and on unchallenged. Smalley's business always has been conducted along this line—beauty and originality in design, fine, even-toned granites, correct and painstaking workmanship - - - all done with an eye to the man who appreciates and demands the best obtainable in memorial craftsmanship.

*We are owners of the quarries productive of the Royal Dark and Royal Blue-Gray from the old Souhegan Quarry; and Pink and Red Westerly Granite.*

### Henry C. Smalley Granite Co., Inc.

64-84 Penn. St. Quincy Adams, Mass.

Say you saw it in DESIGN HINTS

## Memorial Types

(Continued from page 14)

tion of the face of the die may be greatly varied and its repetition on the back should be determined by the visibility of the back due to its location.

Single or double bases may be used effectively with the Panel type. The application of urns may be employed on the base at either end or die or, occasionally, on the forward extension of the base from the center of the face, they present a pleasing impression, though it will be understood that this verges on the garden treatment and would be classified with the garden or combination type.



## Granite Chips

(Continued from page 24)

announcement of his death was a very severe shock to us and we know it will be to the other members of the industry. Mr. Cella was a fine gentleman and one whose memory we shall ever cherish as a true friend. His loss will be keenly felt by all who knew him. In his passing the industry has lost one of its finest workers, and the city of Barre one of its most loyal and lovable citizens.



## Add letters to your campaign

(Continued from page 10)

Plates 5 and 6 illustrate another means of presenting your letter message. The flap this time is at the top—all the way across—and offers a means of illustrating several Mausoleums or one Mausoleum and several distinctive Memorials. If you use either forms 3 or 5, be sure to get good halftones and use a good grade of paper stock. Consult your printer about this. He can help you avoid distressing errors. It might even pay to use a little artistic pen work to make these illustrations outstanding and attractive.

The advantage of these special forms of letters lies in their interest provoking appeals. They are out of the ordinary and therefore folks are much more apt to keep them and read them thoroly, while an ordinary letter may not always fare so well.

Next month we will continue with additional suggestions on the advertising and selling of Private Mausoleums.

## Get the GENUINE



Panel shown in central position. Standard size 5' 9" Wide size 7' 6"

The Ruemelin Square Shooter Curtain combines the durable qualities of steel and rubber with practical operating features that make possible maximum speed of carving.

"Takes The Guesswork Out of Carving"

Shadowless Spotlight Illumination. Full Accessibility. No Rebanking. Ease of Operation. (Ball Bearings).

**NOZZLE TROLLEY:** At a small additional cost our practical nozzle carrier may be attached to this curtain. The carrier supports the nozzle at right angles to the work.

(Ask for catalog No. 14-A)

"PATENT NOTICE: Ruemelin curtains are fully protected by patents. All infringers will be prosecuted. Beware of cheap imitations".

Ruemelin Mfg. Co.,

398 Clinton St.  
MILWAUKEE, WIS

## ROSS SCRATCH BOARD

Sample of work done on Ross Scratch Board. Letters and lines were scratched on with a small, stencil knife.

## MEMORIAL DESIGNERS USE ROSS SCRATCH BOARD

—exclusively in the making of fine airbrush drawings. V-sunk lines, letters and high lights on carvings can be scratched in the surface. No need for Chinese white—more effective and saves time.

All the drawings in this issue were rendered on Ross Scratch Board.

Write for samples and prices.

**Chas. J. Ross Co.,**  
1525 - Fairmount Ave.  
Philadelphia, - Pa.



Liberty Granite Co., Inc., Des. 112

### *Aristocrats---Every one of them!*

In an aristocratic granite, as in a thoroughbred horse, it is impossible to select any one trait, and say, "This is what makes it aristocratic". Rather, it is supreme perfection in every detail, from the largest to the most minute, that makes it what it is.

Liberty Granites are aristocrats. Together with Liberty's exclusive designs they constitute a vital help to any dealer. Let them help you.

*Liberty Red, Liberty Gray, Liberty Standard Red, Liberty Minnesota Pink, Damask, Oglesby Blue, Light and Dark Barre, Hoover Granite and Belview Mahogany.*

**LIBERTY GRANITE CO., Inc.**  
ST. CLOUD, MINN.

Say you saw it in DESIGN HINTS





MASTERCRAFT

MEMORIALS

## THE SALE WAS *ALMOST* MADE

The salesman had exhausted every resource, and the buyer several times was at the point of buying when something about the appearance of the merchandise stayed his hand and made him undecided. The salesman had the TALK but not the GOODS.

In the memorial industry both the *Sales talk* and the *exhibit* are made by *Mastercraft Memorials*. They typify the high-ideal of a beautiful remembrance rendered in dignity by hands that are as skilled as they are inspired by their vocation.

### Marr & Gordon, Inc.

Barre, Vermont

#### SALESMEN

W. F. Adams,  
7 Michigan Road,  
Ware, Mass.

C. D. Bishop,  
Lantz Apartments,  
Mansfield, Ohio.

E. E. Hopper,  
425 Bosch Street,  
Kearny, New Jersey.

R. L. MacLean,  
1026 Builders Building,  
Chicago, Illinois.

Harry K. Myers,  
Homewood Apartments,  
Charles & 21st Streets,  
Baltimore, Maryland

William C. Smith,  
Room 1256 Graybar Building,  
429 Lexington Ave.,  
New York City.

C. Lenwood Moore,  
3205 Drexel Drive,  
Dallas, Texas.

Say you saw it in DESIGN HINTS

# SMITH - BARRE



**POLISHED  
or  
HAMMERED**

*You can specify Smith - Barre for all-polished or all-hammered designs with the same assurance that the finished memorial will be everything desired. The Smith Certificate of Guarantee insures a granite rigidly inspected and free from imperfections.*



Write today  
for YOUR photo-  
graph of the  
Argyle design.

**E. L. SMITH & CO.**  
BARRE, VERMONT

Say you saw it in DESIGN HINTS

Send in Your Designs for

## INDIANA LIMESTONE

Estimates on Your  
Mausoleums  
Roof Stones  
and  
Crypt Linings

We will be pleased to send  
you quotations for any of  
the New Orleans Tombs  
shown in Design Hints.

### JOHN A ROWE RUSTIC MONUMENTAL WORKS

Burton E. Hansen, Prop.

Drawer 317 - Bedford, Ind.

### GLOBE H. C. CHILLED SHOT

For sawing, cutting and polish-  
ing Granite, Marble and  
other hard stone

### BEST BY EVERY TEST

Special treatments for strength  
and durability render it 35 to 40  
per cent more efficient in length  
of service and cutting capacity  
than the ordinary cast-iron low  
priced shot. Its maintained uni-  
formity and quality insures satis-  
faction at all times.

Manufactured by

The Globe Steel Abrasive Co.

Mansfield, Ohio.

Write for Samples.

### FOR OUR Boltless Surfacers Bush Chisel

It Is Important

that the cuts and key properly fit  
the chisel.

### Satisfactory Results

can be guaranteed only when  
the new cuts and key are  
furnished by us. They will  
fit as well as the original set.

**Trow & Holden Co.**  
Barre, Vermont

## St. Cloud Iron Works Co.

St. Cloud, Minnesota

Manufacturers of

Jenny Lind  
Stone Polishers  
Shot Wheels  
Emery Wheels  
Surfacer Frames

Agents for

Dallett Products  
Pneumatic Tools  
Stainless Glue  
Putty Powder



Say you saw it in DESIGN HINTS





## *It's Not an Idle Phrase*

*—this business of telling you the merits of Grewe's*

### *Sterling Mahogany*

And in the final analysis it isn't in the printed or verbal praise of ours that you are convinced. Your support of this marvelous granite comes rather in its own ability to impress its beautiful and distinctive color upon you.

To see it is to be thus convinced. See that you get our certificate with every memorial fashioned in Sterling Mahogany.

*"Grow With Grewe"*

## *Grewe Granite Company*

WHOLESALE EXCLUSIVELY

*St. Cloud, Minnesota*

---

Say you saw it in DESIGN HINTS

## SPECIAL DESIGN SERVICE

The greatest single factor of success in the retail selling field is readily identified as the Special Design.

Retail dealers who present original and striking special designs with the client's own name and family record thereon are the dealers who win against competition, who obtain the legitimate profit they are entitled to and whose service results in the greatest argument against the No-Monument Cemetery.

It is an amazing thing that, among approximately five thousand retail dealers in America, it is said that not over eight percent of them actually practice the use of Special Designs. In other words, only eight percent of the retail dealers in the field make use of the most valuable sales help known to the industry.

Not only that: few other industries have an organization giving so splendid a service in this connection at so surprisingly nominal a cost as ours.

An organization of sixteen artists is here to serve you in a talented way with diversified types of rendering; several of them inexpensive though particularly successful in selling.

Become Special Design Conscious. Use special designs continuously in connection with your better prospects.

A Special Design is an investment that will pay you tremendous dividends.

Quotation:

*"Enclosed find check for the lovely design made for me last week. It made the sale easy against competition. It certainly pays a dealer like myself to have an artist help him."*

**BLISS DESIGN COMPANY  
& ASSOCIATED ARTISTS  
ROCKFORD, ILLINOIS**

Say you saw it in DESIGN HINTS



## WHAT A VAST DIFFERENCE A FEW WORDS MAKE!



When we first said that our distinctive and beautiful granite was—

*“The Best in Mahogany”*

—we expected, and hoped, that our claim and our granite would be put to the test of stern reality.

Years have passed, yet it has never been necessary to retract that phrase, so we tell you again, Dakota Granite Is—

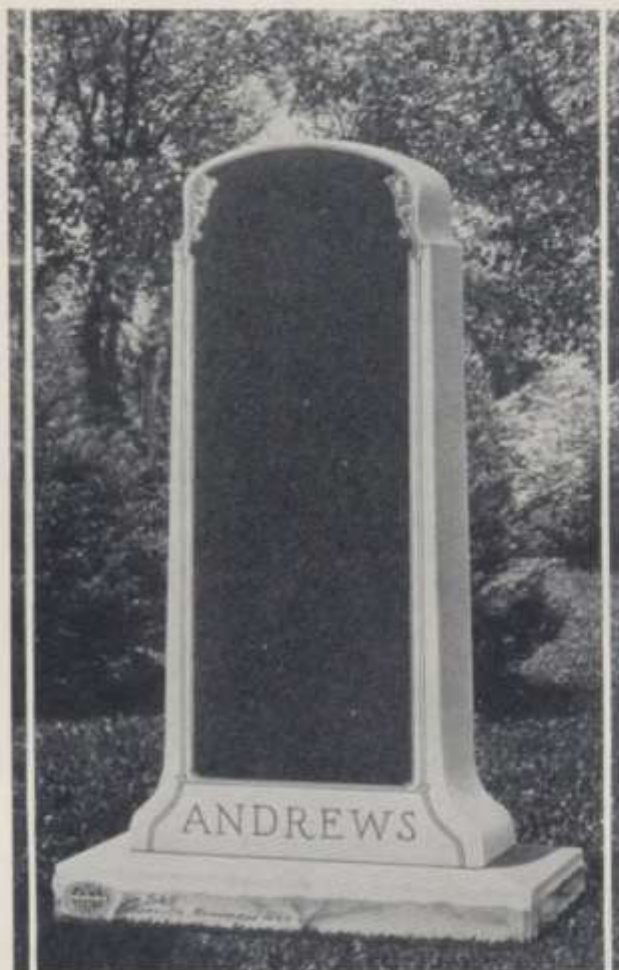
*“The Best in Mahogany”*

## DAKOTA GRANITE WORKS

MILBANK,      :-:      SO. DAKOTA

Say you saw it in DESIGN HINTS





## **A Good Choice ALWAYS---And Preferred Ortonville Ruby Red---J. & L. Mahogany**

The increasing use of Ortonville Ruby Red and J. & L. Mahogany for fine memorial work is significant. It indicates that the added attraction which these granites give to the dealer's show room is being increasingly recognized as a "better investment". We offer a wide variety of beautiful designs for your selection. May we send you sizes and prices on the Andrews design?

SEND ALL CORRESPONDENCE TO CHICAGO OFFICE

## **Ortonville Monument Works**

QUARRIES AND PLANT:  
Ortonville, Minnesota

CHICAGO OFFICE  
1481 Menadneck Block

Say you saw it in DESIGN HINTS

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## LAMOILLE GRANITE

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SALES  
COSTS ARE  
LOWER TO  
THOSE WHO  
INDIVIDUALIZE



Distinctive memorials in your show room, attractively displayed in natural surroundings, will do more for you than a general knowledge that you are *Cheap*.

Ambrosini develops the kind of memorials that create interest in the buyer, start negotiations for the contract, break down sales resistance and culminate in a sale that will be satisfactory to all concerned.

Ambrosini's artists produce many fine creations, fashioned in *Lamoille Granite* by skilled Craftsmen, the purchase of a single one of which will make of you our everlasting friend.

We also manufacture Barre Memorials in J. K. Pirie, E. L. Smith and Wetmore and Morse Granite.

**M. G. AMBROSINI & CO.**

CARVING - SAND BLAST WORK - STATUARY - MAUSOLEUMS  
HARDWICK, VERMONT

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## A Colorful Granite For an Age of Color...

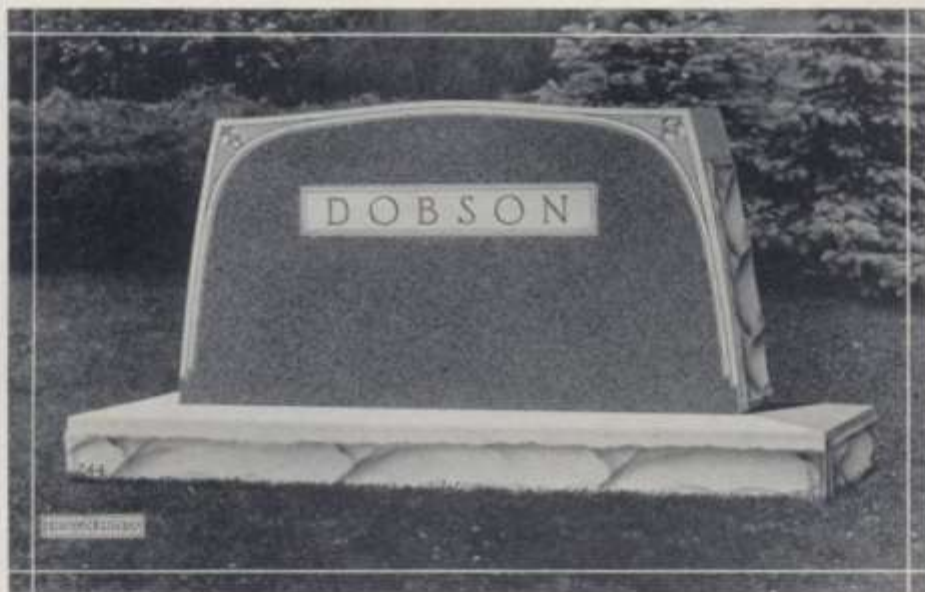
EMERALD  
ALTO  
ZE

Because this vividly beautiful granite has met the modern demand for color in monuments, it has become an indispensable sales aid to dealers over the entire country. And those who fashion it from a beautiful stone into a still more beautiful monument are enthusiastic in acclaiming its quality and workability.

Put it into your show room and rest assured that it will fulfill your highest expectations.

*Get your supply of Red Pearl now!*

St. Cloud Granite Works, Inc.  
St. Cloud, Minn.



Say you saw it in DESIGN HINTS



# The Triumphant Trio

*Superior Gray*

*Superior Red*

*Persian*

For years Superior Red and Superior Gray have served as the basis of comparison in the memorial industry. For years these two superb granites have been foremost in the ranks of a legion of granites.

And now, marching side by side with these two leaders, comes *Persian*, an indescribably beautiful granite, a leader in its own right.

*Ask us about it—see it—test it—use it!*

## Granite City Granite Company

THE AHLGREN'S

ST. CLOUD, MINNESOTA

REPRESENTATIVES

R. G. KOCH, 316 E 51st St., Kansas City, Mo.  
O. A. RAIRDON, Box 423, Bellefontaine, Ohio  
C. H. GRUNEWALD, 314 Eitel Bldg., Seattle, Washington



Say you saw it in DESIGN HINTS

## Yes! We have it.

Headquarters for everything in the memorial manufacturing line.

Granite Cutting Tools, Portable Polishers, Sullivan Compressors, Suction Devices, Sharpeners, Drills, Surfacers, Grindstones.

Lane Cranes, Edgers, Polishing Wheels and Supplies.

Sand Blast Equipment, Hawk Brand Steels, Ottawa Silica Sand and a Complete Line of Hardware.



**GRANITE CITY TOOL CO.**

St. Cloud, Minn. - Barre, Vt. - Elberton Ga.



MODEST IN PRICE  
EXCELLENT IN QUALITY  
VARIETY OF DESIGN  
SUPER SERVICE

OFFERED IN THE FOLLOWING

Saint Green	Brocade
Radiant Red	Wausau Red
Elberton Blue	Linn O'Dee
Green Swede	Oglosby Blue
Regal Purple	Red Missouri
Red St. Cloud	Gibraltar
Millstone Point	Excelsior
Base Stocks	Pink Pearl
Crystal Pink	Banner Black
Grecia Green	Blue Pearl
Winnboro Blue	Black Swede
Red Swede	Premium Pink
Buff Brown	Light Barre
Westerly	Peterhead
American Black	F. C. Black
Gray St. Cloud	Extra Dark Quincy
Dark Quincy	Beers Red
Balmoral Red	Coopersburg Black
Peerless Pink	Emerald Pearl
Bothnia	Prize Pink

PINK & MAHOGANY MARBLE  
ITALIAN STATUES IN STOCK  
IMPORTED GOODS READY-TO-SHIP

**BURTON PRESTON & CO.**

MANSFIELD, OHIO



## Motor Equipment Reduces Toil and Increases Profits



**MAKES 'EM HAPPY**

Cranes, Hoists and Derricks make play of work. Ask the men who use them

**DRIVING POWER**

is needed to keep bulky machinery in profitable motion. We specialize in motorized equipment for the granite industry

**GRANITE CITY IRON WORKS**

St. Cloud, Minn.

**GRANITE CITY ELECTRIC COMPANY**

St. Cloud, Minn.

**Overhead Cranes Reduce Overhead Costs**

Say you saw it in DESIGN HINTS

## *Rex Shamrock* will win for you as it has for others

When we introduced Rex Shamrock to the trade we awakened considerable interest and the handling of this beautiful granite proved to be very successful for us and, of course, for the dealers who sell it. We are sure you too will find a ready market for this durable product. You will also like Rex Garnet another popular granite that will add new life and interest to your display.

Write today for more information.

*Rex Granite Company*  
*St. Cloud, Minn.*



Say you saw it in DESIGN HINTS



## PIRIE'S DARK BARRE



MOUNT MEMORIAL CUT BY WILLIAMSTOWN GRANITE COMPANY OF WILLIAMSTOWN, VT. FOR DENSFORD BROS., SCOTTSBURG, IND.

AS SOME MEN HAVE ACHIEVED FAME AS LEADERS IN THEIR RESPECTIVE FIELDS OF ENDEAVOR SO HAS PIRIE'S DARK BARRE ACHIEVED RECOGNITION AS THE OUTSTANDING AND IDEAL MEMORIAL GRANITE.

J. K. PIRIE ESTATE

BARRE,



VERMONT

Say you saw it in DESIGN HINTS



## "WE ARE HERE"

WHEN Pershing went to France he said: "LaFayette, we are here." In the demand of the people now for more color in the things they buy and use ROYAL ANTIQUE says to the people of America, "we are here." It is the correct answer to an insistent demand. Only dealers of proven integrity may sell ROYAL ANTIQUE, and by the same token only that same class of dealers can fully appreciate it and its great possibilities. It is the difference between success and failure to any memorial business that is just getting along, and a bright gem in the diadem of the ultra prosperous.

Royal Antique

Royal Granite Co.

St. Cloud, Minn.

Royal has put its signature on the Benisch Plan Agreement.



# specify

## WETMORE & MORSE LIGHT BARRE . . . .

**T**HE STRONGEST endorsement any product can have is its consistent use by dealers who know its qualities. The dealers who once specify or use Wetmore & Morse Light Barre for their better memorial work, continue year after year. They find in Wetmore & Morse Barre a granite of exceptional quality—and one that lends itself admirably to the most intricate carving and fine hammered finish.



**Wetmore & Morse Granite Co.**

Quarries: BARRE, VERMONT

Main Office: MONTPELIER, VT.