

Design Hints For Memorial Craftsmen

April 1931, Vol. 7, No. 10

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Dan B. Haslam, Editor and Publisher

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VOLUME 7
NUMBER 10

DESIGN HINTS

for MEMORIAL
CRAFTSMEN

APRIL
1931

GREENFIELD
MONUMENTAL
WORKS
— C. F. GIOYANAZZI, PROP. —

GREENFIELD
MONUMENTAL
WORKS





Consumer Acceptance

The retailer who talks Rock of Ages to his prospects is touching upon a subject with which they are familiar. Through advertising in high-class magazines and by direct mail, they have come to recognize the name Rock of Ages as symbolizing the ultimate in memorial art. They want Rock of Ages memorials and ask for them. Such consumer acceptance is patently of enormous value to the retailer.

Positively Guaranteed

The Rock of Ages Everlasting Gold Bond Guarantee of Material and Craftsmanship positively guarantees all Rock of Ages Memorials quarried and manufactured by the Rock of Ages Corporation for resale by established dealers. It guarantees at all times and for all time to replace free of any expense to the purchaser, his heirs or descendants, any Rock of Ages part of the memorial if either the material or finish is defective. Backed by the Gold Bond of the National Surety Company, largest and strongest bonding company in the world.

Deferred Payment System

Fill in the coupon below, or write us on your business letterhead, and we will send you an attractive booklet, "How To Sell More And Better Memorials". This booklet comprehensively explains the Rock of Ages Finance Plan. Write for it now.

ROCK OF AGES CORPORATION, Barre, Vermont

I am interested in the Rock of Ages Finance Plan. Please send me, without cost or obligation, the booklet, "How To Sell More And Better Memorials".

Name.....

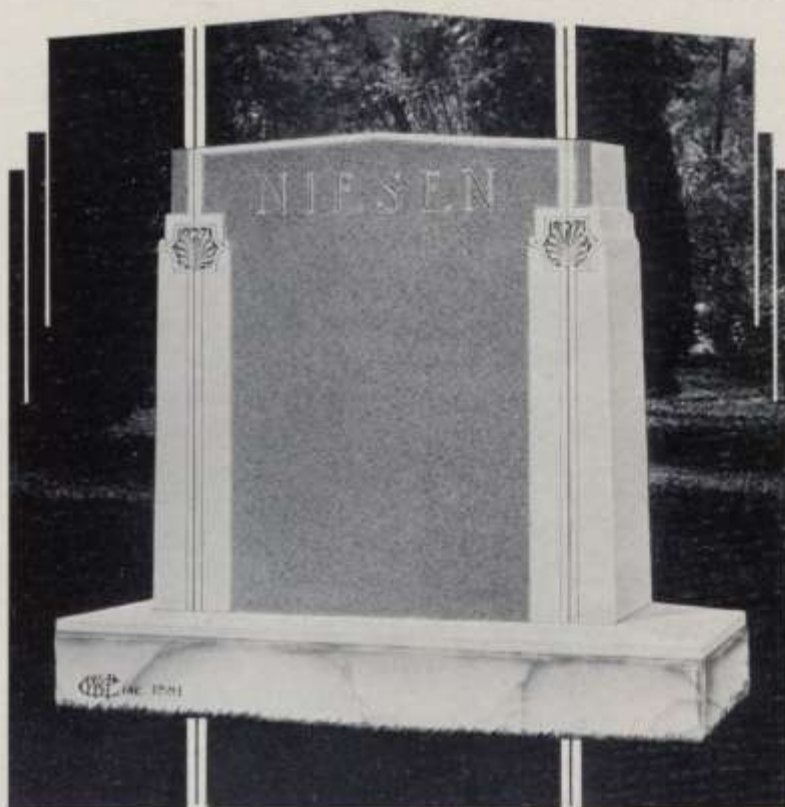
Business Address.....

Position.....

Please Print Plainly

Wanted

500 More
Dealers to
Investigate



Technacraft Carving

The World's Greatest Development in the Science of Sandblasting

Since first we announced it, we have received requests for details concerning *Technacraft Carving* from all parts of the country. The interest displayed by the industry has been widespread and the enthusiasm of those who have seen results obtained with this development has been encouraging.

We want 500 more interested dealers to acquaint themselves with the facts concerning the results obtained by this great new process of sand carving. All letters will receive careful attention.

Monuments treated with *Technacraft Carving* and all others are unreservedly guaranteed and backed by our

GOLD BOND OF PERFECTION

Cook, Watkins & Patch, Inc.

221 Columbus Ave.

BOSTON, MASSACHUSETTS

Plants: Barre, Vt.

Say you saw it in DESIGN HINTS

To All Craftsmen . . .



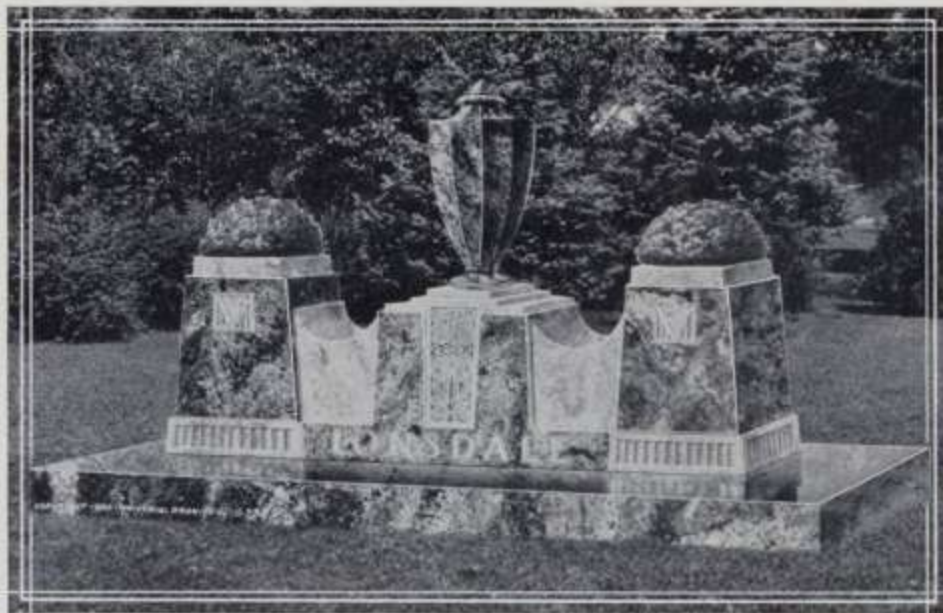
There are many people in this country who could easily afford to buy a memorial from you right now . . . people whose incomes are as great as they ever were . . . people who need to spend less for the absolute necessities of life than ever before and consequently can afford to buy a better memorial.

But, they are buying cautiously, these people. They have been infected by the spirit of depression and selling to them requires careful salesmanship and above all, memorials that will have a strong influence in persuading them to buy.

We urge you to use Johnson memorials and Johnson designs in your drive for this business. We know, without a doubt, that they will be an invaluable help in making your customers decide to buy.

JOHNSON GRANITE COMPANY, Inc.
138, Granite Street Quincy, Massachusetts

Say you saw it in DESIGN HINTS



Everybody's Favorite

There is no escaping the appeal that the lustrous loveliness of Iridescent yields. It will appeal to you as a connoisseur of fine granites because you will recognize it at once as a granite far out of the ordinary. It will appeal to you because you know that it comes from Universal's own quarries; that we take sole responsibility for both granite and workmanship; that you can be certain that your order will always be promptly filled and that you will always receive one high quality of granite. It will appeal to your patrons; they cannot help but be moved to spontaneous admiration of it.

Be sure to carry at least several Iridescent memorials in your stock always. You will soon see the wisdom of it.

Universal Granite Company

"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota

Rep.—Ill.

Ind.

Mich.

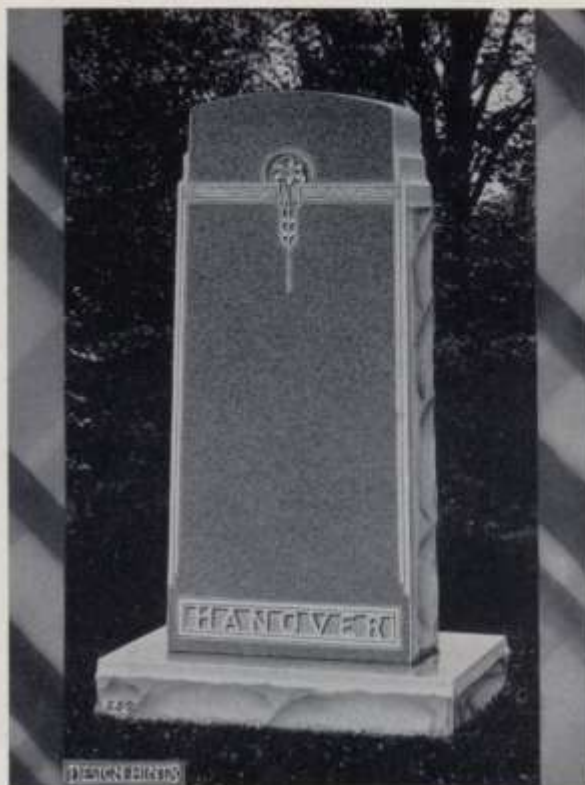
Ohio

LOUIS C. ROEMER



Say you saw it in DESIGN HINTS

ARE YOU ALWAYS SATISFIED WITH THE RESULT?



THERE IS NEVER ANY QUESTION ABOUT SATISFACTION WHERE CRYSTAL GRAY IS USED. THE MONUMENT FASHIONED OF THIS HIGH-GRADE GRANITE LEAVES NOTHING TO BE DESIRED. CRYSTAL GRAY IS BEAUTIFUL TO BEHOLD IN ANY TYPE OF FINISH AND ITS RUGGED STRENGTH IS A GUARANTEE OF AGELESS PERMANENCY.

CRYSTAL GRAY
PYRAMID MORTON

PYRAMID MAHOGANY
ST. CLOUD GRAY

NO FINER GRANITES THAN THESE CAN BE OBTAINED ANYWHERE. A MONUMENT FASHIONED OF THEM AND EXECUTED BY OUR OWN WORKMEN IN OUR EFFICIENT SHOP WILL GIVE PROSPECTS A NEW IDEA OF THE HEIGHTS TO WHICH MEMORIAL ART ASCENDS.

PYRAMID GRANITE WORKS
ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS

Repeaters ~

Throughout the country there are a host of dealers who have done business with us year after year in unbroken sequence. This large volume of repeat business can have but one meaning—that Waldron-Shield products are always up to a high standard, a reliable standard that builds business and prestige for the dealer.

Every progressive dealer will be interested in the design here shown. It is Waldron Shield design number 4673.

Sizes and prices will be forwarded at once upon request.



Efficient Materials for Careful Craftsmen

Shield's Stain Eradicator

Removes sap, acid and iron stains. Positively guaranteed not to injure the granite in any way.

Per Quart \$.50
Per Gallon \$7.00

Shield's Setting Cement

The result of years of experience and experiment. Guaranteed against staining granite. Packed in vacuum containers.

35c per lb. in 5 lb. lots.
25c per lb. in 10 lb. lots.

Waldron Shield Company, Inc.
Barre, Vermont



The Sechler design is especially appealing for memorials finished in Pirie's Dark Barre granite. Here the full beauty and fine texture of this ideal memorial granite will show up to perfection, to serve as a real sales builder. And time will not mar its pleasing qualities. A product you have known for years, its lasting durability cannot be questioned. The Sechler design was originated by Littlejohn, Odgers & Milne, Barre, Vermont.

Pirie's Dark Barre



J. K. Pirie Estate

Barre, Vermont

Say you saw it in DESIGN HINTS

DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

PUBLISHED MONTHLY AT SAINT CLOUD, MINNESOTA
M. F. MURRAY

"HELLO WORLD"

This old earth is full of changes. Opinions, women's apparel, men's ideas, customs, races, languages—all are undergoing changes through the grinding of the mills of time.

And because of these changes—stimulated by great invention, born to bring ease and luxury, rapid transmission of action or thought—we are not as fearful as we might be with this change in the personnel of DESIGN HINTS.

Intrepid explorers and adventurers have gone forward in the lives of men with each change, anxious to blaze new trails to then unknown worlds. Scientists have worked zealously long hours in laboratories to penetrate the hidden secrets of nature. Poets have held the glass over the human emotions, ambitions, loves and hatreds.

If these men, therefore, have staked everything in an effort to bring about conditions which will improve the lot of the human race why should we quake at the prospect of carrying on the work of Dan. Haslam through DESIGN HINTS?

We know, of course, that this publication was built up for more than seven years around his personality. We know that the great memorial industry has been lavish in its appreciation of his unselfish and, mayhap, unrequited effort. And relying on this fact we gain the means of inspiration to carry on this unfinished work.

And it is because we are not entirely unfamiliar with the aims and objects, the purpose to serve as enunciated time and again by him, that we tackle this work with reasonable familiarity.

The writer has been associated with Mr. Haslam ever since he started the publication. At the outset we are going to pledge our effort to keeping up the standard of excellence of the publication. This can-

not be done without an ever changing program of ideas, alert and anticipating. Neither can it be done without that splendid support which you gave him.

We feel fortunate in being able to announce that we have secured the services of A.B. Yaeger as designer. He will take complete charge of this department and will be able, therefore, to offer an unexcelled design service to the trade. This department will be supported by three artists and two copy and layout men—men who will originate and perfect new ideas for the trade.

We are enlarging the size of the publication to give advertisers a better opportunity for display. You will notice that this issue is size 7½ by 10. After it was well under way we observed that it was just a little "squatty" so we have concluded to change it to size 7 by 10. In the next issue, therefore, the size will be 7 by 10.

We are offering a new series of articles in this issue by Glanville Smith. He is so well known to the trade as the writer of those articles on Historical Ornament that it is hardly necessary for us to comment. In his new series, however, he will take up Modern Ornament and subjects of equal appeal, and we are confident that his articles will be found to be of universal interest.

DESIGN HINTS always has been an organ of ideas. Its pages always have been so crowded with ideas that it was not possible to devote itself a great deal to the personal element in the trade. We believe that the craft has found it interesting because of these ideas and we pledge ourselves to continue to offer something of benefit to the trade.

We said above that we should not quake at the responsibility. We do, however, feel that this is a tremendous undertaking—to

(Please turn to page 28)


MEMORIAL TYPES

BY

CAPTAIN JOHN K. SHAWVAN

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The Sculptured Type

Fascinating in its quickly apparent and material proof of the greatest skill of the hands of man, the sculptured memorial will always symbolize the power of man to express his deepest emotions without recourse to the spoken or written word.

Originating in Egypt, developed to its highest degree of perfection by the Greeks and handed down through the Romans, the art of Sculpture is one of our greatest inheritances of civilization.

Sculpture originated and experienced its greatest development in the religious worship of man made images. Because of the nature of the pagan religions, containing many forms of deities, and the necessity of materializing these deities in visible form, the art of the sculptor thrived and advanced to such a degree of perfection that it may well be spoken of as the greatest material accomplishment of the skill of human hands. In a later period of development this form of art was devoted to the creations of tributes of memory to the departed.

With the inception and steady growth of Christianity, the application of the art of sculpture to the creation of man worshipping deities gradually ceased and in the present era, this art is almost entirely confined to expression in the form of memorial tribute.

The marble, granite, or bronze sculptured memorial is everywhere apparent in

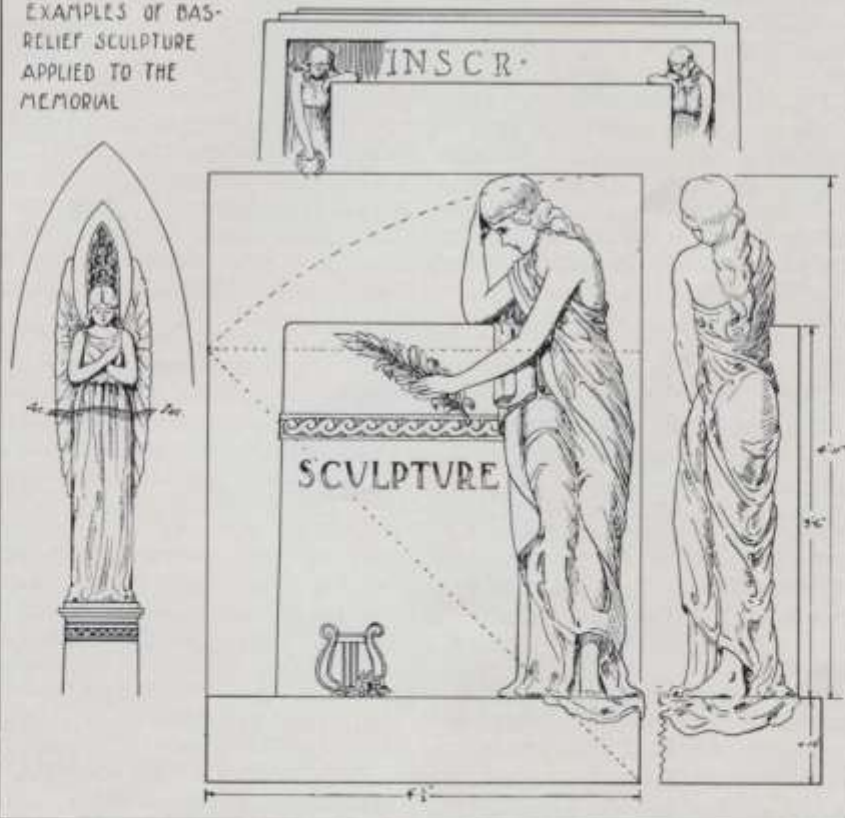
America and gains favor as our modern skill advances. The best recent American examples are the forms first fashioned by hand in clay, then moulded in plaster and then cast in bronze. Equal in skill of creation, but lacking in durability are the beautiful imported works of the Italian marble centers. The occasional granite interpretation that appears does not merit much though due mostly to the fact that granite does not lend itself readily to this degree of craftsmanship.

As a memorial tribute the choice of subject is unlimited but deeper and more pleasing results are obtained if the subject is an interpretation abstract from the direct personal presentation of the individual to whom the memorial is dedicated. Thus the wounded lion of Lucern has a much more powerful appeal in its abstract symbolism of defeat, suffering and sacrifice than the effort could possibly have were the theme chosen as a direct personal representation of one of the Swiss guards to whom the memorial is dedicated in memory.

The sculptured memorial is so self-centered in unity that it is admired much more for its motives and the skill with which they are portrayed than its environment and setting. The size and location of the cemetery property regarding this type is, therefore, of secondary consideration.



EXAMPLES OF BAS-
RELIEF SCULPTURE
APPLIED TO THE
MEMORIAL



Some Recent Trends In Ornament

BY GLANVILLE SMITH

TO AN observer taking a thoughtful look at recent work in the fine handicrafts—looking at “modern” architecture, “modern” furniture, “modern” memorials—the most conspicuous trend to be noted in current ornament is that it is sparingly used. Simplicity is the watchword of the earnest young designer who is creating the newest and most significant work today. Some may accuse him of carrying this enthusiasm to an extreme. When he has hit upon a shape or form that suits him he feels that his problem has been solved. He may sharpen a dozen pencils and work late into the night proving to his own satisfaction that a simple cube is the perfect shape for the memorial he has in mind; this much done, it will probably take him another day to decide to polish all exposed surfaces of his cube. It will then come in the nature of an unpleasant shock to remember that a name must go on the monument somewhere or other: a week at least will be spent on this lettering to assure its being as plain and inconspicuous as possible. Then, quite exhausted after this close work, our designer will present his drawing to the client, together with a large bill. The client will pay the bill with reluctance, probably, wondering why it took so much time and study to draw a cube. Our sympathy will be with the client. And yet we must take off our hats to this earnest young designer, for simplicity has been the admiration of artists and philosophers from the earliest times. A return to simplicity is a sign of health, but it is not at all an easy return; to be simple requires courage and boldness, and the designer who achieves true and satisfying simplicity in his work must be able to see clearly and to think straight. This young fellow, too, has the virtue of reminding us that the shape of the monuments we make and sell is the most important single item in their design. Color and surface finish are secondary. Ornament is never anything but ornament, even when

it emphasizes or “fits into” the fundamental shape. For instance, the difference between an obelisk and a low die is far greater than between two monuments of similar shape, one ornamented with carved lilies, the other with a Greek fret.

The desire for ornament is, however, a natural one. There is something personal about a bit of ornament. It stirs the clients interest, it makes the monument seem more his own. Besides, it makes him feel he is “getting something”. Ornament, too, speaks the language of symbolism. And the simplicity so much admired by our young designer, if it is good in itself, will not be marred by the relief of a dash of ornament. Our young designer, in fact, occasionally finds himself running flutes or square-sunk grooves up the ends of his cube, and liking the effect this gives; or with care and precision he will insert a spot of true ornament. His care in the choice of ornament will be great, his precision in placing it no less great, to achieve that balance of design which relieves simplicity without destroying it.

Some recent ornamental types thus cautiously employed by the so-called “modern” designers are illustrated in the Plate. A glance at the group will perhaps reveal characteristics common to them all. For instance, do they not all seem a little formal, not to say prim? Even number 3, the basket of flowers, which might be the freest of the lot, shows this restraint. Numbers 1 & 4 are rigidly symmetrical and formal in scheme. Number 7, a charming band-pattern, is so prim that it seems surprising that it should be the invention of the current jazz-age. There is a trick which helps to give this quality, a trick readily explained. Examine the plate to see if you can find in it anywhere the S-curve or double-curve, the curve with the radius-center first on one side, then the other. But there is no use in looking, no S-curve is employed in any of these ornaments. All curves continue, their centers on one side,

until they are broken by a straight or another curved line, or until they die at the middle of a spiral. This is a little secret trick which helps to give these ornaments their "modern" flavor.

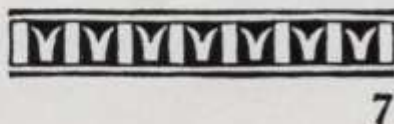
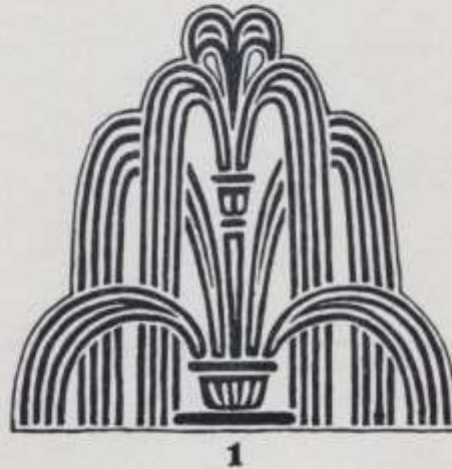
A second characteristic of the group as a whole is its novelty. Our young designer is sick of eggs-and-darts, of acanthus leaves and gothic quatrefoils. He turns with pleasure to something new. This leads him sometimes to embrace quite wayward or "faddish" forms of ornament such as number 6, or to distort natural forms until they only remotely resemble their original

selves, as in number 2, a leafy branch.

—But now to an individual discussion of the several items in the Plate:

Number 1, the "fountain motif", is actually an ancient ornament, but its interplaying jets of water falling back to the ground in long graceful curves seem to have a fascination for present-day artists, who have made this motif their own. The fountain has long been the symbol of true grief; as such it appeared in an ornament not unlike the one here illustrated, upon the tombs of our Colonial forefathers.

(Please turn to page 38)



MEMORIAL CONTRACTING

By

JOHN K. SHAWVAN

Director of Chicago Model Library

Modern business efficiency, has now brought about the addition of a real service element that can be introduced into the sale of memorials.

Great American industrial enterprises marketing such products as automobiles, sewing machines, radios, electric ice boxes, etc., have long realized the sales value of a "service guarantee" of one kind or another. Salesmen of these institutions vie with each other in competition and extensive sales talk is developed around guarantees of this kind.

Contrary to the usual assurance of the salesmen that *their* memorials need no

attention after set, the fact remains that many of our best works need minor attentions such as repointing and an occasional cleaning.

It is now possible to arrange for the perpetual care and maintenance of a memorial through the Memorial Utilities Corporation in Louisville, Kentucky, a Company organized especially for that purpose.

Leading memorial craftsmen appreciate at once the possibility of adding a real service element into their sales propaganda in this manner and the adjoining contract form is self explanatory.

CONTRACT AND AGREEMENT

THIS CONTRACT AND AGREEMENT made and entered into, at Louisville, Kentucky, on this the _____ day of _____ in the year, by and between the MEMORIAL UTILITIES CORPORATION, Kentucky Corporation with its principal office and place of business in the City of Louisville, Kentucky, hereinafter referred to as "The Corporation" and _____ of _____ street; city of _____ and State of _____, hereinafter referred to as "The Purchaser".

WITNESSETH: That for and in consideration of the sum of:

_____ (\$ _____) which the purchaser agrees and binds _____ self to pay to the Company as follows: Cash with the signing of this agreement _____ (\$ _____) receipt of which is hereby acknowledged, and additional deferred payments to equal the total as follows: _____

THE CORPORATION agrees and binds itself that upon the approval and acceptance of this agreement by the Corporation and when said payments in full are made according to the terms herein set out, it agrees to clean and keep in repair the cemetery memorial designated herein according to the terms and conditions hereinafter set forth, the date of the first servicing of said memorial being five years after the date of complete payment of the consideration of this agreement with no obligation on the part of the Corporation to service said memorial unless and until consideration of this agreement is paid in full. In the event the purchaser fails to make the deferred payments promptly and according to the terms hereof, the Corporation may if it so desires, return to the purchaser the payment or payments made, less the first twenty-five per cent of the total amount agreed to be paid hereunder, which amount it is to retain as liquidated damages for such breach of contract and to cover the cost of soliciting said contract and other expenses in connection therewith.

THE PURCHASER agrees and binds himself, his assigns, heirs, devisees or personal representative to permit the Corporation, its assigns or successors to enter at any time on the cemetery property specified herein, the same permission and in the same status as the owner thereof, for the purpose of inspection or carrying out any or all of its obligations under this agreement; said agreement being the entire agreement between the parties hereto and any duly authorized corporate officer of the Corporation shall and hereby does have and is given the irrevocable power to sign the name of the purchaser, his assigns, heirs, devisees or personal representative to any and all work permits that the cemetery authorities may require.

SERVICE ARTICLES

Article I

Within five years after the date of complete payment hereof, and at five year intervals thereafter, said memorial will be thoroughly cleaned by such process as may from time to time be deemed necessary to remove all harmful ingredients accumulated thereon by atmospheric deposits or otherwise or from other sources, but should such unusual or excessive cost be incurred in complying with Articles II, III, IV, V, VI, VII hereof as not to leave sufficient income allowance from the trust fund hereinafter referred to, the interval of cleaning may be temporarily extended to allow the interest earning credit to accumulate.

Article II

All engravings of names and dates appearing on said memorial shall be maintained in a legible condition. Recurring of said names and dates from time to time should they become obliterated to the extent that they were not legible, shall be accomplished by said corporation.

Article III

Cement or lead used in the pointing of the joints of said memorial shall be repaired or replaced should same become necessary.

Article IV

Any broken, decayed or disintegrated parts or pieces of said memorial to be repaired or replaced to prevent said memorial from collapsing or becoming obliterated.

Article V

The foundation work under said memorial shall be repaired or replaced should said memorial lean into graves, become out of perpendicular alignment or collapse.

Article VI

All bronze work appearing on or in said memorial shall be cleaned and relacquered should the action of weather thereon stain or discolor it in any other way than the natural "weathered bronze" color effect. (Bronze that has properly "weathered" should not be cleaned.)

Article VII

If the said memorial is a mausoleum (above ground tomb) a door key shall be supplied to the Corporation and the interior of said mausoleum shall be regularly cleaned and kept in repair, and if proper replacement forms of ventilators are used, new copper termin protection screens will be supplied and applied whenever necessary.

Article VIII

The above outlined work to be done by the Corporation, its assigns, or successors, in consideration of the payments above set forth.

Article IX

The Corporation has established, and will continue one or more trust funds with some trust company or companies in Louisville, Kentucky, or elsewhere, and the last seventy-five per cent paid of the total consideration hereof will be placed in such trust fund or funds, the principal of which is not to be used by it, but the accumulated earnings of which will be paid into the Corporation's treasury, and the Board of Directors of said Corporation shall have full power to change the trusteeship of said funds at any and all times if they should deem it advisable and necessary for the best benefit, safety or earnings thereon after due notice of such change shall have been given purchaser by registered mail at last known address. It shall be the duty of the

Board of Directors or their assigns or successors to direct the deposit or change of deposit of such trust funds under such contracts that they may be safeguarded at all times by being invested only in such securities (bonds and mortgages) as will preclude any chance of diminution of the principal.

Article X

In the event of the dissolution or liquidation of the Corporation or when its present charter and renewals and extensions thereof expire, the amount of said trust fund represented by the deposits hereunder (viz: seventy-five per cent. of the principal consideration hereof) will be returned to the purchaser or his personal representative, heirs or assigns.

Article XI

The obligations and liabilities of the Corporation hereunder shall not exceed the amount of the unexpended income of its proportionate share of the said trust fund represented by the deposits under this agreement (viz: seventy-five per cent. of the consideration hereof) but the Corporation may expend money for the service of said memorial in advance of the earnings of said trust fund representative of the deposit hereunder, which amount with legal interest is to be repaid to it out of the future income of said trust funds representative of said deposit.

Article XIII

This contract and service agreement and the articles hereof shall continue in full force and effect for the life of the corporate charter of the Corporation and any renewals and extensions thereof unless liquidated or dissolved according to law.

The memorial herein referred to is known as _____
 _____ located on lot _____ in cemetery
 named _____ in city of _____ state of _____
 described as _____ type, of material named _____
 of the maximum dimensions of _____ feet wide _____ feet long
 feet high and was erected by _____
 of city _____ state _____ in the year _____

The file number of this contract of the MEMORIAL UTILITIES CORPORATION is _____ and under said file number in the principal offices of the Corporation, a full record of the dates of service and the service performed at all times hereunder shall be kept and the purchaser or his heirs, assigns, devisees or personal representative may have access to inspect same in the office of the Company at all reasonable times but not to remove same from the files of the Corporation.

IN TESTIMONY WHEREOF, This contract and agreement is executed in triplicate by the signatures of the parties on the date and place above set forth, one copy to be retained by the purchaser and two copies to be mailed by the agent to the home office of the Corporation for execution by officers of the Corporation, one of which latter copies, if approved and executed, is to be mailed to the purchaser by the home office of the Corporation.

MEMORIAL UTILITIES CORPORATION
 Incorporated

By _____ Agent.

 Purchaser.

APPROVED AND ACCEPTED: Witness the corporate seal of the Corporation by its proper officers thereto duly authorized by resolution of its Board of Directors at the time and place first herein set forth:

MEMORIAL UTILITIES CORPORATION
 Incorporated

 President.

 Secretary.

MOSAIC

175

Grow With Grewe!



"GROW WITH GREWE" . . . Not just a jingling phrase but common-sense advice backed up by solid, hard facts.

"GROW WITH GREWE" . . . Since 1924 Grewe has more than doubled production and facilities. Does that signify anything? Doesn't it establish without a shadow of doubt that Grewe granites and Grewe workmanship are delivering satisfaction plus?

"GROW WITH GREWE" . . . Others have . . . why shouldn't you?



Grow With Grewe!



GREWE GRANITE CO.

WHOLESALE EXCLUSIVELY

ST. CLOUD, MINNESOTA

RED ST. CLOUD

GRAY
S.T.
CLOUD

STERLING
MAHOGANY

ANOTHER PARADE

WRITTEN FOR DESIGN HINTS BY

DR. ROY L. SMITH

Confusion outside in the street and the shrill notes of an old fife, accompanied by a couple of drums, drifts in through the office. The help rushes to the windows and gaze down upon the thoroughfare as the traffic is held up for a minute or two.

"What's all the excitement about?" the little stenographer asked of Tessie, the big blonde. "Oh, another parade," answered Tessie, turning back to her work.

Another parade! Old men in blue, faded regimental colors at their head, stoop shouldered drummers with heads thrown proudly back and a funny little fellow with a queer flat-front cap playing the fife as if his life depended upon it.

Behind the colors and the drums march a pathetically short line of white-haired men, moving painfully, slowly, with heads held heroically high. At the end of the line of marchers a half dozen motor cars filled with more old men in blue uniforms, half blind, lame, crippled, decrepit. Here and there in the line of march a lad in the Boy Scout uniform with a determined old veteran leaning heavily upon his shoulder.

As the old fifer, with rheumatic fingers, tongues out the shrill notes of the old tune—"When Johnnie Comes Marching Home Again"—and the drummers beat the martial rhythm, a few folk along the walk find their eyes growing strangely dim. They are remembering sires and grandsires who marched in this thin line of blue, just a few years ago.

There is something of the spirit of Vicksburg, Seven Oaks and Gettysburg on the streets. A few Legionnaires stand at attention as the old flags go by. A little old lady, sitting in an old car parked near the corner waves her little black edged handkerchief and smiles bravely but her eyes do not see. She is remembering the old man who walked with them last year.

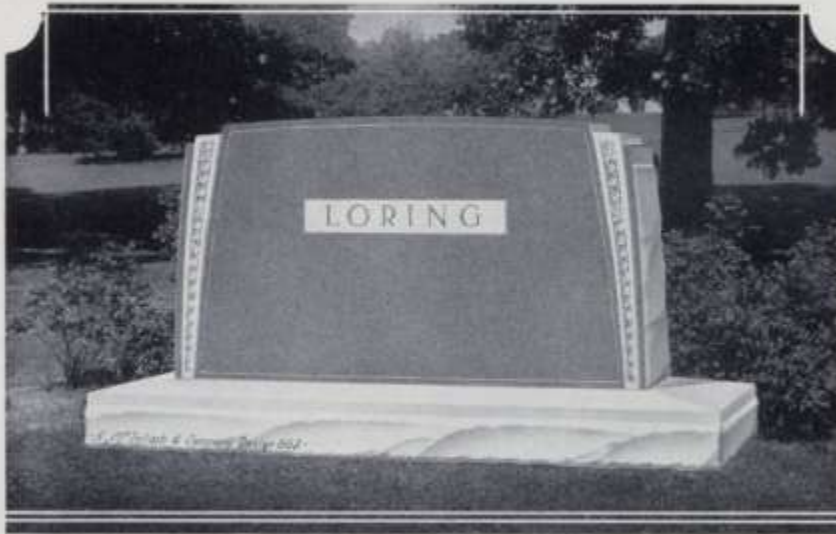
Once they were as light of foot as the youngest; once their eyes flashed and their voices rose with a mighty shout,

*"We are coming, Father Abraham,
A hundred thousand strong."*

But though "the old flag never touched the ground" they are now face to face with the last enemy—time.

"Who is it?" the little stenographer asks of Brownie, the office boy, who stands between her and the window. "It's the old soldiers," the lad replies, and then he, too, returns to his work as the little stenographer takes one fleeting look out the window and goes back to her typewriter.

ANOTHER PARADE—but that parade means that the Union was saved.



GONE ARE THE DAYS . . . Gone forever are the old, outworn methods of merchandising memorials—vanished into the limbo of outworn practices. Their place has been taken by newer, better methods—methods that fit into the life of the day.

It is with this knowledge that the McIntosh line has been assembled. McIntosh designs are unfailingly individual . . . effectively filling all requirements. And the well rounded assortment of granites sponsored by McIntosh assures a correct and beautiful material for any type of memorial. Sizes and quotations on the Loring design await your request.

A. M. McIntosh & Company

David S. McIntosh

Alexander Diack

119 Columbia Street

South Quincy, Mass.

*Extra Dark Quincy - Light Quincy - Smalley's Pink Westerly
Sullivan's Blue White Westerly - Golden Pink - Beers Red
Balmoral Red - Black Swede - Barre
Milford N. H. Granite*

Say you saw it in DESIGN HINTS



Red St. Cloud - - - Gray St. Cloud

Melrose Tapestry - - - Melrose Russet

Melrose Granite Company
St. Cloud, Minnesota

ABLE...in every way

In the retailing of large work, even more so than in smaller units, the margin of profit may vanish with amazing rapidity unless due care is exercised. Large work requires a broader experience, more extensive equipment and a thoroughly efficient organization to carry it through successfully and profitably.

When you have work that must be put through without a hitch anywhere, work that must be just right from start to finish, remember this:—

Melrose has the men, the materials, the experience and the equipment to carry out any class of work from a marker to a mausoleum in a fashion that guarantees that there will be no loss of profit to you and permanent satisfaction to your customer.



✦ CHALESTON ✦

Striking a refreshingly new note in design the Chaleston memorial offers itself for your discerning commendation.

The name panel deserves particular notice because of its controlled simplicity of ornamentation. Unity in purpose and effect is gained by the outlined polished lettering, completing the unpretentious beauty of the composition.

Please write the manufacturers listed in Design Hints for sizes and prices on designs shown on pages 20 and 21.



✦ HERRICK ✦

In this design the immaculate dignity of the all axed tribute is enhanced by distinctive arrangement of line and ornamentation forming a panel for the incised lettering.

The two-toned panels and polished corners along with the carbo margined base instill the element of contrast so becoming to this style of tribute.

Beautiful 11x14 photographs of the designs shown on pages 20 and 21 will be furnished by Design Hints for 75c each.

GRANITE CHIPS

List of Exhibitors at Chicago Growing

This from Lester E. Harris:

The list of exhibitors for the 26th Annual Convention at the Stevens Hotel, Chicago, on August 11, 12, 13, 14, 1931, is continuously growing. Prospective exhibitors are beginning to experience difficulty in obtaining the space they desire,—In the location that they want. However, from the standpoint of exhibit value, every booth at Chicago is a good booth. Yet every exhibitor has his own personal preferences which he likes to satisfy.

The list of exhibitors who have concluded definite arrangement for space is as follows:

Anderson-Friberg Co., Barre, Vermont; Anderson Bros. & Johnson Co., Wausau, Wisc.; Harry A. Bliss, Inc., Buffalo, N. Y.; Carborundum Co., Niagara Falls, N. Y.; Chester Granite Quarries Co., Inc., Chester, Mass.; Cook, Watkins & Patch, Boston, Mass.; Cross Brothers Co., Inc., Northfield, Vermont; Dawson-Macdonald Co., Boston, Mass.; Thos. W. Dunn Co., Inc., New York City, N. Y.; French Creek Granite Co., St. Peters, Pa.; Georgia Marble Co., Tate, Ga.; Guy Memorial Design Co., St. Cloud, Minn.; J. P. Gilman Granite Co., Kansas City, Kansas; Golbranson & Co., Quincy, Mass.; Granite Mfgs. Assn., Barre, Vermont; Harris Granite Quarries Co., Salisbury, N. C.; Holes Advertising Service, St. Cloud, Minn.; Robt. Hunter Granite Co., Milbank, S. D.; Johnson & Gustafson, Barre, Vt.; Jones Bros. Co., Inc., Boston, Mass.; Marr & Gordon, Inc., Barre, Vt.; North Star Granite Corp., St. Cloud, Minn.; Ortonville Monument Works, Ortonville, Minn.; Pangborn Corporation, Hagerstown, Md.; J. K. Pirie Estate, Barre, Vermont; Burton Preston & Co., Mansfield, Ohio; Pyramid Granite Co., St. Cloud, Minn.; Rock of Ages Corp., Barre, Vermont; Ruemelin Mfg. Co., Milwaukee, Wisc.; St. Cloud Granite Works, Inc., St. Cloud, Minn.; Salida Granite Corp., Salida, Colo.;

Waldron Shield Co., Inc., Barre, Vermont; Spacerite Co., Wollaston, Mass.; Vermont Marble Co., Proctor, Vermont; H. A. Whitacre, Inc., New York City, N. Y.; Wholesale Granite Co., Atlanta, Ga.

An investigation is already under way to determine which golf course—of all the good golf courses in and around Chicago—would be most suitable for the Tournament. It is planned to follow out the usual custom of having the Golf Tournament precede the convention—which would make it take place on Monday, August 10th.

~ ~ ~

A Friend Has "Gone Out"

The following is a report from Lester E. Harris:

It is with regret that I announce a telegram that has come to me from Bernhard Gloeckler of Mount Pleasant, Iowa, as follows:

"My father, C. G. Gloeckler, died today (April 16th) Funeral is Saturday afternoon at 2. He wished you notified in the hope that you would attend."

C. G. Gloeckler was one of those men who are a credit to the memorial industry. He started at the banker about thirty-three years ago and for some 20 years was in the midst of a disorganized monument industry. Through his ability, he helped organize the dealers into one of the most successful district clubs in the industry. He was a speaker at the Silver Anniversary Convention of the Memorial Craftsmen of America in August, 1930, at Buffalo—and gave some splendid thought on the subject of "Building Up Relations With Your Craftsmen Neighbor". Serving as President of the Memorial Craftsmen of Iowa and serving with energy and success, he was re-elected President at the recent meeting in February.

The details of Mr. Gloeckler's passing are unknown at this moment, except to say that some weeks ago he went to a hospital in Iowa City for treatment.

The Memorial Craftsmen of America and the monument industry have suffered a severe loss through Mr. Gloeckler's death.

What the Eye does not Admire
the HEART
does not Desire

—Proverb

The vivid, colorful beauty of Emeraltone has a strong appeal for all eyes. What appeals to the eye appeals to the heart—to the desire for possession. Therefore Emeraltone increases in popularity by leaps and bounds.

And, to the men who sell granite memorials, Emeraltone is doubly desirable. Through experience they know that there is stamina behind its beauty—stamina which prevents its beauty from ever being dimmed by the passage of time.

If you haven't already tried Emeraltone, do so now. We are certain that it will meet with your hearty approval and prove desirable to your prospects.



ST. CLOUD GRANITE WORKS, Inc.
ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS

THE BENISCH PLAN

Thirty-eight of the quarriers and manufacturers throughout the various granite and marble districts of the country have subscribed now to the Benisch Plan, which is operated under a Board of Directors elected early during the year. Letters have gone out to the retail trade on this.

The Benisch Plan was adopted and is generally known as the best that was submitted to the Memorial Extension Commission. It is receiving almost universal support.

The following is the latest list of concerns which have adopted the Benisch Plan: Vermont Marble Company, Proctor, Vt.; Georgia Marble Company, Tate, Ga.; Rock of Ages Corporation, Barre, Vt.; J. K. Pirie Estate, Barre, Vermont; Jones Brothers Company, Barre, Vermont; Littlejohn & Milne, Barre, Vermont; J. P. Gilman Granite Company, Kansas City, Kan.; Smith Granite Company, Westerly, R. I.; H. E. Fletcher & Co., W. Chelmsford, Mass.; Lovejoy Granite Company, Milford, New Hampshire; Smalley's Souhegan, Milford, New Hampshire; Smalley's P. & R. Westerly, Quincy, Mass.; Robert Hunter Granite Company, Milbank, S. D.; Pike River Granite Co.,

Marinette, Wisconsin; Rib Mountain Granite Company, Wausau, Wisconsin; Anderson Bros. and Johnson, Wausau, Wisconsin; Lake Wausau Granite Company, Wausau, Wisconsin; Marathon Granite Company, Wausau, Wisconsin; North Star Granite Corporation, St. Cloud, Minn.; Royal Granite Company, St. Cloud, Minn.; Cold Spring Granite Company, Cold Spring, Minn.; Granite City Granite Company, St. Cloud, Minn.; Universal Granite Company, St. Cloud, Minn.; Robert Graham, St. Cloud, Minn.; Sauk Rapids Granite Company, Sauk Rapids, Minn.; St. Cloud Granite Company, St. Cloud, Minn.; A. M. Simmers & Sons, St. Cloud, Minn.; Harris Granite Quarriers Company, Salisbury, N. C.; Collins-Durax Company, Salisbury, N. C.; Coopersburg Granite Company, Coopersburg, Penna.; French Creek Granite Co., St. Peters, Penna.; S. Haskel & Sons, Inc., Brooklyn, N. Y.; (Domestic), Knoxville Gray Eagle M. Co., Knoxville, Tenn.; Gray Knox Marble Company, Knoxville, Tenn.; Candoro Marble Company, Knoxville, Tenn.; Appalachian Marble Company, Knoxville, Tenn.; Ross Republic Marble Company, Knoxville, Tenn.; Tennessee Producers M. Company, Knoxville, Tenn.



Victory Granite Company, Inc.

Designers and Manufacturers of Barre Memorials

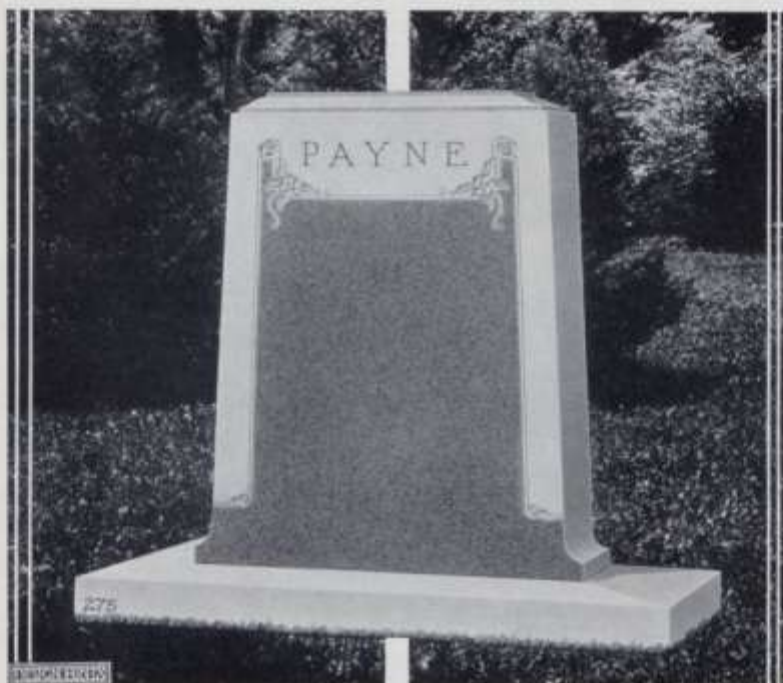
Barre, « » Vermont

New Designs New Ideas



The Old Reliability

Each Victory design is new in every respect; each Victory memorial presents a new idea in memorial art. Yet, back of them stands the old Victory reliability. Be sure of both fresh originality and unquestionable reliability . . . Victory gives them both to you.



Drawing the COLOR Line

What a drab existence this world would be if it were not for color! The verdant softness of spring; the blending of myriads of brilliant hues in the autumn; the first spotless snow of winter, all adapted to the seasons.

And what a monotonous place a cemetery would be if all monuments were of the same design and color!

Color brings about desire to possess; witness the biggest and most successful national advertising campaigns.

Color, too, will help sales in the memorial field. Simmers craftsmanship combined with Simmers RED, GRAY and GREEN granites produces the finest in memorials.

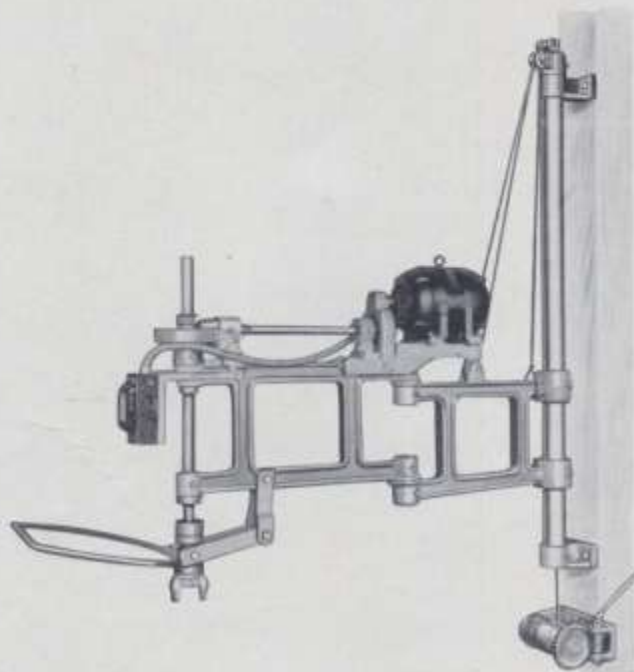
A. M. SIMMERS & SONS

A. M. Simmers A. W. Simmers George Simmers

ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS

For Ease of Operation



This six-foot motor driven polisher for round tops and similar memorials is the answer to the demand for a machine with ease of operation. Ball and roller bearing throughout.

....Write for details....

We are Northwest distributors for all

Dallet Products

Write us for any of the following....



Pneumatic Tools

**Truline Stencil
Cutter**

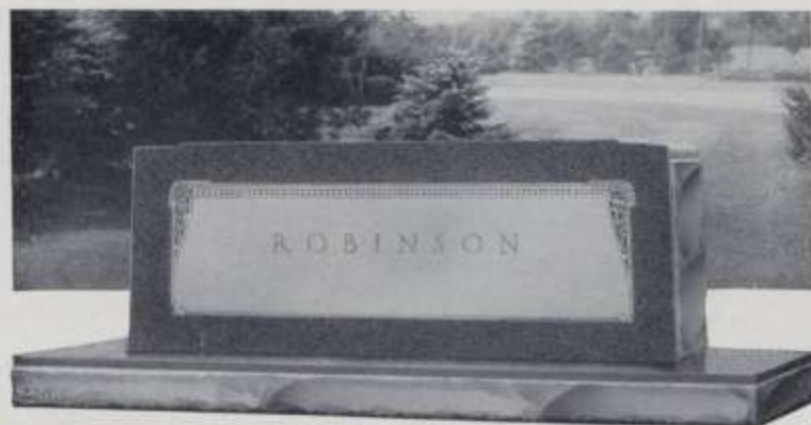
Stainless Glue

Putty Powder



St. Cloud Iron Works Company
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



WHAT'S IN A NAME?

Here's what you find in UNITED

Unexcelled service

Newest facilities

Inimitable craftsmanship

Trustworthy materials

Energetic co-operation

Distinctive tributes

UNITED GRANITE CO.
ST. CLOUD, MINN.

Say you saw it in DESIGN HINTS

"Hello World"

(Continued from page 7)

carry out the work of Mr. Haslam—but we are entering it with the same purpose he had—to serve the craft. If mistakes are made we hope our readers will call them to out attention.

The trade has been kind to our predecessor. May we solicit from you the same kindly support which you gave him, assuring you in advance that we will bend every effort toward living up to your confidence and expectations?

Chicago Model Library

The Chicago Model Library has now moved into its new home at 3547 West Madison Street, Chicago, Illinois. This new Company is engaged in renting miniature models of all types of memorials to the monument dealers for one dollar (\$1.00) per day. These models are used for sales equipment, and are rented only to dealers who are members of the Library. Mr. J. K. Shawvan is the Director of the Library.

JUST YOU AND ME

Isn't it strange that princes and kings,
And clowns who caper in sawdust rings,
And common folks like you and me
Are builders for eternity?

To each is given a bag of tools,
A shapeless mass and a book of rules,
And each must make, ere life has flown,
A stumbling block or a stepping stone.

—Mich. Mut. Shopman.

EDUCATION

Education does not mean teaching people what they do not know. It means teaching them to behave as they do not behave. It is not teaching the youth the shapes of letters and the tricks of numbers, and then leaving them to turn their arithmetic to roguery, and their literature to lust.

It means, on the contrary, training men into the perfect exercise and kingly continuence of their bodies and souls. It is a painful, continual and difficult work to be done by kindness, by watching, by warning, by precept, and by praise, but above all—by example.

—John Ruskin.

OUR NEW PORTABLE POLISHER



One of the most useful machines ever installed in a granite plant. Operated with a 2 H. P. Motor, rigidly built and drives a 16 inch scroll wheel. Portable for oval tops and concave surfaces. Built especially for durability and service.

We carry this polisher in stock at Barre, Vermont and St. Cloud, Minn. Prompt Shipment assured from either point.

.....WE MANUFACTURE.....

Pneumatic tools including Surfacers, Frames and Heads, and all accessories, making a complete line of Quality Granite Working Tools.

ALSO AGENTS FOR

DUNN'S GLUE.....Sold in any quantity.

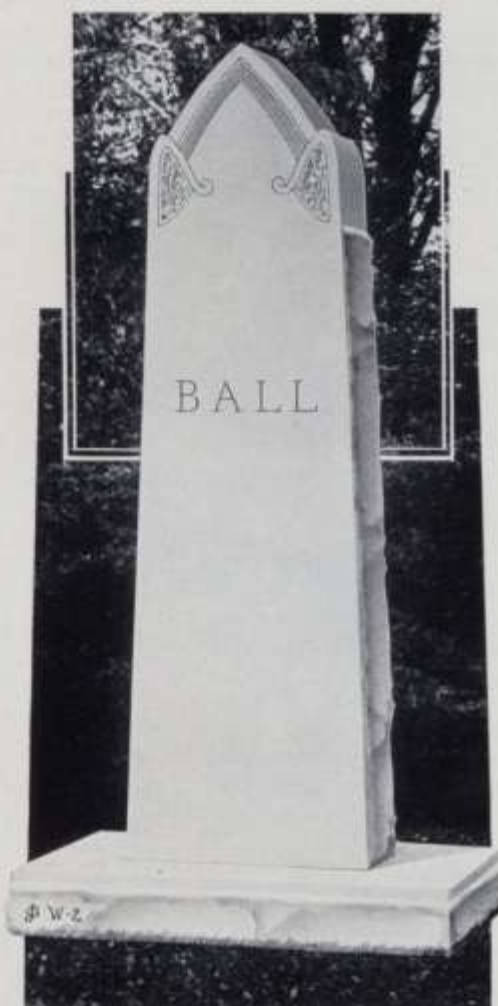
GRANITE CITY TOOL CO.,

BARRE, VERMONT

ELBERTON, GA.

ST. CLOUD, MINN.

"Topping the Last One"



There's nothing to keep men on their mettle like trying to top their previous efforts. It makes for virile work, it keeps men and their handiwork from growing stale.

Johnson & Gustafson designers try continually to "top the last one", and the results are truly gratifying. It lifts Johnson & Gustafson designs from the ruck of sameness to a new level of genius. It explains in part why an increasing number of dealers favor us with their patronage.

For certain satisfaction.... we use *Rock of Ages* for our polished work, and *Wetmore and Morse* and *E. L. Smith Light Barre* for our axed work.

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

Johnson & Gustafson
Barre, Vermont



Say you saw it in DESIGN HINTS

Some Recent Trends In Ornament

(Continued from page 11)

Numbers 2 and 3 are free floral ornaments—as free that is, as they can be without using that lively and luxuriant line, the S-curve. Note the leaf form, which is typical in current ornamental art: the outline of the leaf is composed of two circular curves which intersect first at the point where the leaf is attached to the stem, and then again at the leaf tip—the resulting shape being that of an old-fashioned flat-iron. Leaves so designed can be made wide or narrow, but at that point freedom in their development ceases: it is easy to see how this limitation results in the formality or primness I have already mentioned. Even in the drooping grass-like leaves in number 3 the S-curve does not appear.

Number 4 is derived from early Greek carving-forms, a popular source of ornament during the last several years. Its parts are as interesting as its effect as a whole: note the “sprouts” that are to be found hidden away in it, one directly beneath the rosette, a pair just below, and still a fourth outlined against the central leaf at the bottom. The spiral, always in favor, is handsomely employed, and the sturdy upward thrust of the lines is restrained by the weight of the droplets suspended from the two upper spirals. The richness of such an ornament would lead our cautious young designer to use it only when there was plenty of space to set it off to advantage.

Numbers 5, 6, 7, and 8, are based chiefly on straight lines. Cris-crossing or plaid-like patterns are given considerable attention in “modern” ornament: a very simple type of this is shown in number 5. Within the diamond-shaped spaces the snail and the star, suggestive of the twin virtues of patience and faithfulness, have been set. Note that the weight and size of these symbols have been delicately adjusted to suit the space they occupy.

Number 6 is a novelty-of-the-minute. Some may say after studying it attentively that it is a cubistic portrait of a traffic-cop at his post. Or those of a mechanical turn may think it a diagram illustrating how to build your own radio. My opinion is, that that outstretched thinga majig is a leaf, and that the ornament thus represents some sort of vegetable growth—tho why

there should be a radiator valve at the bottom of it I can't say, unless it is a “heating-plant”. In fact this is one of those bits of design we look at, saying, “I could do better than that myself!” You might try. You won't find it easy. The balance of this odd ornament is good, we must admire it for that. Moreover, in a business where salesmanship must always be alert, it is not unwise to take note of the whims and enthusiasms of the public.

Numbers 7 and 8 are band-patterns admirable for their dignity. Number 7 shows a series of simple leaf-sprouts each in a compartment. Number 8 is ingeniously composed of arrow-heads closely fitted together. It is not rash to say that an age which can contribute ornament of the obvious distinction displayed in these two simple bands, will be remembered with some gratitude in the annals of art.

Fault-finders do not improve the world; they only make it seem worse than it really is.

Everything can be done better than it is being done.—*Henry Ford.*

**Ask Your Employees
What Tools They Prefer**

A Majority Will Say
**TROW & HOLDEN
BARRE TOOLS**

They Are Guaranteed

Trow & Holden Co.
Barre, Vermont

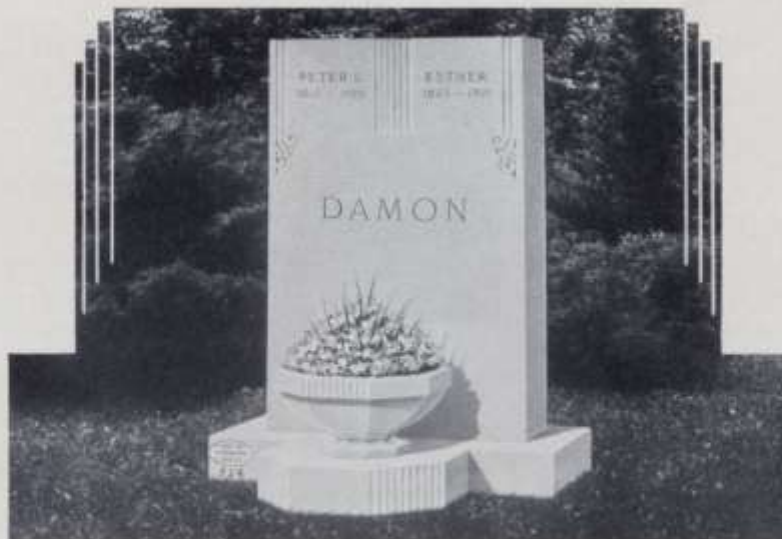


CHARACTER

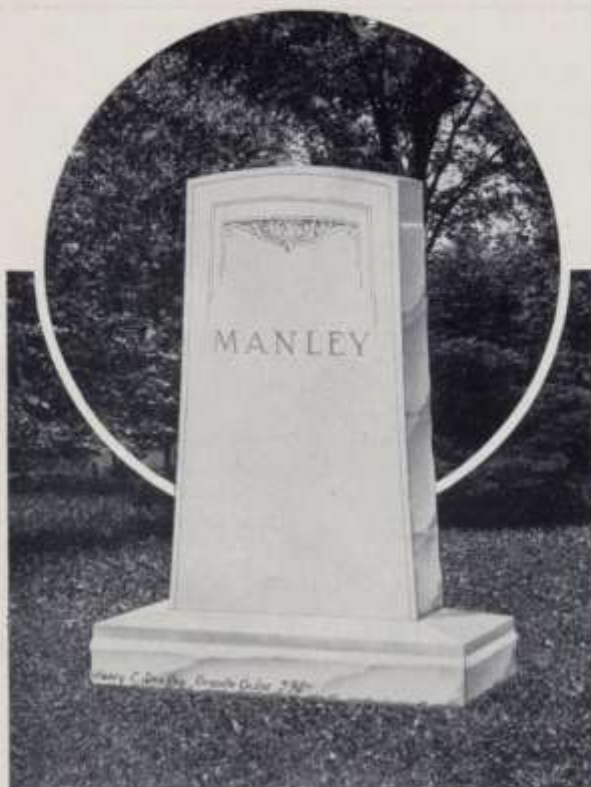
Character, dignified appropriateness in an original fashion, is the hallmark of a Smith design. Its dignified beauty blends admirably into the splendid setting of Smith-Barre granite to produce a monument which does full justice to its sacred task.

E. L. SMITH & COMPANY
BARRE, VERMONT

Your photo of this E. L. Smith design
number 514 can be obtained by writing
to us at once.



Say you saw it in DESIGN HINTS



SMALLEY DESIGNS

Every one presenting something definitely new and interesting. Every one a practicable design. Every one brought forward with the idea of assisting dealers in accelerating sales.

SMALLEY GRANITES

Tried and true in every way. Nowhere can be found a more imposing array then these:

*Royal Dark and Royal Blue Gray from the Old Souhegan Quarry . . .
Pink and Red Westerly granites Extra Dark . . . Dark . . . Medium Quincy.
All Imported Granites.*

HENRY C. SMALLEY GRANITE CO.

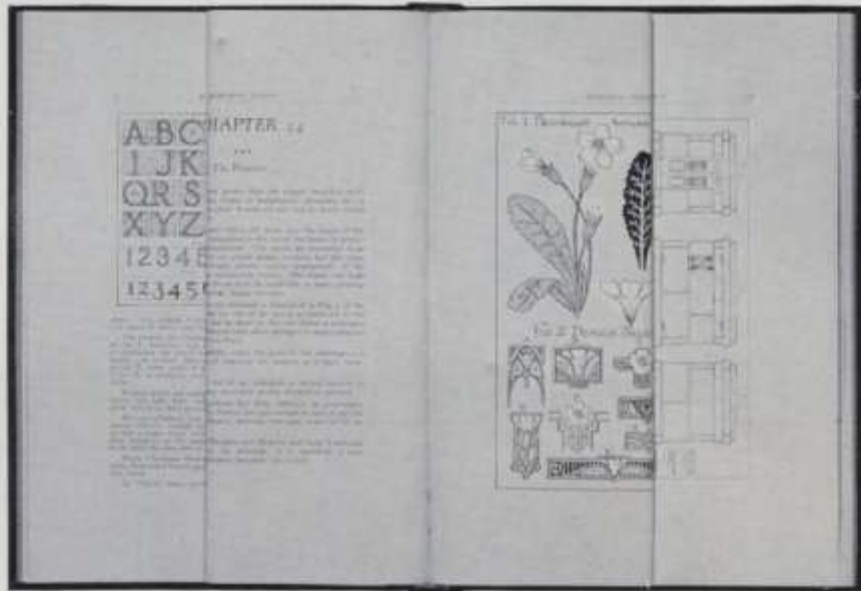
INCORPORATED

6484 Penn Street

Quincy Adams, Mass.

Say you saw it in DESIGN HINTS

A helpful book for you, your men
in the shop or your salesmen.



The most complete work of its kind ever published for the memorial industry.

Beautifully Bound

58 Chapters

192 Pages

Lettering includes Plain Gothic forms and Spacing—Oval axed forms—Modern Roman forms and Spacing—English Gothic and Uncial letters.

Drawing covers Free-hand—Rendering in Wash—The making of Scaled Working Drawings—A Study of Rectangles—Correct Proportion.

Design of Ornament includes Hints on Design—Applied Ornament—The Grape-vine—Poppy—Oak and Ivy—Daffodil—Laurel—Daisy—Easter Lily—Rose—Poinsettia—Primrose—Wood Sorrel—Tulip.

Perspective Drawing—Simple rules—Drawing memorials in perspective—Parallel Perspective—Short-cuts in perspective drawing—Drawing the Lot Enclosure in parallel perspective—The Memorial and Lot Enclosure in angular perspective—Angular Perspective without the use of vanishing points—A simple and quick method of enlarging drawings—Perspective Measurement.

Memorial Symbols.

Mausoleum Construction.

Historic Ornament—Egyptian—Greek (Parts 1 and 2)—Roman (1 and 2)—Early Christian—Byzantine—Celtic—Romanesque—Gothic (1, 2 and 3)—Renaissance (1 and 2)—Modern Greek Curves.

Price \$10.00 Postpaid. Cash with order.

DESIGN HINTS

Fritz-Cross Building

St. Cloud, Minnesota



Why Are They "BEST SELLERS"?

Why are Rex Shamrock and Rex Garnet "best sellers"? We'll tell you, it's simply this:—Every man is glad to sell a product which has proven its ability to increase his turnover. And that's just what Rex Shamrock and Rex Garnet have done. They've shown themselves to be real builders of business and in the long run, that's what counts. Make up your mind to increase your own turnover with these fast-moving granites.

REX GRANITE COMPANY
ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS

Globe H. C. Chilled Shot

For sawing, cutting and polishing 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 uniformity and quality insures satisfaction at all times.

Manufactured by
The Globe Steel Abrasive Co.
Mansfield, Ohio

◆—WRITE FOR SAMPLES—◆

Italian Marble Statuary



We have 2000 Statues in stock for quick delivery.

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All Regular Designs and all sizes.

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Reasonable Prices.

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Courteous Treatment.

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Prompt Service.

H. A. WHITACRE, Inc.

66-67 Sixty-Ninth Street
Middle Village, Borough of Queens
NEW YORK CITY
CARRARA, ITALY

Long Profits and Happy Workmen With Motor Equipment



*Makes One Man
A Crew*

Cranes, Hoists and Dericks increase man's output many fold.

*The Power
Does It*

It adds the needed energy to write new production records.

Granite City Iron Works

St. Cloud, Minnesota

Granite City Electric Co.

St. Cloud, Minnesota

.....*Overhead Cranes Reduce Overhead Costs*.....

Say you saw it in DESIGN HINTS

Our Customers Write Our Ads!

This letter just received from a Barre manufacturer for whom we executed a memorial in Liberty Gray:

March 31, 1931

Liberty Granite Company,
St. Cloud, Minn.

Gentlemen:

Received letter from our customer this morning regarding the EAST monument which you cut for us. We are pleased to advise you that the customer praised this job and we may be able to get more repeat orders for this so we ask that you retain the full size drawing we mailed you in good condition so in case we get more orders you will have the drawing for same.

Thanking you for the service and quality of stock and workmanship you have used in this job and assuring you of further orders if we can obtain same, we remain.

Very truly yours,

Signature

Exactly as you want them—that's Liberty memorials, in design, craftsmanship and granite. This is only one of many like comments received from our customers.

÷ Liberty Representatives ÷

HARRY BENSON
P. O. Box 11 St. Cloud, Minn.
Minn., Wis., Northern Ill.

CHAS. E. FENELON
Apt. 201 - No. 1 W. 28th St.,
Indianapolis, Ind.,
Western Ohio, Ind., Southern Ill.

L. M. GARRETT
Masonic Temple, Zanesville, Ohio
Eastern Ohio

GEO. W. CARY
833 Maple Ave., Zanesville, Ohio
Pennsylvania

DANTE H. CORTI
Box 471 Batavia, N. Y.
State of N. Y.

LIBERTY GRANITE CO.

Incorporated

ST. CLOUD, MINN.

÷ Liberty Granites ÷

Liberty Red
Liberty Gray
Liberty Standard Red
Liberty Minnesota Pink
Damask-Oglesby Blue
Light and Dark Barre
Hoover Granite
Liberty Mahogany

Say you saw it in DESIGN HINTS

TRY
ROYAL



The above pen and ink rendering was sketched
from a specially designed memorial by Royal
and is but one of the many erected thruout the
country in that colorful, salable granite of granites » »

ROYAL ANTIQUE

Try Royal's design service for that particular
order. Try our policy of "A better granite for
better memorials". TRY ROYAL!



ROYAL GRANITE COMPANY
St. Cloud, - - - Minnesota



COLOUR PROCESS PRINTING
DIRECT MAIL ADVERTISING
SERVICE

Does It Pay?

« »

When great pieces of sculpture are sold by the pound—when great masterpieces are bought by the square foot and poetry by the line—then letterheads may be sold by the yard or the thousand pieces.

The average man spends from five to twenty-five cents to write a letter—for material, labor and postage.

If he saves a half cent or a cent—or even more—on his letterhead he may be denying the very purpose of his letter—to create the proper impression.

Business experts agree that the letterhead is the greatest single piece of advertising in the business world today—also that it is the most neglected—the least thought of.

Your letterhead is YOU on the other fellow's desk. If it is type and paper pitched together it gives the recipient that kind of an impression of you. If, on the other hand, it is produced after careful thought and is a masterpiece of art, then the first and second steps in advertising—attention and interest—are attained.

We design letterheads, as well as mailing pieces, to fit your own needs. Your letterhead will not be like that of another. It will be your own—it will be YOU. Don't depend on plain type faces any longer—get the best through Jean Berte water colors or color or straight lithography.

A letter from you will bring the necessary sketches.

The Fritz-Cross Company

Color Lithographers and Water Color Printers

St. Cloud, Minnesota