

# *Design Hints For Memorial Craftsmen*

**August 1930, Vol. 7, No. 2**

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Dan B. Haslam, Editor and Publisher

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March 2013





# DESIGN HINTS

*for Memorial Craftsmen*

FINE ART IS THAT IN  
WHICH THE HAND, THE  
HEAD AND THE HEART  
GO TOGETHER.

—RUSKIN

AUGUST, 1930

VOLUME 7

NUMBER 2





## North Star Makes Big Roof-Stones

Usually this piece is the largest and most difficult to obtain when building mausoleums. It frequently governs the size of the entire structure.

At North Star the production of roof-stones is not any way limited by size. The Original Minnesota Pink quarry is able to yield prodigiously large slabs of flawless granite. As for facilities for machining, we have a separate plant devoted exclusively to the fabrication of mausoleums.

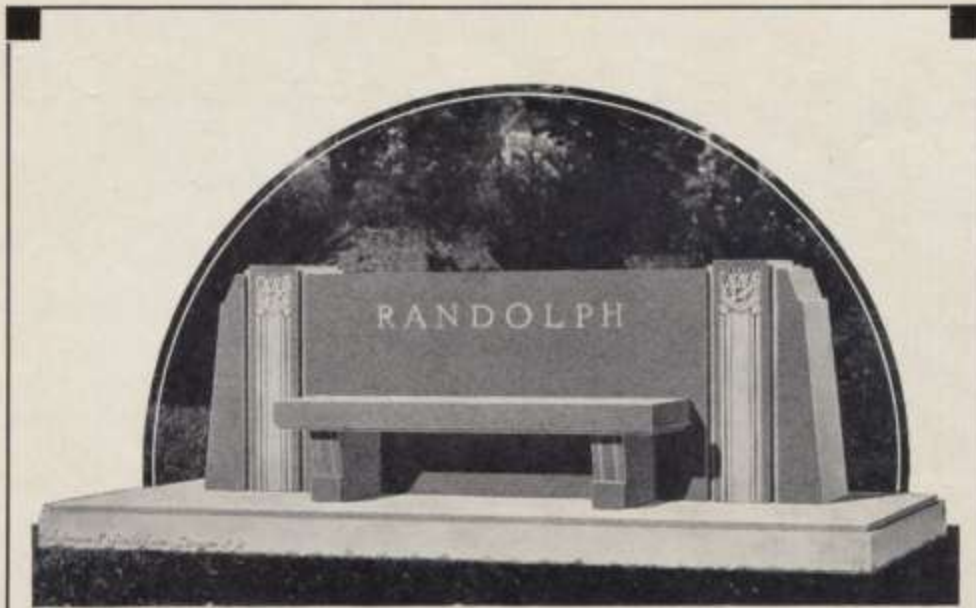
To aid dealers in closing mausoleum sales, we invite them to call on us for designs, sketches and estimates.

*North Star Granite Corporation\**  
St. Cloud, Minnesota

*\*Firmly in agreement with  
the Benisch Plan Idea.*







Johnson &amp; Gustafson Design 0-2

## We Thank You All.....

Another convention lies behind us. We have learned many things of vital interest; we have discussed our mutual problems for the purpose of solving them to our mutual benefit.

But most important of all, every one of us has made new friends, men whom he is proud to know.

We wish to thank our new friends and old ones for the praise that was showered upon our exhibit at the convention. That praise, coming from those who understand memorial art in its every detail, is very precious to us. We pledge our organization to the continuance of the effort to make Johnson & Gustafson memorials worthy of your commendation.

### 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



## THE BEST DEALERS

—everywhere are doing a splendid business with  
Victory Designs and Victory Memorials.

### *They're Different!*

Let us show you how it is easily possible  
to increase your sales with the right kind of  
a design service and Quality Memorials.  
Send for "Evidence".



*Victory Granite Company, Inc.*

*Designers and Manufacturers of Barre Memorials*

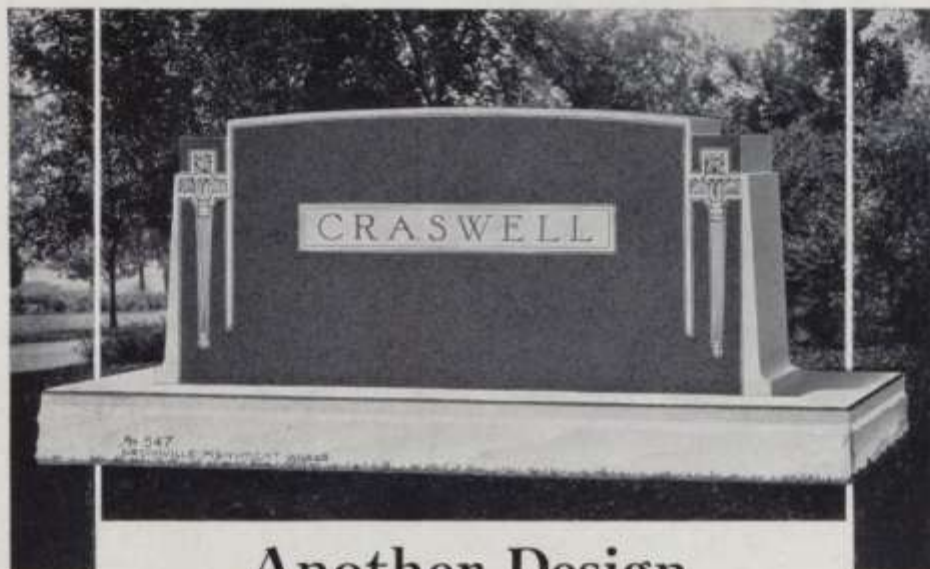
*Barre, Vermont*

Write for sizes and prices on this new and exclusive  
Victory Granite Co. Design No. 390.



Say you saw it in DESIGN HINTS





Another Design  
— *for* —  
**Ortonville Ruby Red**  
or J. & L. Mahogany

There's no use of our telling you you'll get rich or stay poor if you do or don't use Ortonville's own—

**---Exclusive Designs and Beautiful Granites---**

—for that is up to you. We do believe, however, that these original ideas exquisitely finished in colorful memorials will add new interest and life to your display and promote more profitable sales.

*May we Prove this to your own Satisfaction?*

**Ortonville Monument Works**

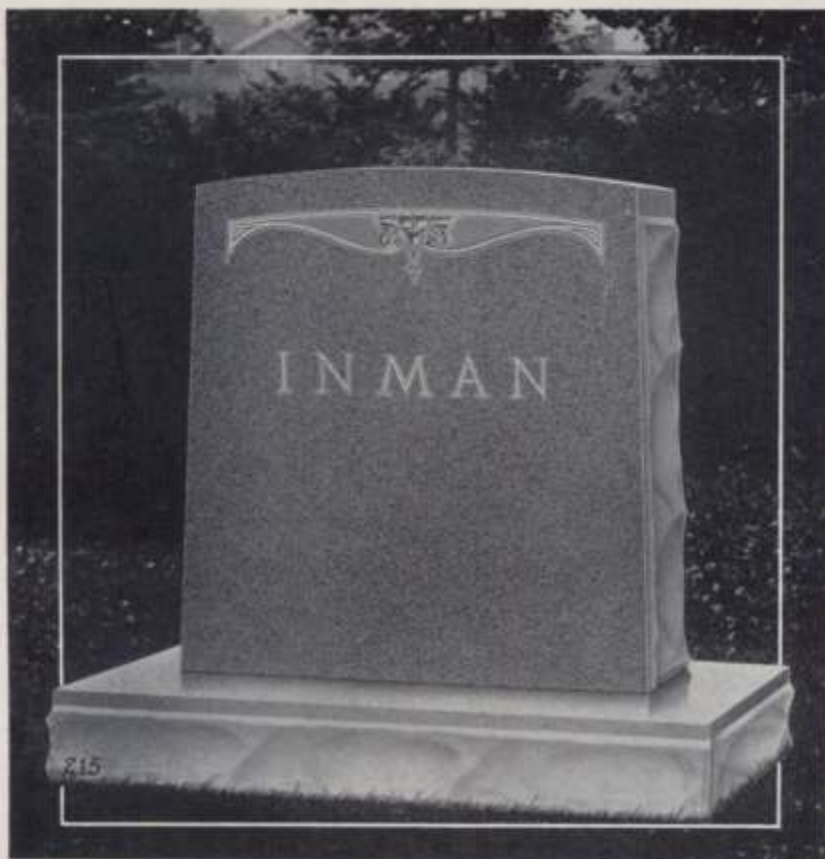
QUARRIES AND PLANT:  
Ortonville, Minnesota

CHICAGO OFFICE  
1461 Monadnock Block

Send All Correspondence to Chicago Office.

Say you saw it in DESIGN HINTS





## TALKIES!

The right kind of memorials make "Talkies", figuratively, of your Display Space—We are sure that

### STERLING MAHOGANY

will give voice to the kind of conversation that will be convincing to those who are looking for the better grades. And the Certificate of Guaranty on each memorial means that it IS what it looks to be **Genuine Sterling Mahogany**.

"GROW WITH GREWE"

## GREWE GRANITE COMPANY

WHOLESALE EXCLUSIVELY  
ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



## Twins of New High Points in Success



Nature gave generously from her reserves when she fashioned *Rex Shamrock* and *Rex Garnet*. She gave them a superabundance of strength and beauty; she gave them the elements that make a great monumental material.

Shrewd dealers everywhere are investigating Shamrock and Garnet; they know that they must be uniquely satisfactory to cause the comment that they have been creating.

When are we going to hear from you? We are ready to give you prompt information at any time.

## REX GRANITE COMPANY

SAINT CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



## LOOKING....INTO....THE....FUTURE WITH....OPTIMISM

We are not worrying about hard times this winter even though some people are pessimistic regarding the outlook for business. In fact, in order to keep abreast of the demand for Liberty's memorials, we have just completed a new office and a substantial addition to our shed.



With our present list of steady customers and new friends we made at the Buffalo Convention we can see no occasion for worry over the future. If you've been denying your business Liberty's designs and service helps drop us a line today and learn how you, too, may give your business these practical sales-producers.

**LIBERTY GRANITE COMPANY,**  
Incorporated  
ST. CLOUD, MINNESOTA

### FOR YOUR SELECTION

LIBERTY STANDARD RED	LIBERTY MINNESOTA PINK
DAMASK, OGLESBY BLUE	LIGHT AND DARK BARRE
HOOVER GRANITE	BELVIEW MAHOGANY
LIBERTY RED	LIBERTY GRAY

Say you saw it in DESIGN HINTS





# DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

*Published Monthly at St. Cloud, Minnesota*

*DAN. B. HASLAM, Editor and Publisher*

## Another Milestone

One more milestone has been reached in the history of DESIGN HINTS. It was of such little importance because it was in total eclipse due to a national convention that we overlooked what we consider a pleasant duty each year—that of recognizing our friends.

We are starting now on our seventh year and as we look back down the vistas of the past, rich in their verdant memories or friendships made, we are not unmindful of the cause of these six years of moderate success. We have been successful—if we are permitted to use the term—only because of the loyal support of our advertisers, many of whom have been with us continuously since we started the publication.

We, of course, are not going to be accused of being derelect in recognizing those many readers who have given us their moral support and a word of cheer as we have trudged along during these six years. We have been trying to live up to a few of the flattering things they have said about our paper to be on the lookout for improvements each month.

During the past year we have added features which, we think, have been of benefit to our industry. Along practical lines

we have suggested sound newspaper advertising through the series by Harvey R. Kruse, a pre-eminent authority in this field.

Those articles on the New Orleans Tomb written by Leonard V. and Albert R. Huber have been very interesting to increasing numbers of our readers. Letters and comment on them show that the industry is alive to any new thought or change and that the procession is ever toward betterment.

Capt. John K. Shawvan, one of the foremost designers in America, also has attracted a great deal of attention through his articles on Memorial Types. They have been written from a basic idea and have devoted themselves to as fine an educational series as we ever have seen.

All three of these are by new authors. They will continue until they have covered their subjects thoroughly. When they have been completed others will take their places. We are always on the lookout for subjects of interest to the industry, subjects that will be covered by authorities.

Our aim is to finish the year we are starting with as much interest and as many articles of this kind as the trade wants, so that when we start our next year we will do so with the same kindly consideration of our readers and the same reader interest we have had in the past.



## If Agitation for the "No-Monument" Cemetery Bothers You, Try a Combination Mailing to Combat it

By Harvey R. Kruse

In last month's article we discussed four problems which at some time or another face the average Memorial dealer and four newspaper advertisements were suggested to help meet these problems if they became severe.

Continuing along the same line it might also be advisable to have a little folder printed emphasizing your argument and mailed to those prospects whom you fear are being influenced by outside propaganda. Such a folder would not only take up the particular problem you are concerned with, but it would also give you a chance to tell about your own business and the attractive designs you are now in a position to offer. It suggests one more weapon to be used in the battle every man has to secure business.

While we discussed four problems last month and a newspaper advertisement for each, space will not allow us to discuss more than one in this issue with plans and copy for a letter and a folder to be mailed simultaneously.

Taking up the problem therefore in this issue of "Meeting the No-Monument Cemetery Idea" we have developed a mailing combination of a letter and a folder involving a unique tie-up to create interest and curiosity and secure attention for our direct mail effort.

Plate 1 shows how this combination is to be mailed. The letter is on the standard 8½" x 11" letterhead, folded twice for a

No. 10 envelope, but the tricky part consists of tabbing the folder right on to the letter with a colored sticker as shown.

Thus when the prospect opens the letter he is immediately faced with something new and novel and his curiosity is aroused to remove the folder and see what its message might be.

The letter has very little to say. The folder carries your message. Plate 2 shows how the folder is a very simple two-fold affair. Plate 3 shows how it appears opened up.

Now let's get into the copy. First, the letter:

*Dear Mr. Brown:*

*On first thought you may not believe that this problem concerns you. But we have watched the development of many affairs in this community, and we assure you that the problem may be yours just as soon and as effectively as it can become your neighbor's or anybody else's.*

*And solving it in the wrong way might occasion many years of vain regrets and the restlessness that comes from feeling that perhaps you've done the wrong thing.*

*It should be considered anyhow.*

*Very truly yours,*

(SIGNATURE)

That's all you need to say in the letter. The letter merely acts as an introduction to the folder. All we expect it to do is to prepare the prospect's mind for the story in the folder. He knows that it must have something to do with Memorials since the letterhead gives your name, address and business. Therefore



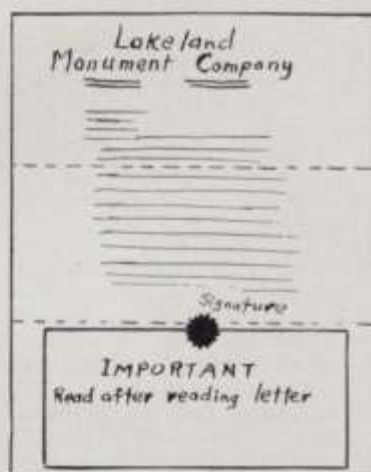


Plate 1



Plate 2



plate 3

he cannot feel "sold out" when he opens the folder and sees that we are talking about Memorials. More than likely he will read it with a certain degree of interest after this introduction.

The only visible line on the folder before detaching is the teaser "IMPORTANT! Read after reading letter". There's enough curiosity appeal here alone to have the folder picked up and looked into.

After it is detached, Plate 2 shows how it opens up to the second page where we can insert a short message more for the purpose of preparing the way for the main message inside—making him think.

## ..... QUESTION

Please don't think that we are trying to insert a gloomy, serious thought into your present day of happiness, but this question occurs to us and someday it will occur to you:

"If your family is near and dear to you, and if the ties that have made life so worth while mean anything to you, doesn't it seem as though one's appreciation for all this happiness should be perpetuated thru-out the years? Doesn't it seem a pity to let memories as beautiful as those die out—unmarked? Forgotten?"

We suggest setting the above copy in a rather narrow column to the right of the page, leaving more than the usual margin of

(Please turn to page 28)



## Highlights on the Convention

The Silver Anniversary or Twenty-fifth Annual Convention and Design Show of the Memorial Craftsmen of America, held at Buffalo, New York, August 12th to 15th inclusive, is now a thing of the past and with it goes pleasant memories of a most enjoyable visit with old friends and the pleasure of meeting new ones. The convention was a success from every viewpoint, efficiently conducted and, we believe, the largest attended in several years.

We had nothing to do when we went to Buffalo and kept on doing it for three days. We planned on having a good time and that is just exactly what we did. We arrived too late to attend the opening business sessions of the meeting which were held in the Statler Hotel Tuesday morning, August 12th. We were fortunate, however, in securing a copy of the address of Mr. C. G. Gloeckler, Mount Pleasant, Iowa, which will be published in a later issue. We understand from those who attended all of the business sessions that the speeches were better than anything ever given before and we regret very much that we were unable to attend any of these sessions.

The Design Show was by far the most beautiful ever shown at any convention. Each exhibit was attractively arranged, the work exquisitely designed and finished and pleasing variety was shown in colors and materials. Modernism in both contour and ornament was skillfully handled in many beautiful monolith designs and in these variety in finish was shown to better bring out the ideas of the designer.

Space limitations prevent us from giving a lengthy report of the convention but we will give a short sketch of each exhibit before we conclude. We were more interested in the exhibit than anything and for that reason intend to use as much space as possible for the benefit of those who do so much to make the conventions a success financially—the exhibitors.

From a social point of view the convention will long be remembered by those in attendance. The trip to Niagara Falls was carried out successfully and was thoroughly enjoyed by all who took advantage of it. Upon registration each dealer was given a book of tickets that included the follow-

ing: street-car fare from Buffalo to Niagara Falls, a round-trip ticket over the Gorge Route, a ticket for supper, which was served at the General Brock Hotel, Niagara Falls, Canada, at 7:00 P.M., and a return ticket to Buffalo good until 12:00 o'clock midnight.

Leaving Buffalo at 3:30 P.M., Thursday we arrived at Niagara Falls at 4:30. Several open street-cars were awaiting our arrival for a trip over the Gorge Route. Each car held about seventy passengers but, even then, several were needed in order to accommodate the crowd. The seats were hard and dirty but everyone was good natured and the trip, while a little long, was very enjoyable. A splendid view of the falls, rapids and whirlpools is easily seen from these cars and a visit to Niagara Falls is not complete unless one takes advantage of this trip. The officers of the Association deserve great credit for their thoughtfulness in planning such entertainment for the dealers and their families.

After a delicious supper at the General Brock Hotel many of us took the elevator to the top floor and there witnessed the illumination of the Falls, a sight that will never be forgotten. Huge spotlights on the Canadian side of the border were thrown on the Falls and the scene was the most beautiful we have ever witnessed. Everyone seemed to have a good time in Canada and there were very few who did not take advantage of the twelve o'clock time limit in returning to Buffalo.

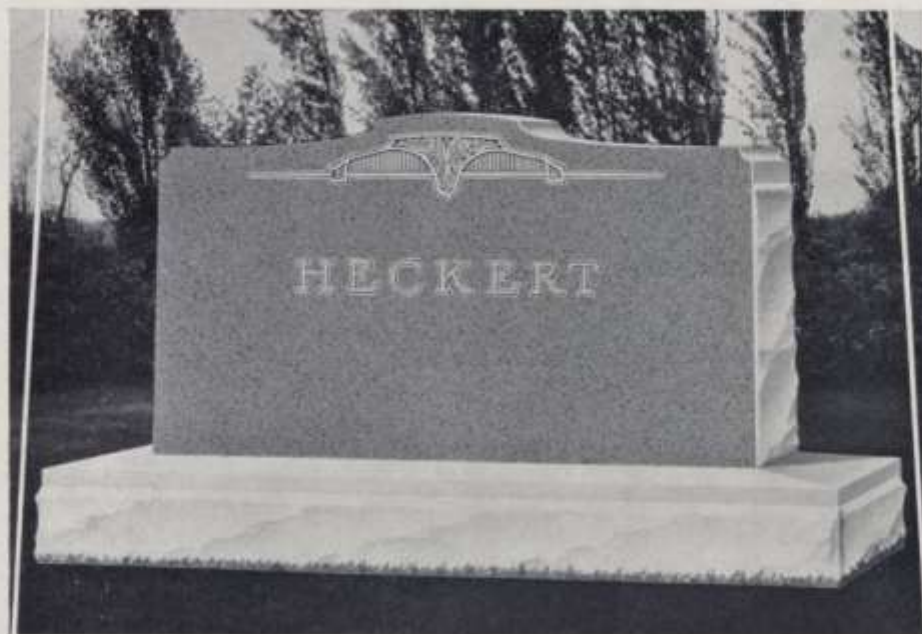
The exhibit was staged in the Broadway Auditorium and, while this building was some distance from the hotel headquarters, several taxis were available at all times so the dealers made frequent visits between the business sessions and the exhibition hall. As previously stated, the standard of work exhibited was well in advance of anything shown for some time. Each exhibitor tried to show work of an entirely new finish and design and most of them enjoyed a nice business.

—0—

Anderson-Friberg Company, Inc., Barre, Vermont, occupied booths 6 and 35. They exhibited seven fine memorials in Pirie's Dark Barre. The

(Please turn to page 14)





A Waldron Shield Co., Inc., Exclusive Design

## TWO KINDS OF VALUE

It is only logical to assume that the average memorial merchant is looking for values in the things he buys. He wants that quality of value in a memorial's material, in its design, and in its workmanship. Candidly, we know that Waldron Shield is not the only organization that offers these factors to the retailer field. But one thing we do know, and that is that Waldron Shield creations have a value quite their own. They represent value to the customer as well as to the dealer. Their value is obvious to the prospect, and that, after all, is the foundation of sales. That, no doubt, is why Waldron Shield keeps on selling over and over. . . . .

### TRY SHIELD'S STAIN ERADICATOR

Removes Sap, Acid or Iron Stains.  
Guaranteed not to injure the granite in the least.

\$2.50 PER QUART - \$7.00 PER GALLON

### SHIELD'S SETTING CEMENT

is guaranteed not to stain the granite. Packed in air-tight containers.

35c PER LB. IN 5-LB. LOTS OR 25c PER  
LB. IN 10-LB. LOTS OR MORE.

**WALDRON SHIELD COMPANY, INC.**  
BARRE, VERMONT

Say you saw it in DESIGN HINTS



## Memorial Types

By

CAPTAIN JOHN K. SHAWVAN

CHICAGO BRANCH MGR.

MULDOON MONUMENT COMPANY

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### THE LEDGER

The ledger type, or grave ledger, as it is often called, is one of the simplest of memorial tributes. It ranks next to the marker and consists of a slab from 4" to 8" thick, placed flat on the ground covering the entire grave. Sometimes its application is merely over a grave previously existing, and on other occasions it may function as a removable cover to a walled in sepulchred grave prepared in advance of the interment. Again it may appear as a catacomb cover in the floor of a mausoleum or as a cover to an underground vault containing several catacombs.

The ledger may be plain, rectangular or it may be ornamented with mouldings and other bas-relief or sunk carving on the top surface. The engraving of names and dates, as well as quotations referring to the life of the individual, may appear on the top surface.

The origin of the ledger is undoubtedly in its use as a catacomb cover by the early Christians in preparing the tombs of the martyrs. It has occasionally appeared raised above the ground with four or five legs as supports, thus making a canopy effect. In this connection it has been miscalled a table memorial. This use of it in modern cemetery treatment seems to have completely disappeared, though a few old examples of it may be found in our American cemeteries.

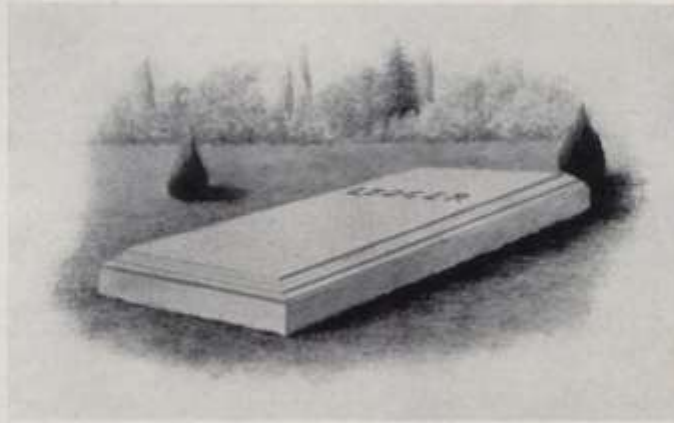
Occasionally a ledger example exists which is hollowed out in the center, forming a receptacle in which to plant a flower bed, and on some occasions this effect is created by building up the type in pieces with a marker placed at one end. This effect is often spoken of as a cradle memorial, although it is primarily the ledger plan.

The proportions of any concrete example of a ledger may readily be determined by the size and shape of the grave. Its application would vary in direct relation to the age of the individual to whom it was dedicated, that of a child being quite small and that of a grown person being full size, or approximately 7'-0" long and 3'-0" wide. The actual size is not of paramount importance. When an underground catacomb is prepared in advance of interment, it would be quite necessary to have a large ledger in order to bring out a suitable bearing surface to rest on the enclosing walls and still leave a sufficient opening between the walls to permit interment.

The adaptability of the ledger as a grave marker should be governed by the number of graves eventually planned for the family burial plot. One, two, three or four graves on a lot of large size makes the ledger possible but when a larger number of graves

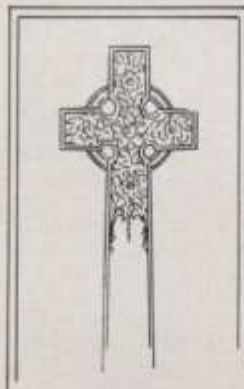
(Please turn to page 34)





• POPULAR

• CELTIC CROSS



• WREATH

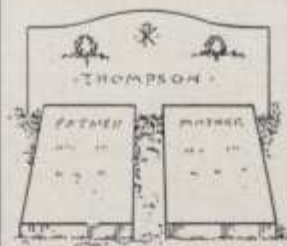


• LEDGER •



TYPES

LEDGERS WITH TABLET



• LEDGER WITH BASE





## Highlights on the Convention

(Continued from page 10)

booth was in charge of Mr. Anthony Friberg and he was assisted by George Anderson, Leo Brasset, Emmett J. Halligan, Bert Hess and Jimmy Geen.

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The Berkeley Granite Company and Wholesale Granite Company of Atlanta, Georgia, occupied booth No. 50 in a joint exhibit. They exhibited four attractive two-piece monuments. Mr. J. R. King represented the Berkeley Granite Company and J. N. Deming and E. A. Robinson the Wholesale Granite Company.

—0—

Tony Bianchi of Charles Bianchi & Sons, Inc., Barre, Vermont, was in charge of booths No. 103 and 119. Tony had no other representatives with him and for that reason was kept very busy entertaining the many visitors to his booth. His firm displayed twelve beautiful memorials, nine in Pirie's Dark Barre and three in Salisbury Pink.

—0—

Harry A. Bliss, Inc., Buffalo, New York, occupied booth 93 with a fine display of monumental photographs and books. This booth was in charge of Mrs. Josephine Bliss and Miss Mansfield.

—0—

The Bliss Design Company of Rockford, Illinois, displayed several beautiful specimens of Plastic Memorial Art in booth No. 41. They also showed their new display racks. These were very popular with the dealers and Harold Collins was kept very busy writing orders for these racks as well as photographs of their popular line of designs.

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A huge ball of crude carborundum was displayed in booth 27 by the Carborundum Company, Niagara Falls, New York. Colored lights thrown on this ball made their booth very attractive. Mr. J. C. Price and M. F. Young were in charge of this exhibit.

—0—

The Chester Granite & Polishing Works, Chester, Mass., occupied booth 101 with a display of two monuments, one tablet and base and two markers in Chester granite. Mr. James E. Ranta, Mgr., was in charge of this exhibit.

—0—

Booth No. 7 was occupied by the Chester Granite Quarries Company,

(Please turn to page 16)

## A True Statement of Facts

Aug. 14, 1930

Secretary,  
Memorial Craftsmen of America,  
Hotel Statler, Buffalo, N. Y.

My dear Sir:

Will you be good enough to read this letter to the Memorial Craftsmen of America at their meeting Friday morning, Aug. 15.

The reason for making this request is that one of the retail dealers at the meeting Wednesday, August 13th, stood before you and accused unjustly the firm which I represent, Marr & Gordon, Inc., of retailing work in Chicago.

There is an old saying—"Never explain to your friends,—there is no need to,—and your enemies won't believe you."

This is not in the form of an explanation, but is merely a statement of facts that has to do with a project which was contracted for through an Architect's office with us and a retailer seemed to think it should have been let through a retailer and not direct. In other words, Marr & Gordon, Inc. having up until a year ago, been members of the Builders Association, had their names before all the architects, and the plans for the administration building of the Resurrection Cemetery at Justice, Ill., were sent to our office for a price from the office of Sandel & Strong, Architects.

Our price was given to the Architect on this building and no retail dealer requested a price from us until after it was discovered that we were the low bidders and were slated for the job.

It is unfortunate that at the meeting on the 13th the general impression was given that this was a retailer's proposition and should have been handled through the retailers.

All our retail friends in the territory in which this job is to be erected, I am sure, will verify my statement, and if any of the Memorial Craftsmen who have been given the wrong impression care to have this corrected, I know they will be able to do so through them.

Very sincerely yours,

Robert J. MacLean,  
General Manager,  
MARR & GORDON, Inc.





Marr &amp; Gordon, Inc., Design No. 2005

## Check **MASTERCRAFT** Against Any High Grade Memorial

We are confident you will find the comparison favorable to Mastercraft. Our Mastercraft Memorials have established a new prestige with scores of dealers who already enjoyed the distinction of high level in the field of superior craftsmen.

Mastercraft Memorials bring a tone of excellence to the show room the same as they did at the Buffalo Convention.

### *Marr & Gordon, Inc.*

Barre, Vermont

#### SALESMEN

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

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


E. E. Hoppes,  
425 Beech Street,  
Kearny, New Jersey.

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

Harry K. Myers,  
Homewood Apartments  
Charles & 31st Streets,  
Baltimore, Maryland.

William C. Smith,  
Room 1258 Graybar Building,  
420 Lexington Ave.,  
New York City.

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

**MASTERCRAFT**  **MEMORIALS**

Say you saw it in DESIGN HINTS



## Highlights on the Convention

(Continued from page 14)

Inc., of Chester, Mass. This firm exhibited three monuments and two markers in Dark Blue Chester granite. Mr. Fred P. Wagner was in charge and assisted by Dana Miln and H. F. Bowler.

Booths 109, 110, 117 and 118 were occupied by the Cold Spring Granite Company, Cold Spring, Minn. They exhibited five beautifully designed memorials in Rainbow granite by their master designer, Harry McClellen. All their memorials were cleverly designed and exquisitely finished. John Alexander, Floyd Holes, Harry McClellen and E. R. Schneck were on hand to greet the visitors. John Alexander arrived at the convention Wednesday morning via airplane from St. Cloud, Minn., with Mr. John Luckemeyer, President of the Royal Granite Company and owner of the plane.

Cook, Watkins, & Patch, Inc., occupied booths 22 and 23. They displayed seven beautifully designed monuments, six in Pirie's Dark Barre and one in Westerly granite. The booth was in charge of Mr. B. C. Patch and he was assisted by the following representatives: George C. Stewart, W. J. Cowie, and G. W. Patten, designer.

Four monuments, one seat and two markers in Tennessee Marble were exhibited in booth 104 by the Cooper Marble Company of Knoxville, Tenn. This booth was in charge of Mr. C. C. Cooper and I. N. Strock. Mr. Cooper greeted the visitors and Ikey was busy, as usual, writing orders.

The Dallett Company, Philadelphia, Pa., combined their exhibit with the Ruemelin Sandblast Manufacturing Company, Milwaukee, Wisconsin, in booths 19, 20 and 21. Mr. John Walsh, Vice President of the Dallett Company, was in charge of the Dallett exhibit assisted by Mr. George Rellin and Mr. C. D. Smith, Sales Manager.

Davis Brothers, Inc., Riverton, Vermont, exhibited three Barre monuments in booth No. 70. This exhibit was in charge of D. S. and E. P. Davis.

Sandblast Composition "Speedsheet" was exhibited in booth No. 17 by the L. D. Davis Company, Philadelphia,

Pa. Mr. L. D. Davis and V. K. Miller were in charge.

Booths No. 12B, 13 and 14 were occupied by the Dawson Macdonald Company, Inc., Boston, Mass., with a complete line of granite workers' supplies. Charles Dawson, E. F. Macdonald and Charles A. Bates were on hand to greet the visitors.

Wm. M. Dodd & Son, Inc., Zanesville, Ohio, displayed a pleasing variety of designs and granite in booth No. 79. Two of their memorials were in Purple Crystal and the other in Sunset Pink. Mr. Stanley Dodd was in charge of the exhibit and he was assisted by R. Beem, M. L. Young and Wm. McKenzie. Roy Dodd of Zanesville, Ohio, spent much of his time in this booth where he was able to greet his many friends and acquaintances among the trade.

Thomas W. Dunn Company, New York City, showed Sandblast Composition or Rapid Roll Stencil in booth No. 11. This exhibit was in charge of Wm. Stetter and H. C. Merle.

The Elberton Granite Quarriers & Manufacturers Association, Elberton, Georgia, occupied booths 84, 92 and 108 with a complete exhibit of the following firms: Mercer Granite Company, Canales-Grogan Granite Company, Central Granite Company, Dixie Granite Company, Oglesby Granite Quarriers, Southern Quarrying Company, Georgia Granite Corporation and Empire Granite Company. They displayed several fine memorials in their various products in both polished and hammered finish. The exhibit was in charge of Mr. H. P. Phillips and C. F. Davis.

Finneman-Kalusche Company, St. Cloud, Minn., occupied booth No. 4 with a fine line of granite samples. This firm specializes in polished samples and turned work. The exhibit was in charge of Mr. Nick Finneman.

"Saw some dandy advertising literature at the booth of Memorial Advertising Headquarters (Franklin Printing Company, Rockford, Illinois)" are the first notes printed in my notebook and presented to me by Mr. Robert Bannen of the Franklin Printing Company in booth No. 16. This firm showed a fine line of circulars and sales letters for the dealers. Mr. Bannen was in charge.

(Please turn to page 24)



# Pirie's Dark Barre

## At The Convention

Pirie's Dark Barre granite was exhibited by six manufacturers at the Buffalo Convention. All of these manufacturers, listed below, specialize in Pirie's Dark Barre granite and are worthy of your consideration when placing orders for Barre memorials.



Anderson-Friberg Co.

Charles Bianchi & Sons

Cook, Watkins & Patch

Marr & Gordon, Inc.

Stewart & Pratt

Waldron Shield Co., Inc.

J. K. PIRIE ESTATE  
BARRE, VERMONT

Say you saw it in DESIGN HINTS



## What Century Do You Live In?

*Written for Design Hints by*

Dr. Roy L. Smith

+ + +

*It is impossible for a person to be in two places at the same time, but it is possible to live in two centuries, or even more, at the same time.*

*It is no infrequent experience to find a farm equipped with the latest and most improvements in machinery for the fields and the most primitive and inadequate devices still in use in the house. The barn will be organized according to 1930 and the house according to 1850.*

*Occasionally successful men refuse to assist their sons in getting a college education, declaring that they have succeeded without college and that therefore the son can. But those fathers would not consider starting the sons out to compete with gas tractors equipped only with ox teams. The intellectual equipment must be kept abreast of the mechanical equipment of business.*

*It is not at all unusual for a business man to be alert to every progressive movement within the line of his business and still be living in the moral or social world of a hundred years ago when the motto of every business was "let the buyer beware."*

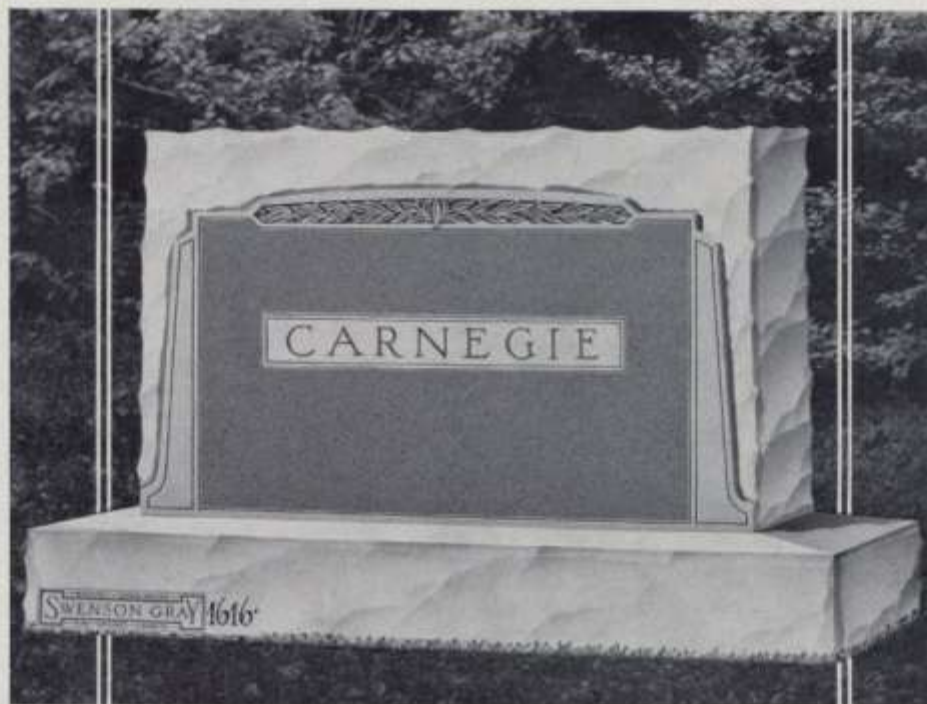
*Political leaders who are versed in every modern concept of military science sometimes in the midst of the diplomacy of the eighteenth century.*

*The difficulty with many who assert that science and religion are in disagreement make their mistake because they are contrasting the science of today with the religion of day before yesterday.*

*Expertness in one field does not entitle one to speak with authority in another. The modern business man may be an ancient religionist and the ancient scientist may be remarkably modern in his religious faith.*

*It will pay any man, before speaking with finality upon subjects in which he is not expert, to discover what century he is living in.*





## Why Do Swenson ? Monuments Excel ♦

There are two good reasons for the acknowledged excellence of Swenson Memorials.

First, the important fact that they are manufactured from that most distinguished and reliable of all fine-grained granites—**Swenson Gray**.

Second, because of Swenson's exclusive design service: appealingly beautiful designs—they cannot fail to meet with the approval of the most critical client.

Of course, there are other reasons, but these two are the most important. We hope they are sufficient for your inquiry and a trial order. We shall be pleased to send you sizes and prices on the Carnegie design.

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

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

Say you saw it in DESIGN HINTS



## Is The Finished Work As Good As The Idea?



**I**N these days of marvelous creations, new thought, inventions and changes, the net result of an idea often suffers in the execution.

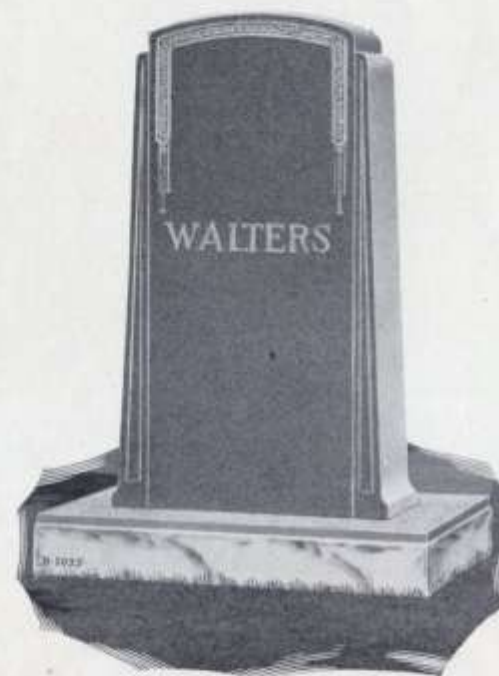
Many fine ideas in modern memorial design are ruined by workmen not in sympathy with the designer's plans, lacking in the inspiration to do high grade work.

Melrose carries on from design room to shipping department, with an organization that has the will to excel and the skill to succeed.

Melrose has just the things you need.....ideas, designs, sales stimulators, expert craftsmen and a wide variety of granites.....to make your business a complete success.

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

Say you saw it in DESIGN HINTS



Say you saw it in DESIGN HINTS





## HARMAN

The Harman design is another very attractive example of modern ideas in inexpensive memorials. The sandblast carved detail fits nicely into the curved corners of the die and the double incised border line accentuates the curve of the top and links the two areas of ornament together. Where simplicity of both ornament and contour is desired the Harman should prove a good practical and salable design.

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





## KEITH

The Keith memorial is quite different in both contour and proportion than those we have previously shown in these pages. It is more of a square type design. On account of the nosing at the bottom of the die, however, it will look best if made a little wider (at least six inches) than high.

Photos are now available.

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



## Highlights on the Convention

(Continued from page 16)

Three monuments in French Creek Black were shown in booth No. 112 by the French Creek Granite Company, St. Peters, Penn. This exhibit was in charge of Mr. W. F. Noble, Secretary of the firm.

The Georgia Marble Company, Tate, Georgia, displayed thirteen fine monuments and a small mausoleum in booths 51, 52, 59 and 60. The following officers and representatives were present to greet the many visitors to their booths: H. L. Litchfield, Vice President, Maynard Mashburn, W. L. Jarrard, Horace Long, C. C. Clemons, H. C. Gober and H. C. Smith.

The J. P. Gilman Granite Company, Kansas City, Mo., displayed five beautiful monuments in their Egyptian Pink in booths 42 and 43. Mr. L. M. Gilman and Frank Bachman extended the hand of welcome to the visitors.

Mr. Ted Lawson Secretary of the Barre Granite Manufacturers Association was in charge of booth No. 38.

The Green Mountain Marble Corporation, West Rutland, Vermont, occupied booth No. 8 with an exhibit of three monuments and three markers in their Dark Blue, Baronial Gray and Clarendon Italian marble. The exhibit was in charge of J. H. Cray and L. F. Cain.

The Guy Memorial Design Company, St. Cloud, Minn., occupied booth 113 jointly with the Holes Advertising Service, St. Cloud, Minn. Mr. Guy exhibited a fine line of memorial photographs and Mr. Holes displayed his popular advertising literature to the visitors. Mr. Holes was assisted by Ed. Stockinger and Mr. Guy had Carl Fritz and his designer, Alfred Yaeger, on hand to greet the visitors. Mr. Yaeger was responsible for many of the beautiful designs exhibited by several of the manufacturers and his ability as a designer was well recognized by all those in attendance at the convention.

Booth No. 74 was occupied by the Harris Granite Quarries Company, Salisbury, N. C. Mr. John K. Batchelder and John, Jr. were in charge of their exhibit of three fine memorials in Balfour Pink.

Robert Hunter of the Robert Hunter Granite Company, Milbank, S. D., greeted his many friends in booth No. 105. Mr. Hunter exhibited four very pretty memorials in Hunter's Royal Purple Granite.

Johnson & Gustafson, Barre, Vermont, was represented, as usual, with a fine display of memorials in Barre granite. They exhibited five nicely designed and exquisitely finished memorials in booths 69 and 77. The following representatives were there to explain the merits of their service to the dealers: W. P. Troup, Harry Abrahams, C. A. Arnold, W. L. Rogers and John Haley.

Booths No. 81, 89 and 97 were occupied by Jones Brothers Company, Boston, Mass., and Barre, Vermont. They displayed seven beautiful memorials in Barre granite or as Philip Palmer put it, "seven gorgeous designs". Art Soule, Brandon Jones, Marshall England, Philip Palmer and Austin Waldo had charge of the Jones Brothers exhibit.

E. G. Ladewich & Company, Mansfield, Ohio, displayed several memorials in booth No. 53. Their designs were finished in Vienna Green, Beers Red, Barre, Nordic Pink, Balmoral, Dixie Pink Tennessee Marble. The booth was in charge of Mr. E. G. Ladewich and he was assisted by John Applebee, H. M. Piper and J. W. Shultz.

Liberty Granite Company, Inc., St. Cloud, Minn., occupied booth No. 4 with Mr. Frank Yogerst, President, in charge. This firm exhibited two cleverly designed memorials in their Liberty Damask and Liberty Gray St. Cloud and Mr. Yogerst enjoyed a nice business.

Marr & Gordon, Inc., Barre, Vermont, displayed seven fine memorials in booth No. 66. A huge cross in hammered Barre granite attracted a great deal of attention and much favorable comment. The booth was in charge of Mr. Robert J. MacLean, General Manager, and he was assisted by Robert L. MacLane, C. D. Bishop, E. E. Hoppes, W. F. Adams, and N. K. Myers, Sales Representative and the following from the office: B. V. Funk, Shop Superintendent and Wm. Black.

Booths 114 and 122 were occupied by the Melrose Granite Company, St.

(Please turn to page 26)



*The  
Extra  
Margin  
That  
Makes  
The Sale*



Businessmen know that a little superiority goes a long way toward making sales. An extra margin of safety, or utility, or beauty, does much to make a product stand out and make it more salable.

In the highly competitive markets of today it is important, therefore, that an article give that extra margin of superiority.

**Superior Red and Gray and Persian granites** give you an extra margin of superiority over your competitors because they themselves have it. Write to us for any information or see our salesmen in your territory.

## 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



## Highlights on the Convention

(Continued from page 24)

Cloud, Minn., with a pleasing variety of memorials and granites. Seven monuments were shown in this exhibit, two in Russet, two in Tapestry, one Red St. Cloud, one Gray St. Cloud and one Green. The exhibit was in charge of Frank Hoffman, Phil Keller and E. M. Cox.

—0—

National Adhesive Corporation, New York City, occupied booth No. 15 with samples of their Sandblast Composition.

—0—

The North Star Granite Corporation, St. Cloud, Minn., displayed some very unusual designs and beautiful work in booths 1, 2 and 3. The exhibit of six monuments and a small mausoleum was in charge of John Campbell from the home office. He was assisted by the following representatives: J. Walter Sill, Albert C. Pool, and Bill Johnson.

—0—

The Pangborn Corporation, Hagerston, Md., occupied booth 24 with their sandblast equipment and were represented by Mr. Harry D. Gates and L. L. Stouffer.

—0—

The Peoria Sandblast Manufacturing Company, Peoria, Illinois, showed their products in booth No. 18. This exhibit was in charge of Mr. L. C. Jordan.

—0—

Austin George assisted by John Gauld and Spencer Willison greeted the visitors in booth No. 115 with the display of the Pike River Granite Company, Marinette, Wis. They exhibited three memorials with markers to match in Wisconsin Mahogany, Montrose Red and Pike River Granite.

—0—

Many beautiful sandblast carved slabs and two all-polished urns were shown in booth No. 72 occupied by the J. K. Pirie Estate, Barre, Vermont. Mr. James G. Pirie was on hand to greet the visitors and he was assisted by Mr. R. C. Bassett. Pirie's Dark Barre was displayed in many fine memorial designs by other exhibitors.

—0—

Burton Preston, Jr., was in charge of the Burton Preston & Company, Mansfield, Ohio, exhibit in booth No. 9. This firm exhibited three memorials in their own specialties in Imported Granites. Mr. Preston was assisted by his Sales Representative, C. W. Lape.

The Rock of Ages Corporation, Barre, Vermont, created much favorable comment in their display in booths 67, 68, 75, 76, 85 and 86. They won the loving cup donated by the Woman's Auxiliary for the most artistic display and it was agreed by all in attendance that they merited this award. They exhibited ten monuments in the center of their space which was beautifully landscaped with flagstone walks and live shrubbery. In another booth they exhibited an all-polished slab 17'-6" long, 0'-5" thick and 4'-11" high. This slab will be placed in front of their Barre office on a base 24'-0" long. Rock of Ages Corporation was represented by the following: R. L. Patrick, Pres., J. T. Smith, Treas., A. R. Bell, Assistant to the Pres., Ivan Johnson and R. W. Austin, Field Service Department, Edw. Williams and John O. Baxendale, Advertising Dept., Tom Jones, Sales Manager, and the following members of the Rock of Ages Sales Staff: J. J. Candon, J. B. Carswell, J. W. Jennings, W. McGalliard, H. W. Taylor, J. K. Batchelder, W. E. Hussey, C. H. More, C. E. Pinkerton, E. J. Schumacher, A. B. Loiselle, J. W. O'Brien, H. W. Rairdon, Clarence Ashmore, William Ashmore, Charles Ashmore, H. L. Peverly, A. B. George, A. J. Koeppel, R. G. Koch, M. G. Maloney and M. M. Riley.

—0—

Royal Antique was shown in booths No. 80, 88 and 96 occupied by the Royal Granite Company, St. Cloud, Minn. All their work was cleverly designed, beautifully finished, and their booth was very popular. Mr. John Luckemeyer, President of the Royal Granite Company, made the trip from St. Cloud to Buffalo in his airplane in about eight hours. Upon his arrival in Buffalo he was greeted by the following representatives of this firm who had charge of the Royal Granite Company Exhibit: Hugo Freeburg, Charles Hemberger, Lou Scharfenberg and Charles B. Carroll. This firm exhibited one monument in Royal Mahogany, one in Royal Pink, one in Royal Green and three large memorials in Royal Antique. They report a very good business at the convention.

—0—

Mr. R. Ruemelin of the Ruemelin Manufacturing Company, Milwaukee, Wis., assisted by H. A. Flitz, explained the merits of the Ruemelin Sandblast machine, curtain and their other equip-

(Please turn to page 30)



## DESIGN-WISE, AT LAST

ONE PARAMOUNT lesson taught by the Silver Anniversary Convention is that designs of originality and true distinction have become positively essential to the successful sale of memorial merchandise. In nearly every booth on the exhibit floor there was evidence of this new appreciation of authentic memorial art. . .

E. L. Smith & Co. feels justified in interpreting this laudable trend as something of its own achievement, for E. L. Smith has for a long time offered designs of the same character as those now receiving their merited favor. Certain design-wise retailers (many of them, in fact), have been appreciating the progressive quality of Smith-Barre creations for a long, long time. Now E. L. Smith welcomes with pleasure the entire industry's appreciation.

**E. L. SMITH & CO.**

BARRE, VERMONT



WRITE FOR YOUR PHOTOGRAPH OF THIS SMITH-BARRE CREATION

**SMITH** **BARRE**



Say you saw it in DESIGN HINTS



## If Agitation for the "No-Monument" Cemetery Bothers You

(Continued from page 9)

white space at the left side. Put an interesting large question mark in the lower left corner. This gives you an artistic layout for the opening page. See Plate 2.

The layout for the folder opened up is shown in Plate 3. The headline runs across the page with its first line cutting through the right hand panel and the second line falling just short of the panel. Set the copy story in two columns.

For the main story on the inside pages we have tried to develop an appeal from the "news" angle—telling of an experience that has happened to someone else. This always arouses interest and makes your argument more easily read.

## True Appreciation Never Requires Embarrassing Explanations

An idea that perhaps you have't thought about before.

*We offer an apology if our first statement above hurts anybody's feelings, but it comes about in the following manner, and we are convinced the statement is true.*

*Recently we heard of a family who had been persuaded to take space in a "No-Monument" Cemetery. A very noble and fine member of that family passed away and was interred there with all the rules prevailing: — no Memorial — no marker of consequence — a rather dreary, tragic, abandoned spot.*

*Even to intimate friends who knew the story (and we suspect to those of his family also) it seemed unfitting to cast the last clod on that grave and leave it there alone—seemingly forgotten; for nothing was raised to mark the spot and commemorate the great life it represented.*

*Perhaps that family does not know about it or perhaps they do and are now suffering natural regrets, but there is considerable conversation among friends that it seems*

*a shame to have such a fine life come to such an end.*

*People may say that a memory can be kept enshrouded within their souls, but human nature somehow isn't satisfied with THAT explanation and wants something definite—visible—a lasting permanent expression that can be looked upon thruout the rest of life as a symbol of their regard. Only a Memorial of beautiful lasting stone can adequately symbolize such a feeling. Nothing else can satisfy and nothing else is truly accepted by the rest of the world and your neighbors.*

*To mark a grave with a beautiful Memorial has been the natural expression of man thruout the ages. It seems the only fitting thing to do. It doesn't pay to compromise with your conscience. Many beautiful designs are now available in our office.*

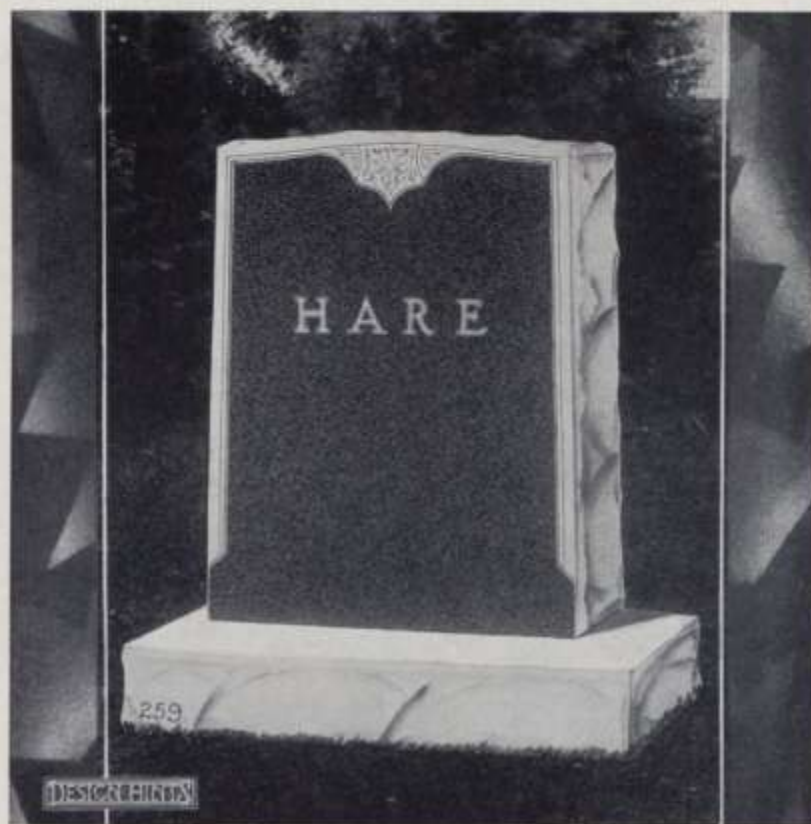
(Business Name and Address.)

In the right hand panel you can put several cuts of attractive Memorials with just a few lines of well chosen description. Your printer can set the panel border with rules and slugs or you can have an attractive decorative border drawn up and make a zinc etching for the purpose. Use a good legible type face for the headline and copy. The new Kabel type would be fine for this job.

We recommend also that the paper be a very light tinted stock—perhaps blue or cream colored. That would make a splendid contrast with the white letterhead when the letter is unfolded. The gummed sticker with which the folder is attached to the letter can also be colored. It would help brighten the entire presentation. Sign each letter personally in ink and also have each letter typed separately, not mimeographed.

We hope this idea will be of value to you and perhaps later on we can develop others to meet additional problems.





† The Best That Money Can Build Or Buy †

What chance have cheap memorials in the field of selling today? Why is it that many businesses which depend upon cheapness as their sales talk are being forced to change their line of argument? Cheapness has had its day in the memorial field as well as in other fields. People have slowly come to the realization that cheapness may mean less than nothing in the long run. When business is slack those who do insist on cheapness usually aren't buying at all.

We claim that United gives the best workmanship and service that money can buy. We talk and think in terms of results—not in terms of price. Try this way to more business with us.

**UNITED GRANITE CO.,**  
**ST. CLOUD, MINN.**

Say you saw it in DESIGN HINTS



## Highlights on the Convention

(Continued from page 26)

ment to the many visitors in their booths 19, 20 and 21. Mr. Flitz kept busy writing orders and Mr. Ruemelin says he had a good time meeting his old friends and making new ones.

—0—

Three very pretty memorials were exhibited by A. M. Simmers & Sons, St. Cloud, Minn., in booth No. 87. Two of these memorials were finished in Simmers Red St. Cloud and one in Simmers Green granite. The work was well designed and skilfully finished. Their booth was popular with the men visitors because of the presence of Alex Simmers and popular with the ladies because Eddie Simmers, the handsome bachelor, was there to greet them.

—0—

Smiling and congenial Henry Smalley had charge of the Henry C. Smalley Granite Company, Inc., Quincy, Mass., exhibit in booth No. 39. Mr. Smalley was assisted by Andrew McIntosh. This firm exhibited a rustic celtic cross memorial in their Royal Blue Gray, one Pink Westerly memorial and one two-piece monument in Swingles Extra Dark Quincy. Henry, as usual, passed out some very nice souvenirs to the visitors.

—0—

Donald Smith was in charge of the E. L. Smith & Co., Barre, Vermont, booth No. 58. Donald was on hand at all times to greet the visitors and explained the merits of Smith-Barre Granite. Many beautiful designs in their product were exhibited by manufacturers throughout the hall.

—0—

George Dibona & Henry Gorman were in charge of booth No. 12 where they exhibited the Spacerite Outfit of the Spacerite Company, Wollaston, Mass.

—0—

Stewart & Pratt, Inc., Barre, Vermont, exhibited three fine memorials in Barre granite in booth No. 116. James B. Stewart, the Bobby Jones of the granite industry, was in charge of the booth. Jim won first prize in the golf tournament with a score of 79 over the difficult course. Lawrence Hess and Charles A. Apple took care of the booth while Jim was playing golf.

(Please turn to page 32)

## Purple Crystal

### High Polish - Keen Contrast

Also known as Crystal Gray. We are sole agents for this beautiful granite outside the state of Minnesota.

## Sunset Pink

### Fast Color - Easily Worked

This granite is very popular with the trade. Takes a brilliant polish and shows a keen contrast in sandblast carving.

## Dawn Gray

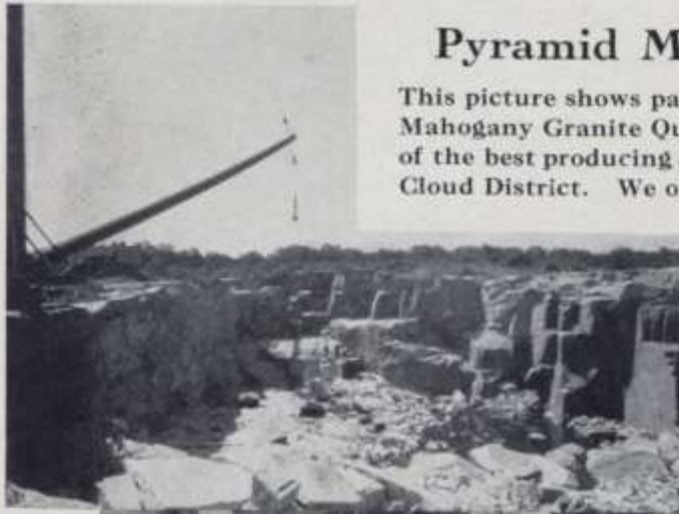
### Polished or Hammered

A beautiful gray granite that lends itself to any kind of finish—polished or hammered. Unsurpassed for intricate sandblast carving. You'll like it.

**Wm. M. Dodd & Son, Inc.**  
Zanesville, Ohio

**Rough Stock - Polished Slabs**  
**Finished Memorials**





## Pyramid Mahogany

This picture shows part of the Pyramid Mahogany Granite Quarry which is one of the best producing quarries in the St. Cloud District. We offer this granite to

the trade in the rough, in sawed slabs, polished slabs, and in finished memorials.

Write us for sample and prices.

S  
L  
A  
B  
S



NEW  
GANG  
SAW

SAWED  
OR  
POLISHED  
AND  
FINISHED  
MEMORIALS



CRYSTAL GRAY or PURPLE CRYSTAL

Sold exclusively outside the State of Minnesota as  
Purple Crystal by Wm. Dodd & Sons, Inc.,  
Zanesville, Ohio

**Pyramid Granite Works, Inc.**  
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



## Highlights on the Convention

(Continued from page 30)

The St. Cloud Granite Works, Inc., St. Cloud, Minn., exhibited three fine memorials in booth 73. They showed two monuments in their popular Emerald-tone granite and one in Venitian. Handsome Myron Shield with his bride of two weeks had charge of this exhibit.

The Universal Granite Company, Inc., St. Cloud, Minn., displayed six beautifully designed memorials in booths 57 and 65. Two were in Red St. Cloud, two Iridescent, one J. C. Pink and one Universal Gray St. Cloud. Joseph Trebtsoske and Alfred Marsolek were in charge of the booth and were assisted by C. H. Bixler, L. C. Roemer and George W. Cary.

The Vermont Marble Company, Proctor, Vermont, occupied eight booths in the center of the hall in which they displayed 23 monuments and two urns. The following representatives of the firm greeted the visitors to their booths: H. Moore, H. S. McCloud, Louis Whitehouse, J. G. Constable, C. Smith, E. J. Young, A. T. Howe, M. C. Robinson, J. F. Townsend, N. H. Archibald, E. A. Steven and Frank Johnson.

Booths No. 63 and 64 were popular at all times because Waldron Shield, of Waldron Shield Company, Barre, Vermont, was in charge. Mr. Shield exhibited six fine memorials in Barre granite. Waldron greeted the visitors while Phillip Vercoe, Homer and Omar Rairdon, H. M. Kinzer and Thomas H. Henley filled their books with good orders.

Wetmore & Morse Granite Company, Montpelier, Vermont, had space 56. Their granite was displayed in several memorials in the exhibits of the various Barre manufacturers. The firm was represented by Mr. Frank M. Corry, the "youngest" man that attended the convention. Mr. Corry's good nature and happy manner was an inspiration to all who met him and he was the center of attraction wherever he went. If you think the convention was not a success ask Mr. Corry.

H. A. Whitacre, Inc., New York City, occupied booth 45 with a line of beautiful marble statuary and novelties. Mr. H. A. Whitacre was in charge and was assisted by Severn Whitacre and

L. L. Beers. This booth was very popular with the visitors.

W. L. Wisdom was in charge of booth No. 40 of the Winsboro Granite Corporation, Rion, S. C. This firm exhibited one monument and one large sample showing very attractive sandblast carving.

The new officers of the Memorial Craftsmen of America are as follows: John M. Gessler, Sr., President, Philadelphia, Penna.; John H. Lloyd, Vice-President, Toledo, Ohio; Lester E. Harris, Executive Secretary, Chicago, Illinois; Arthur G. Wunderlich, Treasurer, Joliet, Illinois; and A. R. Baxter, Convention Secretary, Trenton, N. J.

The Executive Committee for the ensuing year is as follows: John M. Gessler, Sr., Chairman, Philadelphia, Penna.; T. O. Collier, Plainview, Texas, and E. T. Des Jardins, Lapeer, Mich.

We have not been advised as to the next Convention city. Pittsburgh was mentioned as a probable selection and delegates from Memphis, Tenn. and New Orleans, La. worked long and diligently for the pleasure of entertaining the Craftsmen.



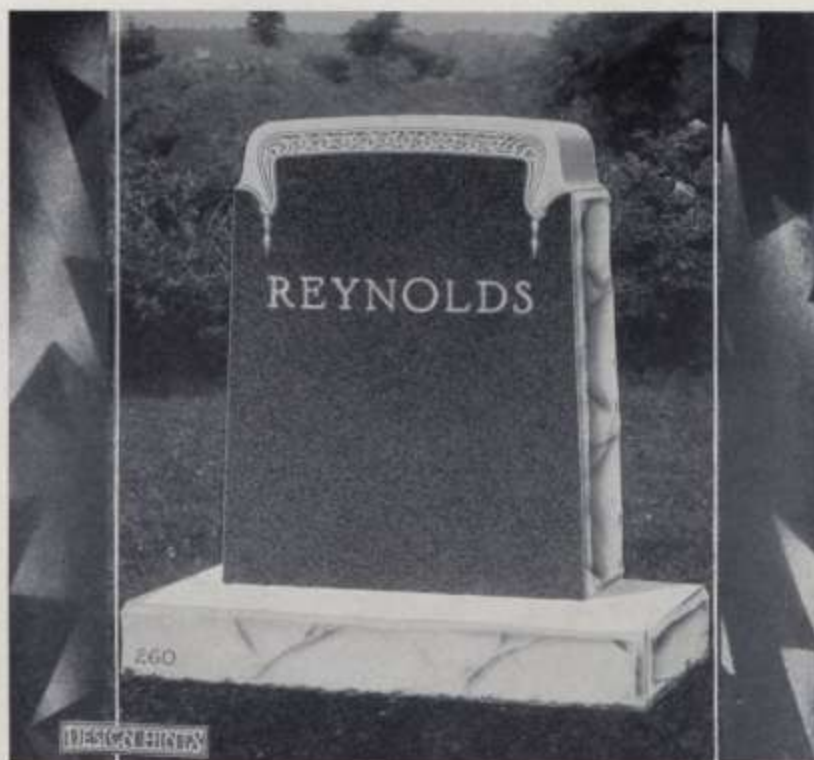
## Outlasts Them All!

This Surfacers Tooth Chisel is produced in accordance with the traditions that have made Trow & Holden Tools famous the world over. Every feature in the manufacture of this chisel has been perfected, and the most rigid and exhaustive tests have been conducted in order that it may stand superior to all others. This long-lasting tool comes in two sizes and two grades.

See our catalog or write us for prices.

**Trow & Holden Co.**  
TOOLS AND SUPPLIES  
Barre, Vermont





## THE BUSINESS IS STILL THERE

Regardless of what the faint hearts say—the world continues to revolve upon its axis. Old John Public must still eat—sleep—and go joy riding. Maybe he is buying more cautiously—but why should that worry you if you have a good product and it's fairly priced?

Right now—when the other fellow is “retrenching”—step out and show your colors. Go after your prospects with Simmers Built Memorials from Simmers designs and note the difference. These days offer a rare opportunity for the dealers who have the courage and foresight to grasp the possibilities of this period.

Our shop is working full time in order to keep up with the demand for Simmers Built Memorials.

## A. M. SIMMERS & SONS

A. M. SIMMERS

A. W. SIMMERS

GEORGE SIMMERS

ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



### Memorial Types

(Continued from page 12)

will eventually be occupied the appearance of the lot will be anything but artistic.

The ledger is most pleasing in appearance if surrounded by ample space for a lawn. The ledger is complete in itself as a memorial and should not be used with a monument of any other type dedicated to the same person or persons.

#### PRIERE SIMPLE

LORD, make me an instrument of Thy Peace. Where there is Hate—that I may bring Love; where there is Offense—that I may bring Pardon; where there is Discord—that I may bring Union; where there is Error—that I may bring Truth; where there is Doubt—that I may bring Faith; where there is Despair—that I may bring Hope; where there is Darkness—that I may bring Light; where there is Sadness—that I may bring Joy. O Master, make me not so much to be consoled as to console; to be understood as to understand; to be loved as to love; for it is in giving that one receives; it is in self-forgetfulness that one finds; it is in pardoning that one is pardoned; it is in dying that one wakes to Eternal Life.

#### QUITE ROUGH

Two of the University's crack golfers sliced their drives into the rough and went in search of the balls. They searched for a long time without success, a kindly old lady watching them with sympathetic interest.

Finally, after the search had lasted half an hour, the dear old lady spoke to them.

"I don't want to bother you, gentlemen," she said, "but would it be cheating if I told you where they are?"

—EXCHANGE.

Business being quiet during the blizzard, the clerk called up a friend saying, "This is the branch post-office at Clark and Division. We have a case of eggs addressed to you and it is about time you called for them."

She said, "That's strange. Where are they from?"

"Chickens," he said and hung up.

## DALLETT

### Tools and Supplies

We are Northwest distributors for all Dallett products. Write us for any of the following—



Pneumatic Tools  
Truline Stencil  
Cutter  
Stainless Glue  
Putty Powder



We Manufacture—  
Jenny Lind  
Polishers  
Shot Wheels  
Emery Wheels  
Surfacer Frames

—All Mail Orders Handled Promptly—

**ST. CLOUD IRON WORKS CO.**  
ST. CLOUD, MINN.

### 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.





Henry C. Smalley Gr. Co., Inc. Design 384, Copyright 1930

## Score Another For Smalley Designs and Granites

The Smalley Booth at Buffalo was, as usual, very popular with the visitors. We very much appreciated the kind words of praise we received on our exhibit for they inspire us to continue to our policy of giving the best in us at all times. We strive to make every memorial which leaves our Plant just as good as those we exhibited at Buffalo—and our growing list of satisfied customers proves that every day is convention day to Smalley.

*We use 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



## 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.

## 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 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.,**

598 Clinton St.  
MILWAUKEE, WIS

## 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



AROUSES INTEREST  
■ CREATES DESIRE...

Your Prospects Should Receive

“THE MEMORIAL TRIBUTE”



An almost universal acceptance of “*The Memorial Tribute*” evidences the approval of this splendid little sales messenger throughout the Industry.

Exclusive rights to its use in a single territory; new colors with each issue; modest cost; the certain effect it will have on your prospects—these and other features recommend the “*Tribute*” to your use.

Territories are rapidly being set aside, but many are yet available. Perhaps your community is still unreserved. If so, we shall be glad to reserve it for you upon receipt of your letter. Write us now, asking for samples of “*The Memorial Tribute*”. This distinctive and unusual advertising medium will meet with your wholehearted approval. It has been called one of the finest sales-stimulators ever created.

Prompt action is urged if you desire absolute exclusive rights to its use in your community. WRITE TODAY!

FRANKLIN PRINTING COMPANY

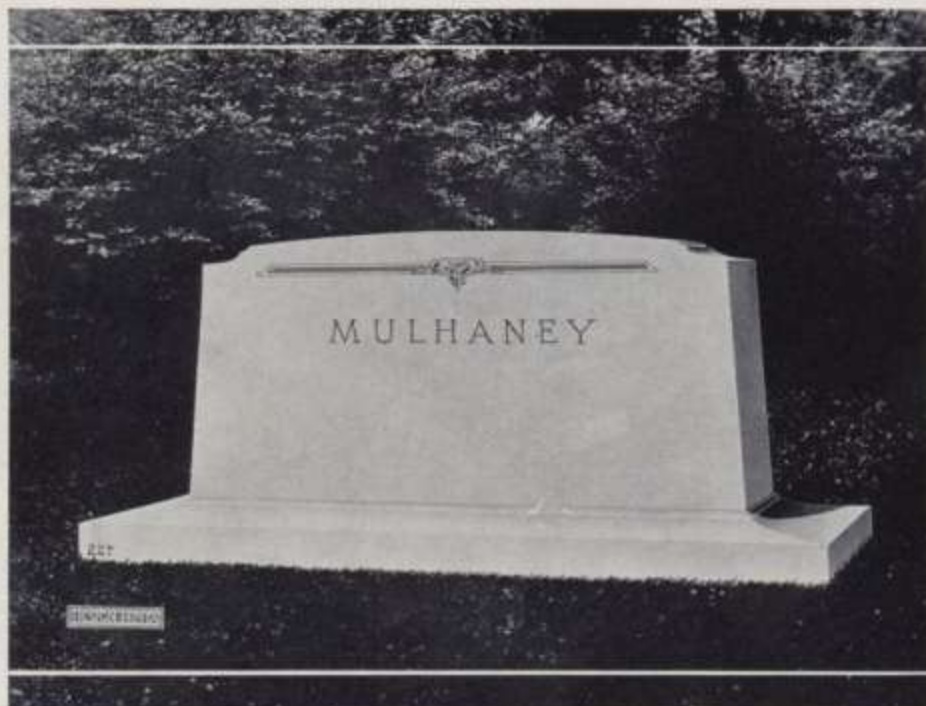
✦ TOWER BUILDING ✦

✦ ROCKFORD, ILLINOIS ✦

MEMORIAL ADVERTISING HEADQUARTERS

Say you saw it in DESIGN HINTS





*Things Look Good For  
Wetmore & Morse Light Barre*

Wetmore & Morse is looking forward optimistically to a business-harvest this autumn, and for good reason. Looking over the summer's summary, it appears that Wetmore & Morse Light Barre experienced a healthier and more constant demand this past summer than during any before.

Naturally, we're pleased about it. And we're pleased about having a material as superior as our own Light-Barre to offer to the trade . . . . a material that justifies an optimistic outlook for it.

*Request Our . . . . .*



*Certificate of Merit*

**Wetmore & Morse Granite Co.**

Quarries: BARRE, VT.

Main Office: MONTPELIER, VT.

Say you saw it in DESIGN HINTS



Universal Granite Company  
Design G331  
Copyright 1930

*This design was exhibited in Universal Red at the Buffalo Convention. It, like all the other memorials in our display, was exceedingly popular.*

## Always at the Top

Universal's booth was as always one of the greatest attractions at the convention. Everyone who saw our display was enthusiastic over the splendid workmanship it showed in every department of its manufacture. The compliments we received on it were very gratifying to us.



The all-around excellence so easily seen in the exhibit is not confined to the monuments shown at the convention. At any time, under any conditions you will find the high degree of excellence for which Universal Monuments are noted.



**Universal Granite Co.**

"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota

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



Say you saw it in DESIGN HINTS





# Emeraltone

**Unanimously Acclaimed at Buffalo....  
Popular Everywhere**

Those who fashion Emeraltone into exquisite examples of memorial art admire it for its splendid working qualities.

Those who sell Emeraltone in monuments are enthusiastic about its dependability and attractiveness. It makes more sales and better sales for those who give it a trial.

Those who buy Emeraltone monuments do so with the conviction that they have purchased a product of which they may well be proud.

Generations will pay lasting tribute to the ageless beauty of this popular granite. We will gladly give you more information on Emeraltone. Write today.

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





## Royal Comes Home....

*(and goes to work)*

Royal wishes to assure the many friends its men met at Buffalo that they made the Silver Anniversary the most pleasant that this organization can remember. Royal enjoyed the good times, the congenialities, the reunions. Too, Royal enjoyed the response that its exhibit evoked. Royal Antique, it seems, added to its already enviable list of conquests, for, frankly, the order books were well filled when Royal came home.

And so, sincerely, Royal says "Thank You" and goes happily to work.



ROYAL GRANITE COMPANY  
St. Cloud, - - - Minnesota





## WELL DONE---

NOW THAT THE SILVER ANNIVERSARY CONVENTION HAS BEEN DEFINITELY WRITTEN INTO MEMORIAL-CRAFT'S HISTORY, THE INDUSTRY IS AFFORDED AN IDEAL OPPORTUNITY TO THUMB THE NEWLY RECORDED PAGES AND JUDGE FOR ITSELF WHETHER THIS LAST ANNIVERSARY GATHERING WAS A SUCCESSFUL ONE.

FROM ROCK OF AGES' POINT OF VIEW, MORE GENUINE SUCCESS ATTENDED THE BUFFALO MEETING THAN ANY THAT HAS PRECEDED IT. EVERYONE, IT SEEMS, HAD A GOOD TIME. THE WEATHER WAS IDEAL. ROCK OF AGES CORPORATION, OFFERING ITS FIRST COMBINED EXHIBIT, WAS GIVEN A MOST GRATIFYING RECEPTION. AND, DECIDEDLY IMPORTANT, THE ADOPTION OF THE BENISCH PLAN WAS ASSURED.

THAT, SURELY, CONSTITUTES SUCCESS ENOUGH. AND IF YOU'LL PARDON OUR SAYING SO, ROCK OF AGES WISHED HEARTILY FOR ALL THESE THINGS TO TAKE PLACE LONG BEFORE THE CHAIRMAN'S GAVEL CALLED THE DELEGATES TO ORDER.



Rock of Ages  
Corporation  
Barre, Vermont

ROCK OF AGES WISHES TO HERE RECORD ITS EARNEST GRATITUDE TO THE LADIES ATTENDING THE CONVENTION, THEIR APPRECIATION OF THE ROCK OF AGES DISPLAY IN JUDGING IT THE BEST ON THE FLOOR IS MET BY OUR OWN SINCERE APPRECIATION. THE LOVING CUP THEY AWARDED NOW OCCUPIES THE MOST PROMINENT POSITION IN THE ROCK OF AGES OFFICES.