

# *Design Hints For Memorial Craftsmen*

**December 1929, Vol. 6, No. 6**

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

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<http://quarriesandbeyond.org/>

Peggy B. Perazzo  
Email: [pbperazzo@comcast.net](mailto:pbperazzo@comcast.net)  
February 2013

# DESIGN HINTS for MEMORIAL CRAFTSMEN



*Happy New Year*

Who is the happiest of men?  
He who values the merits of  
others, and in their pleasure  
takes joy, even as though 'twere  
his own

Goethe.

**December, 1929**

VOLUME 6

NUMBER 6

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# *Personality . . .*

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Specify Wetmore  
and Morse to  
your Barre  
Manufacturer



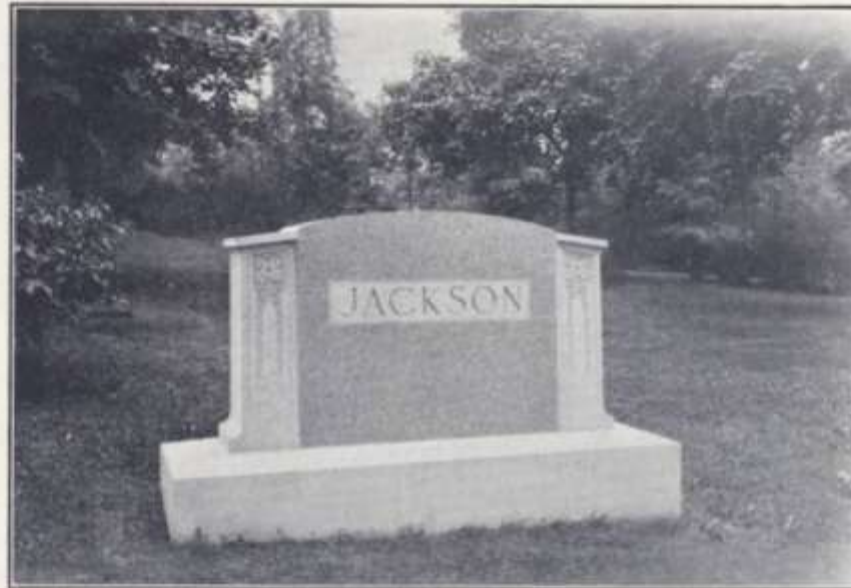
*Is* the term used to denote the individuality of one's character. It is applied to everyone, yet it differs in each case. However, there are some things in which none of us differ. For instance, a granite of so many qualities of such perfection as *Wetmore & Morse Light Barre* is bound to please all. Its many beauties appeal to even the most fastidious of tastes.



*Wetmore & Morse Granite Co.*

Quarries: BARRE, VT.

Main Office: MONTPELIER, VT.



Pirie's Dark Barre Granite, cut by Anderson-Friberg Co., of Barre, Vt.,  
for A. O. Novander, Chicago, Ill.

## LOOKING INTO THE FUTURE

WITH January will come thoughts of the future and resolutions to improve your business. To accomplish these ends the memorial dealer must decide to use the best granite available.

LET us suggest that this be Pirie's Dark Barre. It serves the memorial purpose to perfection and brings the greatest amount of satisfaction and ultimate profit.

Pirie's  
Dark Barre

THE rare beauty of its dark color, its even texture and adaptability to either polished or axed finish stamp it as the outstanding memorial granite. Pirie's Dark Barre, with Certificate, will help you to success throughout the new year.

Pirie's  
Dark Barre

J.K. PIRIE ESTATE  
BARRE, VERMONT

Say you saw it in DESIGN HINTS





### *Some Twelve-Month Thoughts*

A year ago the North Star New Type of Delivery was inaugurated. It has been a splendid success—a benefit to both ourselves and our dealers.

In retrospection, we see ourselves a year ago wondering what results would be obtained with five-to-fifteen day delivery. Today we are highly pleased . . . and greatly stimulated. This New Type of Service has been the moving force responsible for a phenomenal growth in our sales volume. North Star Delivery standards met with such approval that we were enabled to keep continuously employed the night crews we inaugurated to make possible this service. It was a test, but we managed to maintain the service and find ourselves now with a clean record.

That our dealers may continue to receive the same kind of service during the current year, we are making changes and improvements in our production facilities. Additional equipment and an increased personnel will emphasize to the dealers of North Star memorials that "five-to-fifteen days" is a proven reality and not an idealistic promise.

We look forward to the passing of 1930 with an interest greater than at any time in our history. With the encouragement of accomplishment to inspire us, and with the knowledge of the past year to guide us, we hope to achieve a finer, more useful capacity for service to our dealers.

*North Star Granite Corp.  
St. Cloud, Minnesota*



Say you saw it in DESIGN HINTS



Request sizes and prices on this exclusive design by Liberty

## Use Liberty Resources in 1930

For those who have difficult problems to solve, or a prospect who will buy only when the "right" design or finished memorial is offered we suggest Liberty.

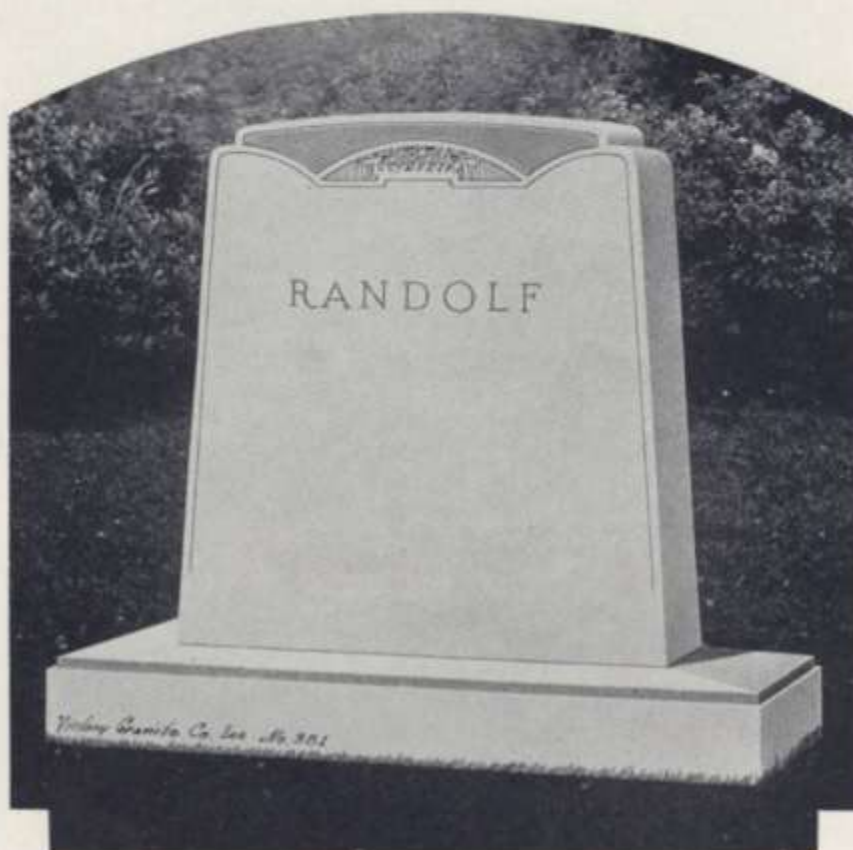
We have an unusual and exclusive line of designs. The Liberty line of granites is too well known to need comment. Write today and ask us about any of our granites.



Liberty Standard Red - - - Liberty Red  
 Liberty Gray - - Light & Dark Barre  
 Belview Mahogany - Oglesby Blue  
 Hoover Granite

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

Say you saw it in DESIGN HINTS



### *Many Years of Craftsmanship*

Inspection of a VICTORY creation reveals the culmination of years of progress in memorial craftsmanship.

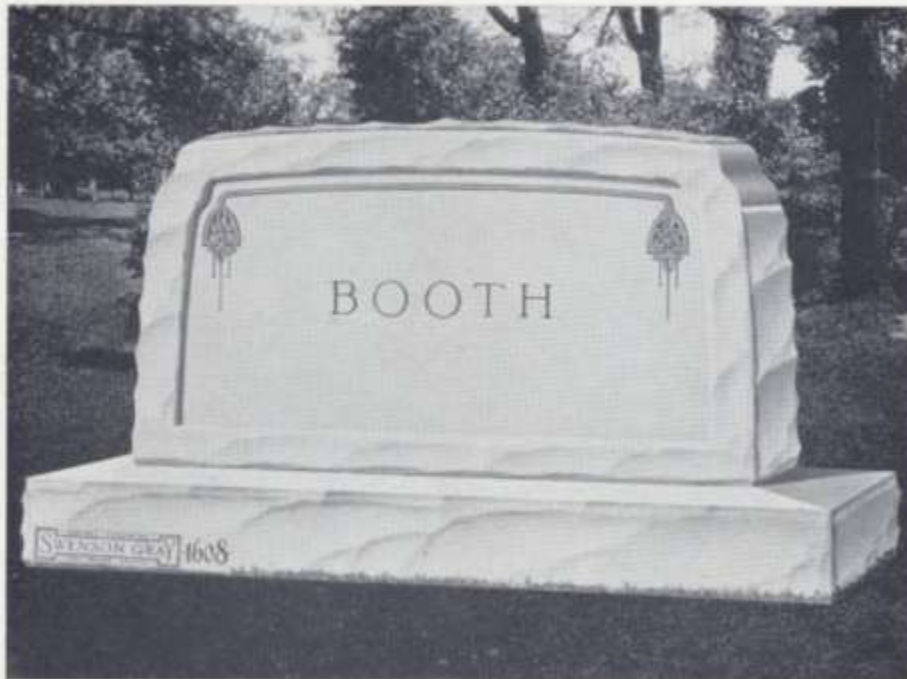
The grace and accuracy of design in our memorials reflect the close cooperation that exists among our personnel.

VICTORY memorials now in existence stand as evidence of an ability to handle all types. Future creations will show even further improvements.

*Victory Granite Company, Inc.,*  
Barre, Vermont

Say you saw it in DESIGN HINTS





## Team Work

It is the way in which our personnel is able to cooperate with customers that gives so great a degree of satisfaction. The John Swenson Granite Company has the unusual asset of seeing things *your way*, and, better, of helping you accomplish your ends.

*RESOLVE to use more Swenson Gray during the New Year and take advantage of this Team Work.*

**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





## Purple Crystal

Beautiful and durable, a new granite produced by Pyramid for Wm. M. Dodd & Son of Zanesville, Ohio, for sale in all states except Minnesota.

In Minnesota it is sold direct under the trade name of CRYSTAL GRAY.

Write us about this fine new granite.



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

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

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

**Wm. M. Dodd and Son**  
*Incorporated*  
Zanesville, Ohio

Say you saw it in DESIGN HINTS



# DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

*Published Monthly at St. Cloud, Minnesota*

*DAN, B. HASLAM, Editor and Publisher*

## Ring in the New

With the closing of the year we are well into our sixth year in the publication of Design Hints. These have been years filled with pleasurable moments and they have been productive of lasting friendships among the retailers of the country, as well as among the manufacturers.

During the years we always have striven to make Design Hints better and to improve each issue, if possible, so that it would always be a welcome visitor, a source of interest to the reader.

We are conscious of the fact that two important elements have made the success of this publication possible—a very definite reader interest that is not even confined to the borders of our own country, and an advertising support that has made it possible for us to deliver this book each month into the hands of the readers without any cost to them.

In business there is something else besides profit. This, of course, is an important factor in business—the life of business itself. But the larger element in business is that source of pride in creation and satisfaction in having done a thing that is of some little benefit to others.

It was with this thought in mind that we inaugurated our paper and it always has been the central theme of our effort. And

this thought has shaped very definite policies in our publication which will never change.

We have felt that the memorial industry needs information on designing. We felt that the number of men engaged in this part of the business was limited. So if we could disseminate some well known basic truths and give to the trade the rudiments of designing and lettering we believed we would have the kind of a service that would appeal. We have added the latest type of thought along this line as we have progressed and it is all with the thought of aid.

During the coming year we are resolved to give to the readers some fine new features in Design Hints that we think will be to their liking. We will draw on the ideas of others, as we have done in the past, to carry out the thought into numerous ramifications. Our first feature will appear in the January issue. We want you to be on the lookout for it because we think you will find it interesting.

We cannot close our years effort without our thanks again to those who made our venture possible. We cannot express strongly enough our gratitude to our readers who have given us the benefit of their friendly criticism and to our advertisers

(Please turn to page 28)



## Small Advertisements Can Help You Keep Your Name Before The Public

By Harvey R. Kruse

**T**HERE'S an advantage in small advertisements—*reduction of advertising costs.*

Many dealers feel that they can't afford to spend much money for their advertising. Most of them settle the question by not advertising at all. Others feel that they should do something, but are vastly puzzled what it should be.

To the question, "What's the use of advertising at all if I can't use large space?" any authority on advertising will tell you "By all means advertise anyhow, provided you do so consistently."

Even if you can't afford to use large space, run advertisements using small space. One column size if you need to (by four or five inches in depth). In this article we are suggesting five small advertisements of this type, stressing simplicity of layout and an easy conversational style of copy.

Small advertisements must be run fairly consistently, however. Spasmodic advertising is practically lost. You might just as well save your money in the first place. Position in the newspaper is also vitally important. See the editor of your local paper and make him promise to "spot" your advertisements in good positions next to reading matter. Most of them will be glad to accommodate you and you'll find people fairly willing to read the two or three paragraph message you are offering in this space.

Plate 1 illustrates a very simple one column layout: headline at

the top, copy underneath, signature at the bottom. To secure the best possible display from the space used, we suggest using no border at all. (The Plate shows a border on all the advertisements but that is merely to define the limits. The column rules of the newspaper furnishes the border effect and we gain much needed white space by leaving off our own borders.)

We also urge that ample margins be left on the sides of the copy so that there is a strong contrast between the copy and the white space, thus throwing your message out clearly and distinctly.

As a final touch, have this copy set in Caslon bold face type. This helps strengthen the display effect and makes it more attractive to read. On a small advertisement bold face type can be recommended. Its use is questioned on larger advertisements because of the huge black masses it has a tendency to create.

Advertisement No. 1 (See Plate No. 1 for layout)

### There Comes A Time—

... unfailingly in the life of every family when consideration must be given to the question of choosing a memorial.

It is not an unpleasant duty. Rather it is an act of devotion, freely given. For much of the pride and sentiment in our lives finds expression in this way.

We will gladly give you information on the selection and placing of a suitable memorial.

(Your name and address here)



*There Comes  
a Time -*

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*Your Name  
Address*

*Plate I*

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*Your Name  
Address*

*Plate II*

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*Your Name  
Address*

*Plate III*

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*Plate IV*

*A QUESTION  
That May Have Bothered  
YOU*

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*Your Name  
Address*

*Plate V*

Advertisement No. 2 (See Plate No. 2 for layout)

**T**HERE are many times when one wishes one could do more to express the feeling of respect we all have for those who have meant so much to us.

But in reality it is not so difficult to do this. The cost of a memorial is not very great.

We can show you many beautiful designs—fully suited to your needs—and we know you will be pleased and satisfied with our service.

A request for information will not obligate you in the least.

(Your name and address here)

Just beneath this last paragraph of copy we suggest using a small memorial cut. A line etching will be more satisfactory for this small size advertisement than a half-tone. The half-tone always prints up heavier and might have a tendency to make the ad bottom-heavy.

Advertisement No. 3 (See Plate No. 3 for layout)

Rarely does one see a beautiful memorial without experiencing mingled emotions.

If you have honored the memory of someone dear to you, there's always a feeling of pride that you, too, have been thoughtful and considerate.

If you have not been able to do so as yet, perhaps this year is the time you planned to consider it. We are always glad to help you with such plans and we are sincere in our desire to do everything we can to satisfy and please you.

(Your name and address here)

Advertisement No. 4 (See Plate No. 4 for layout)

**S**OMEHOW life seems a great deal more worth living when we know that the good things keep on doing good for others.

That's why memories of the past are so precious to us and why so many folks like to perpetuate the memory of a great love with a fitting memorial.

Perhaps you have thought of it in the same way and have wondered how to go about it. May we suggest that for a good many years we have been helping folks choose memorial designs that expressed the sentiment and beauty they had in mind. Let us tell you how we perform this service. Phone ———.

(Your name and address here)

This advertisement is planned for a 2 column by 5 inch size. There is neither headline nor signature. They are left out purposely to make the set-up unique. Your phone number, name, and address is set as a continuation of the regular copy in the same style and size of type face as the copy. Only the initial "S" is given prominence at the opening of the first paragraph. By its very uniqueness people will probably be attracted to the ad and read it to see what it's all about. Leave plenty of white space at the sides and top and bottom.

Advertisement No. 5 (See Plate No. 5 for layout)

## A QUESTION That May Have Bothered YOU

It is only natural to want to erect a suitable memorial to the memory of one who has meant so much to you.

But how to go about it, where to secure truthful information, and a natural hesitancy about price makes one delay action for some time.

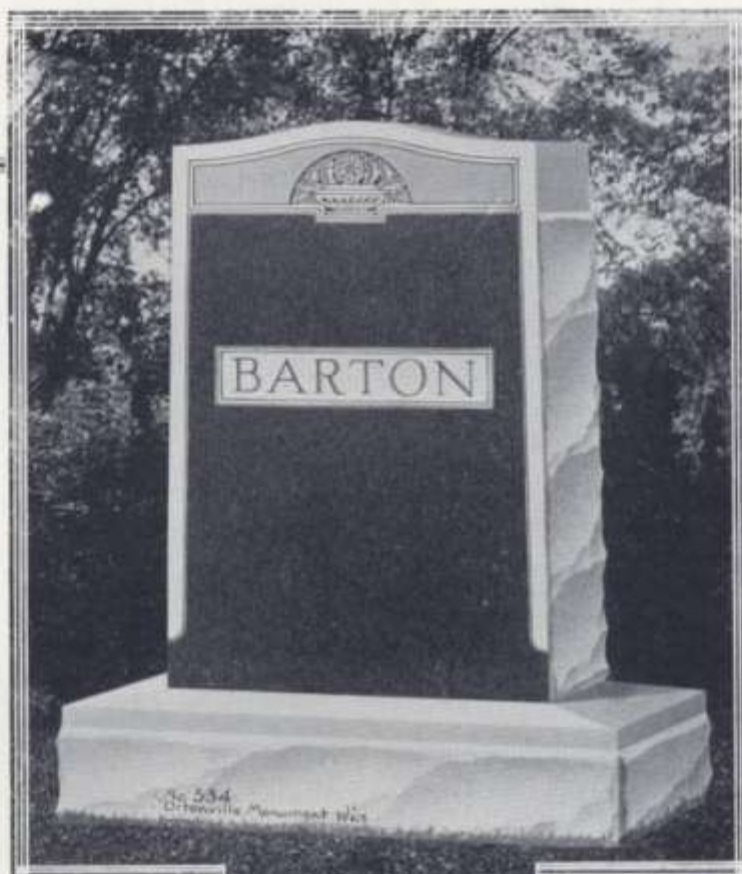
We are always glad to give you information of this sort and we assure you that no effort will be made to recommend something not suited to your needs.

Part of our service is to help our friends solve this problem to their own satisfaction. May we help you solve yours?

(Your name and address here)

This is likewise planned for a 2 column by 5 inch advertisement. The layout on Plate 5 illustrates the headline, copy, cut, and signature arrangement. QUESTION and YOU are purposely set in caps to make them stand out strong. "QUESTION" excites curiosity. "YOU" applies the proposition to the reader person-

(Please turn to page 28)

**HIGH POLISH****KEEN CONTRAST**

A NEW DESIGN FOR  
**ORTONVILLE RUBY RED or J. L. MAHOGANY**

The growing trend to Ortonville is significant—recognition of work well done—beautiful granites—service efficiently rendered. May we tell you more about our facilities and assist you in increasing your sales in 1930. Write today.

## **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



## The New Orleans Tomb

### PART III

*By Leonard V. and Albert R. Huber*

This month's tomb is a popular type; it is a large family vault having plenty of crypt space and it can be erected for a reasonable price. The capacity is 6 caskets in the above ground crypts and there is room for 4 more in the receptacle. It is just the type of tomb which would satisfy the needs of a large family, who, when they have a desire for above-ground interment and cannot find an individual family sepulchre at prices comparing with the prices of public mausoleum crypts, usually end up by going into the community mausoleum.

The Rogers tomb should sell for about ——. (The price may be had by writing the publisher) The price per crypt, if we include the capacity of the receptacle, is considerably lower than the average price of public mausoleum crypts and the construction of the public vaults is not to be mentioned in the same breath with the durable way in which this tomb is erected.

To go back to where we left off last month—we will discuss the door. The door is one of the distinctive features of the New Orleans tomb and its comparatively cheap cost over bronze doors and its ability to take inscriptions make its use universal in that city. A properly fitted door should cost a little over a hundred dollars for the small type of tomb and in a tomb like the "Rogers" about \$350.00 with its companion false door. The door is generally composed of a piece of 2" thick granite, usual-

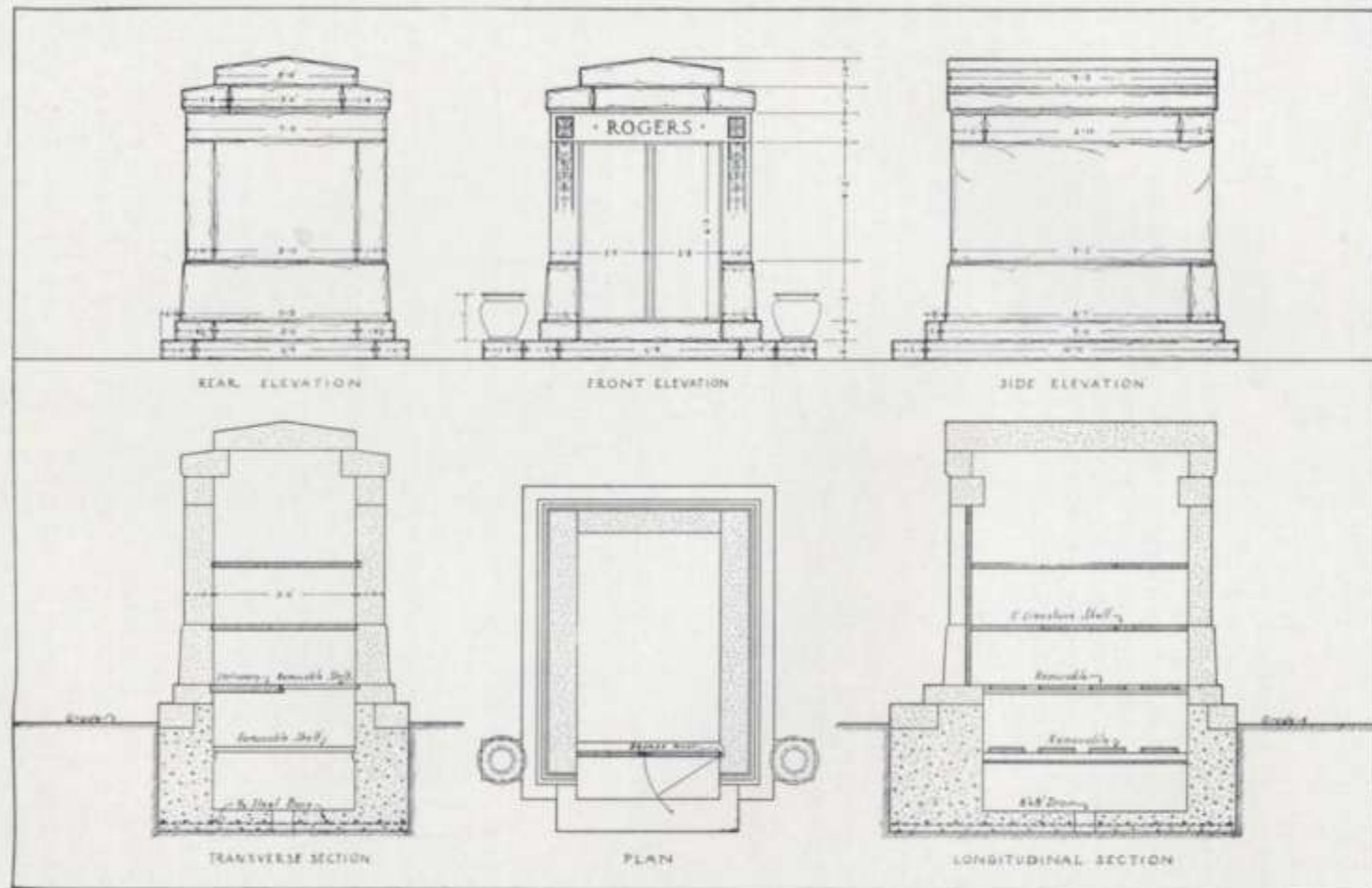
ly sawn on the back and polished or ironed on the front.

The door is fitted with two bronze hinges which fit into two bronze pivots, one fastened to the lintel and the other into the sill of the tomb. A bronze lock and key are fastened at the same time. The whole set, lock, pivots, hinges, screws, key and escutcheon may be purchased for \$10.00.

The pivots must be fitted into the sill and lintel after careful calculation so that the door will swing true; the hinges and lock must be fitted to the door by a skilled granite cutter and fastened with molten lead. In this connection it may be mentioned that the lintel course is not set until the door is swinging. It is important that the lintel course be anchored together with copper clamps set in molten lead.

In the "Rogers" tomb only one of the two apparent doors swings—the right hand one; the left side is immovable and should be carefully dowelled in setting. The right hand slab is several inches larger in width than the left due to the lines running down its left side. These are placed there to give the opening enough width to let a casket pass the entrance easily and to add to the vertical lines of the tomb and otherwise embellish its facade.

Setting the roof is determined by the weight of the stone and the capacity of the derrick. On the smaller tombs which have roofs in three pieces it is simply a matter of hoisting; where the weight of the roof is 8 to 10



or more tons and a boom derrick is not available it is necessary to jack the roof to the height of the lintel and roll it onto the tomb. This jacking is done with the aid of 6 x 6 blocks, (or larger). It is vitally important that the blocking be stable or a serious mishap may occur when the tomb-top is 8 or 9 feet in the air.

The "Rogers" design has its side-panels in one piece. This eliminates the usual lining such as described in the last article. Crypt slabs may be fitted into rabbets cut as shown on the drawings or if this is not possible a series of holes 1" wide, 4" deep, 7" apart should be drilled along the inside of each panel at the corbel line. These holes are fitted with short lengths of  $\frac{1}{4}$ " copper wire set in lead. The ends of the wires are twisted together and used as a core for the corbel which is made of cement mortar cast into wood forms on the panels. Of course this work should be done when the panels are on the ground.

Note that the scale of the vases is entirely in keeping with the size of the tomb. Probably more mausolea which would otherwise pass muster are irrevocably ruined by the use of ugly or tiny or monstrous flower-vases, which are apparently added at the last moment to satisfy the non-existent taste of the owner, than is apparent at first thought. The use of free-standing rustic crosses on the roofs of tombs is a crime which no designer should willingly be bullied into when there is so much opportunity to use this wonderful symbol in the pediment or on the lintel.

We digress, however, and must jump from the aesthetic to the practical, and discuss the finishing touches such as cleaning, etc. The tomb should be thoroughly

cleaned with a hose, scrubbing brush, sack-and-sand and a dilute solution of oxalic acid may be lightly applied with a sponge to facilitate matters. It is extremely important that this be neutralized by the use of plenty of water followed by Octagon Soap suds and more water. Joints should be pointed with a beaded tool, using pure cement.

In the first article of the series it was suggested that the tomb be set on a slight mound to give it dignity and if this has been done the mound should be nicely shaped and the lot planted. \$25 or \$30 invested in shrubs to give the tomb a background of green will add much to its attractiveness.

(To be continued)

Next month will be described an inexpensive marble tomb having a capacity of from 3 to 4 interments.



#### Ruemelin Issues a New Bulletin No. 14-A.

The Ruemelin Manufacturing Co., 598 Clinton St., Milwaukee, Wis., has recently issued a new bulletin describing and illustrating their line of Sandblast and Dust Suppression equipment. A copy of this new folder may be had by writing to them.

Attention is especially directed to page 8 of the folder in which the new Ruemelin Super Air Dryer is described. This remarkable unit removes all moisture from compressed air lines, a matter which has received the attention of experts. This device has no moving parts to wear out and therefore incurs no maintenance cost. It uses the same cooling water as the compressor and has proven most efficient in service.





*... Specify Rex Shamrock ...*

REX craftsmen bring more than skillful execution of design and careful rendering of detail. Their work is the expression of art appealing to everyone. Such results are obtainable only where mechanical equipment and morale of personnel approaches perfection. Faith in these facts is one reason why the dealer can come to REX with highest expectations.

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

Say you saw it in DESIGN HINTS

## Go To Your State Meeting!

The Industry Needs Your Support and  
You Need The Support of the Industry

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At this time of the year all have been receiving numerous cards and letters containing well-wishes and hopes for a very prosperous New Year. But there is one group that does more than wish the dealer prosperity. It helps him attain it. This group is the "Memorial Craftsmen of America" and is of so beneficial a nature that no wide-awake dealer can afford not to belong to it.

Some of you have just put off joining your State and National Associations because of some misunderstanding or maybe because you think you will not receive any benefits by being a member. However, when the dealer comes to realize what the "Memorial Craftsmen" are doing he will see that he really cannot afford to miss all the wonderful benefits the members are receiving.

In the first place, the problems of each dealer become the problems of all, and are dealt with by all through various types of literature. If the dealer has a problem, the working out of which will be beneficial to other members, a great deal of time is spent in research and the menace removed through advertising literature.

This is an age of advertising. We eat the food, sleep in the bed, wear the clothes, and go to the movies we see advertised in preference to the unadvertised product. Big business is coming more and more to be ruled by the "copy-writer". The promoters of public mausoleums are well a-

ware of this fact. They approach the public with a very wonderful newspaper advertisement that sounds quite plausible and would "sell" anyone.

There is power behind advertising. One might say, "People won't believe an ad like that. That won't fool anyone. It's too good to be true." But that person is probably the same one who will read, and believe an article in the news section of the same paper, tho the time, place, everything be incorrect. He will say, "But it said so in the paper." That's just it. So does the public mausoleum advertisement "say", and people will believe what it says until someone tells them differently in another advertisement. The refuting advertisement must be good, for people do not readily change opinions. We must prove a truth beyond all shadow of doubt to disprove an untruth.

Just one example of the service rendered by the "Memorial Craftsmen" is the literature being compiled to combat public mausoleums at their very inception, to shake public confidence in the very plausible sounding publicity put out by promoters. The Memorial Craftsmen are ready to publish a booklet telling about dilapidated mausoleums in various parts of the country that have not come up to the promises of promoters. It will contain pictures and descriptions of mausoleums making up the

(Please turn to page 24)



A Waldron Shield Exclusive Design

## Are You Buying Merchandise Or Art?

If a memorial is finished without thought in the rendering of detail, without the artistic feeling of the master craftsman, the product is merely merchandise such as might come out of any factory. But if the memorial is a Waldron Shield creation of Waldron Shield design the product is art.



WALDRON SHIELD CO., Inc.  
BARRE, VERMONT

Say you saw it in DESIGN HINTS



## TODAY IS THE DAY

*Written for Design Hints by*

Dr. Roy L. Smith

*Today is the day to put those good resolutions of yesterday to work. If you gave up in despair because they seemed impossible, rise up in hope and defy the forces of failure. Every new day means a new opportunity. Life begins all over again every morning.*

*Today is the day to kill that prejudice which has been robbing you of friends, profits, efficiency, progress, help. A prejudiced mind is one with the brakes set. Nothing in all the world is as unreasonable, as expensive or as stubborn as a prejudice and few there be who can afford to hold one.*

*Today is the day to be honest; first with yourself—to candidly face and realize our weaknesses, to soberly estimate our strength, to buttress our understandings, to measure our capacities and to invoice our motives; then with our neighbors who are usually as honest as we are, as friendly as we will allow them to be and as generous with us as they dare be.*

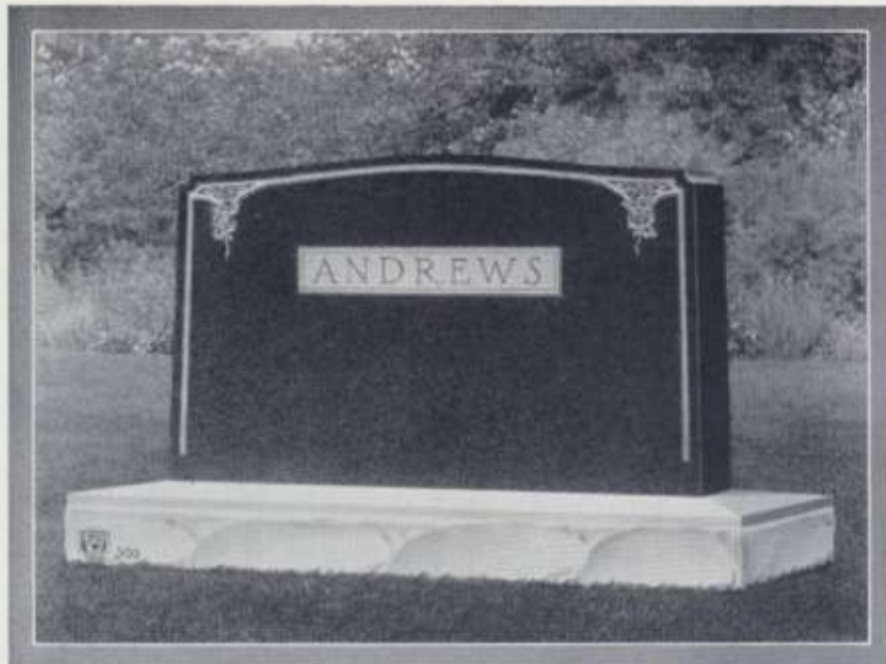
*Today is the day to offer hospitality to new ideas, to give our soul an airing by means of a hearty laugh, to sweep our minds free of worry and fear.*

*Today is the day to express a word of appreciation; to our employes without whose loyalty our business would be impossible, to our families without whose love our lives would not be worth while, to the honest officer of the law whose faithful performance of duty adds value incalculable to our life and liberty.*

*Today is the day to open new paths to power through meditation, the cultivation of good books, the exercise of the mind on great ideas.*

*Today is the day to indulge our souls in thanksgiving for friends, for work, for hope, for life, for God.*

*Today is the greatest day of the year—if we choose to make it such.*



## The Unseen Helper At Your Elbow

Here is an organization ready with the best of service, designs, in fact every facility for your assistance. The huge army of craftsmen and designers of UNIVERSAL is ever at your elbow ready to help satisfy your prospects. You have merely to write and our service is yours.

**7****Universal Granite Co.****"THE HOUSE OF SEVEN BROTHERS"****St. Cloud, Minnesota****Rep.—Ill. Ind. Mich. Ohio  
LOUIS C. ROEMER****7**

Say you saw it in DESIGN HINTS

*Another  
Year*



*Melrose Granite Co., Design 590*

***LET'S ALL PUT MORE STEAM IN OUR 1930 EFFORT***

This year of 1930 is only the opening of new opportunities for greater accomplishment. Let's all resolve first that we will cut waste—cut it to the minimum—waste in time and money and materials.

A program of aggressive sales effort is a good resolution

to make. It will give us a little more satisfaction when the year is over.

Melrose with its complete organization is prepared as always to help its friends during the New Year.

Ask us for this help, either in new designs or sales suggestions.

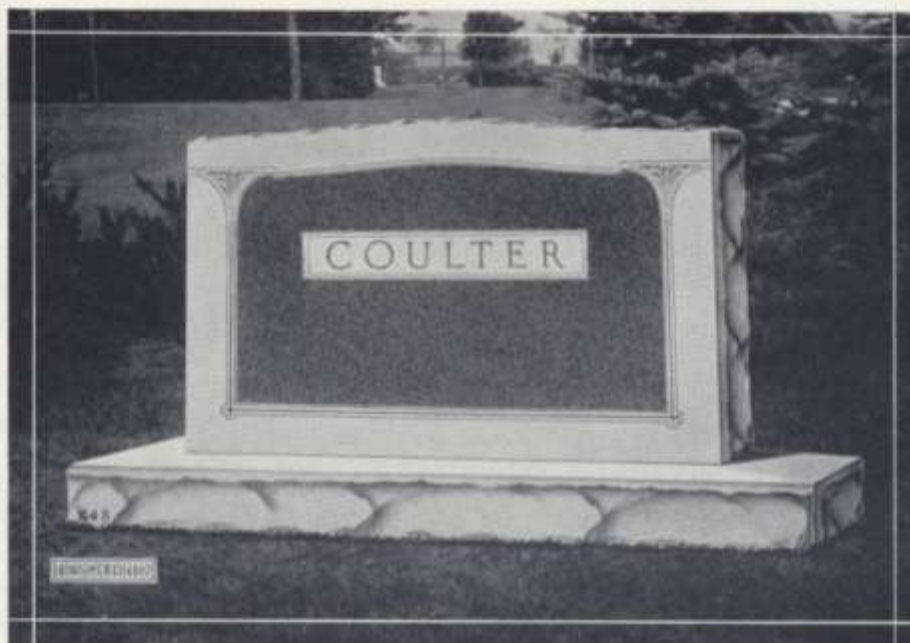
**MELROSE GRANITE COMPANY**  
ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS

*Another  
Opportunity*

Say you saw it in DESIGN HINTS

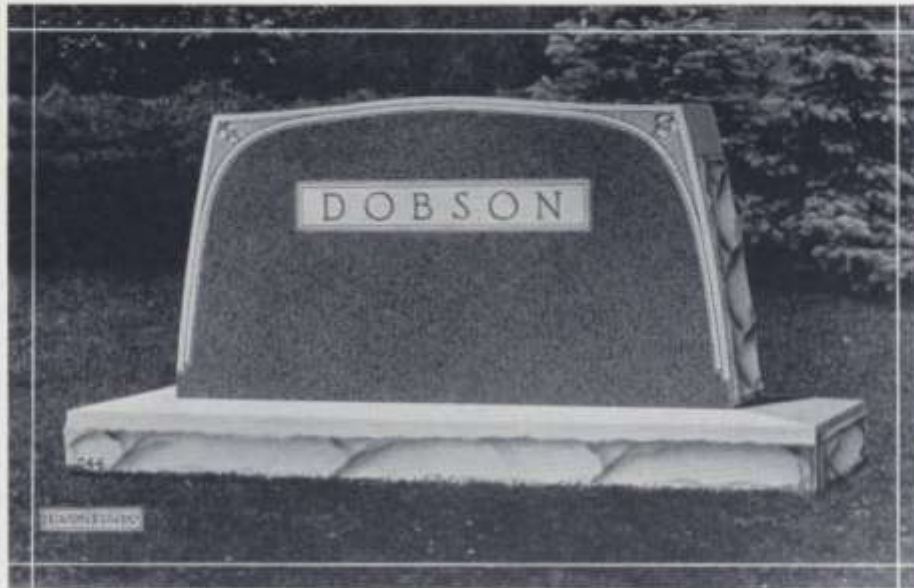




## COULTER

Keen contrast between hammered and polished surfaces is clearly defined in the Coulter design. This is another inexpensive type that will appeal to the buyer who desires something massive in proportions at nominal cost. The die is polished front and back with the top and ends rock. The base is rock four sides with wash hammered. Photos are now available to the trade.

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



## DOBSON

Pleasing variety in contour and surface enrichment is shown in the Dobson memorial. The double margins follow the graceful curves of the top and sides of the die and also form panels for the unique sandblast detail. The salable qualities of this design will be evident to all who see it and we shall be pleased to furnish photos upon request.

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

### Go To Your State Meeting!

(Continued from page 16)

usual run of these projects and which are deteriorated. The booklet will be ready for distribution to the members by the time of the first state meetings in January or before.

Why not make a resolution to join your National Association and reap the harvest of benefits of this and other literature as

well as other services planned for your welfare and success in the New Year?

If you are not a member of the Memorial Craftsmen of America you will probably be asked by some member to attend your state meeting. It will pay you to attend. If you do belong to the National Association invite some non-member to attend with you.

### DATES OF STATE MEETINGS

State	Days	Dates	Hotel and City
Massachusetts	Wed., Thurs., & Fri.	Jan. 8, 9, and 10.	Statler Hotel, Boston
Maine			
New Hampshire			
Connecticut			
Rhode Island			
Vermont	Tues. & Wed.	Jan. 14 and 15.	Hotel Douglas, Newark
New Jersey			
Pennsylvania	Thurs. & Fri.	Jan. 16 and 17.	Benjamin Franklin Hotel, Philadelphia
New York	Tues. & Wed.	Jan. 21 and 22.	Powers Hotel, Rochester
Ohio	Thurs. & Fri.	Jan. 23 and 24.	Winton Hotel, Cleveland
Michigan	Tues. & Wed.	Jan. 28 and 29.	Owosso Hotel, Owosso
Indiana	Thurs. & Fri.	Jan. 30 and 31.	Lincoln Hotel, Indianapolis
Illinois	Tues. & Wed.	Feb. 4 and 5.	Faust Hotel, Rockford
Wisconsin	Thurs. & Fri.	Feb. 6 and 7.	Republican House, Milwaukee
Minnesota	Tues. & Wed.	Feb. 11 and 12.	Ryan Hotel, St. Paul
North Dakota			
South Dakota	Thurs. & Fri.	Feb. 13 and 14.	Savery Hotel, Des Moines
Iowa			
Nebraska	Tues. & Wed.	Feb. 18 and 19.	Capitol Hotel, Lincoln
Colorado	Thurs. & Fri.	Feb. 20 and 21.	Albany Hotel, Denver
Kansas	Tues. & Wed.	Feb. 25 and 26.	Baltimore Hotel, Kansas City, Mo.
Missouri	Thurs. & Fri.	Feb. 27 and 28.	Skirvin Hotel, Oklahoma City
Oklahoma			
Arkansas	Tues. & Wed.	March 4 and 5.	Hotel LaFayette, Little Rock
Tennessee	Thurs. & Fri.	March 6 and 7.	Tutwiler Hotel, Birmingham, Ala.
Alabama			
Mississippi			

Texas will meet during the summer at Llano. Date not yet selected. Dates of Maryland, Delaware and District of Columbia meeting not yet determined.

*Buy from Design Hints' Advertisers they are helping us to help you and they are all worthy of your patronage.*

*—Editor*





## MODERN DESIGNS IN

TRADE MARK  
BLUE **"OGLESBY"** GRANITE  
REGISTERED

Memorial designers find in Blue Oglesby granite all the qualities necessary to satisfy modern design requirements. Smooth-textured—even-grained granite a marvelous medium for the full expression of their art. It works easily yet it is hard and durable and stays beautiful for generations.

May we send you sizes and prices on the Farnham design, a new and exclusive Oglesby creation.

SAWED SLABS

ROUGH STOCK

POLISHED SLABS

FINISHED MEMORIALS

OGLESBY GRANITE QUARRIERS  
ELBERTON, GEORGIA

Say you saw it in DESIGN HINTS

## Granite Chips

We are indebted to Mr. C. F. Davis the popular Sales Director of the Oglesby Granite Quarriers for the two snapshots which are reproduced in the accompanying plates. Mr. Davis followed Mr. Alex Duncan another popular salesman around for a day and these pictures prove it.

In the first picture left to right, we see Robert Sellers and Berkley Carver of the D. O. Sellers Monument Works of Paola, Kansas, in a good humor as Alex relates one of his "traveling-salesman" stories. Mr. Duncan's ability as a story-teller is attested by the expression of the faces of Mr. Sellers and Mr. Carver.

In the other picture we see Mr. Duncan with Mr. Bruce (on the left) proprietor of the Fort Scott Marble and Granite Works, Fort Scott, Kansas.



### A FAIRY STORY

"Pardon me," said the trolley car motorman to the coal truck driver. "May I ask you to move just a little so I can take my passengers on their way?" The truck driver pulled to one side.

"Thank you a thousand times," said the motorman, smiling gratefully.

"You're entirely welcome," responded the truck driver, "and please forgive my failure to notice how near your car was to me. This shall not happen again."

Pulling out his smelling salts the traffic cop at the nearest corner jumped to the task of resuscitating the innocent bystanders who had overheard the conversation.





Write for sizes and prices on this beautiful Johnson & Gustafson design.

## BE CERTAIN!

The risk of human carelessness is throttled when you order *Johnson & Gustafson* memorials. We finish granites of a superiority proved by the opinion of all. Our craftsmen are masters, our designs artistic, our service prompt and efficient.

### Johnson & Gustafson BARRE, VERMONT

#### EASTERN REPRESENTATIVES

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

#### WESTERN REPRESENTATIVES

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

#### SOUTHERN REPRESENTATIVE

Alex. Duncan

Say you saw it in DESIGN HINTS



### Ring in the New

(Continued from page 7)

who have helped us so well in carrying on this work. May the New Year be filled with a full measure of prosperity and happiness to each and every one.



Did you ever hear about a person with money speak lightly of it? It's a funny thing, but those of us who ought to count every penny are the ones who are ashamed to do so. We like to be thought open-handed easy spenders. We never stop to think that Jones would not be living in a fine house today and riding in a fine car if he hadn't started sparing and saving forty years ago. If you want to learn to save, watch your friends with money.



#### More New Values

#### More New Stock

#### More Granites

#### More New Designs

#### More New Styles

#### More Service

Pirle's Dark Barre or Rock of Ages	
Balmoral Red	Peerless Pink
Gray St. Cloud	Dark Quincy
Banner Black	American Black
Buff Brown	Westerly
Radiant Red	Red Swede
Elberton Blue	Winnshoro Blue
Green Swede	Grecia Green
Crystal Pink	Base Stocks
Red St. Cloud	Millstone Point
Regal Purple	Prize Pink
Beers Red	Emerald Pearl
Extra Dark Quincy	Coopersburg Black
F/C Black	Peterhead
Light Barre	Premium Pink
Black Swede	Wausau Red
Linn O'Dee	Oglesby Blue
Red Missouri	Excelsior
Pink Pearl	Blue Pearl

**MAHOGANY MARBLE AND PINK MARBLE  
NEW ITALIAN STATUES**

Special prices quoted on your sketches and inquiries

**BURTON PRESTON & CO.**

Mansfield, Ohio



### Small Advertisements Can Help

(Continued from page 10)

ally. The reader is always most vitally interested in himself, and if we can therefore arouse this kind of interest we have secured our greatest hold on him.

We hope you will find some of these advertisements of value to you. Next month we shall continue with others.



#### ENTHUSIASM

If you can't get enthusiastic about your work, it's time to get alarmed. Something is wrong.

Compete with yourself; set your teeth and dive into the job of breaking your own record.

No man keeps up his enthusiasm automatically.

Enthusiasm must be nourished with new actions, new aspirations, new efforts, new vision.

It is one's own fault if his enthusiasm is gone; he has failed to feed it.

And right here is the big reason why thousands of men hit high-water marks at thirty-five and then recede.

They can "do their work with their eyes shut," and that is the way they do it.

They have lost the driving power of enthusiasm.

They sleep at the switch. All they see in life is the face of the time clock. All they hear is the quitting whistle.

If you want to turn hours into minutes, renew your enthusiasm.

—Papyrus.



Most of the big men seek greater power. A few of them, still bigger, seek to serve.



**Down  
Through  
The  
Ages**



The first man to make history was not he who only accomplished things, but he who commemorated his prowess in Stone. Since his day man has continued to carve his name on the one material imperishable, the one vehicle which will surely bridge the river of time, oblivion, and sing out his name to posterity.

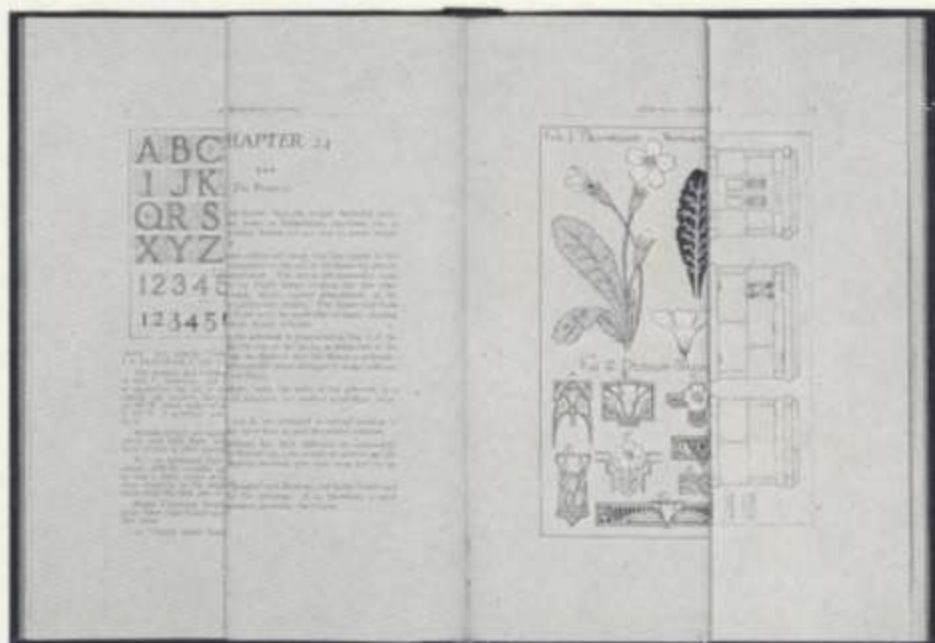
Future generations will judge a man by the memorial he erects; for taste reflects character. Choose a granite as permanent as time and of a beauty that speaks refinement.

**Rock of Ages Corporation**

"QUARRIERS OF THE DISTINCTIVE BARRE GRANITE"

**Barre, Vermont**

Say you saw it in DESIGN HINTS



## Only A Few Copies Left—Better Hurry

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

**Beautifully Bound    58 Chapters    192 Pages**  
as follows—

**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.

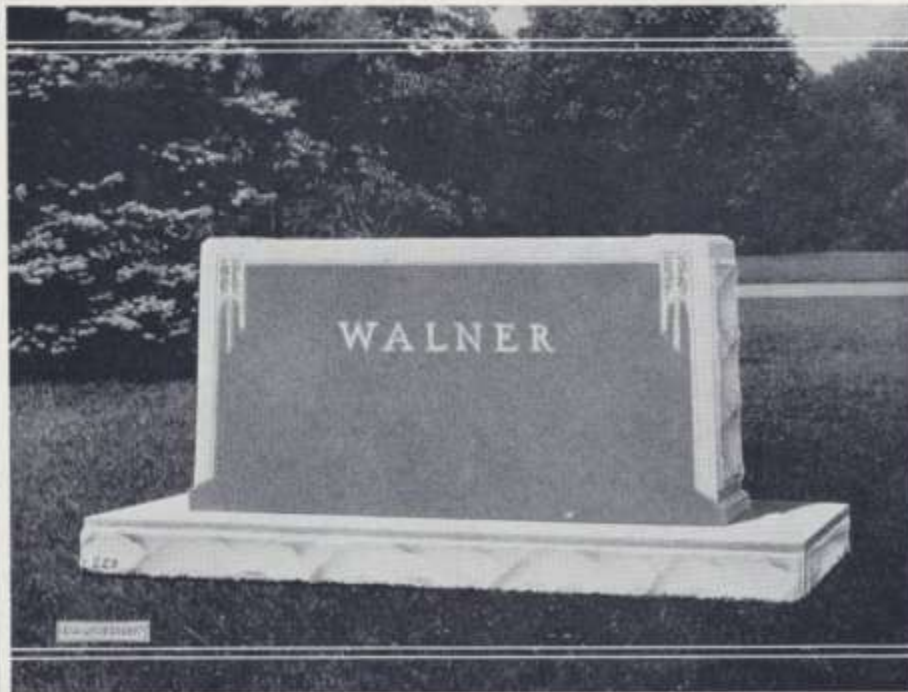
**Greek Curves.**

*You need this book for your men in the shop, for your salesmen and for your own library.*

**Price \$10.00 Postpaid. Cash with order.**

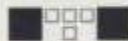
**Dan. B. Haslam,**  
St. Cloud,    -    -    -    Minnesota





## What Does It Mean To You...

—to deal with a firm with whom you can place an order for any type of work and not find it necessary to worry about whether it will be right or not? We believe that it means more time to you—more time to make more sales. That is why we take extra care to make your work just what you ordered.



### A. M. SIMMERS & SONS

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

St. Cloud, Minn.

Say you saw it in DESIGN HINTS

**W**E OWE YOU MANY  
THANKS FOR YOUR  
PATRONAGE DURING  
THE PAST YEAR, AND  
WE SINCERELY HOPE  
YOU WILL RECEIVE IN A  
GENEROUS MEASURE,  
HEALTH, HAPPINESS AND  
PROSPERITY FOR THE  
COMING YEAR.

**Trow & Holden  
Company**

Stone Working Tools and Supplies  
Barre, Vermont.

**Take the Guesswork out of Carving**

Spotlight illumination avoids shadows. Our Curtain is durably constructed of rubber and steel. No re-banking of large dies. Quick accessibility by the travelling panel. Increases Speed of Carving.



**SQUARE SHOOTER  
CURTAIN.**

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

Over 900 in service  
Some of the users:-  
Anderson - Friberg,  
Barre, Vt., Cross  
Bros., Northfield,  
Royal Granite Co.,  
St. Cloud, Birk-  
meier Mem. Co.,  
Ft. Wayne, Ind.,  
Carroll & Co., Pen  
Coyd, Pa., Leaman  
Gr. Co., Montclair,  
N. J., Otto Reich Co., Chicago, Schaeffer  
Mon. Co., Milwaukee.

Get our catalog on the most modern and complete  
line of Sand blast and Dust Arrester equipment.

**Ruemelin Mfg. Co.,**

508 Clinton St.  
MILWAUKEE, WIS

**St. Cloud Iron  
Works Co.**

St. Cloud, Minnesota

Manufacturers of

**Jenny Lind  
Stone Polishers  
Shot Wheels  
Emery Wheels  
Surfacer Frames**

Agents for

**Dallett Products  
Pneumatic Tools  
Stainless Glue  
Putty Powder**



**GLOBE H. C. CHILLED SHOT**

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

**BEST BY EVERY TEST**

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

Manufactured by

**The Globe Steel Abrasive Co.**

Mansfield, Ohio.

Write for Samples.

Say you saw it in DESIGN HINTS



.. IVY ..  
Symbol of Friendship

We have selected this design because it recalls to us the remembrance of the many pleasant relationships allotted us in the past year. It is our desire to thank our many friends for their cooperation and many kindnesses. We hope to show our appreciation by serving them well in the

NEW YEAR

Henry C. Smalley Granite Co., Inc.  
64-84 Penn. St. Quincy Adams, Mass.

Say you saw it in DESIGN HINTS



## **PLAY SAFE!** **By Using Our Guaranteed Tools**

We are manufacturers of Pneumatic tools including Surfacers, Frames and Heads, Polishing Machines, Surfacers Tooth Chisels, Bull Sets, Striking Hammers, Bush Hammers, Cutter's Hand Hammers, in fact anything in the line of Granite Working Tools. We guarantee our Surfacers Tooth Chisel against breaking or jumping in the shank.

Write for our new catalogue.

*Prompt Shipment    Inquiries Solicited*

**Granite City Tool Co.,**

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

## **Use** **INDIANA LIMESTONE** **For** **MAUSOLEUMS** **ROOF STONES** **CRYPT LININGS**

Send in your designs  
for quotations.

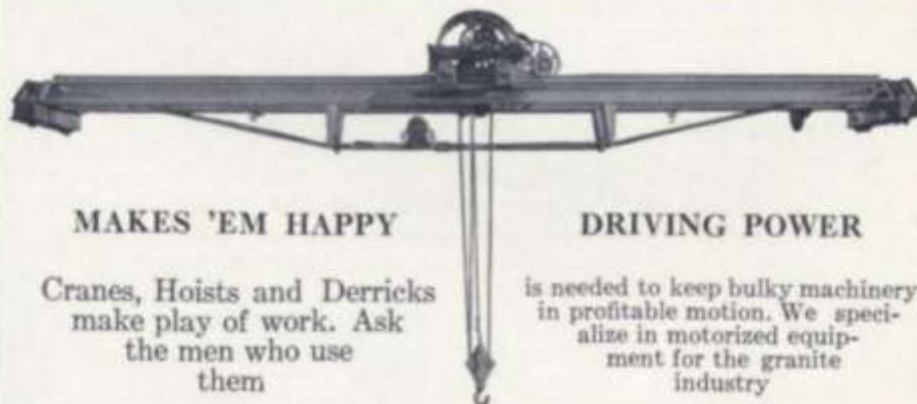
Ask for our estimates on the  
plans of the New Orleans  
Tombs.

**JOHN A. ROWE RUSTIC**  
**MONUMENTAL WORKS**

Drawer 317

BEDFORD, IND.

## **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 spec-  
ialize in motorized equip-  
ment for the granite  
industry

**GRANITE CITY IRON**  
**WORKS**

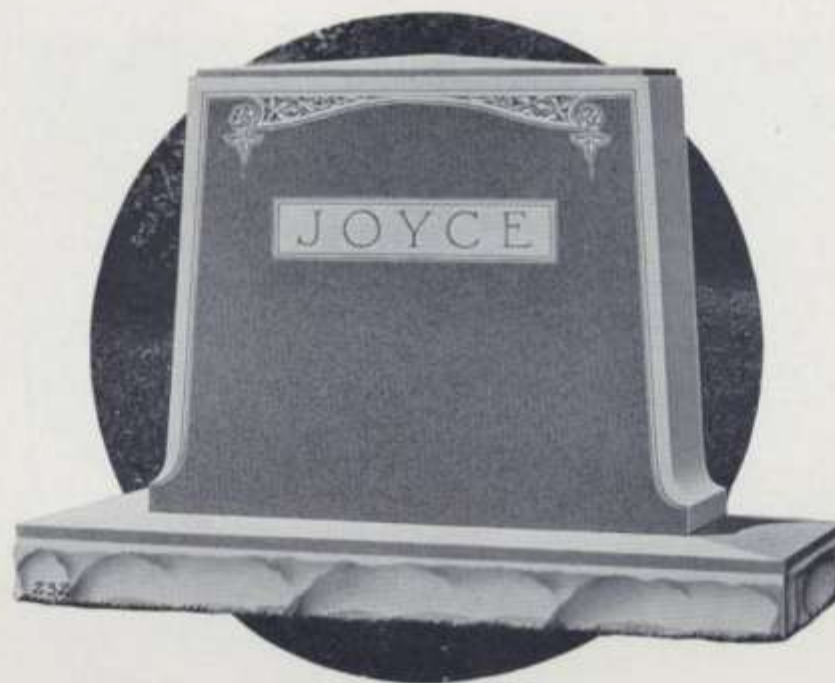
St. Cloud, Minn.

**GRANITE CITY ELECTRIC**  
**COMPANY**

St. Cloud, Minn.

**Overhead Cranes Reduce Overhead Costs**

Say you saw it in DESIGN HINTS



## *Economy--*

is the fine art of spending money well. A dollar is not spent wisely unless it brings more than a dollar in return.

When a dealer buys inferior work he finds that it *looks* inferior. It pays to buy the best. EMERALSTONE memorials are reasonable in price, sell more readily at a larger profit, and uphold the dealer's reputation.

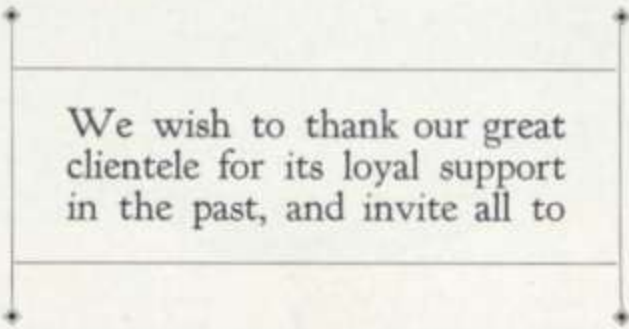


**St. Cloud Granite Works**  
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

# 1929

Will go down as another big  
year for Grewe.



We wish to thank our great  
clientele for its loyal support  
in the past, and invite all to

## “Grow With Grewe”

in the

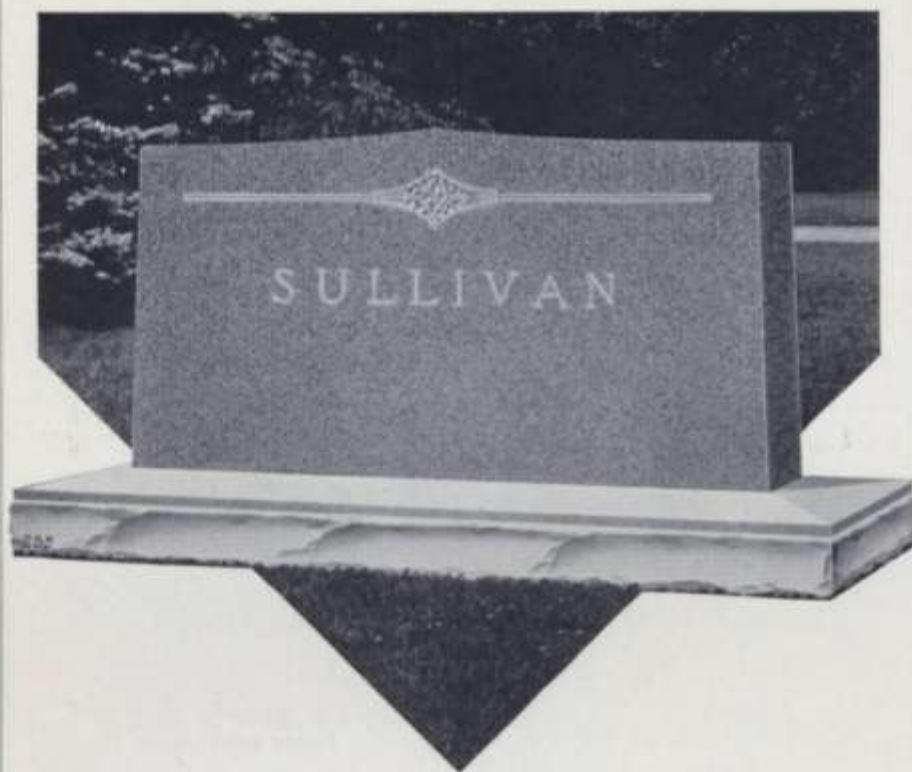
### New Year

*Grewe Granite Company*  
WHOLESALE EXCLUSIVELY  
*St. Cloud, Minnesota*

---

Say you saw it in DESIGN HINTS





*Don't Let the Demon  
Indifference Ruin Your Sales.*

When one is at one's best there are things bound to "slip by." Inattentiveness is overly costly. In this day of strong competition many lines appear to be as good as the next to the casual observer. But it is the smaller details which all count in the score of such perfection as United memorials, and which are often overlooked—all at an expense to you in the long run.

United memorials eliminate risk.

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

Say you saw it in DESIGN HINTS

## Times Have Changed



*Opportunities abound to help a progressive retail dealer to advance his profession.*

*The greatest of all opportunities makes available to him a PERMANENT SOURCE of artistically superior designs, produced for his use only and always in his entire trade territory; designs that, in addition to being one hundred percent non-competitive, enjoy the fullest measure of copy-right protection. Accurate scale drawings; full size detail layouts of decorations; dependable cost indications; feature these designs.*

*This entire service is presented in an individual and beautiful medium that is equivalent to the advantages of having a group of artists at your elbow.*

*This brief mention leaves untold a majority of the many and varied benefits that will be yours when you join*

### Memorial Guild

*Skeptical? Then permit us to put you in personal touch with Guild Members whom you know and respect as foremost craftsmen. Permit them to tell you of the great, practical value and benefits their membership has brought to them.*

*MEMORIAL GUILD was founded as an organization of retail craftsmen who do not compete with one another. Its purpose is to meet and correct every problem confronting members with regard to design service, professional counsel, advertising and sales.*

*MEMORIAL GUILD membership is approximately one hundred strong. Some territory franchises are still available. Your territory may be one of them.*

*We will gladly tell you the story of this PERFECT PLAN should you be interested.*

### Memorial Guild

AN ILLINOIS CORPORATION

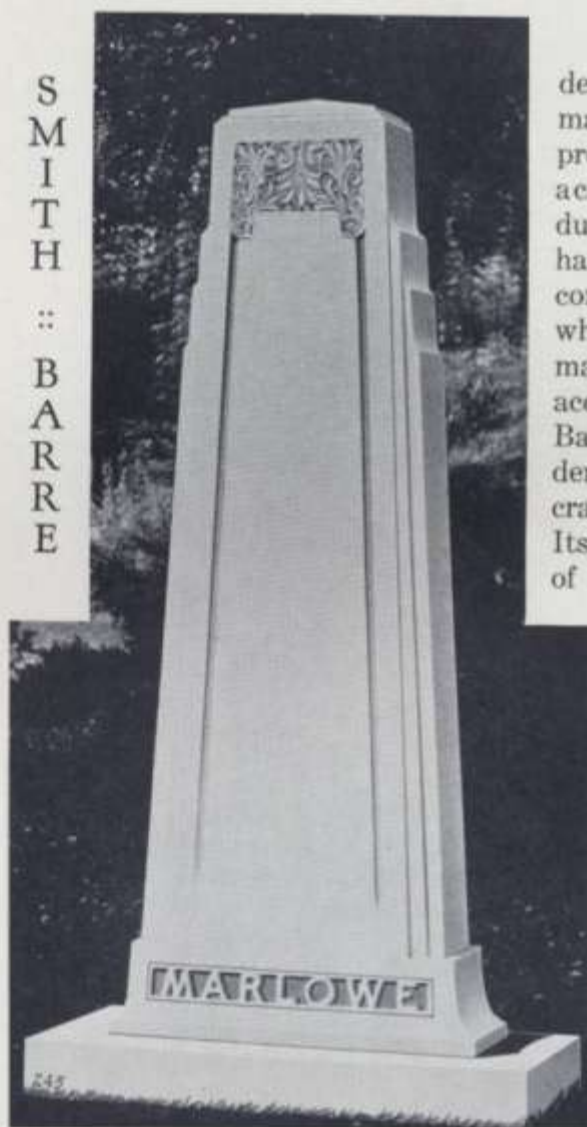
214 S. Church Street

Rockford, Illinois

Say you saw it in DESIGN HINTS

## RESPONSIVE GRANITE

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To know that any design your customer may select can be reproduced with faithful accuracy—and reproduced to last, is to have that prompt and confident assurance which closes sales and makes delivery readily acceptable. Smith Barre responds to any demand of design, craftsmanship, or finish. Its light coloring is part of its charm.

The Smith Certificate insures you and your customers satisfaction.



E. L. SMITH & CO.  
BARRE, VERMONT

Say you saw it in DESIGN HINTS





## A New Happy New Year!

The finest New Year's wish that we can give you is to hope that 1930 will see as many forward strides in *your* business as 1929 has seen in ours.

We most sincerely give you this wish—and tell you how to transform it from a wish into a reality.

Join Granite City in its aggressive forward stride. Let its beautiful designs, its fine upstanding granites and its instantaneous service be your own. Make this New Year's wish come true.

A Design executed in a fitting granite for every taste and purse.

### Granite City Granite Company

THE AHLGRENS

ST. CLOUD, MINNESOTA

REPRESENTATIVES

R. G. KOCH, 316 E 51st St., Kansas City, Mo.

O. A. RAIRDON, Box 423, Bellefontaine, Ohio

C. H. GRUNEWALD, 314 Eitel Bldg., Seattle, Washington

Say you saw it in DESIGN HINTS

*In the Remembrance of  
Old Days - Old Times  
Old Friends  
There's Gladness.  
Gladness that we can make  
The Same Old Wish.  
Happy New Year.*



ROYAL GRANITE COMPANY  
ST. CLOUD - MINNESOTA



A Problem:

*Choosing a line that will  
sell.*

The Solution:

*"The Best in Mahogany"*

The Result:

*More satisfactory work.  
Greater profits.*



Dakota Granite Works

Milbank,

So.

Dakota