### Design Hints For Memorial Craftsmen

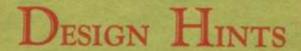
**December 1930, Vol. 7, No. 6** 

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

This booklet, which begins on the next page, is presented on the Stone Quarries and Beyond web site.

<a href="http://quarriesandbeyond.org/">http://quarriesandbeyond.org/</a>

Peggy B. Perazzo Email: pbperazzo@comcast.net March 2013



for Memorial Craftsmen

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DECEMBER, 1930

Volume 7 - Number 8

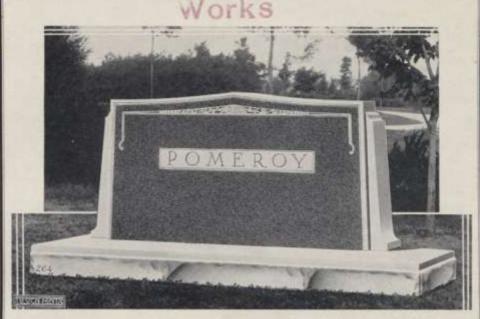
for the happiest of holiday seasons



GOOD-WILL IS AS ESSENTIAL-LY A PART OF SUCCESSFUL ENTERPRISE AS GOOD SER-VICE. ROCK OF AGES CAN HOPE FOR NO GREATER AC-COMPLISHMENT THAN THE CONTINUED RIGHT TO A REPUTATION FOR BOTH.

Rock of Ages Corporation Barre, Vermont Mouleo

DESIGN HINTS



### A NEW YEAR'S WISH

TO EVERY MEMBER OF THE MEMORIAL INDUSTRY WE EXTEND THE GREETINGS OF THE SEASON AND OUR SINCERE BEST WISHES. MAY THE COMING YEAR BE THE HAPPIEST YOU HAVE EVER KNOWN—RICH IN HAPPINESS AND THE GOOD THINGS OF LIFE AND POOR IN DISAPPOINTMENTS.

FOR OURSELVES, WE CAN ONLY HOPE TO HAVE THE SAME GENEROUS SUPPORT OF THE RETAILERS THAT WE HAVE HAD IN THE PAST YEAR. WE GIVE HEARTFELT THANKS TO THOSE WHO HAVE SO LOYALLY CONTRIBUTED TOWARD A VERY SATISFACTORY DISTRIBUTION OF OUR GRANITES.

### Granite City Granite Company

St. Cloud, Minnesota

### The Sale Is Made With Confidence WHEN YOU HAVE VARIETY LIKE THIS

Pyramid features a line of granites that will help any display room in its effort to improve appearance and create new business based on excellence of exhibit.

### Crystal Gray

takes its place of leadership among the fine granites of the country and Pyramids'

### Mahogany and Gray St. Cloud

have popularized themselves in an increasing number of places.

....

#### Pyramid Granite Works

Incorporated
St. Cloud, Minnesota

There is something of the unusual and distinctive in Dodd's feature granite

### Purple Crystal

and it is used as a leader in many retail sales rooms in the country with telling results. In addition to this Dodd features two other high type granites which have been for years recognized as satisfactory sellers.

### Dawn Gray

Rich and dark, suited to polished work and sand carving.

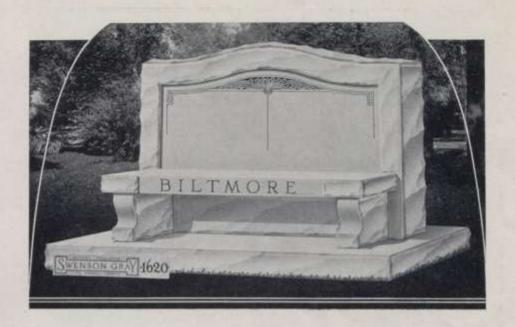
### Sunset Pink

The charm of color that is entirely different, easily worked.

....

#### Wm. M. Dodd and Son

Incorporated Zanesville, Ohio



### Show Them ....

Show your customer the Swenson monuments in your exhibition room; let him examine the fine quality of SWENSON GRAY GRANITE for himself; show him the endless variety of Swenson designs from which he may chose. It will be easier to convince him in this manner, and he will be more willing to be convinced.

The entire Swenson Organization extends best wishes to you for a Happy and Prosperous New Year.

### The John Swenson Granite Co.

Concord, New Hampshire

Representative: I. N. Strock, Baltic, Ohio



### RIDESCENT

### See It ..... Admire It

WHEN YOU INSPECT Iridescent YOU WILL UNDERSTAND WHY BUY-ERS ARE SO VIGOROUS IN THEIR PRAISE OF IT. WHEN YOU SEE ITS SWIRLING GRAIN; ITS DELICATE GRADUATIONS OF COLORING; FINE TEX-TURE FOR INTRICATE CARVING; YOU, TOO, WILL ADMIRE IT WHOLE-HEARTEDLY. FAIL TO GET THE FACTS ABOUT Iridescent.

WRITE TODAY OR GET IN TOUCH WITH OUR REPRESENTATIVE.

### Universal Granite Co.

"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota Rep.—III. Ind. Mich. LOUIS C. ROEMER

Ohio



#### ORIGINAL \_\_\_\_

#### **CREATIONS**

#### Sustained Sales Stimulation

Through Mastercraft Memorials there are all the elements of sound selling—the immediate appeal, the continued interest, and satisfied buyer long after the sale has been made—what a satisfaction it is to the dealer to render this kind of service in his territory, a pride in his merchandise, prestige for his institution, a boon to the industry—all through Mastercraft Memorials.

#### Marr & Gordon, Inc.

Barre, Vermont

Ask our Salesman for sizes and prices or write direct.

G. D. Bishop, Lantz Apartments, Mansfield Obio E. E. Hoppes, 15 North Eagle Road, Manou, Pa.

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

Harry K. Myers, Homewood Apris., Charles & 31st Sts., Baltimore, Maryland C. Lenwood Moore, 3205 Drexel Drive, Dullas, Texas William C. Smith, Room 1258 Graybar Bldg., 420 Lexington Ave., New York City

W. F. Adams, 7 Michigan Road Worcester Mass. William D. Howie, Capital Hotel, Lincoln, Nebraska



he Dealer who wants to get

his business out of the beaten path . . . who has learned that price is a secondary consideration among consumers . . .

Will be able to fill his requirements efficiently, completely and economically by directing his inquiries to

+ SIMMERS +



The quality of Simmers' designs, the moderate nature of Simmers' prices will receive your expression of satisfaction.

#### A. M. SIMMERS & SONS

A. M. SIMMERS

A. W. SIMMERS

GEORGE SIMMERS

ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



### DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota DAN. B. HASLAM, Editor and Publisher

#### What Ho! 1931

Here we come to another milestone, the end of another year. And 1930 goes out kicking and grumbling and talking to itself. It feels the loss of its popularity—a popularity which started out on high tide. It had as many friends as the blushing debutante. And then came the fireworks and business is trying to kick old 1930 out of the picture to welcome the New Year. The "Kewpy" Doll who comes

The "Kewpy" Doll who comes in as the messenger of 1931—the babe of innocence and merriment will never have a more warm-hearted welcome than he will get in 1931. Men who are trying to get back the business boom and put the commerce of the country on a truly high plane will be glad of it. Those who have been working short time during 1930 will be glad of it. Why?

Well in the first place the mental attitude has changed. Between it and stock market speculation turned disastrous the year 1930 was hurt—painfully hurt.

Now, however, the mental attitude is changed. And based on this fact together with plans of builders and others to spend billions of dollars, starting right now, financial experts predict that the long-awaited upward trend in business will not wait until spring, as originally planned, but

it will come during January and the trend upward will continue during the entire year.

To back this up Big Business is spending unheard of amounts on extensions and it is doing it because it can see the change for the better.

No longer, then, will retail business institutions fool itself. No longer will it try to do business with empty shelves—sell something it hasn't gotten. It will put the merchandise on the shelves again and men will be going back to work in large droves, and money will shake off the moths and gain a new-found freedom.

This is a good time to start planning and having planned to follow with intelligent action—action that will be suited to the needs and will result in placing the display rooms in order with an ample variety of memorials for the benefit of those who may be in the mood to make selections.

There is a bit of fine psychology in selling by the eye. If you show the merchandise in ample variety and attractively displayed there should follow an increase in sales. We hope that business will thus start the new year with confidence in itself, and that, having gained this confidence in itself, it will be able to reflect it in a renewed confidence in the buying public. A prosperous year to all our readers, is the wish of the publisher.

### A Sales Message ....

With Four Inserts and Two Ways of Sending Them

- I. As A Letter
- 2. As A Folder

By Harvey R. Kruse

Much has been said in the memorial business about the most effective way of making a sale. Nearly everyone agrees that the old-fashioned way of selling memorials, as one would sell any ordinary piece of merchandise, has passed from the picture long ago. The new order of things is with us to stay.

Smart dealers have discovered that the human element is of soundest importance. All other progressive lines of business have played to this angle and the successful memorial dealer does

the same thing.

He sells not tombstones, but symbols of life and character. He brings a new spirit of creation into the game to further his cause. He puts a new light entirely on the subject of choosing a memorial, because he shows that a memorial is not merely a shaft of stone set in a cemetery lot but a beautiful symbolization of character that continues on through the ages telling its message—living and vital—with its design.

The point of interest is that clients are quick to grasp this idea, and therefore a design created especially for them and symbolizing the character for which it stands, becomes of vital personal interest to them. They are proud of it and they tell their friends about it. The Good Will advertising

of such satisfied clients is worth

a lot to any dealer.

—And if it is worth something to any dealer, it is worth talking about in his advertising. Therefore we have prepared a suggestion in this article for just such an advertising appeal.

The letter tells all about the meaning of "Symbolization of Character in Design". The little inserts show examples (photographs) of memorials which illustrate how character can be sym-

bolized.

The message can be sent as a letter with the inserts attached to the letter. Or it can be sent as a folder with the inserts tucked into a trick slit as shown in Fig. 4. (We will describe both ways in detail).

Copy for the Message (to go in either the Letter or Folder):

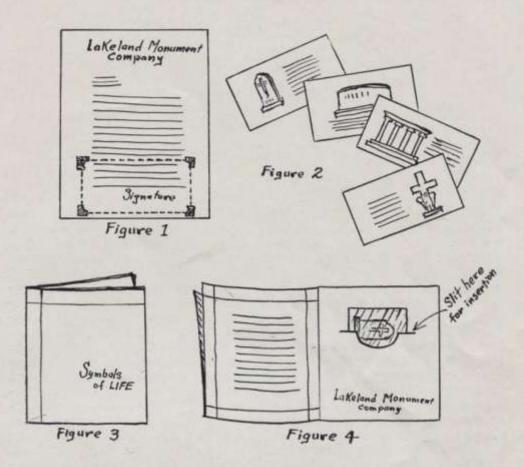
They say of a great painting that it is the *character* it expresses which lifts it above the ordinary, and makes it a creative masterpiece of beauty.

Perhaps you hadn't thought of it, but character and meaning and

symbolization can be put into a symbolization can be put into a memorial today to lift it above the ordinary, just as character and meaning have been put into great paintings to lift them above the

ordinary.

The well chosen Memorial is not just a shaft of stone, but a beautiful work of art designed and created to express certain definite meanings,



It transfers to stone the qualities of character for which that person was known.

May we illustrate what we mean:
The truthful, upright, leader
type of character can be expressed
admirably in a tall shaft of stone,
its very lines suggesting leadership,
strength, far-sightedness. The
religious character finds expression
in a cross with conventional symbols
of purity and fineness. The
beautiful Exedra or stone bench
with its air of restful relaxation
suggests one who was studious,
thoughtful, reserved.

There are many others but we much prefer to tell you about them in person. Several examples are given in the enclosed leaflets, and if you will just mail us the return card we will give you the details of a story of symbolization of design that we know will interest you and make you think.

If this selling message is sent as a letter, you will of course address each one individually and close it with the customary "Sincerely yours" and pen signed signature. If it is sent as a folder, there will be no salutation or signature. The message will be printed in the folder, and probably typewritten in the letter.

As we have already suggested, this selling message should be accompanied with several inserts illustrating how memorials can be designed to symbolize character. Four or five of these inserts should be included with the mailing. (See Fig. 2). They should be about the size of a large post

### Memorial Types

Captain John K. Shawvan

Copyright 1930 by Design Hints. All rights reserved.

#### The Obelisk or Shaft

The obelisk is a four sided square memorial consisting of several bases and a die block, surmounted by a tall monolithic shaft.

The earliest examples of the obelisk that are available for study are in Egypt, although some authorities claim that it was used prior to the Egyptian period by other ancient people. Since all modern memorials of this type pattern after the works found along the Nile, we concern ourselves here only with the obelisk in the Egyptian form and consider it Egyptian in origin.

The shaft itself is square at its base and averages in height ten times the measurement of its width at the base. It is battered on four sides and terminates in a sharply tapered point called a pyramidion. The height of the pyramidion in any concrete example should be equal to the width of the base of the shaft. The batter of each face of the shaft is equal to one-eighth of its width across the base.

A plinth may or may not be inserted between the base of the shaft and the top of the die. However, if the plinth is used, it forms an admirable opportunity to sculpture as a frieze.

The die block should be considerably larger in the area of its lower bed than at the joint

of the shaft. Concaved faces should prevail in the die and, of course, be equal on all sides.

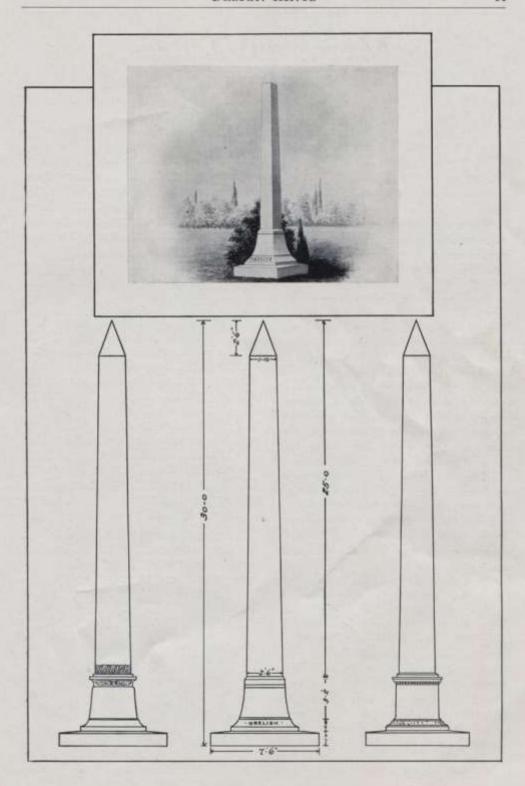
Two bases are usually used and there should be a sufficient wash extension to give an impression of solidity to the assembled composition. The bottom base should have horizontal measurements equal to one-fourth of the total height of the memorial, measuring from the ground level to the apex of the pyramidion. Thus an obelisk memorial that has a bottom base fourteen feet square, should have total rise of fifty-six feet. (This is the measurement of the Gotlieb Mulhauser obelisk in Spring Grove Cemetery in Cincinnati, Ohio, which is considered one of the finest in America.)

The original Egyptian obelisks were dedicated to a pagan god and were symbolic of the power to recreate. These were usually erected in pairs, and at first were merely a religious tribute. Later they were used as a marking

place for the dead.

Obelisk memorials in their modern adaptation to cemetery plots are made of various sizes, but in general the larger the example is, the more pleasing is the effect.

This type should be used only in cases where the plot is partic-



### Memorial Contracting

By
John K. Shawvan
Muldoon Monument Co., Chicago, Illinois

One of the most important phases of our industry is retail "contracting". The sale of the memorial is consumated by the signatures of the memorial purchaser and the retail dealer to a document which then becomes the written legal instrument evidencing the existence of the transaction.

The correct and complete form of this document will usually bring the issue to a successful conclusion even if necessary to appeal to the courts but an improper form may cause loss of money, time and much trouble to the memorial dealer. The great variations of laws in different states together with the tendency of our courts to be swayed by technicalities makes it advisable to use the utmost care in the form of sales contract.

In the first of this series of articles is illustrated a good standard short form of sales contract which, if carefully filled in, will be found to "hold water" in most cases.

It will be noted that the expression "made at" appears at the heading of the contract but the home city of the company is omitted. If it is a home transaction the home city name is inserted. If it is a transaction in another state the local city where-in the contract is executed is inserted, providing the corporation is properly licensed in the state involved.

In paragraph 3 a description of the particular memorial work referred to is inserted. This should include sizes, materials, inscriptions and reference to blue prints if any.

Paragraph 5 permits sufficient latitude on delivery in a legal manner.

Paragraph 6 should have the total consideration inserted in spelled out words and in figures on the first line shown in blank. Figures only need be used in filling out the various payments stipulated and the "total obligation" should balance with the written expression above but the "net total" will show the amount above less the deposit discount. The arrangement is planned to encourage the purchaser to make a large deposit.

Paragraph 7 is so worded as to give the dealer entire choice in the manner of enforcing collection if necessary.

Paragraph 8 is expressly provided for memorandum of notes if they are to be used in payment when the work is completed. It will be noticed that no mention of "notes" is printed as it might suggest time payments to the client who would otherwise pay cash.

Paragraph 10 is designed to protect the company if an irresponsible salesman should make a mistake and sell work at too

low price. The company should disclaim all responsibility by refusing to accept the order and the purchaser could not hold the company. This, however, would not be true if an office signed the document for and on behalf of the first party. From the last section of this paragraph it becomes legally possible to

make the client pay twice if they hand cash to a representative who absconds with the collection.

The greatest possible care should be exercised in filling in the necessary blank spaces in ink when the contract is made and a copy should always be given to the client.

	AGREEMENT
	Date
	Made at
1.	THIS AGREEMENT entered into by and between the Smith Monument Company, a corporation of Illinois with principal offices in the city of Chicago, the first party and
	the second party,
2.	WITNESSETH The first party agrees to furnish and set complete in cemetery at certain
	memorial work described as follows:
3.	(Space)
4.	The first party hereby guarantees this work to be of their best quality in workmanship and materials as represented hereon.
*	
5.	This memorial work is to be completed during the month of
6.	AND IN CONSIDERATION of the faithful performance of the foregoing by the first party, the second party hereby agrees to pay to the first party in lawful money of the United States the total sum of
	\$ at the signing of this agreement, a discount of 6% allowed
	on this payment up to 1/3 of total.
	\$ when the railroad company receipt (B L) is presented to the second party evidencing that memorial is shipped.
	\$ when the memorial is delivered at the site of erection.
	\$. when the memorial is erected complete.
	\$ total obligation.
	\$ only discount allowed.
	\$net total.
7.	In event of none payment of any part of obligation the second party hereby authorizes the cemetery company to permit the removal of the work by the first party or the first party may at their option collect by law.
8.	Remarks:
9.	All extended obligations draw $6\%$ interest per annum starting thirty days after work is completed and the memorial remains the property of the first party until paid for in full.
10.	
	Second Party (Purchaser) First Party
Na	Second Party (Purchaser)  me Smith Monument Company, Inc.
	dress
Ba	one
27361	ATT AVAILABLE VALUE OF THE PROPERTY OF THE PRO

#### Memorial Types

(Continued from page 10)

ularly adapted to give it proper setting. The most preferable environment is a raised knoll, flat on top and so arranged that the obelisk may center on its highest point. The obelisk is never desirable on a hillside, as the optical illusion from the end view gives it the appearance of leaning uphill.

This type may be dedicated to the memory of one individual or to an entire family.

Obelisks in Egypt were commemorative pillars recording the style and the title of the king who erected them, his piety, and the proof he gave of it in dedicating a monolith to the deity whom he especially wished to honor. They are made of a single block of stone, cut into a quadrilateral form, the width diminishing gradually from the base to the top of the shaft, which terminates in a small pyramide (pyramidion). They were placed on a plain pedestal, but larger than the obelisk itself. The Romans and the moderns have imitated them, but they never equaled their models.

Egyptian obelisks are generally made of red granite of Syene. There are some, however, of small dimensions made of sandstone and basalt. They were generally placed in pairs at the entrances of temples, on each side of the propyla. Of the two which were before the palace of Luxor at Thebes, one is seventy-two feet high and six feet two inches wide at the base; the other is seventy-seven feet high and seven feet eight inches wide. Each face is adorned with hier-

oglyphical inscriptions in intaglio, and the summit is terminated by a pyramid, the four sides of which represent religious scenes, also accompanied by inscriptions. The corners of the obelisks are sharp and well cut, but their faces are not perfectly plane, and their slight convexity is a proof of the attention the Egyptians paid to the construction of their monuments. If their faces were plane they would appear concave to the eyes; the convexity compensates for the optical The hieroglyphical inillusion. scriptions are in a perpendicular line, sometimes there is but one in the middle of the breadth of the face, and often there are

This inscription was a commemoration by the king who had the temple or palace built before which the obelisk was placed. It contained a record stating the houses and titles which the king who erected, enlarged or gave rich presents to a temple, had received in return from the priesthood and setting forth, for instance, that Rameses was the lord of an obedient people, and the beloved Ammon. Such is the subject of the inscription which is in the middle of each face of the obelisks; and though the name of the same king and the same events are repeated on the four sides, there exists in the four texts, when compared, some difference, either in the invocation to the particular divinities or in the titles of the king. Every obelisk, in its original form, had but one inscription on each face, and of the same period of the king who had erected it; but a king who came after him, adding a court, a portico, or

## piling up new evidence of its forceful salability===

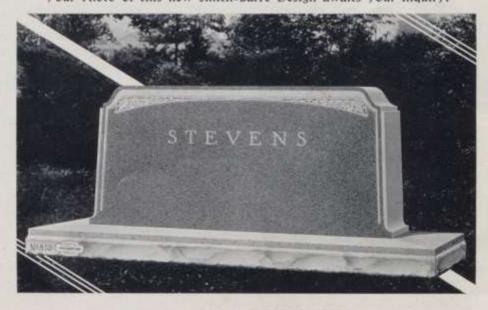
Smith-Barre granite cannot do the miraculous or the impossible. Yet there is this much that is beyond question:—a great number of dealers in fine memorials continue despite conditions to pile up new evidence of its undeniable salability. Perhaps you too could use this material's mighty selling power to the advantage of your business.

Specify
Smith=Barre
for either Polished
or Hammered Finish.

### E. L. SMITH & CO. Barre, Vermont



Your Photo of this new Smith-Barre Design awaits your inquiry.



Say you saw it in DESIGN HINTS

#### Memorial Types

(Continued from page 14)

colonnade to the temple or palace, had another inscription relative to his addition, with his name engraved on the original obelisk; thus, every obelisk adorned with many inscriptions is of several periods. The pyramidion which terminates them generally represents in its sculptures the king who erected the obelisk making different offerings to the principal deity of the temple and to other divinities. Sometimes also the offering is of the obelisk itself. The short inscriptions of the pyramidion bear the oval of the king and the name of the divinity. By these ovals can be known the names of the kings who erected the obelisk still existing, whether in Egypt or elsewhere.

The largest obelisk known is that of St. John Latteran, Rome. It was brought from Heliopolis to Alexandria by the emperor of Constantine, and was con-veyed to Rome by Constantius who erected it in the Circus Maximus. The height of the shaft is 105 feet 7 inches. sides are of unequal breadth at the base, two measure nine feet, eight and one-half inches and the other two only nine feet. It bears the name of Thothmes III in the central, and that of Thothmes IV in the lateral lines, kings of the eighteenth dynasty, in the fifteenth century B. C. The two obelisks at Luxor were erected by the King Rameses II, of the nineteenth dynasty, 1311 B.C. (Wilkinson). One of these has been taken to Paris.

The obelisk of Heliopolis bears the name of Usurtasen I, 2020 B.C. (Wilkinson) and is consequently the most ancient. It is about

67 feet high. The obelisks at Alexandria were brought from Heliopolis about 2000 years ago. The one that lay in the sand and the smaller of the two, was removed to London some years ago, and the other, which was still standing, was presented to the United States by Ismail Pasha. This monument of antiquity is an inestimable treasure to our country. It bears the name of Thothmes III. In the lateral lines are the ovals of Rameses the Great. It is of red granite of Syene. It bears the name of Cleopatra's Needle, is about 70 feet high, with a diameter at its base of 7 feet 7 inches. We can hardly appreciate that we should have standing in New York a relic so ancient, a column on which Moses and Aaron looked, and doubtless read its hieroglyphic inscription; that Rameses the Great (Sesostris) had his knightly banner carved upon it; that Darius, Cambyses, Alexander and Augustus knew it; that it was equally known and beheld by Pythagoras, Herodotus and Strabo; that a long procession of the most illustrious characters of the middle ages have passed before it, from the days of Clement and Anastasius to those of Don John of Austria; and finally, that it was the first herald of Egypt to Napoleon and Mohammed Ali. A monument like this will truly be cherished by every citizen.

The obelisk of the Piazza del Popolo claims great interest, as it also stood before the Temple of the Sun at Heliopolis. Hepsius attributes it to Memeptha. It was removed by Augustus to Rome, B.C. 19, to ornament the

Circus Maximus.



### It Put Retailers Ahead

A GRANITE AS SERVICABLE AND ATTRACTIVE AS EMERALTONE IS PREDESTINED TO SUCCEED. IT WINS ITS WAY THROUGH SHEER MERIT. IT IS SO SUPERBLY COMPETENT IN THE FULFILMENT OF ITS FUNCTIONS THAT IT CANNOT BE OVERLOOKED. IF YOU DESIRE A GRANITE OF TRUE BEAUTY, OF RICHNESS, OF CHARACTER; EMERALTONE SHOULD BE YOUR CHOICE.

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

#### Baby Fingers---A Christmas Editorial

Written for Design Hints by Dr. Roy L. Smith

Herod's fear seemed riduculous. He was seated upon the throne supported by all the power of the legions of Rome. Yet news of the birth of a new King among the Jews set him trembling. Who could know the power that lay in baby fingers?

The shepherds, come in from their midnight watching in the fields, looked down into the cradle with awestruck hearts and faces strangely glorified, but they could not see the power that lay within those baby fingers. The wise men came from the east—worshipping—but they could not foresee the wielding of mighty forces by those tender fingers.

Cæsar sat upon his throne all unconscious that a babe was nursing at its mother's breast in one of his obscure provinces who would let loose upon the world an idealism that would shake other Cæsars from their thrones and make Cæsarism

an impossibility among free peoples.

Without an army, a treasury or a sword this baby organized the aspirations of the human soul in a great crusade for justice and peace until a hundred necessary evils of Cæsar's day have been swept from off the face of the earth.

By preaching the divinity of personality those baby fingers broke the bonds of slaves the world over, set men free, and taught them to walk with faces to the sun. Slavery is

gone, thanks to Christian teachings.

By preaching the rights of others, those baby fingers swept the seas and drove piracy to its death. The waterways of the earth are, today, as safe as the best policed streets of any city in the world. Piracy is gone, thanks to the Christian

doctrine of rights of others.

By glorifying womanhood, those baby fingers made a place for women beside their husbands in the home, in the market place, before the bars of justice and wherever the stream of life may flow. Womanhood owes its emancipation to the emphasis placed by Christianity on the divine rights of personality.

Each year the spirit of Christmas is announced anew upon the face of the earth. Christmas is not a date on the calendar. It is a state of heart. And the earth entertains Christmas with a glad welcome because the heart of the world is changed since the heralding angels sang their pxons of joy

over the Judean hills.

A baby's fingers have unlocked the heart of humanity, allowing its best to spill out over the earth in a benediction of good will among men.



Henry C. Smalley Granite Co., Inc., Des. 388 Copyright 1931

### Supreme Quality ....

### Outstanding Value

At the insistence of the trade for a series of extremely moderate priced designs, we have created fine memorials in the much demanded price ranges.

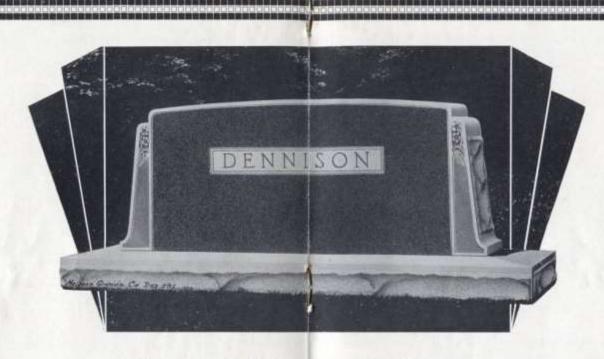
One of the numbers is shown here. It is Smalley design number 388, a rustic memorial of pleasing design that will appeal to the prospect who demands substantial proportions at a moderate price. Supreme quality and outstanding value made certain by the

#### . . . Smalley Line of Designs and Granites . . .

We use Royal Dark and Royal Blue-Gray from the Old Souhegan Quarry; and Pink and Red Westerly Granites.

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

Say you saw it in DESIGN HINTS



#### Success is Direct.....and Certain

It is only when you have all the elements to consummate the satisfactory sale, merchandise, ideas, display, contacts.....that you are certain of winning new triumphs for your business. In variety of granites, designing service, ideas for your assistance, size, strength and responsibility of organization, and in dealer helps, Melrose offers the kind of service which all dealers are looking for, and which many are getting through Melrose.

### Melsose Granite Company

St. Cloud, Minnesota



### For Your Spring Display

The Harbinger and Farnum memorials shown in the accompanying plates will enhance the appearance of any show room for spring or summer prospects. Order them from any of the splendid firms that advertise in Design Hints and you will be assured of fine granites, skilled workmanship, prompt service and two lovely memorials that will add new life and interest to your display.

Beautiful IIx14 photographs of the designs shown on pages 22 and 23 will be furnished by Design Hinte for 75c sach.



### The Design Hints' Line of Memorials

The dealer will always find designs of interest in the Design Hints' line. There are ideas for the most exacting tastes and requirements. Tall memorials, horizontal or massive types in both polished and hammered finish, attractive but not costly, a line of memorials that are always modern in design and finish, always practical and readily salable.

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

#### A Sales Message

(Continued from page 9)

card and printed on heavy white enamel stock. For the illustration of each symbolic design we suggest you get in touch with the Editor of Design Hints who can supply you with electros for this purpose.

Subjects such as the Exedra, the Cross design, leadership design, Mausoleum and others would be well chosen. Knowing your own market, you can determine what types of designs would be best suited to your clientele and how elaborate or how simple

to make your appeals.

Each of the inserts should have a few paragraphs of description telling about the particular design on that slip. It should also make the suggestion that you are equipped to create special designs such as these. Put your name and address on each one. The descriptive copy can be furnished by the Editor of Design Hints when you order your electros.

We have already suggested two ways of sending this message with the accompanying inserts: 1st. as a Letter, 2nd. as a Folder. The Letter form as shown in Fig. 1 consists of a regular 8" x11" letter head, folded twice to fit a No. 10 envelope. The inserts can be slipped between the folds of the letter, or if you want to make it a little more elaborate, go to a stationery or photograph store and get a supply of corner tabs. They are gummed so you can paste them on the letter in such a position that the corners of the inserts can be tucked into them and held securely in place at the bottom of the letter as shown by the dotted lines in Fig. 1.

The message must be typewritten or printed first before the tabs are applied, and can be continued on down to the bottom of the page if desired. If you print the message, use the new Kabel type face. It is neater and much better looking. See your printer about preparation and printing of the inserts and the letter.

The second way of sending this message is the Folder idea as shown in Figs. 3 and 4. This is based on a French fold plan, open at the top. The front face (Fig. 3) shows a simple cross rule effect—merely a hairline or one-point rule across the top and left side of the page. If you can print this in a separate color such as deep brown it would make a very pleasing effect. The title "Symbols of Life" is set towards the lower right corner.

Fig. 4 shows the folder opened with our message on the left page and the illustrative inserts tucked into a slit on the right page with just the tops peeking out. Again on the left page we make use of the simple but dignified cross rules, this time on all four sides. The copy or message occupies the center and main part of the page with plenty of space all around it.

You will note that with the open part of the French fold at the top, the closed bottom part makes a secure pocket for the inserts when they are tucked into the slit. Your name should be placed on the right hand page.

Consult your printer as to the preparation of this folder. He will show you how the slit can be put in with a die and he will likewise tell you about correct sizes for the folder. We recommend using a special rough finish laid stock for this folder with



Quality Clear Through

All the way down the line, Johnson & Gustafson memorials are trustworthy. Unexcelled granites that are famous for their dependability; captivating designs that mirror the genius of our capable designers; craftsmanship that delights the heart of the experienced memorialist by its perfection. We are proud of them and you'll be proud to display and sell them.

We use Rock of Ages for polished work; Wetmore & Morse and E. L. Smith Light Barre for axed work.

#### 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 Mr. Fred Haslam

SOUTHERN REPRESENTATIVE Mr. Alex. Duncan



#### Memorial Types

(Continued from page 16)

The monument in front of St. Peter's was brought to Rome by Caligula, and placed on the Vatican in the Circus of Caligula. It is about eighty-three feet high. There are several other Egyptian obelisks in Rome. Nothing can afford a greater idea of the skill of the Egyptians and of their wonderful knowledge of mechanism, than the erection of these monoliths.

The Greeks never made obeliks outside of Egypt. The Macedonian Kings, or Ptolemies, who reigned in that country, from Alexander to Augustus, erected. terminated or enlarged many monuments, but always according to Egyptian rules. Egyptian artists executed obelisks for their Greek princes, but they did not depart, any more than in the other monuments, from their ancient customs. The Egyptian style and proportions are always to be recognized and the inscriptions are also traced in Hierogly-The obelisk found at phics. Philae was erected in honor of Ptolemy Evergetes II and of Cleopatra, his sister or Clepatra, his wife, and placed on a base bearing a Greek inscription relating the reasons and occasion of this monument. It was removed from Philae by Belzoni, and has been now erected at Kingston Hall, Dorset, by Mr. Bankes. It is very far from equaling the Pharaonic obelisks in dimensions, it being only 22 feet high.

After the Romans had made Egypt a Roman province they carried away some of its obelisks. Augustus was the first who con-

#### Greeting

That your Christmas may be Merry and full of Gladness and that the New Year bring you a full measure of Health and Success is our wish for you this glad season.

#### Trow & Holden Company

STONE WORKING TOOLS & SUPPLIES
Barre, Vermont

erkerrere

#### ITALIAN MARBLE STATUARY



We have 2000 Statues in stock for quick delivery.

All Regular Designs and all sizes.

Reasonable Prices.

Courteous Treatment.

Prompt Service

#### H. A. WHITACRE, INC.

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

### Prepare For Prosperity

Business, say financial wizards, will come back in 1931. It will be a steady rise, so that it will be near the heights when the Memorial Day rush is in its intensity. The growth of any retail sales volume during 1931 is dependent on many things, of which the responsibility of the manufacturer is not the least.

Knowing this, Liberty offers a wide variety of salable designs and granites for your selection thereby giving you the advantage of mixed carload shipments of fine memorials at a substantial saving in

freight.

Red and Gray
St. Cloud, Liberty Red, Liberty
Standard Red, Liberty Gray, Liberty
Mahogany, Oglesby,
Minnesota Pink, Unique
Damask, Hoover and
Barre Granites.

## LIBERTY GRANITE COMPANY

Incorporated

St. Cloud, Minnesota

#### REPRESENTATIVES

HARRY BENSEN
P.O. Box 11 St. Cloud, Minn.
Minn., Wis., Northern III.

L. M. GARRETT Masonic Temple, Zanesville, Ohio Eastern Ohio EDWIN WAGGONER 708-6th St., St. Mary's, W. V. V., W. V., Md., Ky., Tenn.

GEO. W. CARY 833 Maple Ave., Zanesville, Ohio Pennsylvania DANTE H. CORTI Box 471, Batsvin, N. Y. State of N. Y.

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

#### Memorial Types

(Continued from page 26)

ceived the idea of transporting these immense blocks to Rome; he was imitated by Caligula, Constantine and others. were generally erected in some circus. Thirteen remain at the present day at Rome, some of which are of the time of the Roman domination in Egypt. The Romans had obelisks made in honor of their princes, but the material and the workmanship and the inscriptions cause them to be easily distinguished from the more ancient obelisks. name of Santus Rufus can be read on the Albani obelisk, now at Munich and as there are two Roman prefects of Egypt known of that name, it was, therefore, one of those magistrates who had executed in that country these monuments in honor of the reigning emperors, and then had them sent to Rome. The Romans also attempted to make obelisks at Rome; such is the obelisk of the Trinita de Monti, which formerly stood in the Circus of Sallust. It is a bad copy of that of the Porta del Popolo.

The Roman emperors in the east had also some Egyptian obelisks transported to Constantinople. Fragments of two of these monuments have been found in Sicily, at Castania; one of them has eight sides, but it is probably not a genuine Egyptian work. The use of the obelisk as a gnomon, and the erection of it on a high base in the center of an open space, were only introduced on the removal of single obelisks of Rome. (Museum of Antiquity)

um of Antiquity).

(Continued on page 30)

#### 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.

#### -DALLETT=

#### Tools and Supplies

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



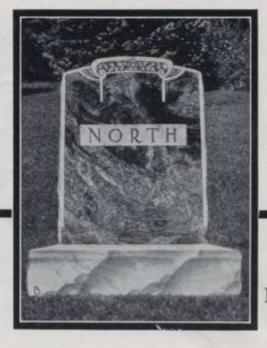
Pneumatic Tools Truline Stencil Cutter Stainless Glue Putty Powder

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



-All Mail Orders Handled Promptly-

ST. CLOUD IRON WORKS CO. ST. CLOUD, MINN. H E W P Y E A R



A 1 B 9 I 3 G I

AN IDEA AND ITS RESULTS

#### OUR GIFT TO THE INDUSTRY:

It is color in modern trend that progressive craftsmen have been looking to as a means of advancing the cause of the industry. We have them in

#### RED AND WHITE ORIENTAL

and they are sold exclusively in each community to only one alert dealer. We have a very attractive offer for that one dealer, and if your territory is still open it would be to your decided advantage to investigate our comprehensive plan.

Write now before making Memorial Day plans.

### LINCOLN CRANITE COMPANY

ST. CLOUD

MINNESOTA

CHICAGO OFFICE: 53, W. JACKSON BLVD.

Say you saw it in DESIGN HINTS

#### Memorial Types

(Continued from page 28)

While this type of memorial has been often used as a theme for modern American family monuments it should always be remembered that it is absolutely pagan in its symbolism and to the careful thinking person it is a severe transgression of good taste to use it to symbolize a christian family whose belief in the return of Christ places their proper symbolism directly opposite the meaning of the shaft.



#### A Sales Message

(Continued from page 24)

envelopes to match. Paper companies today are showing many different kinds of special paper stocks with envelopes all made up to match. Your printer will gladly secure samples for your consideration.

A color tone would make the job very effective—brown, ivory, or gray. Address each envelope by hand since it makes the mailing more intimate and personal. We hope this idea will be of some value to you in the promotion of selling Memorials by design.

\* \* \*

Charles G. Blake Company of Chicago, has just completed the publishing of a beautiful booklet which contains all the articles written for *Design Hints* by the late John Cargill, who was Director of Design for them for over twenty-five years. We believe this booklet contains more valuable information than any of its size ever published and is a beautiful tribute to this fine gentleman who did so much to raise the standard of memorial art.



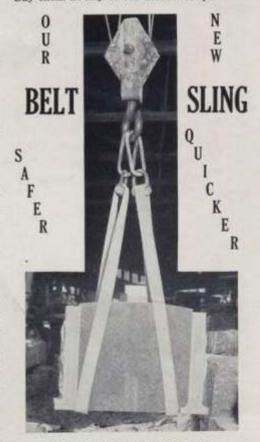
Headquarters FOR MEMORIAL Manufacturers and DEALERS

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 Comptete Line of Hardware.

Our new Belt Sling is OUICKER and SAFER than chains for handling polished work. Buy them at any of our branch shops.



GRANITE CITY TOOL CO.

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

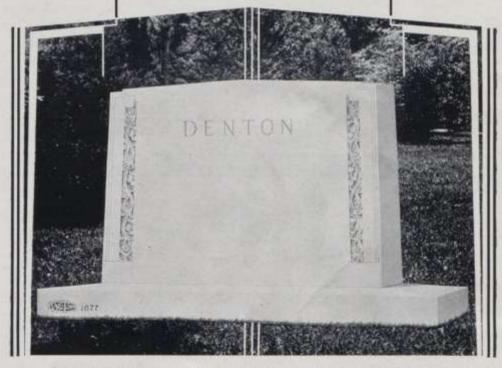
At this season of universal good-will, let us pause in the year's occupation to wish you and all who are one with us in the creation of fine products

#### A Happy and Prosperous New Year

And our wish is as genuine as

#### GOLD BOND OF PERFECTION

which is a permanent Guarantee that you will always receive a product as free from imperfections as it is humanly possible to deliver.



Cook, Watkins and Patch memorials embody every desirable feature essential to successful merchandising. It will be a pleasure to send you sizes and prices on the Denton design, one of our latest creations.

### Cook, Watkins & Patch, Inc.

221 COLUMBUS AVE.
BOSTON, MASSACHUSETTS

Plants: Barre. Vermont

Say you saw it in DESIGN HINTS

#### GRANITE CHIPS

E+++E

First the No-Monument Cemetery, then the Community Mausoleum and now the Surface Burial Vault. What will be the next menace to the sale of appropriate and beautiful private cemetery memorials?

The following letter was received in our office a few days ago and we are very glad to print it believing that some of our readers can send us the information desired. We shall very much appreciate hearing from any dealers who have been confronted with the same problem with information that will be of assistance to our Michigan friend. Please direct your letters to Design Hints, St. Cloud, Minn.

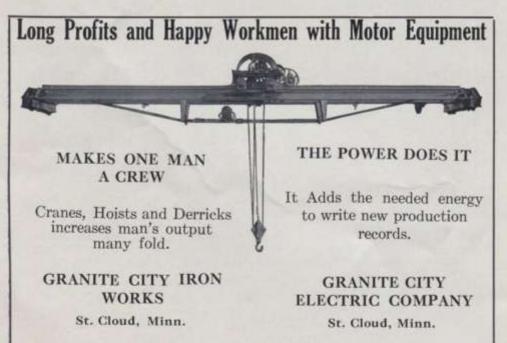
Design Hints, St. Cloud, Minn. Gentlemen:

We are now confronted with the surface Vault menace. It has occured to us that you might have some information along this line of the Surface Burial Vault. We have reference to the Burial Vault which has a composition slab on top for covering and which takes the place of a granite or marble memorial.

We thought perhaps if we knew the names of some of the leading cemeteries of the country who are not permitting the use of these vaults, and if we knew the reasons why they are not permitted, then we could go before our cemetery board with a great deal of effect.

We are preparing a pamphlet to take before the cemetery board to urge that the surface vault be ruled

(Continued on page 34)



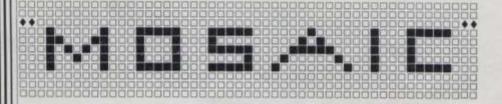
Overhead Cranes Reduce Overhead Costs

And .....

on the Horizon Looms . . . . . .

Another

Grewe Granite . .



Ready to throw its shimmering beauty in distinguished fashion in the finest showrooms of the country.

We shall be pleased to answer your inquiries regarding this new granite or furnish more information concerning the other Grewe Headliners-

> Sterling Mahogany Red St. Cloud :: Gray St. Cloud

Grewe Granite Company

St. Cloud, Minnesota

#### Granite Chips

(Continued from page 32)

We thought perhaps you out. might have considerable information or would be able to tell us where we might get the proper information in order that we might better prepare our argument. Anything that you can do for us along this line will be greatly appreciated.

Very sincerely,

Michigan Dealer.

(Name On File).

#### \* \* \*

#### Annual Meeting of Barre Manufacturers' Association

The Annual Meeting of Barre Manufacturers' Association was held December 13th, 1930.

This meeting was held in conjunction with a banquet at Hotel Barre with the largest attendance in many years.

The following officers were elected for the ensuing year:

President Robert B. Jones 1st Vice-Pres. Levi Cross Jerome Veronesi 2nd Vice-Pres.

#### DIRECTORS

Maurice Watkins	2 years
Ezra White	3 years
Robert MacLean	2 years
Albert Willett	1 year
James Stewart	1 year
J. A. Healy	3 years

A new office was established by the Association, that of Executive Secretary, and T. Tracy Lawson was appointed by the Directors to act in that capacity for the ensuing year.

An Advisory Committee was also appointed consisting Robert B. Jones, acting as Ex-Officio, Athol Bell and Robert Q. McDonnell.

#### CONVINCED

The circus strong man rode out on horseback to challenge a farmer whose great strength had gained him a reputation. He entered the farmyard, tied up his horse

and approached the farmer.
"Hey", he said. "I've heard a lot about you, and have come a long way to see which is the better man."

Without answering the farmer seized the intruder, hurled him bodily over the fence into the

road and returned to his work. When the loser had recovered his breath the farmer growled, "Have you anything more to

say to me?" "No", was the reply, "but perhaps you'll be good enough to throw me my horse."

#### \* \* \*

#### Our English Cousin

An Englishman, while attending a banquet in America, was very much impressed by the following toast, "Here's to the happiest moments of my life, when I was held in the arms of another man's wife-My Mother."

The Englishman upon returning to England, was elected toastmaster at a banquet, and, decided to give the clever toast he had heard in America. He arose and said. "Ere's to the 'appiest moments of my live, when I was 'eld in the harms of another man's wife -er-er-ah I forgot who the bally woman was."

#### 专专专

"My son, do you think that chorus girl is the right sort you could bring home and introduce to me and your sister?"

"Sure, mother, but I'd hate to trust the old man with her."



Write for sizes and prices on this design-Waldron Shield Co., Inc., No. 4662

### IT'S A FACT....

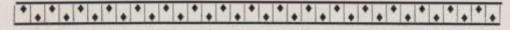
WE'VE NEVER BEEN INVOLVED IN A MEMORIAL TRANSACTION THAT HASN'T BEEN BROUGHT TO A SATISFACTORY CONCLUSION FOR EVERYONE CONCERNED. THAT'S JUST ANOTHER FACT, BUT IN OUR OPINION IT'S A MIGHTY IMPORTANT ONE.

SPECIFYING WALDRON SHIELD IS SPECIFYING SATISFACTION. THAT SHOULD MEAN SOMETHING.

#### Happy New Year

### WALDRON SHIELD COMPANY, INC.

BARRE, VERMONT



### CHANGE

#### Announcing An Entirely New Design Medium

Substitution of beautiful original renderings, just as they leave the artist's board, for mirror photographic copies.

#### Thinking Craftsmen are Ready for this Change

Something must be done to place memorial selling on a par with other modern merchandising methods.

Something that will have a greater appeal to the buyer.

Something of much greater artistic merit.

A medium that snaps up and magnifies the beauty and charm of proposed memorial instead of absorbing it into a monotonous stock composition.

This is an invitation to join with us in the development of a radically different sales medium that will bring more sales, better prices and result in more artistic memorial work being erected every place in America.

Every design is a masterpiece.

Every design is an original.

Every design has ten times the appeal of the stock type of design that has been universal for the last twenty-five years.

If you are alive to the possibilities of modern merchandising methods, investigate this new medium without delay.

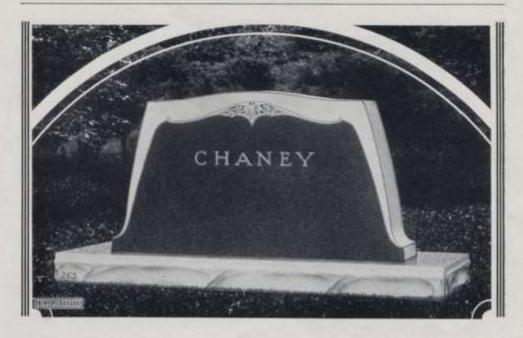
A letter, telegram or telephone call will bring this opportunity to you.

#### BLISS DESIGN COMPANY

ROCKFORD, ILLINOIS

The accomplishments of this organization today are the trade's greatest inspiration. What we do tomorrow is something better. We never rest in our ability to advance memorial standards and to provide more helpful inspiration and service to fellow-craftsmen.





#### Two Good Reasons

THERE are two good reasons why 1930 has been a fruitful year for us, and for those same two good reasons we expect 1931 to be an even better year. One of those reasons is REX SHAMROCK, the other is REX GARNET.

A discriminating clientele has found them to be the best obtainable and has acted accordingly. Are you among those who used Rex Shamrock and Rex Garnet to such striking advantage during 1930?

> Rex Granite Co. St. Cloud, Minn.

### WETMORE & MORSE LIGHT BARRE LEADS....

BY COMPARISON BY REPUTATION By Preference BY NATURAL MERIT BY HONEST SUPERIORITY

### Wetmore & Morse Granite Co.

Quarries: BARRE,

VERMONT

Main Office: MONTPELIER, VERMONT



Say you saw it in DESIGN HINTS

### What About New Designs





The design shown herewith is a Pirie creation. It was released by us this month and any Pirie's Dark Barre manufacturer in the Barre District-there are 60 in all'is equipped to execute orders for memorials in this design. Simple and inexpensive it embodies refinement and good taste; in fact it possesses all the requirements which are essential in creating sales with a majority of the customers who are seeking memorials. A memorial like the one shown above and finished in the lovely Pirie's Dark Barre granite would be an asset to any showroom. Write to any of our manufacturers about it. They will extend prompt and courteous service.

> \*We shall be glad to furnish any dealer, upon request, a list of the Pirie's Dark Barre manufacturers in the Barre District.

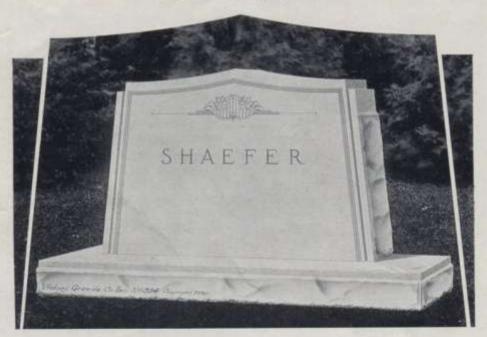


### J. K. PIRIE ESTATE

BARRE, VERMONT

### Planned Designs for Diversified Tastes

It is only human nature for a person to desire something distinctive in the design of the memorial which he erects. For no two persons interpret beauty in exactly the same manner. Because of this very human trait, Victory designs are a true help to the memorial dealer. Each one is a completely novel creation in itself; each one designed to meet the demand for individuality which the memorialist encounters. Can you ignore such an asset?



### Victory Granite Company, Inc.

Designers and Manufacturers of Barre Memorials

Barre, Vermont

THERE'S ONE THING WE NEVER
TIRE OF REPEATING WHEN WE
START SPEAKING OF ROYAL
ANTIQUE. THAT'S THE FACT
THAT IT'S THE MOST DISTINCTIVE
GRANITE OFFERED TO THE
TRADE. IT IS COMPELLINGLY

Colorful Beyond Rivalry

DIFFERENT. IT IS COLORFUL BEYOND RIVALRY. IT ADDS VIGOR AND COLOR AND LIFE TO THE DISPLAY IT STANDS IN. THE STRIKING PATTERNS THAT SWEEP OVER ITS SURFACE ARE ARRESTINGLY BEAUTIFUL.

ROYAL ANTIQUE, SOMEHOW,
JUST CAN'T BE DENIED. IT IS.
TRULY DISTINCTIVE DISTINCTIVE
ENOUGH TO SELL ITSELF TO
THOSE WHO APPRECIATE
DISTINCTION.



ROYAL GRANITE COMPANY St. Cloud, - - - Minnesota

# The Man Who Plans Is The Man Who Wins

The surest way to gain success in the memorial field is for the manufacturer and the retailer to plan together.... to dove-tail their efforts. Plan your course and stick to it....

that's the way to make the New Year splendidly successful. You will find *United* ready and willing to lend a hand in any manner consistent with good business.

United Granite Company

St. Cloud, Minnesota