

Design Hints For Memorial Craftsmen

February 1930, Vol. 6, No. 8

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Dan B. Haslam, Editor and Publisher

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March 2013

DESIGN HINTS

A MAGAZINE OF INSTRUCTION AND INSPIRATION FOR

MEMORIAL
CRAFTSMEN

THE MAN WHO BUYS FOR PRICE
ALONE HAS MADE A QUESTION-
ABLE INVESTMENT.

FEBRUARY

1
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3
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VOLUME 6

NUMBER 8

Responsibility

WHEN a dealer takes an order he assumes the responsibility of satisfying his customer. The largest part of that responsibility lies in the material selected.

When the order calls for Light Barre specify Wetmore and Morse, and be certain of getting the best. Wetmore and Morse Light Barre is flawless. Your Barre manufacturer will be pleased to tell you about it.

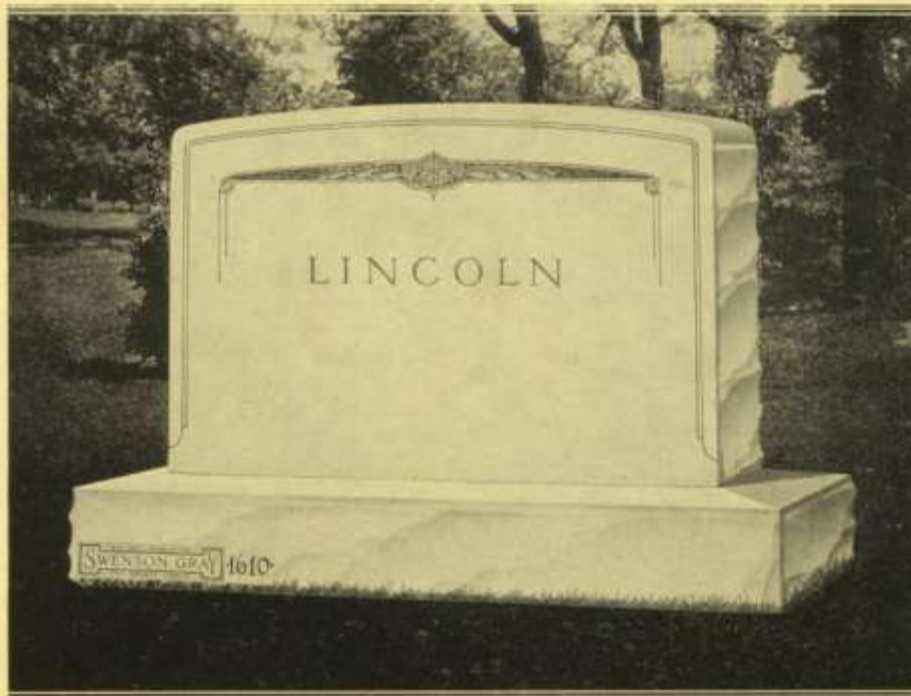


Request our Certificate of Merit

Wetmore & Morse Granite Co.

Quarries: BARRE, VT.

Main Office: MONTPELIER, VT.



One Sells Another

The name of a dealer who buys one or two memorials is no recommendation for the granite. It is the repeat business that tells the tale, and that's just how we grow; more *Swenson Gray* memorials are sold by the the word-of-mouth advertising of dealers than by any other way.

In appearance, in durability and in economy *Swenson Gray* memorials meet every requirement.

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



A STUDY IN CONTRAST

The Moore design is another new creation by Ortonville for your assistance in selling

ORTONVILLE RUBY RED or J. & L. MAHOGANY

Variety in contour is shown in the curves of the top and modern treatment of sandblast detail is displayed in the carefully designed ornamentation and two-toned panel effects. Note also the sharp contrast between the polished and hammered surfaces.

An admirable design by a reliable house.

SEND ALL CORRESPONDENCE TO CHICAGO OFFICE

Ortonville Monument Works

QUARRIES AND PLANT:
Ortonville, Minnesota

CHICAGO OFFICE
1461 Menadnock Block

Say you saw it in DESIGN HINTS



A Red that Helps Dealers to New Planes of Prestige

Such may be said truthfully of PYRAMID RED, the kind of red that has reached its way across the continent. It will put new life and color into your business and bring more buyers to your shop. Just give this PYRAMID RED a chance.

Pyramid's new Crystal—sold in Minnesota under the trade name of CRYSTAL GRAY and elsewhere as PURPLE CRYSTAL has attracted the attention of the country's craftsmen.

CRYSTAL GRAY

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

Pyramid Granite Works

Incorporated
St. Cloud, Minnesota

PURPLE CRYSTAL

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

Wm. M. Dodd and Son

Incorporated
Zanesville, Ohio

Say you saw it in DESIGN HINTS



The Quality Counts

Universal's horoscope has extended over new land levels and its finished products are found monthly in new places. More dealers in Universal and more friends and supporters of its memorials while old friends remain true friends.

With this increase Universal goes on in its established policy of

Giving More Than We Agreed To Give

. . . . a policy that has "made" Universal.

New and modern equipment, more of it than we ever had, is now installed ready to answer to your satisfaction the most unusual demand for spring.

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

Die, Base and Statue
In
Pirie's Dark Barre



The Salerno memorial was cut by D. Caccavo and Co. of Barre, Vt. for H. Marcotrigiano, Mt. Vernon, N. Y.

Because the buyer considered it the finest of memorial granites, Pirie's Dark Barre was specified for the die, base and statue of the Salerno memorial. When the best is desired, this granite will always fulfill your requirements.

J. K. PIRIE ESTATE
BARRE,  VERMONT

Say you saw it in DESIGN HINTS

LIBERTY MEMORIALS



SELL THEMSELVES

87% OF OUR IMPRESSIONS COME THROUGH THE EYE!

Therefore, 87% of your sale depends on the memorial itself—its design, its craftsmanship and its granite.

Liberty memorials are convincing salesmen. They sell themselves through sight. They ably perform their 87% of the sale. Designs and granites capable of fulfilling every requirement and any taste. They are finished with that consummate skill which is the pride of Liberty.

Your display is your greatest aid to more and better sales. Vitalize its possibilities to their fullest extent by filling it with Liberty's design conceptions and fine memorial execution.

LIBERTY GRANITE CO., INC.
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

Here's An Idea

Last month we made a suggestion concerning belated orders for spring and Memorial Day delivery. We invited suggestions from our readers and received a number of them. We are quoting below in full the letter written by the Hayes Monument Company, of Chicago, and recommend it to the industry in general. The letter is as follows:

Mr. Dan. B. Haslam,
Editor, Design Hints,
St. Cloud, Minn.

Dear Sir:

Your article on Memorial Day delays in a recent issue should bring out some helpful suggestions from the retail dealers.

In the past twenty years we recall disappointing but one customer on a Memorial Day promise. We ordered this monument in ample time, but shipment was made too late to set it prior to Memorial Day.

These are our rules for avoiding Memorial Day disappointments.

1. Carry as large a stock of monuments as possible, of designs suited to our territory.
2. Stress the advantages of buying from stock.
3. Order spring stock in the fall for delivery to us in February and March.
4. Stop taking Memorial Day orders when we have reached the limit which we know can be lettered prior to Memorial Day.

By adhering to these rules, the dealer will build up a clientele of satisfied and friendly customers

who will sound his praises far and wide. His business days will be peaceful days, and he will have no sleepless nights.

We are not exaggerating in making the statement that ninety-five per cent of our monuments are sold from stock in our two display yards. By carrying a large, carefully selected stock, unique designs, in great variety, we can satisfy the most exacting customer, with profit to ourselves, by eliminating the element of price competition.

Yours very truly,

HAYES MONUMENT CO.

We should be happy to receive any other comments from dealers over the country.

If you have a suggestion or have been following out a given policy in order to prevent disappointments on spring delivery we should be glad to hear from you.

AIN'T IT THE TRUTH

A gentleman was walking down the street with a little boy at his side when the boy cried out: "Oh, pa! there goes an editor."

"Hush, hush," said the father. "Don't make sport of the poor man. God only knows what you may come to yourself, some day."

Embarrassing Moment—A man sat down in a swell restaurant and pointed to a line on the French menu card and said to the waiter, "Gimme some of that." "Sorry, sir," answered the waiter, "the band is playing that."

Advertise the Private Mausoleum— Now,—While the idea is popular

By Harvey R. Kruse



In many sections of the country a menace to the individual Memorial dealer's business has arisen in the nature of community mausoleums. Clever promoters have seen an opportunity to sell the public on the idea of spending their money for space in a large community mausoleum instead of an individual marker on a private lot.

Frankly the idea has "caught on" and the public is showing increasing interest. It is time for the independent Memorial Dealer to recognize this before it is too late and considerable damage done to his business.

Also it is an occasion for considerable deep thought in meeting the problem. Crying aloud over the inroads won't do any good and cursing of the invader is just as fruitless. When the public *wants* something different and appears to be changing its buying habits, the thing to do is to get in stride with the trend of the demand.

Give them what they want.

Only, in this case, show them that what they really want is a *Private Mausoleum*. The private Mausoleum offers all the advantages of dignity, prestige, and character plus the one great additional advantage of *intimate privacy*.

Fight fire with fire. If the community Mausoleum idea is cutting you out of Memorial sales, tell the public about your private Mausoleums and sell them on the

advantages of privacy and intimate personal ownership—set apart from the commonness of public ownership.

In Advertisement No. 1 (see Plate 1), we are setting the stage for our campaign. Giving it atmosphere, as it is called in advertising. Building up its prestige, character, and desirability.

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

Heritage of the ages—The Private Mausoleum

Many of the world's richest records have come down to us in the beauty of Private Mausoleums erected to commemorate some person's name and life.

The name Mausoleum itself is derived from the magnificent tomb of Mausolus at Halicarnassus, one of the Seven Wonders of the World.

Hadrian's Tomb in Rome, the Mammoth Pyramid of Cheops, the Mausoleum of Theodoric at Ravenna, and the tombs of Cyrus and Darius in Persia have never ceased to create wonder and amazement.

And in our modern day this same great thought of personalizing a man's memory has found expression in such structures as Grant's Tomb, the Washington Monument, Lincoln Memorial and others.

Possibly the most striking development of this idea is its adaptation to the individual today. The Private Mausoleum has become a sanctuary of the family. A beautiful private retreat devoted to a service that is personal and everlasting. We will gladly give you information on the design and cost of erecting such a memorial.

(Your Business name)
and address


*Heritage
of the Ages*

A series of horizontal lines for writing.

Your name _____
Address _____

Plate I

*Intimate
Secluded PRIVACY*




Private Mausoleum

Your name _____
Address _____

Plate III

*It belongs
to the Modern Day*



The Private
Museum

Your Name
Address

Plate II

[illegible]

Plate IV

If we can subtly instil the thought that here is an idea infinitely desirable, we have gained much.

Purposely this first advertisement does not attack the subject with hammer and tongs. We are trying to inject—(subtly if possible)—the quiet peaceful beauty of such a private memorial. The second advertisement of the series immediately drives home the application of the Private Mausoleum to modern day use.

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

It belongs to the Modern Day

Just as one sees progress in all other activities of man, so is progress expressed in the way men of our modern day plan lasting memorials for those nearest and dearest to them.

The Private Mausoleum is receiving more and more consideration. It is a sanctuary, sacred to the family who builds it. Down through the ages men have chosen this distinctive personal means of perpetuating a memory, and the same thought has been adapted with striking effectiveness to the smaller Mausoleum of our Modern day.

To the family whose ties of love and devotion have meant more than material things could ever mean, this thought of an intimate private resting place with its quiet dignity and architectural beauty has a striking appeal.

We will gladly show you interesting sketches for family Mausoleums and suggestions for their construction and placement.

(Your business name)
and address

With Advertisement No. 3 we are discussing more in detail the advantages of the Private Mausoleum—particularly its privacy. The layouts in each case are illustrated in the accompanying plates.

You will have to secure some good cuts of a typical family Mausoleum. It will be well to get two cuts. One facing to the left and the other to the right. The layouts herewith illustrate how these are used. A fundamental rule in Advertising is to have your illustration lead the eye *into* the Advertisement and not *out* of it.

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

Intimate Secluded PRIVACY

There is a distinct trend to the Mausoleum type of Memorial today. Its majestic architectural beauty leaves a feeling of dignity and proper reverence. Community Mausoleums have done much to arouse interest in this dignified evidence of respect.

But many families prefer the privacy of a small secluded Mausoleum devoted solely to themselves. It is strictly personal and intimate. It prevents association with undesirable neighbors that sometimes cannot be avoided in the Community edifice.

After all, one's sentiments and emotions are sacred to one's own self. Sensitive people hesitate to make a public display of it—as they must necessarily do in a public edifice.

But the Private Mausoleum is a sanctuary of the family—a sacred spot untouched by outsiders, never invaded by undesirables. May we give you information on the construction of Private vault Mausoleums?

(Your business name)
and address

In Advertisement No. 4 we bring the subject face to face with our prospect—"Why shouldn't you consider a Private Mausoleum"? We can safely assume that most of them have never considered it before—seriously at

(Please turn to page 28)



VICTORY GRANITE CO., INC., DESIGN NO. 383

These Are Days of Ideas.

Every business prospers only as it presents ideas to the consumer. Rich, flashy colors; new ideas of merchandising and many other ideas are presented daily in the magazines of the country.

The idea applies to the memorial industry in the design. In order to help retailers overcome all sales resistance VICTORY has undertaken to offer a new design each month.

There are many dealers over the country who have taken advantage of this opportunity. Don't you think *you* could increase your business through the aid of VICTORY memorials?

Victory Granite Company, Inc.,
Barre, Vermont

Say you saw it in DESIGN HINTS

The New Orleans Tomb

PART V

By Leonard V. and Albert R. Huber

The Byrne tomb, the smallest New Orleans type tomb so far presented in this series of articles, is a tomb which should find a ready market. It is inexpensive, makes a good appearance and is easily cut and easily erected. It features a one-piece roof and one-piece sides. As may be seen from the drawings of the sections the receptacle may be made deep enough to have a capacity of two caskets plus the capacity of one in the upper part of the tomb. The Byrne tomb is erected in very much the same way as the other New Orleans tombs which were previously described and because of the fact that it is not as high it presents very much less structural difficulties.

It can easily be seen from the drawings that the mound on which the tomb is erected sets it off. This tomb has a swinging granite door set in bronze pivots just as the previous tombs. However, this feature may be dispensed with and the entrance closed with a tablet held in place by two tablet screws, or the lintel may be rabbetted. The door, which is usually made of polished granite, is used for inscriptions of the persons buried in the tomb.

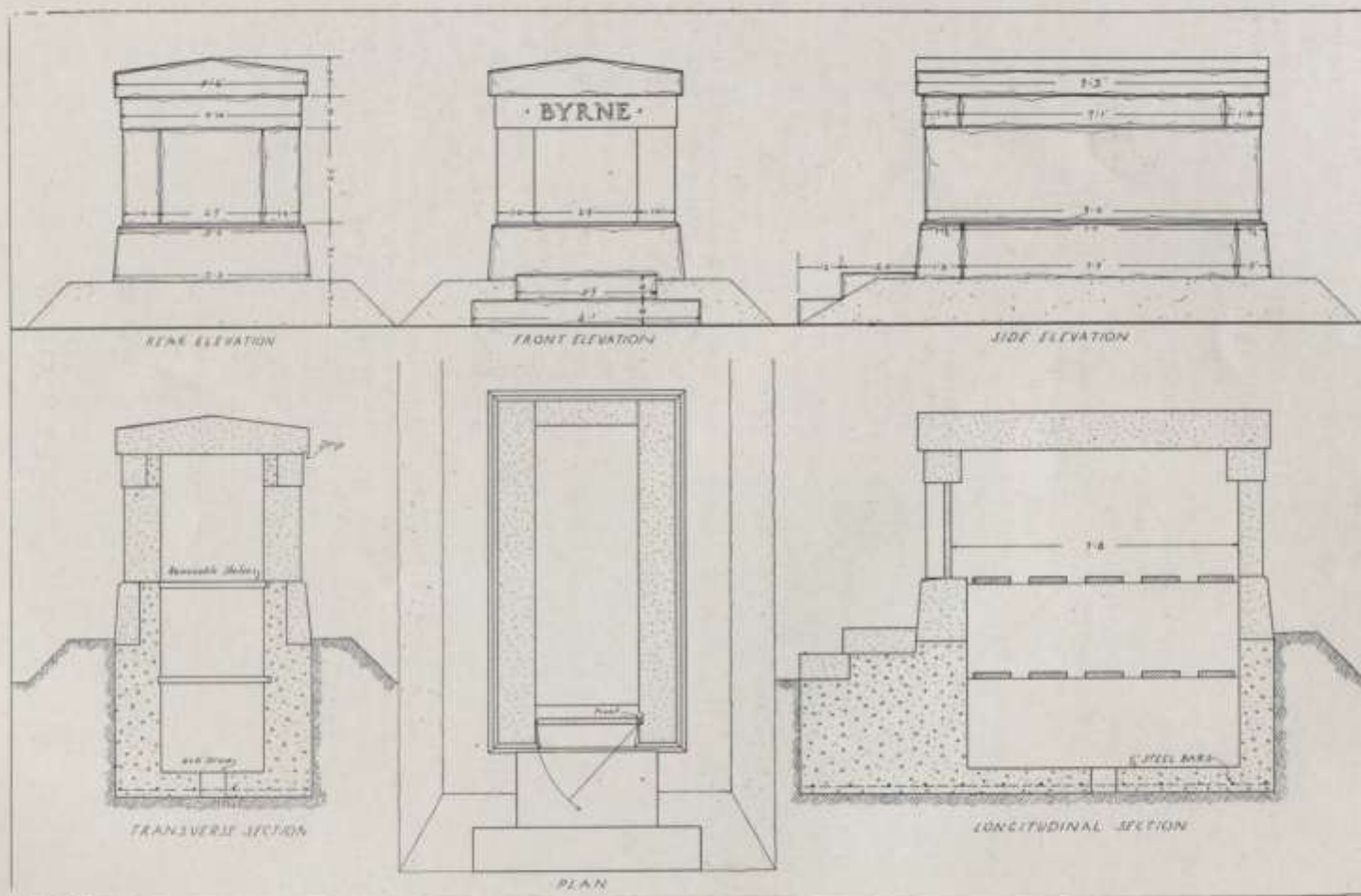
This small tomb despite its size presents an attractive appearance because it is well proportioned. An essential in the design of a tomb is the lintel course, that course just beneath the roof which is so often slighted by designers attempting an inexpensive tomb. The lintel course is an absolute essential and attempts to

design tombs without it will result in failure. True this course adds to the cost of the tomb and is really unnecessary from a utilitarian point of view, but it adds so much to the appearance of the tomb that its omission inevitably ruins the structure. If the solid roof-stone adds too much to the cost it may be changed into a three-piece roof along the lines of the Rogers tomb described in article No. 3. On no account, however, should a tomb be erected without a lintel.

This tomb is another design suitable for erection by the dealer in a cemetery in advance of a sale. It does not require a large investment and its individuality should make it easy to sell, particularly against community vault competition at a price which will both eliminate the public vault and give the dealer a fair profit.

Most of the requests reaching us in recent months have been for a tomb of this type which shows that there is a demand for a small, inexpensive, but durable tomb. This tomb, if erected properly, will outlast any community mausoleum yet built in addition to being an individual memorial. Properly put together of good granite it has practically the durability of a monument and should last as long.

Next month's tomb will be a popular type in New Orleans—a tomb with Georgian lines and ornament which is very simply constructed and presents a dignified appearance.



Memorial Types

By

CAPTAIN JOHN K. SHAWVAN
CHICAGO BRANCH MGR.
MULDOON MONUMENT COMPANY

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Editor's Note:

DESIGN HINTS has again secured a series of articles which we know will prove of timely interest and benefit to our readers. The author of this series has attained a nation-wide reputation as designer and salesman and in contributing his ideas for the benefit of others he is rendering us all an invaluable service.

The task of publishing a paper like DESIGN HINTS is by no means a small one but the work is made just that more pleasant and the service more valuable by the assistance we have received from so many splendid designers and others who have so generously contributed to our efforts to develop a general theme of interest to the creative side of the business. Without this help DESIGN HINTS would not have been possible and we owe a great measure of the success we have attained to these good friends whose generosity and whole-hearted cooperation have given us the encouragement to carry on.

We are constantly striving to prepare or secure articles which we know will help the dealer, his workmen and the men on the road. We believe "Memorial Types" will be of particular interest to the retail salesmen but as proportion and other features of the types will be thoroughly covered the articles will be valuable to all connected with this industry.

The nineteen types explained in the first article are shown in the accompanying plate. These, with their origin, characteristics and correct proportions will be considered separately in the succeeding articles.

Introduction

Captain John K. Shawvan was born in Milwaukee, Wisconsin, in 1892. In 1913 he moved to Chicago and accepted employment with the well known wholesale granite company of F. X. Gosselin & Son, with whom he remained except for a short time up to 1917.

In 1917 Captain Shawvan entered the military service receiving a commission as Second Lieutenant in the Fort Sheridan Illinois Reserve Officers Training Camp. Proceeding to France, he served one year and a half in the Ameri-

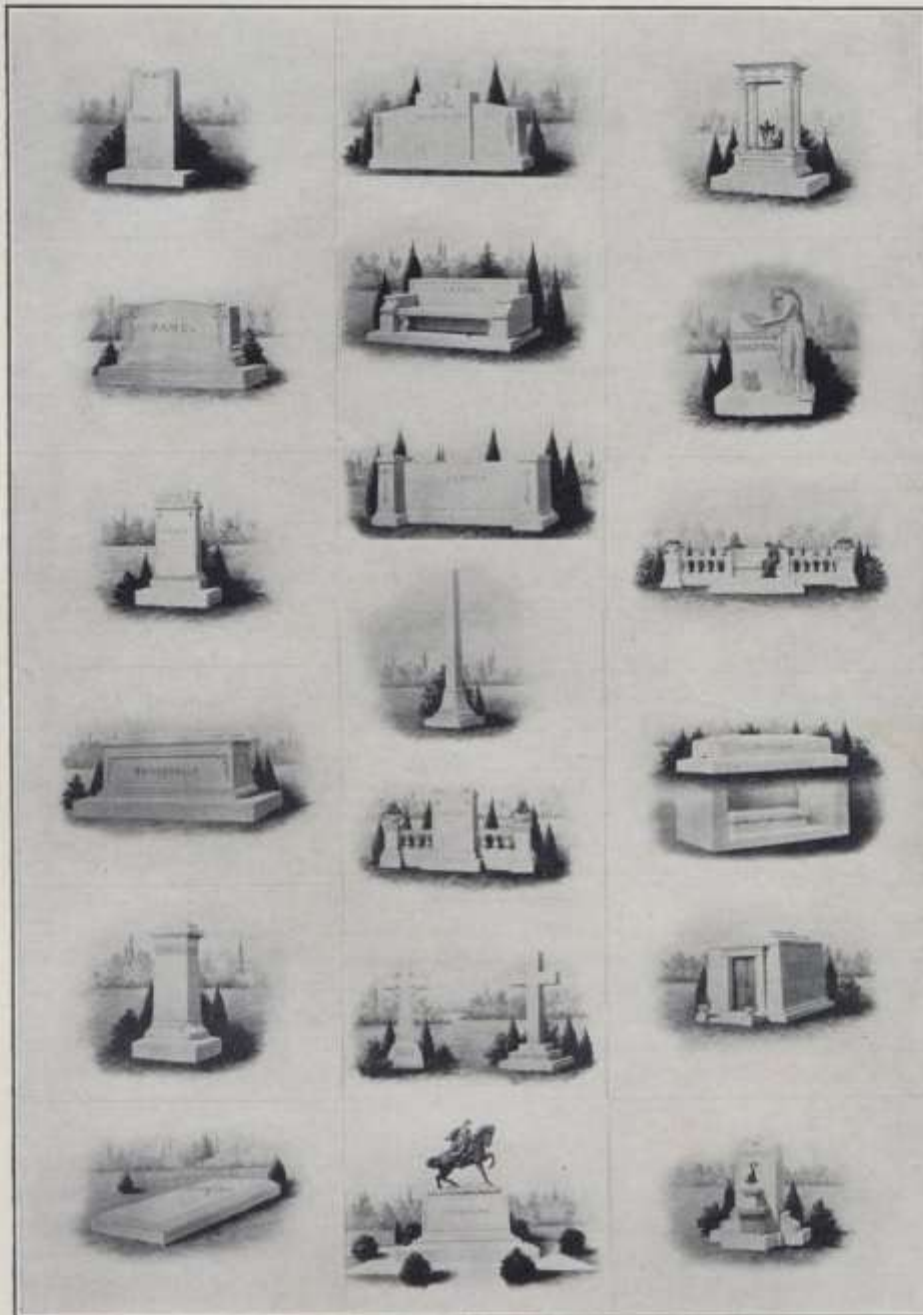


Captain John K. Shawvan

can Expeditionary Forces as one of the officers in charge of the Pigeon Messenger Service.

Returning to America at the close of the war, he entered the offices of the Harrison Granite Company in New York, and spent several years in their employ. He then became associated with the Muldoon Monument Company of Louisville, Ken-

(Please turn to page 26)



The chronological order of the types as they are considered in these articles are as follows:

TABLET
 PANEL
 STELE
 SARCOPHAGUS

COTTAGE
 LEDGER
 MONOLITH
 EXEDRA

SCREEN
 OBELISK
 GARDEN
 CROSS

ARCHITECTURAL
 SCULPTURED
 COMBINATION
 SEPULCHRE

MAUSOLEUM
 FOUNTAIN
 CENOTAPH

Ten Granite Firms Merged With Rock of Ages Corporation

(Excerpts from the Barre Daily Times, Feb. 7, 1930)

One of the most important and far-reaching business transactions in the half-century which has spanned the spectacular development of the Barre granite industry was consummated when the Rock of Ages Corporation and ten of the outstanding manufacturers in this district came together in a consolidation. Upward of \$6,000,000 in granite realty is involved and raw material representing approximately one-third of the granite quarried on Barre hill figure in the new organization.

In addition to the Rock of Ages Corporation, owning the most extensive monumental granite quarries in the world, the following manufacturing concerns are in the consolidated group: Barclay Brothers, the William Milne Granite Company, George Straiton, Inc., the Grearson and Lane Company and Canton Brothers of Barre, the Eureka Granite Company and the Lawrence Company of Montpelier, Phillips and Slack, Inc., which includes the E. A. Chase Granite Company of Northfield, and the Perry Granite Corporation of Waterbury.

Principals in the various companies now brought together in a single organization comprise a number of men who long have been actively identified not only with the steady expansion of the Barre granite industry, but also with other leading industrial enterprises in Vermont. In the Rock of Ages Corporation are Roy L. Patrick, Joseph T. Smith, Harry

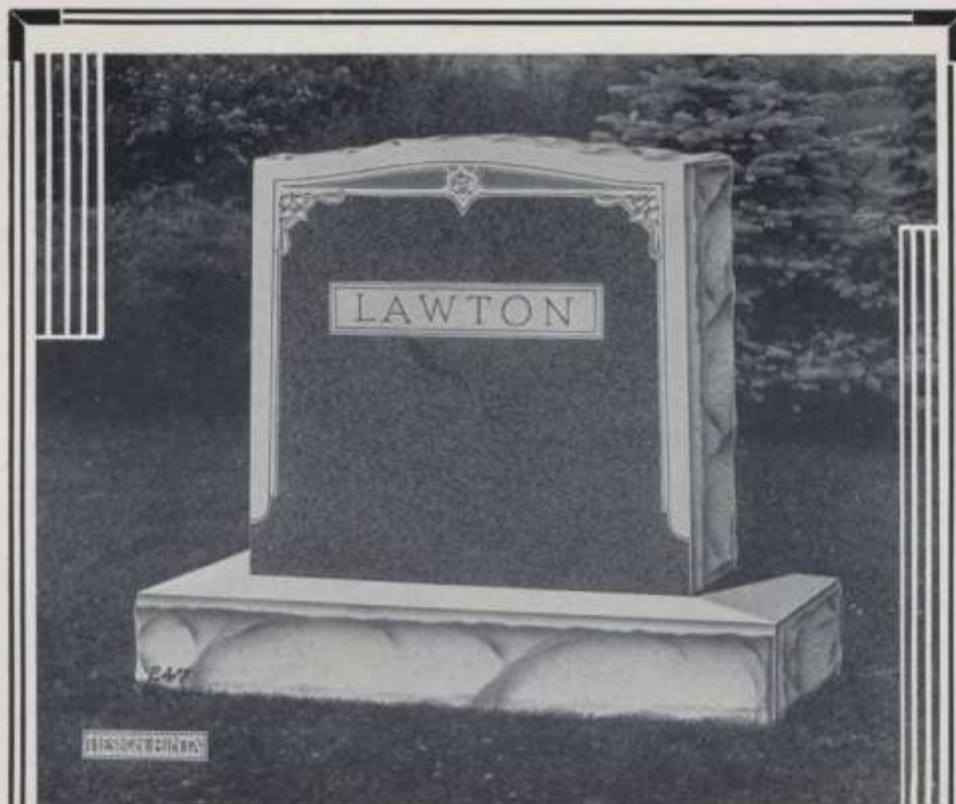
A. Way and Warren R. Austin of Burlington, John M. Carroll of Boston, E. S. French of Springfield, William R. Reilly and Athol R. Bell of Barre. Among the granite manufacturers whose long connection with the Barre industry has contributed so much to its prosperity will be recognized the following: George Straiton, Alex. D. Straiton, William Barclay, W. Reid Barclay, William Milne, Fred N. Grearson, J. A. Healy, Fred G. Canton, Martin Riley, George Seivwright, M. W. Maloney, Henry Emmons, James M. Duncan, William Stephen, E. A. Chase, A. B. Edgerton, H. H. Slack, W. H. B. Perry and Robert B. Perry.

At the office of the Rock of Ages Corporation it was said that the prime purpose of the consolidation is to attain uniformity of finish on at least a third of the granite produced in Barre and to establish a stabilized price on that third which is sold as Rock of Ages. Officials of the company very emphatically and without qualification disavowed any purpose of advancing the price of Rock of Ages memorials. Instead they predicted that the opportunity for eliminating wasteful and costly duplication in production and selling costs would make it possible to lower prices eventually.

This view is generally shared by the manufacturers who are a part of the consolidation, as well as by many who remain outside.

The name of the new organi-

(Please turn to page 24)



GREWE HASN'T GOT HIS GROWTH

If he had he would stop his habit of being an aid to an increasing number of retailers.

If he had he would be satisfied with himself and would cease to do those things which make for more growth.

As long as GREWE continues to offer the kind of service that his clientele desires he will continue to grow.

And GREWE will continue doing the things necessary in this industry of ours to not only grow himself but to make it possible for his dealers to grow with him.

Grewe Granite Company

WHOLESALE EXCLUSIVELY

St. Cloud, Minnesota

Say you saw it in DESIGN HINTS

The Art Of Putting It Over

Written for Design Hints by

Dr. Roy L. Smith

No man ever discovered a big idea and undertook to market it who did not discover several others who thought of it first but never put it over.

It is not enough to have an idea. The world is no better off for the thinking of some men because they do not have the ability to make their ideas take concrete form.

John Fitch, a poor Connecticut farmer's son, invented the first steamboat twenty years before Fulton put his vessel on the Hudson. The Constitutional Convention, at Franklin's suggestion, adjourned one afternoon to see this strange craft proceed under its own power up and down the Delaware. But Fulton gets the credit for it because he put it across.

Other inventors before James Watt had tinkered with the idea of the steam engine, but the little coughing, emaciated instrument maker put the invention across.

Richard Arkwright had at least four rival claimants for the honor of having invented the water frame and Eli Whitney had to defend his invention of the cotton gin against a dozen rivals. But neither Arkwright nor Whitney had any competition when it came to putting the idea into practical use.

The enemies of the late Colonel Roosevelt were accustomed to say that the advocate of the strenuous life did not invent any ideas, issues or causes—that he appropriated popular ideas and made them his own. But at any rate he succeeded in popularizing the thing that vast majorities of the people wanted.

Blessed is the man who knows how to put a good idea in action. He is as important as the man who invents the idea.

The Scandinavians claim that one of their countrymen was first to discover America. But a period of four hundred years elapsed before another man discovered the western hemisphere, published the fact to the world and started the stream of immigration westward.

All hail to the man who discovers a great idea, but blessed is the man who putteth a thing across.



EXCLUSIVE

DESIGNS

WALDRON SHIELD CO., INC., 4622

*The Hazard of Something**"Just as Good"*

Guesswork should have no place in your orders for Barre memorials. You want reliable and prompt service, careful and dependable workmanship and finest of Barre granite.

This means Waldron Shield memorials.

You can verify this if you investigate them thoroughly and compare their record of long and honest service.

WALDRON SHIELD CO., INC.

BARRE, VERMONT

Say you saw it in DESIGN HINTS

SOMETHING MORE ABOUT THE SMALL MAUSOLEUM

MELROSE designers offer another new idea on the small mausoleum which is designed for the purpose of combating the community mausoleum idea.

These small mausoleums so arranged for either two or three crypts are designed to sell at prices that will successfully compete with the community mausoleum idea and give the buyer the advantage of a private burial as well.

We have color photographs with complete plans, specifications and cost figures on these which may be had at a fraction of the cost to us.

Live dealers everywhere have the opportunity of successfully combating a new evil in the industry and we recommend this to them as a means of doing so.

Our plan will put all details in your hands, so that you will be able to go out and talk every angle of the mausoleum with your prospect.

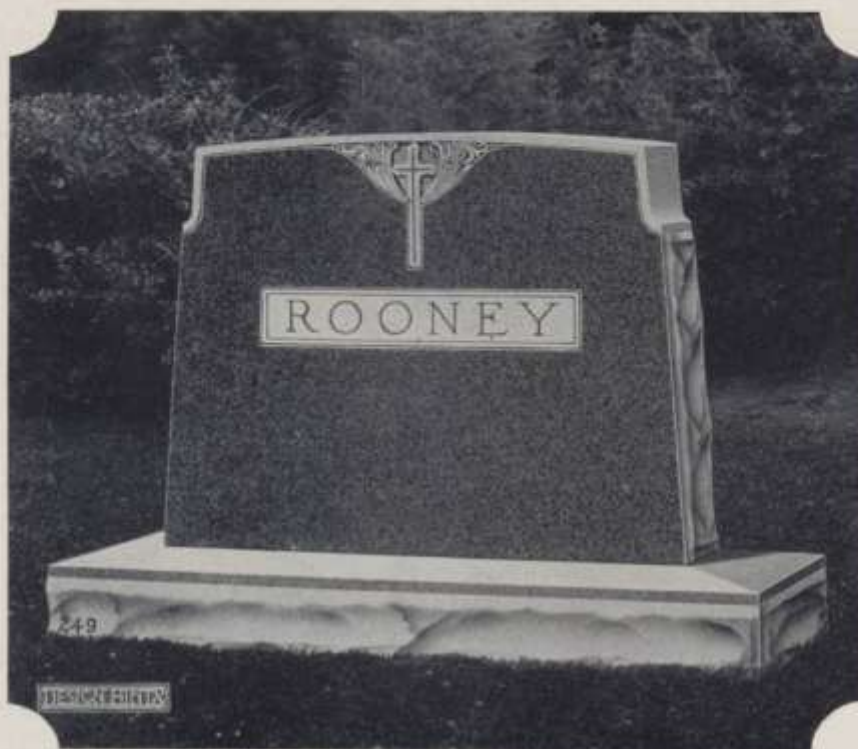
Write today or ask any of our salesmen.

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



Say you saw it in DESIGN HINTS

Say you saw it in DESIGN HINTS



ROONEY

The Rooney memorial is another inexpensive design that will appear very attractive in small sizes. We receive many requests for designs of this character so we believe this little memorial will prove as popular as the many others we have produced for these pages. Photos may be had by writing to any of our advertisers or direct to Design Hints' offices.

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



HERMAN

The Herman memorial is more expensive than our usual designs shown in these pages because of the hammered ends of the die. The extra expense, however, is not so great as to spoil its sales possibilities with those of moderate means. The design will look well in small sizes and we recommend it to our readers as a memorial that will attract attention wherever it is placed.

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

Ten Granite Firms Merged

(Continued from page 16)

zation is the Rock of Ages Corporation. The man who has been the most active in grouping the quarriers and the manufacturers is Richard W. Smith of Edwards and Smith, New York.

Active figures in the new Rock of Ages Corporation were at pains today to make it clear that no radical or disruptive changes in policy are being considered. Present methods in the production and marketing of Rock of Ages memorials may be improved and revised from time to time. Nothing, however, is contemplated that might disturb normal activities in the industry.

As for the past twenty years, Rock of Ages granite will continue to be advertised nationally. In fact, the opportunity to offer the public finished memorials in a standardized finish at stabilized prices, and through established retail outlets, it is expected, will mean an even more intensive program of advertising.

The corporation has no intention of selling memorials at retail. Rock of Ages monuments will be manufactured exclusively on a wholesale basis and sold to the public through the medium of already established retail dealers. Its functions will positively be confined to quarrying and manufacturing. Nor has the corporation any intention of adopting a sales policy which would establish exclusive agency outlets in the retail trade.

The administrative and operating headquarters of the corporation will be centered in Barre. Offices are also to be maintained at the Rock of Ages quarries in Graniteville and in Burlington, as in the past.

Now comes just one more inspirational development of tremendous value to our craft; the development of

MEMORIAL PLASTIC DESIGN ART

When you have a prospect worthy of a more talented and impressive effort, have an exquisite special design modelled in clay, cast in bas-relief and beautifully colored in oils.

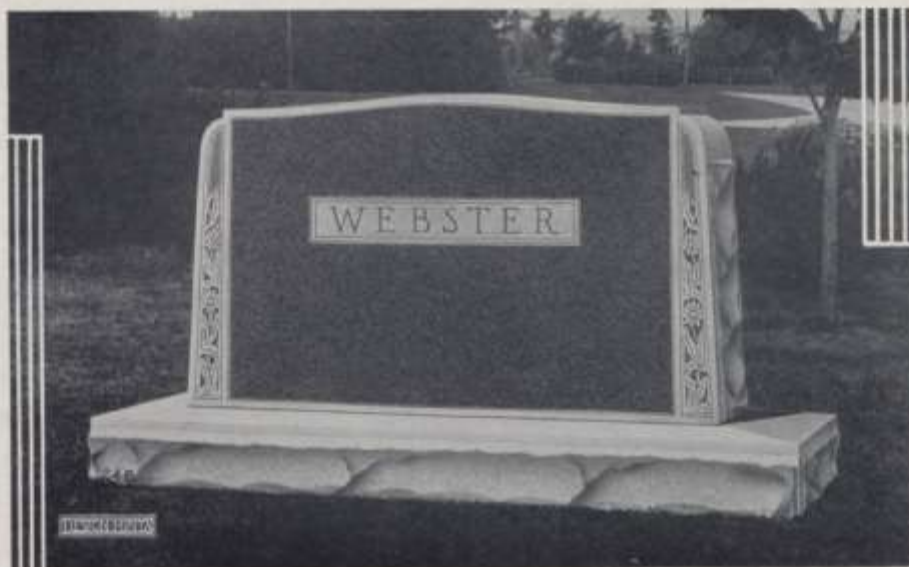
An investment in a special design in this medium is an investment in an indestructible memorial art exhibit that will surpass in beauty and appeal all former exhibit mediums you have used.

An added feature of this new development is that of modelling memorial art compositions; modelled to any scale desired and exquisitely colored to match the materials specified.

Is it not true that creative genius, directed to elevating the design standards of an entire industry, is remotely removed from the imitations or substitutes offered for this genius?



Bliss Design Company,
Rockford, Illinois



United: A Symbol of Combined Effort.

In its efforts to deliver the goods on time and in excellent shape United has had the benefit of an owner operator in each and every department of the business.

There is more than a passing interest in this and more than a daily work day for the man who is charged with the responsibility of completing United memorials.

We should be pleased to give you the benefit of this kind of service.

UNITED GRANITE CO.,
ST. CLOUD, MINN.

Say you saw it in DESIGN HINTS

Memorial Types

(Continued from page 14)

tucky, and has recently been made the manager of their Chicago branch.

Captain Shawyan has designed and contracted for many beautiful memorials throughout the entire country, and his conception of symbolism, lines and proportions is of such an accurate nature that he is now universally recognized as one of the leading monument men in the country.

Memorial Types

All private cemetery memorials belong and can be readily classified into one or another of eighteen different types. The origin of some of these types is classical even to the extent of preserving their exact forms and proportions, while the origin of others is relatively modern. Modern examples of some of them have altered their forms in some cases to an artistic advancement, such as adding the bases to the Sarcophagus and, in other cases, to a partial or complete destruction of their original significance. Monuments that do not authentically class themselves in one or another of these types may quite properly be considered of no consequence.

Certain modern established rules govern the sizes, proportions and ornamentation of some of the types, while others are classic in their composition. In some, minimum sizes are vital to the success of the composition, (i. e. the Sarcophagus) while in other types a maximum size is the limit of development, (i. e. the Panel).

In some cases, a memorial of merit may justly be classified in more than one type, but if carefully scrutinized, most any con-

crete case will usually be found to have a predominating inclination toward one definite type classification.

The fact remains, however, that types will overlap each other and there is no abstract type known as the "Combination" which is composed in a general way of two or more types.

A nineteenth type, although not a private cemetery memorial, may be mentioned here as the Public or War Memorial, usually Cenotaph. This may present great variation in magnitude and type abstraction. The sculptured and exedra types are very common in its use. It appears in parks, boulevards and points of public interest, but not at the place where the deceased is buried.

♦♦♦

WANTED: A representative in the states of New York, Pennsylvania, and eastern Ohio. Commission basis.

Universal Granite Co., St. Cloud, Minn.

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, Birkmeier 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

The
Prestige
of a Good Name



The prestige of a good name is a priceless boon in any field of endeavor. It is not easy to achieve; it is quick to depart if not justly deserved, and once lost is difficult to recover.

A name such as ROCK OF AGES must be built up by many years of production of the very best, by many, many years of satisfying service.

ROCK OF AGES is universally accepted as "the best in granite".

**Rock of Ages
Corporation**

"QUARRIERS OF THE DISTINCTIVE BARRE GRANITE"

Barre, Vermont

Private Mausoleums

(Continued from page 10)

least. Therefore we want to plant the idea with all the force we can.

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

SERIOUSLY, Why Shouldn't you Consider a PRIVATE MAUSOLEUM?

Practically every family purchases some form of a Memorial for those whom they have loved and respected. The cost in many cases is a great deal; in others not so much. But always it amounts to a considerable sum in the aggregate.

Why not erect a beautiful Private Mausoleum, a family Monument of lasting permanent beauty? A single structure that by its very nature protects the last resting place of loved ones like the ties of family life protected and bound them together.

It is also of interest to know that a Private Mausoleum can be constructed for practically the same cost that you would pay for vault space in a public Mausoleum and with the personal family Mausoleum one secures that intimate privacy so priceless to those whose reverence and respect abhors common association with an unknown public.

We will gladly tell you how a Private Mausoleum can be erected to suit your own personal needs; how its construction is superior and everlasting; how it can be placed in a setting of lovely quiet beauty. A call will not obligate you.

(Your business name)
and address

In setting up this advertisement, the first word "Seriously" should be set in italics, the last two "PRIVATE MAUSOLEUM" in caps.

Choose the size of each advertisement to suit yourself, but because of the length of the copy do not try to set it less than 2 column by 8 inch advertisements. They will have best display value in advertisements 3 columns wide by about 9 inches deep.

If you want to, much of the copy can be adapted to direct mail—letters, small folders, etc. We suggest however that they be used as newspaper advertisements since in next month's article we shall talk over direct mail pieces to be used for this purpose.

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.

Outlasts Them All!



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

See our catalog or write us for prices.

Trow & Holden Co.

TOOLS AND SUPPLIES

Barre, Vermont



Johnson & Gustafson Design H-2

The Genius That Knows No Failure

Genius is intangible; yet it is unmistakable. Your prospect may not understand craftsmanship in stone or granite, but he cannot fail to recognize the genius reflected in a Johnson and Gustafson memorial. This sort of genius is unmistakable.

Those who sell Johnson and Gustafson memorials know all about this particular genius—the knack of putting out something that has an instant appeal and wears well in the passing of time.

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

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



Device Pat. Sept. 22-25

Move Your Shop to the Cemetery?

No, but you can move it, or the necessary part of it, to the Cemetery through the medium of Mount Brothers "Air-Take-Off Device", an attachment that fits in the compression chamber of your car and gives you the necessary air compression for lettering.

No longer is it necessary for you to go to the bother of either trucking monuments around or hauling heavy machinery to the cemetery to letter work. Mount Brothers "Air-Take-Off Device" fits the spark plug of any motor and no tank is required. It is guaranteed for two years and is sent on ten days trial.

We'll be happy to give you complete information.

Be Sure to Specify Make of Car

Gentlemen: Enclosed is check or (send O. O. D.) for \$30.00. I will try the "Air-Take-Off Device" for 10 days. If not satisfied, you are to return my money.

Make of Car _____

Name _____

Address _____

MOUNT BROTHERS
MEMPHIS, MO.

Yes! We have it.

Headquarters for everything in the memorial manufacturing line.

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

Lane Cranes, Edgers, Polishing Wheels and Supplies.

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



GRANITE CITY TOOL CO.

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

St. Cloud Iron Works Co.

St. Cloud, Minnesota

Manufacturers of

Jenny Lind
Stone Polishers
Shot Wheels
Emery Wheels
Surfacer Frames

Agents for

Dallett Products
Pneumatic Tools
Stainless Glue
Putty Powder



Say you saw it in DESIGN HINTS

An Expression of Mastercraftsman- ship

When you study a fine design you have a definite mental vision of how the finished memorial will look.

When you see the memorial as a finished product does it look just as you believe it should?

Marr and Gordon, Inc., produce carefully and faithfully every detail conceived by the designer. The finished memorial will be everything you expect if you order "Mastercraft" finish.

Ask our salesmen for sizes and prices on the beautiful Brown cross, an exclusive Mastercraft Memorial—or write direct to

Marr & Gordon, Inc.
Barre, Vermont

SALESMEN

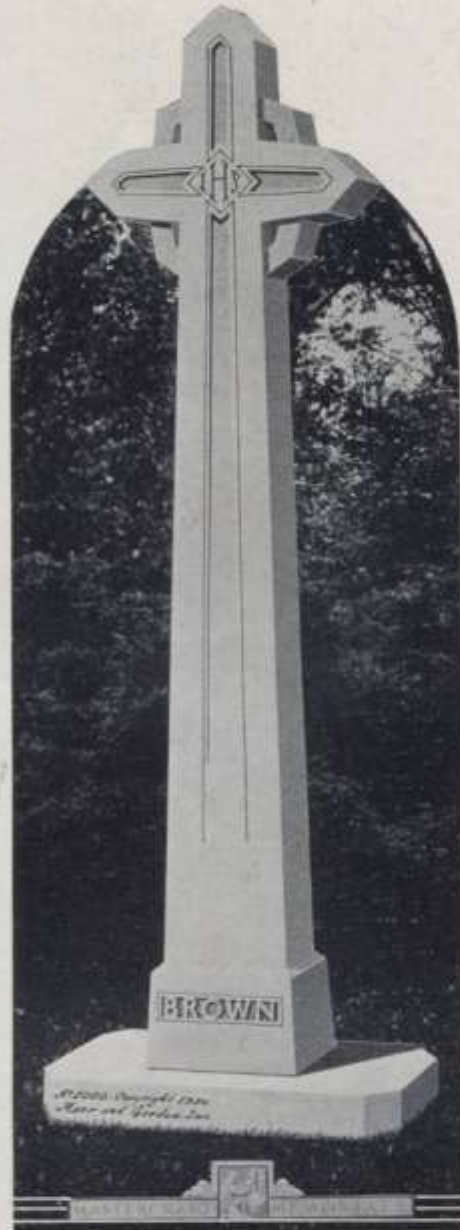
W. F. Adams,
7 Michigan Road,
Warecester, Mass.

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

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

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

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



MASTERCRAFT MEMORIALS

Say you saw it in DESIGN HINTS

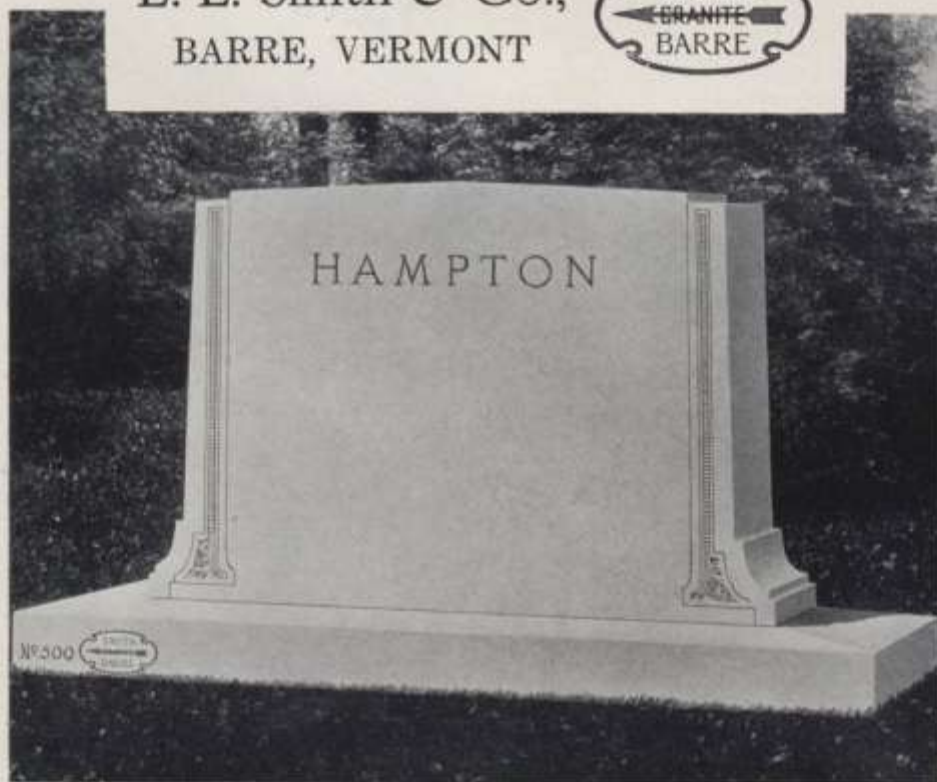
On Small Memorials Too

There is a reason why Smith Barre should be specified on smaller memorials as well as on the others, for no dealer can afford to overlook the advantage of knowing definitely that he is giving all his clients the very best obtainable.

A dealer's reputation is upheld by complete satisfaction, by pleasing all customers, whether they buy an expensive or moderately priced memorial—and Smith Barre is universally popular.

The Hampton design was made especially for your use in selling more Smith-Barre. We shall be pleased to send you a beautiful; mirror finished photograph of this design. Write today.

E. L. Smith & Co.,
BARRE, VERMONT



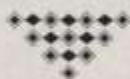
Say you saw it in DESIGN HINTS



Emeraltone...

Like the plaintive appeal of an Arabian desert, the soft and restful beauty of a June moonlight, yet sturdy and fixed as the hills themselves—such is said of EMERALTONE by those who are using it repeatedly.

There is a place in your display room for EMERALTONE, a place that will be a new source of attraction only if you take advantage of the opportunity afforded to put it there.



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

Say you saw it in DESIGN HINTS



**SIMMERS
SELLS
CERTAINTY**

For over a quarter century Simmers has seen the spring rush come and go. For over a quarter century we have helped our dealers meet the abnormal demands of the rush season. And with every spring the number of these demands has grown.

Yet on every order Simmers memorials have been perfectly executed—on time. When you deal with Simmers, you buy the finest memorials obtainable—also certainty of quality and execution.

A. M. SIMMERS & SONS

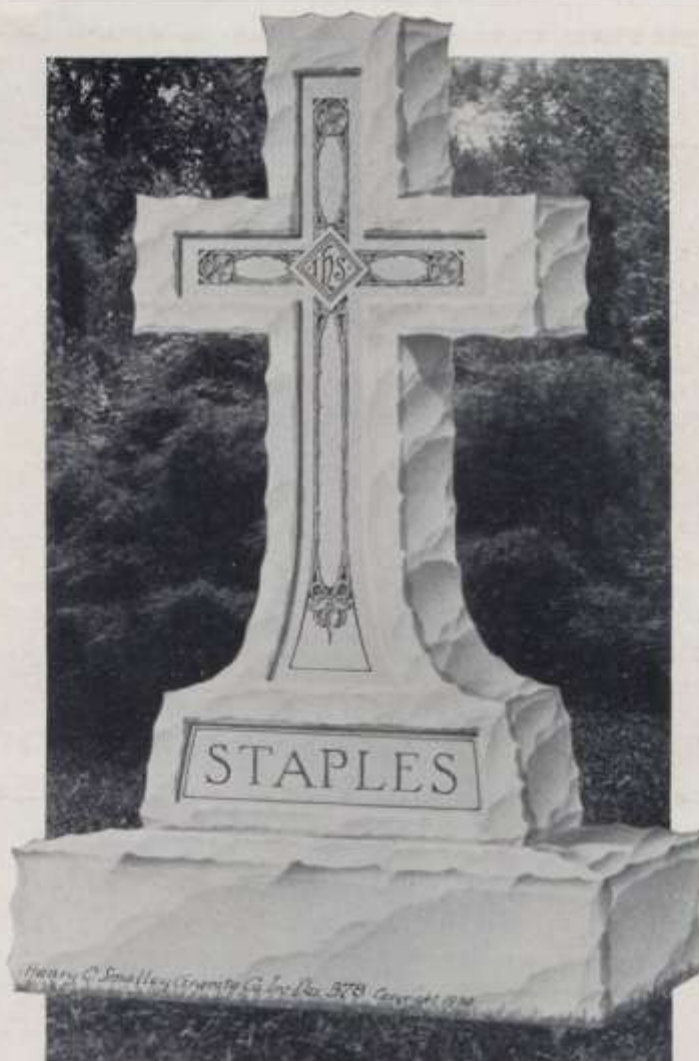
A. M. Simmers

A. W. SIMMERS

George Simmers

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



BEAUTY MADE PERMANENT

When a designer has created a fine memorial design he naturally wants to see the full beauty of that memorial developed and made permanent by the right kind of granite and fine finish.

Smalley memorials are the designer's conceptions made real.

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

Henry C. Smalley Granite Co., Inc.

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

Say you saw it in DESIGN HINTS

Use
Indiana Limestone
 For
Mausoleums
Roof Stones
Crypt Linings

Send in your designs
 for quotations.

*Ask for Indiana Limestone estimates
 for any one of the New Orleans
 Tombs shown in this
 magazine.*

**JOHN A ROWE RUSTIC
 MONUMENTAL WORKS**

Burton E. Hansen, Prop.
 Drawer 317 - Bedford, Ind.

DRESS UP YOUR SHOW ROOM

Color will attract Attention
 Attention will bring Orders

We offer Colored Granites

PINKS
 REDS
 GREENS
 BLACKS
 PURPLES

DOMESTIC and IMPORTED
 STATUARY

PINK and MAHOGANY MARBLE

New Stocks Now Arriving

Stock Sheets and Samples on Request

Our Prices Save You Money

Fine Airbrush Designs at Low Prices

BURTON PRESTON & CO.

Mansfield, Ohio

Motor Equipment Reduces Toil and Increases Profits



MAKES 'EM HAPPY

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

DRIVING POWER

is needed to keep bulky machinery
 in profitable motion. We speci-
 alize 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



"Behind the Benisch Plan"

After a serious study of present conditions in the trade, we believe that immediate and progressive steps must be taken to combat the no-monument and community mausoleum interests.

It seems to us that the Benisch Plan offers the most feasible method so far put forward. We feel that definite action can be secured much more quickly if the Plan is given militant support by leaders among the manufacturers as well as among the dealers. It is our conviction that the Benisch Plan will gain momentum as more manufacturers state openly they are back of it.

To assist in getting this support, we make the suggestion, for what it is worth, that in their advertising to the trade, manufacturers publish their endorsement of the Benisch Plan.

Hereafter, continuing indefinitely, the signature of all North Star advertisements to the trade will bear an asterisk and a notation stating our approval of the Benisch Plan.

North Star Granite Corporation

St. Cloud, Minnesota

**Behind the Benisch Plan.*



Say you saw it in DESIGN HINTS



M. G. AMBROSINI & CO., DESIGN 251

VARIETY IN GRANITES AND DESIGNS

Today, variety must be as much the keynote of a decorative medium as it is of life.

Dark and Light Lamoille granite, an Ambrosini product, offers the dealer an opportunity for most pleasant variety in his showroom and brings to the designer unlimited possibilities for modern decorative schemes in memorial design. It can be specified with confidence in its beauty and durability.

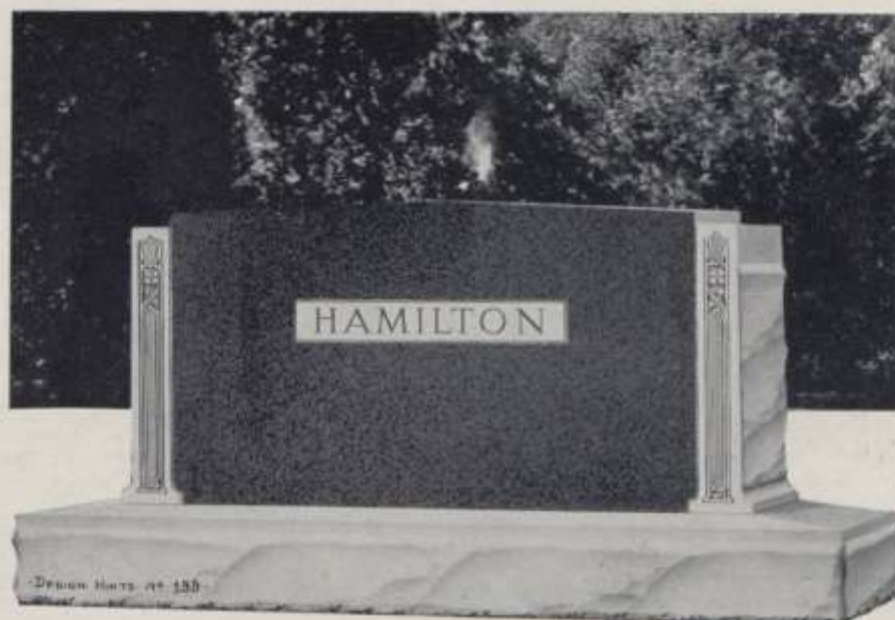
The beautiful Fitzgerald design was made especially for Lamoille granite. We shall be pleased to send you sizes and prices.

We also manufacture Barre memorials in J. K. Pirie, E. L. Smith and Wetmore & Morse granites.

M. G. AMBROSINI & CO.

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

Say you saw it in DESIGN HINTS



The Mystery of A Fine Mahogany

You try to look into its mysterious depths and there get the message of cheer and comfort it seems to contain.

That is true, of course, of only one kind of mahogany, the kind that is really mahogany in appearance as well as in name. and that is

‘THE BEST IN MAHOGANY’

[Dakota Granite]



Dakota Granite Works

Milbank, :: So. Dakota

Say you saw it in DESIGN HINTS



EXPRESSIVE

No burial plot could be more fittingly crowned than that which holds to Royal Antique. Its color, gained by the mingling of minerals through dark ages of the past match in perfect harmony with the soft verdure of a sturdy nature around it.

Small wonder that so vast a public has spontaneously turned to such wizardry for the expression of its finer emotions.

Royal Antique



ROYAL GRANITE COMPANY
ST. CLOUD - MINNESOTA

WHAT HAVE YOU
DONE WITH YOUR

MANY dealers have been repeating several times on this beautiful Rex product.

It's beauty is not confined to its soft dark red color but it has uniformity and it is particularly adaptable to intricate sandblast carving.

To those who have not yet started using

GARNET

as a headliner we invite rigid inspection.

Rex Granite Company
St. Cloud, Minn.

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