

Design Hints For Memorial Craftsmen

February 1931, Vol. 7, No. 8

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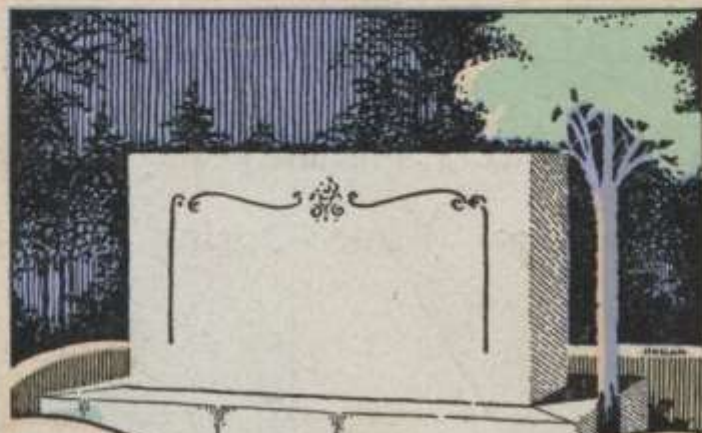
This booklet, which begins on the next page,
is presented on the Stone Quarries and Beyond web site.

<http://quarriesandbeyond.org/>

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

SHORT TREATISE ON THE CROSS
ALSO PLATE of MEMORIAL TYPES.

monuments 19 DESIGN HINTS



for

Memorial Craftsmen

VOLUME 7

FEBRUARY, 1931

NO. 8



Rock of Ages MEMORIALS

Are Especially Appropriate
For Your Spring Display

Protection

THE ROCK OF AGES EVERLASTING GOLD BOND GUARANTEE OF MATERIAL AND CRAFTSMANSHIP guarantees for all time to replace free of all expense to the purchaser, his heirs or his descendants, any ROCK OF AGES part or parts of the memorial if either the material or finish is found defective.

Beautiful

Skilled designers have contributed their artistic efforts in producing correct and charming designs.

Demand

Featured in the leading magazines of the country, reaching more than Forty Million People, ROCK OF AGES granite is known and asked for by your customers.

Rock of Ages Corporation
Barre, Vermont

Use the Rock of Ages Finance Plan to stimulate spring business.

IF YOU ARE LOOKING
FOR NEW, PRACTICAL, AND
ORIGINAL IDEAS FOR SPRING

SEE

The Waldron Shield line of salable designs. You will find a design to meet your every need, and the finished memorial manufactured the Waldron Shield way will complete the sale. Let us prove it.



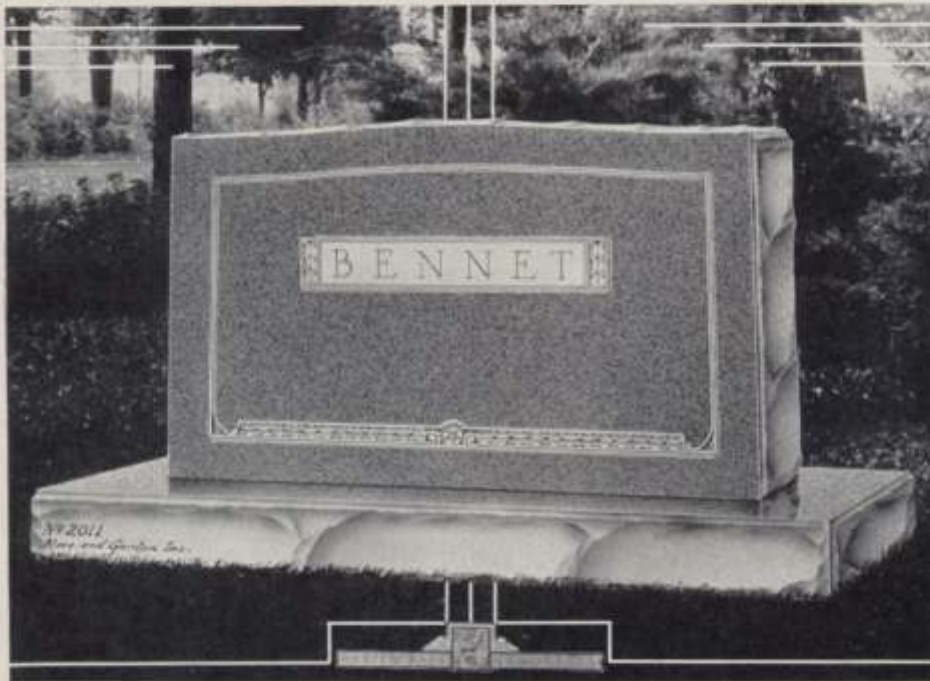
Ask for prices on this Waldron Shield Co. Inc., Design 4665

WALDRON SHIELD CO., INC.
BARRE, VERMONT

Say you saw it in DESIGN HINTS

The Process of Paying A Little More Is Not Painful If The Value Is Easy To See

Competition comes, for the most part, in cheap merchandise. The level above this, A LOT MORE for just A LITTLE MORE, is not bothered with the constant bickering of price. Fair profits come when the value of the merchandise is not in dispute. This is the Marr and Gordon system on which many successful craftsmen have been selling for years. Are you giving your community the benefit of this service?



This new design by Marr & Gordon is a Winner

Marr & Gordon, Inc.
Barre, Vermont

Ask our Salesman for sizes and prices or write direct.

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Mansfield, Ohio

James Morris,
P. O. Box 2875,
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E. E. Hoppes,
15 North Eagle Road,
Mann, Pa.

William C. Smith,
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122 E. 42nd St.,
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R. L. MacLane,
1026 Builders Bldg.,
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William D. Howie,
Capitol Hotel,
Lincoln, Nebraska

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



Say you saw it in DESIGN HINTS

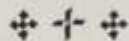
Two Minds With A Single Purpose

CRYSTAL GRAY » « PURPLE CRYSTAL

In Minnesota it is sold as *Crystal Gray*, because so many dealers have come to know its depth of beauty through this trade name. It is an outstanding leader of PYRAMID which also includes

Pyramid Mahogany
and
Pyramid Gray

Also recognized in their classes.

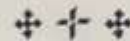


Pyramid Granite Works
Incorporated
St. Cloud, Minnesota

Over the length and breadth of the land PURPLE CRYSTAL has become a by-word for successful sales effort on the part of a growing list of dealers. The Dodd line, too, includes

Sunset Pink
Dawn Gray

which with PURPLE CRYSTAL combine to make three brilliant gems in the diadem of high grade granites.



Wm. M. Dodd and Son
Incorporated
Zanesville, Ohio

SERVICE...

in spite of all conditions

Major depressions, minor depressions, we've seen them come and inevitably go. And through all of them, REX has never lost its grip—always been "Johnny-on-the-spot" with a good product delivered with swift, sure service.

Right now, we are capable of giving you instant service on either of our money-making granites—REX GARNET and REX SHAMROCK. Why don't you send your next order to us?

Rex Granite Co.
St. Cloud, Minn.



Say you saw it in DESIGN HINTS

You, too, can sell

The Private Mausoleum

if you show your prospects the plans and specifications of the Morgan memorial. Beautiful design—of durable construction—yet economical and well within the price range of the customer of limited means who desires this type of memorial.



The Morgan Mausoleum, a new and exclusive design of the Johnson Granite Co. Inc., is constructed on the same principles as the New Orleans Tombs. This tomb has a capacity of from six to eight caskets, depending on the depth of the receptacle. Write for more information and prices.

*Extra Dark Quincy - Goss' Pink
Somes Sound - Pink Westerly
and All Imported Granites*

Johnson Granite Company, Inc.
138 Granite St. - - - Quincy, Mass.

Say you saw it in DESIGN HINTS

You Will Find What You Want... in the Liberty Line

Throughout the year just concluded it was our privilege to participate in the problems of an increasing number of dealers. Such evidence of confidence, while gratifying in the extreme, has been an added incentive to us to continue our efforts in their behalf and to make available to them as varied and exclusive a collection of designs and granites as will afford them the widest range of selection.

We are continually adding new designs to our line that will interest you and we have the following granites for your selection.

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



Liberty Granite Co., Inc. St. Cloud, Minn.

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State of N. Y.

Say you saw it in DESIGN HINTS



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN B. HASLAM, Editor and Publisher

The Crocus

Comes spring with it's poets and open roads and enchanting brooks. Comes also the realization that nature in its kaleidoscopic change of time delineates for us the rising and fall action of the human drama and the poet's fancy that

"... breath by breath, and death by death we crept into life again."

The old season is dying. From the mournful tolling of its fading dirge we see the evidence of new life spring up about us. The Crocus starts to awaken and makes valiant attempt to bring its head above the upper strata of Mother Earth.

Within a few days she will have succeeded and as if by signal other flowers and buds become active in their effort for development — for freedom. The meadow lark and the whip-poor-will punctuate the soothing sounds of the outdoors with an occasion warble in the very joy of living, a chant to the beauties of nature.

So it is with human life. In this fleeting world man is born to die. He lives, performs his simple tasks in an existence that is but ephemeral and he is pushed aside for new life, new concepts and new and strange people. If his work has been worthy he has not lived in vain.

And if he has been worthy his successors should see to it that

his deeds are recorded in tablets of love and memory.

What a tribute is this to our industry! What an inspiration it is to those engaged in the work of encouraging our contemporary folk to carry on the duties of an upturning civilization. It is only through this endless chain, linking one generation with another that we are able to keep up an orderly existence of mankind.

The place which the memorialist has in this responsibility is indisputable. If he does his duty to his chosen profession he has not lived without cause even though he has not piled up great wealth. He has emphasized to his neighbors the necessity of carrying on the spirit of their progenitors. And having done this with effect he has done his duty.

We are about to get into that season of the year when folks think most of their beloved kin who have passed on to that mystic realm. It is the time of year most adapted to the worthy effort of the craftsman. The right-thinking craftsman will use every legitimate means in inducing his people to erect suitable memorials so that they may be placed on the resting places of their departed in time for Memorial day decorations. We urge the craftsmen of the country to do their part in this splendid undertaking, assuring them that it is a part of their collective duty to do so.

Memorial Types

By

CAPTAIN JOHN K. SHAWVAN

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The Cross

For several thousand years before the birth of Jesus Christ, the Cross in various forms was a pagan emblem. Not until after the fifth century did the cross become a Christian symbol standing for Christ's redemption.

The three basic forms of the cross from which all other forms were derived are the Tau Cross, named because of its similarity to the Greek letter "Tau", (T), the St. Andrew's cross, similar to the letter "X" and the Latin Cross, similar to the original Tau cross, except with the shaft projecting through the crossing, forming an extended arm directly up from the crossing of approximately the same character as the horizontal arms.

In modern cemetery memorials the two forms of crosses mostly used are the Latin Cross in the Calvary form, and the Celtic Cross, the latter being derived probably from the placing of the nimbus through the cross of Calvary and the various refinements, and the natural out-growth of the skill of the artist.

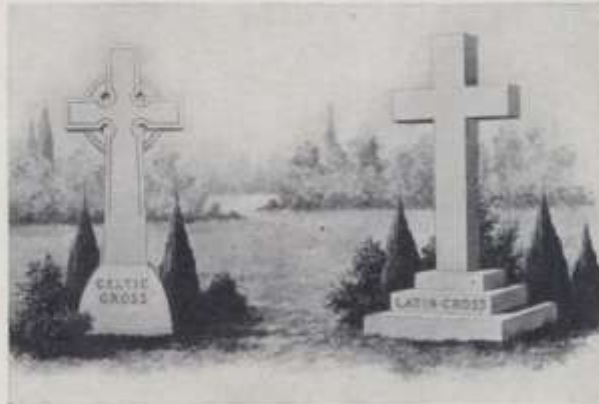
In choosing the Latin form of cross for a modern cemetery memorial to symbolize a Christian people, particular care should be given toward developing it in the Calvary form or the cross will merely be a pagan emblem and lacking in its Christian significance. In the Calvary form

the perpendicular arm of the cross, or extension of the shaft, as it might be called, projects upward approximately 1-5 additional rise over the measurement of the horizontal arms. In the interest of proper proportion the horizontal arms should be a trifle narrower than the measurement of the shaft at the crossing and the end measurement of the extended horizontal arms should be square. While not of ethical origin, the Latin cross can be greatly enhanced in beauty if there is a slight batter of the end face of the shaft. This batter will avoid the appearance of being top-heavy, but under no circumstances should it appear on the front and back face of the cross. In the development of the Calvary cross, it is very essential to have three bases. These three bases symbolize the Trinity, (The Father, Son and Holy Ghost,) and the three virtues, (Faith, Hope and Charity).

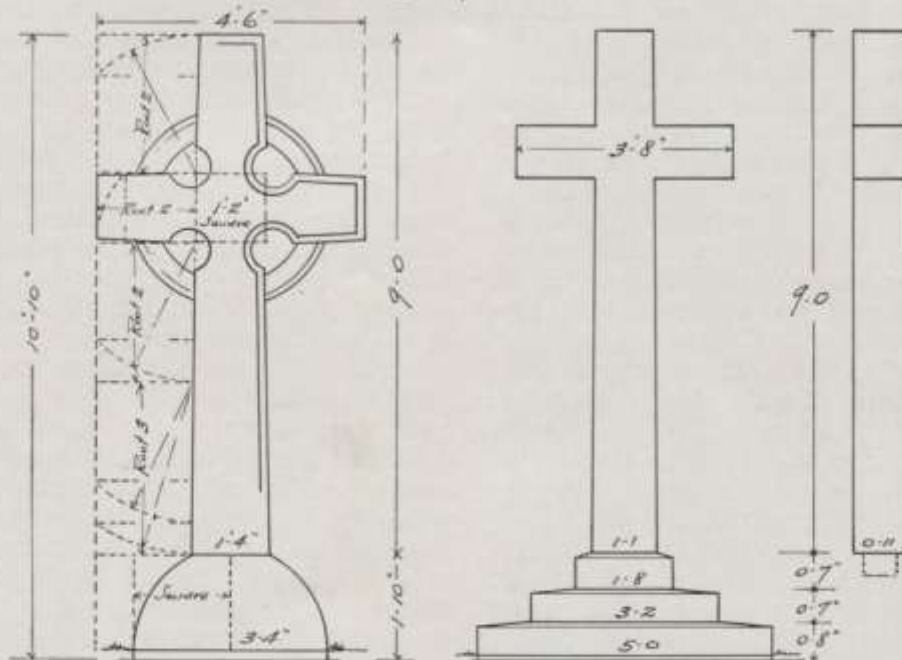
The second form of cross used extensively is the Celtic Cross, which was developed under the art that flourished in Ireland up to A. D. 1500. Some of these crosses also appear in Scotland. The principal characteristic of the Celtic cross is the application of the nimbus and no particular regularity in proportion of the extension of the horizontal arms

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DESIGN HINTS



The drawing of the Celtic Cross was started with a square 1'-2" at the opening. A root-two rectangle was then constructed for the arms. Two root-two, one root-three rectangles and a square complete the height of the cross.



"Design Hints on Better Memorials"

By S. R. POOLE

It may be remembered that "keeping abreast of the times" has much theory if we act in accord to it. We would then discover more helpful information in the reading of good books on most any work in which we participate.

The small dealer in memorials who wishes to progress or carry on his business on the same plane as the larger dealer must secure the same valuable information that his large competitor does. This does not mean that he must be a follower of another man's ideas but he should obtain all essential information necessary to the understanding of just what constitutes good design.

If the small dealer is satisfied not to indulge in the "system of strength" that can be applied to designing, and merely wishes to pay to have such work designed and rendered by one who understands the fundamentals of design, he is making a mistake. Many clients can understand by the salesman's talk that he is not familiar with the constructive end of design. This predicament alone is more damaging than if he had made the design from his own ideas that he could not express in a logical manner. After all, you can talk good designing intelligently only if you have learned the difference between good and bad design. It is not necessary that a man be an artist in order to understand the good qualities of memorial but he can study symbolism and the various types so that he can talk them

intelligently and leave the rendering for the artist.

Many dealers have fallen down in trying to sell a good design to a client because they don't know its good points. The artist who conceived the idea knows all about the good qualities of the design and its construction but possibly he did not take the patience to inform the salesman. Probably he thinks the salesman would not use the points in his sales talk even if he gave him such information. Then again, it would be necessary for the salesman to understand something about design in order to know what the designer tries to convey in his explanation of the design. This all resolves itself in the theory previously mentioned, that "salesmen should learn something about designing before they, or we, can expect to sell better memorials".

I personally know of many small firms where one man does the selling, designing and supervising the work of the men in the cutting shed. This man's time is so well taken up he is tired enough at night to sleep two nights instead of one. He does not have very much luck in selling. He is seriously handicapped in his efforts to compete with the young salesmen of his competitors, who have taken enough interest in their work to study styles, proportions, ornament and construction.

I am satisfied in knowing that every design I have made in the thirty-five years of service to

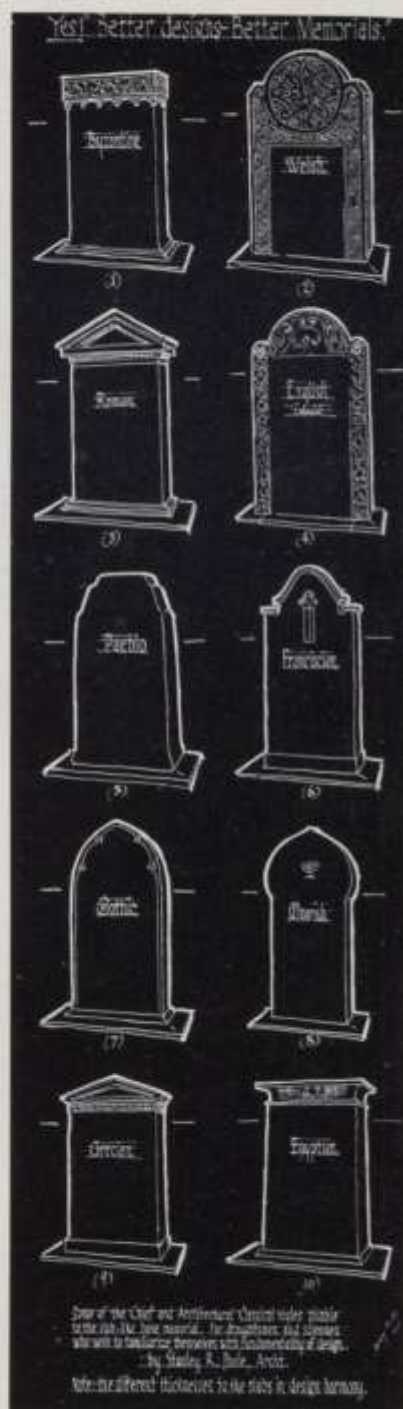
the trade, I have yet to see the correct meaning of the design given to the client, or a proper illustration why it does or does not satisfy the client's wishes or desires in the selection of a suitable design. Invariably, the client turns away in disgust and feels the salesman has failed to understand just what was wanted. Probably the dealer did but the designer reversed the design to the corrected principal of "Hoyle" on the matter.

Salesmen who sell better commodities have a thorough understanding of their merchandise before they attempt to sell a prospect. They understand the grading of the different commodities in competition and are able to meet any argument which may arise in a manner that shows they have at least put some time into the study of the product they are selling.

There is but one way to compete against the learned man on a sale; 'cut the price'. This is not a good thing for your welfare, however, and you will find it injurious to your success if the smart salesman stays in your territory permanently.

A man talked to me recently about new creations in the designing of memorials. There is no such thing permissible for a few centuries to come. We will, eventually, merge into the "classics of design"; then beyond that time we will concoct originality, but never in this day and age. The reason why originality is supposed to be conveyed in "stone-cutter" styles is because a good many people wish to relieve themselves of the study of ancient design and "pass it

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(Diagram caption for above memorial diagrams: "Some of the Chief and Architectural classical styles pliable to the slab-like base memorial. For draughtsmen and salesmen who wish to familiarize themselves with fundamentality of design. By Stanley R. Poole, Architect. Note: the different thicknesses to the slabs in design harmony." Names of the memorial designs above from 1 through 10: Byzantine, Welsh, Roman, English Colonial, Pueblo, Franciscan, Gothic, Moorish, Grecian, and Egyptian.)

Chicago Model Rental Library

For Monument and Memorial Dealers

By Captain J. K. Shawan

Many years of experience in retail selling of memorials in the strongest competition has caused me to continuously study and continuously develop the best possible sales methods. Starting with the use of 11x14 photographs, progressing to blue prints, stock "jobs" and then water color designs eventually lead me to the use of miniature models for sales equipment.

Miniature models have been occasionally used as sales equipment in the past for the larger and more expensive memorials. The first models were made out of plaster of Paris by sculptors and were difficult to handle without damage. Shortly after the World War, working in conjunction with a master craftsman in hand carving of wood, I brought into operation a set of models made exactly to scale out of the finest of hardwood. These models were treated with a surface preparation that produced the same visual effect as plaster of Paris. They covered work of all classes from the small tablets up to the costly mausoleums and immediately produced splendid sales returns.

The very nature of a miniature model made to scale in white color, mounted on green velvet with a background of small artificial bushes is very impressive to the client. The client often finds it most difficult to fully understand and visualize a memorial from paintings, blue prints or photographs. He will not explain his difficulties to the sales-

man, but this reason often prevents the prompt closing of a contract. This mental resistance becomes entirely swept away by the display of the proposed design in a miniature model. The most inexperienced client comprehends the entire design at a glance, and the only further explanation necessary to his complete understanding is the full size of the memorial. It can, therefore, be understood that the plan of submitting the design to the client in a model creates a willingness in the client's mind to draw a prompt conclusion. The salesman is free from lengthy detailed explanations and he can proceed to draw the transaction more quickly to a close. Speeding the sale to an early close has two great advantages. It cuts down sales cost and closes the door to the destructiveness of long drawn out competition.

The general use of models of this nature has been impossible to the average memorial craftsman because it has not been good business judgment to invest the large amount of money necessary to accumulate a sufficient selection of these to meet the needs of a varied clientele. Plaster of Paris models are not sufficiently durable to serve in continued use, and the production of hand carved hardwood models costs from fifty dollars to three hundred and fifty dollars each, in addition to the work of painting and ornamenting them. It can, therefore, be understood why this method

of sales work, although very successful, has not been universally adopted by the memorial craftsmen of America.

With an object of filling this long felt want in the industry of Modern Memorial Art THE CHICAGO MODEL LIBRARY has been created. This library was organized with thirty-five leading memorial dealers as original charter members, and the institution is to maintain a library room in Chicago containing a large collection of miniature models of all classes of memorials. These memorials will sell retail from the two hundred dollar tablet to the costly mausoleum. Members may visit the library at any time and present their membership cards to withdraw any model available at the low rental charge of only one dollar per day, and take it to their own show room or to the client's home. Special made carrying cases are available and special designed shipping boxes are pre-

pared to express models to out of town members.

Members of the library may bring their clients to visit the library and review the entire display of models if they wish. The models will be maintained in glass cases for display purposes. Several miniature cemetery displays are available in the library and members may remove the models from the display cases to exhibit them to their clients in the miniature cemeteries.

No duplicate models of any kind will be kept in the library and thus a member has full protection on the design of any model that he has drawn from the library for a particular deal. No other member can display or submit the same model at the same time because of this lack of duplication.

Each member of the library will have in his own possession at his own office a full set of blue

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Captain J. K. Shawran and the miniature model he used to complete the sale of the Fort Wayne, Indiana World War Memorial.

Memorial Extension Commission Incorporates

The Memorial Extension Commission was incorporated under the laws of the state of Delaware at a meeting at Pittsburgh, Pennsylvania on January 15th. In the by-laws they adopted, provision was made for a Board of seven Directors consisting of monument dealers and marble and granite producers.

The Board of Directors were elected as follows: Athol Bell, of the Rock of Ages Corporation, Marshall England of Jones Brothers Company, Boston and Barre, Floyd Holes of the Cold Spring Granite Company, Cold Spring and Cleveland, H. L. Litchfield of the Georgia Marble Company, Tate, Georgia, H. J. Moore of the Vermont Marble Company, Proctor, Vermont, Charles J. Benisch of Brooklyn, New York, and R. L. Belknap, Pittsburgh, Pennsylvania.

The Board of Directors then met and elected the officers of the new corporation as follows: Athol Bell, President; Charles J. Benisch, Vice-President; and H. J. Moore, Treasurer.

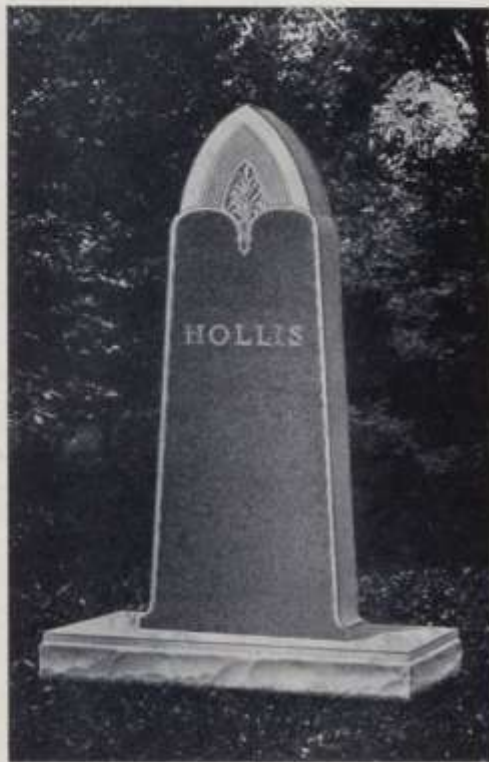
The Executive Committee consists of the following: Marshall England, R. L. Belknap and H. J. Moore.

Roswell M. Austin was elected Secretary Manager and is now a hired officer of the Commission. Mr. Austin is well and favorably known among the trade and his selection as Secretary will meet with universal approval. Mr. Austin spent the last five years as a field representative of the Rock of Ages Corporation. His choice for this important position

was unanimous among the fifteen retail monument dealers and granite and marble producers, who make up the Commission. He will assume his new duties March 1st, when collection of the Benisch Plan assessment among the signed supporters will become operative.

The following is a complete list to date of the signed supporters of the Benisch Plan: Vermont Marble Company, Proctor, Vermont; Georgia Marble Company, Tate, Georgia; Rock of Ages Corp., Barre, Vermont; J. K. Pirie Estate, Barre, Vermont; Jones Brothers Company, Barre, Vermont; Littlejohn & Milne, Barre, Vermont; J. P. Gilman Granite Company, Kansas City, Kansas; Smith Granite Company, Westerly, Rhode Island; H. E. Fletcher & Company, W. Chelmsford, Mass.; Lovejoy Granite Company, Milford, New Hampshire; Smalley's Souhegan, Milford, New Hampshire; Robert Hunter Granite Company, Milbank, South Dakota; Pike River Granite Company, Marinette, Wis.; Rib Mountain Granite Co., Wausau, Wisconsin; Anderson Brothers & Johnson, Wausau, Wisconsin; Lake Wausau Granite Company, Wausau, Wisconsin; Marathon Granite Company, Wausau, Wisconsin; North Star Granite Corporation St. Cloud, Minnesota; Royal Granite Company, St. Cloud, Minnesota; Cold Spring Granite Company, St. Cloud, (Cold Spring), Minnesota; Granite City Granite Company, St. Cloud, Minnesota; Universal

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**ANOTHER
PIRIE
DESIGN!**

At the left is shown another attractive design originated by J. K. Pirie Estate. This tall type of memorial has been exceptionally popular the past year or two, and a memorial finished like it in Pirie's Dark Barre granite would be a distinct asset to your showroom. Write to any Pirie's Dark Barre manufacturer about sizes and prices. They will be glad to cooperate with you.



Pirie's Dark Barre
IDEAL MEMORIAL GRANITE

J. K. PIRIE ESTATE
Barre, Vermont

Say you saw it in DESIGN HINTS

How A Widow Mourned

Author Unknown

She was a handsome and wealthy young widow, and had but just lost her husband. Full of grief over the loss of her loved one, she sought a dealer in monuments, a friend of the departed.

Seeing the sympathetic face of her husband's friend, the tears burst from her eyes as she greeted him. "You have heard it then: George is gone."

Yes he had heard it.

"And now," said she, "I want to get a monument, the finest and most imposing monument that you can make. I don't care for the expense. You have them costing as much as ten thousand dollars, do you not?" she ventured.

Oh yes, he could build a splendid monument for that. He would prepare a design and submit it to her.

"You will have it ready soon then," she pleaded. "This evening?"

"No, not this evening," he replied, but he would hurry it up as fast as possible and bring it up to her residence.

And so it was settled, and she went away very grateful for the ready sympathy and anxiously expectant for the design.

And then the *monument* man got out an old design and had it transferred to a clean piece of paper, and in fifteen minutes was ready for the widow, but of course it would not do to show up for a week or so.

The long days dragged out their weary length finally, and the monument man, assuming an appropriately funeral countenance, sought out the widow and sub-

mitted his work. He found her somewhat reconciled to her loss and a little inclined to be critical, but on the whole she was pleased with the design.

"But," she said, "I have been talking the matter over with my sister and she thinks that five thousand dollars ought to buy a very rich monument. Could you not make one like that for five thousand dollars?"

"No," he responded, "but I can build quite a handsome monument for five thousand dollars. Shall I design one of that figure for you?"

"Yes, I wish you would, please, and I will come to your office in a week or so and examine it."

"I can make some alterations in these plans and have it ready very soon," he urged. "Indeed I could bring it around tomorrow just as well as not."


"Oh, no, I won't trouble you to do so. There is no particular hurry about it, and I will call upon you, it's my turn you know," and she smiled graciously upon him as she bowed him out.

Well, what was the poor monument man to do? He could only wait, and wait he did, busying himself meanwhile in getting up beautiful and elaborate designs.

One day he met the lady on the street dressed in the merest apology for half-mourning. He bowed obsequiously and informed her that the design was finished, and he thought, would not fail to be perfectly satisfactory.

"Oh," she said, "I have been so busy you know, with one

(Please turn to page 34)



IRIDESCENT

As New As Tomorrow

The immediate, widespread acceptance of IRI-DESCENT has been brought about by two factors:

First, because it is radically different—as new as tomorrow—yet as dependable as the present moment.

Secondly, because it is sponsored by a concern long known and respected in the industry—UNIVERSAL.

Your display for spring should certainly include IRI-DESCENT.

Universal Granite Co.

"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota

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

7

7

Say you saw it in DESIGN HINTS

The Gospel of Discontent

Written for Design Hints by

DR. ROY L. SMITH

"Bilikin," the god of things as they are, is a false god. The world will never be saved from ignorance and poverty except by a loyal devotion to the God of things as they ought to be.

It is the divine spirit of discontent with evil, waste, superstition, injustice and inefficiency that has resulted in every piece of progress that humanity has ever known.

The Revolutionary fathers grew discontented with taxation without representation and dumped English tea into Boston harbor and fired the shot for liberty that was heard around the world.

It was the spirit of discontent that sent the pioneers into the wilderness to carve an empire out of the wilds and build a civilization that was to produce the mightiest nation of modern times.

It is the divine spirit of discontent that has enacted every line of social legislation, every law providing for the relief of the needy and the encouragement of the handicapped.

It is because men have become discontented with ignorance that colleges and universities have been built, that telescopes have been perfected, that stethoscopes, spectroscopes and microscopes have been invented.

It is the divine discontent with evil that has fired men to outlaw that which traffics in the souls of men and women.

Back of the lifework of every great soul that has ever blessed humanity has been a mighty discontent. No other fact will explain the life of Savonarola, Loyola, John Knox, John Wesley, Dwight L. Moody or Frank W. Gunsaulus.

So long as a family is discontented with dirt, a community is dissatisfied with low-grade amusements, a church is restless in inactivity, there is hope of progress.

Far from thundering against discontent, we should be encouraging the discontented ones. We know of no greater message for the Christian pulpit of today than the preaching of discontent with social injustice and personal flabbiness of soul.



If Every Order Went Through Without Complaint

... then the world of business would radiate nothing but happiness and contentment.

In the memorial field there are just a few fundamentals to deal with, but these fundamentals must be right.

Johnson and Gustafson prepare the way through new and attractive designs, perfection in granite and an inspired craftsmanship.

Johnson & Gustafson Barre, Vermont

EASTERN REPRESENTATIVES

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

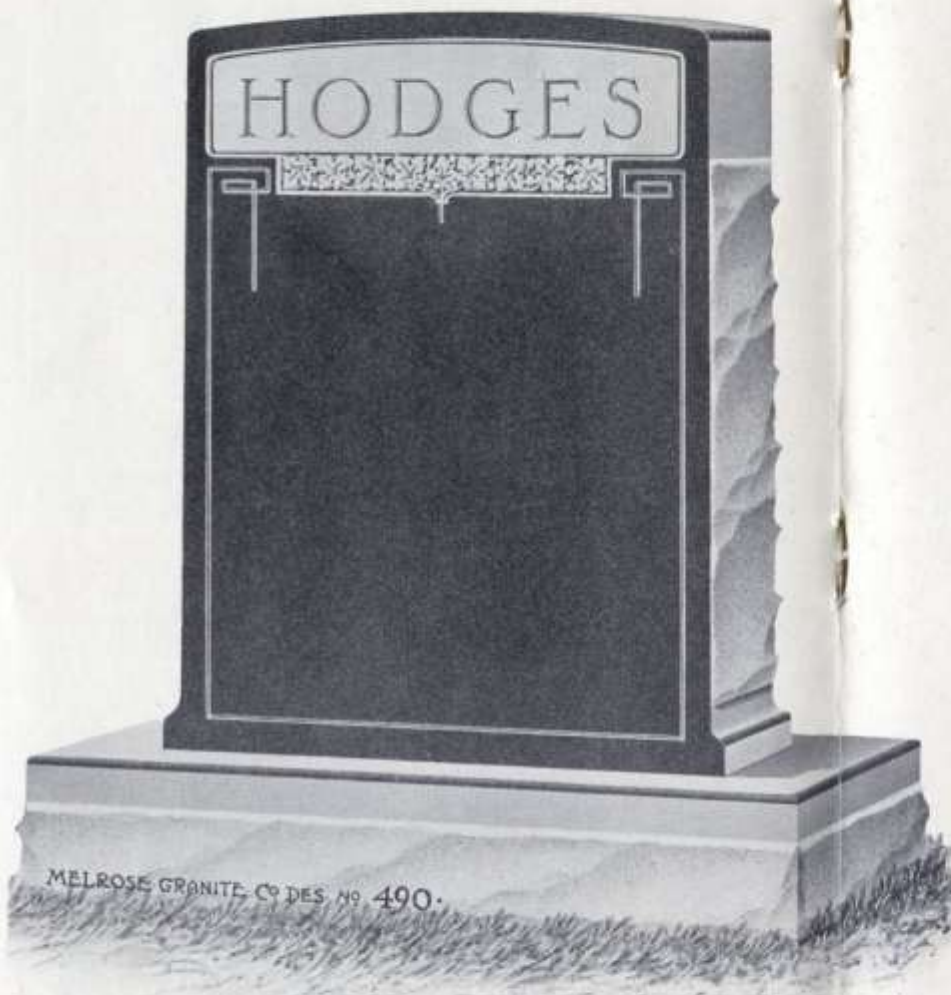
WESTERN REPRESENTATIVES

Mr. H. H. Abraham
Mr. John L. Marsh
Mr. Fred Haslam

SOUTHERN REPRESENTATIVE

Mr. Alex. Duncan

Say you saw it in DESIGN HINTS



Say you saw it in DESIGN HINTS

*Melrose Is The Active Invisible
Partner of Many Successful
Craftsmen.*

It has always maintained an organization which includes its own design department, its own quarries of varied colored granites and a large corps of skilled workers in its huge plant to render an active, helpful service to the dealer.

This policy, strictly adhered to during all the years of Melrose progress, was developed because of the indisputable knowledge that the dealer can be successful only when he has the proper weapons of selling at his disposal.

The Melrose idea of service is one that considers the dealer's problem first.

Melrose Granite Company

St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



For Your Spring Display

While the Trelman design is not so tall as many of the modern tablet styles, it is taller than wide, a ratio of approximately 1.73 or Root-three rectangle. We believe those dealers who claim they are not successful with the modern tall tablets will find the Trelman a happy medium to induce public acceptance.

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



Variety In Styles

The Hollern design will appeal to the prospect who prefers the low massive type of design to the tablet style. It is strikingly different than other designs in our line, not only in contour but in ornamentation as well, yet the memorial is not expensive in cost. The two incised crosses connected by a two-tone band form a panel for the name that is as attractive as it is unusual. Carborundum margins are shown around the top of the long, low base.

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

Better Memorials

(Continued from page 11)

on", as we may term it, to the alibi of "originality". Some designers have used the term "medieval" as an alibi in a departure from "Hoyle" in design. Every statement you make in the promotion of a memorial sale can be checked by those who study and know and, in most instances, they will show how well read the salesman is, what schooling he has had and almost his nationality.

There is no possible way to eliminate the designer's skill from the business and ascertain the progress of artcraft. Is it doing justice to your business to advertise art and quality when you don't employ it or have any consideration of what it really means? Art is a lifetime study that requires a lot of thought and patience. It is not a study of estimating, ringing door bells, managing or employing agents. Many successful memorial craftsmen have a library of good books for reference. If you have such a library and don't take advantage of it to help you meet your clients without getting stage fright you will never get the value out of your books, business or men surrounding you.

There is no greater inducement to the memorial business than to know the art side of it thoroughly so that when you purchase memorials for stock your selections will be those of meritorious design accomplishments. In selling visualize your interest so faithfully that your client will not doubt in the least your ability in completing the work to his, or her, entire satisfaction.

To give a few illustrations in design fundamentals we have prepared a series of design sketches shown in the accompanying plate. These are numbered from one to ten and illustrate the architectural styles of work generally employed to every class of Christianity with which we have to deal. Each design shows its respective kind of architecture where the family names would appear on the stones. These ten styles can be properly proportioned in sarcophagus sizes. They can also run into the higher styles as the Shaft style or a Stele composition.

Regardless of what the generality of massing you wish to determine, you will find that these styles are the principal or basic effort to nearly every memorial.

(Please turn to page 26)

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.



U
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CLASS!

Careful selection of granites, originality of design and careful workmanship have placed United memorials in a class by themselves; a class distinguished for its symmetry of design, artistic carving, brilliant polish and fine hammered work.

United service will give you the knowledge of complete satisfaction at all times. A few United memorials on your floor will instill new life in your display and increase your spring sales.

**United Quality makes it more than
"Just a memorial."**

S
E
R
V
I
C
E

United Granite Company
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS

Better Memorials

(Continued from page 24)

They can be richly elaborated in ornamentation or perhaps made into simpler forms.

The bases can be eliminated entirely, making the ideas monolithic. In this event, they should be placed eight inches into the concrete foundation and should have a six inch outside boxlike body to hold their size in width, thickness and height. The top of this concrete should be reinforced with twisted steel bars or a meshed screenlike metal.

In selling the delicate end thickness for certain style designs I have had competitive salesmen try to convince my client that the wind would blow them down. Some clients believe it but are the exception rather than the rule, and most of them will place their confidence in the salesman who can prove to them that he understands construction as well as design.

There are many things we must overlook in competitive selling but there is one thing we all should understand and that is; better memorials are needed in our cemeteries. Good memorials can be sold if we try to sell them and the dealer who understands and sells better designs is the one who is successful and an inspiration to the other members of the industry.

Purify your minds with more mental effort in the study of the sales side and give less to the laborious end of your business. That will bring relief and prosperity to our industry the same as many other lines that are on the downward path.

You Take
No Chances
With
Trow & Holden
"Barre" Tools

THEY ARE
GUARANTEED

...SEND FOR CATALOG...

Trow & Holden Co.
Barre, Vt.

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We have 2000
Statues in
stock for quick
delivery.

All Regular De-
signs and all
sizes.

Reasonable
Prices.

Courteous
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Prompt Service

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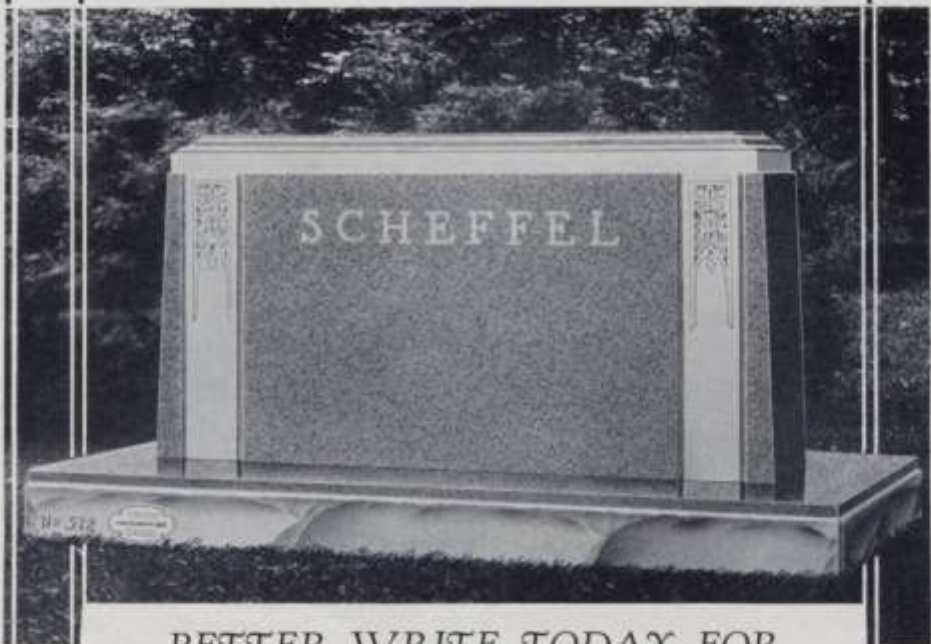
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Middle Village, Borough of Queens
NEW YORK CITY
CARRARA, ITALY

SMITH-
BARRE

Our Responsibility

SMITH-
BARRE

to you carries beyond the production of granite of lasting quality. It concerns itself with the creation of designs that will catch your buyers' eye, please their taste and influence sales.



BETTER WRITE TODAY FOR
A Copy of this SMITH-BARRE

DESIGN OF THE MONTH

E. L. Smith & Co.
Barre Vermont



Say you saw it in DESIGN HINTS

Model Library

(Continued from page 13)

prints of every model on issue at the library. Each of these blue prints will bear a number corresponding to the number on the model, and out of town members of the library can order the models that they might select from the blue prints in their possession by letter or by telegram and prompt shipment by express will be made.

A large initial assortment of models of all kinds were on hand at the opening of the library and a steady addition of many new models each month is being made. As rapidly as the accumulation of models will permit, additional new memberships to the library will be granted to reliable dealers

upon the payment of the annual dues required.

A class of associate memberships has been made available to the wholesalers. This membership entitles the wholesaler to a file copy of a blue print of every model in the library. The wholesaler will supply the library with confidential estimates of the cost of each memorial F. O. B. the quarries in their particular materials. Each member when drawing a model will promptly receive copies of the written estimates of the wholesalers. The element of ready made estimates will avoid the customary delay of several days that is usually necessary prior to quoting the client.

The best and most experienced artists in the country will be employed to continuously design

(Please turn to page 30)

Graceful Charming



There is something about Victory designs which sets them apart; that makes them as being above the ordinary. Their graceful proportions and exquisite charm speak a language which everyone understands the language of loveliness.

Brighten up your exhibit with these truly remarkable creations. Their sheer loveliness will please your clients.

Victory Granite Company, Inc.
Designers and Manufacturers of Barre Memorials
Barre, Vermont

Say you saw it in DESIGN HINTS

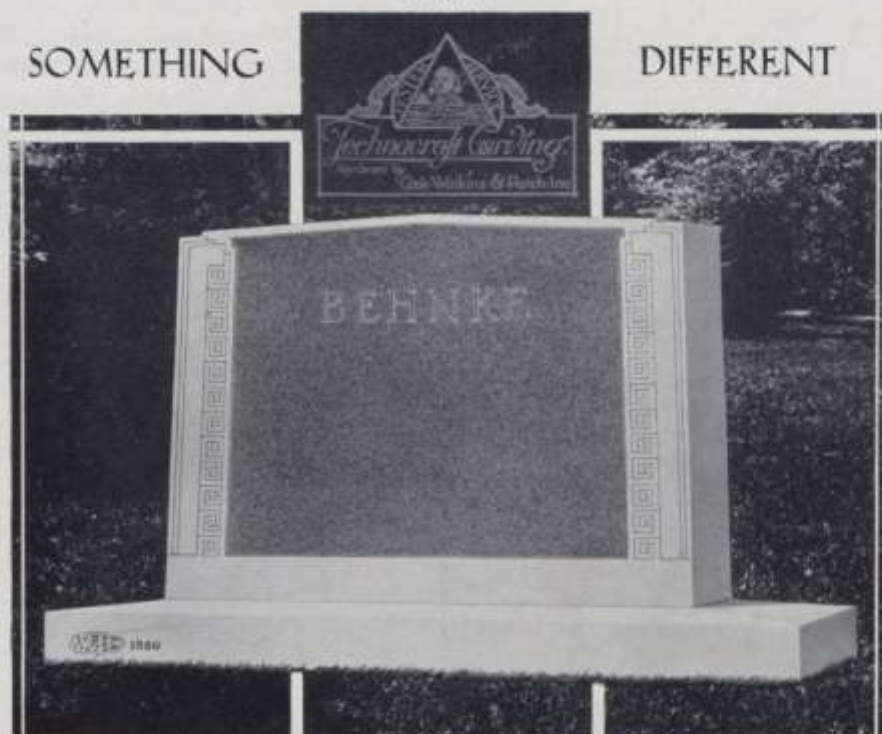
The World's Greatest Development
in the Science of Sand==

Technacraft Carving

NEW

SOMETHING

DIFFERENT



We know you will regard this new process as one of the finest renderings of sand carving yet to come under your observation. Monuments so treated are guaranteed perfect—are quickly sold—and as usual protected by

OUR GOLD BOND OF PERFECTION

Write for further information.

Cook, Watkins & Patch, Inc.

221 COLUMBUS AVE.

BOSTON, MASSACHUSETTS

Plants: Barre, Vermont

Say you saw it in DESIGN HINTS

Memorial Extension Comm.

(Continued from page 14)

Granite Company, St. Cloud, Robert Graham, St. Cloud, Sauk Rapids Granite Company, St. Cloud; St. Cloud Granite Co., St. Cloud; A. M. Simmers & Sons, St. Cloud; Harris Granite Quarries Co., Salisbury, N. C.; Collins Durax Company, Salisbury, N. C.; Coppersburg Granite Company, Coppersburg, Penna.; French Creek Granite Company, St. Peters, Penna.; S. Hasket & Sons, Inc., Brooklyn, N. Y.; (Domestic), Knoxville Gray Eagle M. Company, Knoxville, Tenn.; Gray Knox Marble Company, Knoxville, Tenn.; Candoro Marble Company, Knoxville, Tenn.; Appalachian Marble Company, Knoxville, Tenn.; Ross-Republic Marble Company, Knoxville, Tenn.; and Tennessee Producers M. Company, Knoxville, Tenn.

Model Library

(Continued from page 28)

new memorials for the library which will be produced in miniature models and put on issue in order to keep the available supply of models up to date in every respect.

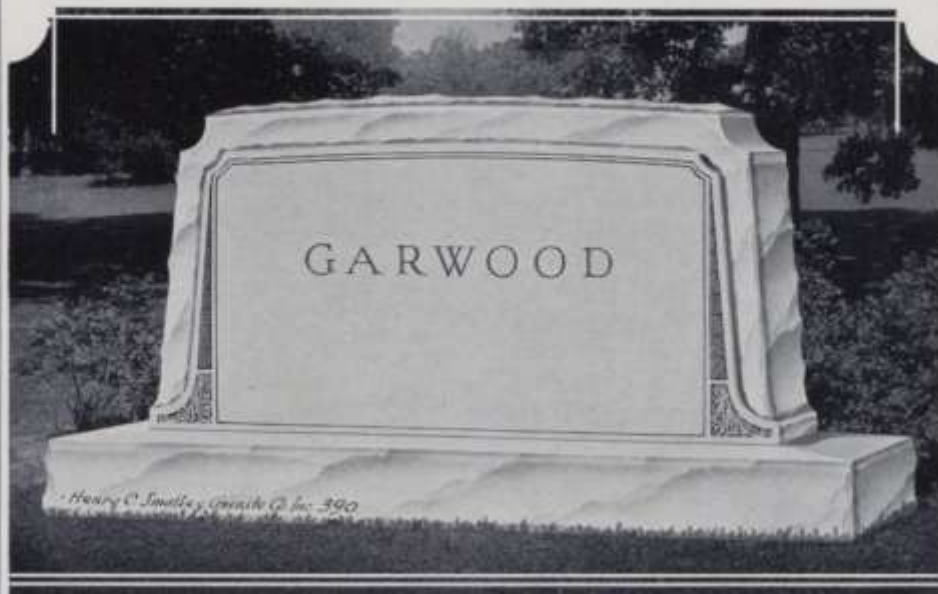
Memorial craftsmen desiring any additional information about the library may communicate with Mr. J. K. Shawvan, the director, at his present offices at Suite 648 in the First National Bank Building in Chicago. The library which is located outside of the congested business district of Chicago is open daily between 9:00 o'clock A.M. and 6:00 o'clock P.M. All memorial craftsmen are cordially invited to visit the display room at any time that they are in Chicago.



You Can't~

Buy Better Memorials or Finer Granites
Anywhere, Than Those Listed By Design
Hints Advertisers. They Are Leaders in
The Memorial Industry and They Are
Setting The Pace That Others Follow.





*Ideas are always in front
in the march of Business Progress*

And Smalley always has kept his standards among the leaders of ideas. The changing chain of time demands something different. Observe the contrast, in style, between the Linmore design of last month and the Garwood creation above. Quite different, yet both above the average in their respective classes.

Fit Smalley design creations to the Smalley granites and the result is sure of success. These are Royal Dark and Royal Blue Gray from the Old Souhegan Quarry ... Pink and Red Westerly granites ... Extra Dark ... Dark ... Medium Quincy. All Imported Granites.

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

Say you saw it in DESIGN HINTS

Memorial Types

(Continued from page 8)

as compared to the perpendicular arms in dimensions.

Celtic crosses are, in most cases, heavily ornamented in bas-relief symbolic carving, or sculptured, interlaced ribbon carving. The cross often has a cap effect, or a large roof carving on top of the shaft. In modern cemetery treatment the Celtic Cross is often made plain, or with merely a sunk line outlining the panels. The nimbus is symbolic of the disc of rays of light around the heads of Divinities or Saints. The base or socket stone of the Celtic cross has no particular significance, and is usually one large block battered in curved lines toward the top. In the interest of diminution the shaft of the cross should be battered. On some occasions the Celtic Cross in modern cemetery treatment has been used with no base other than the foundation under ground. Since the base has no symbolism this application may be considered ethical.

A pleasing effect may be obtained by combining the cross with the garden type and placing two urns on the base.

The cross memorial in either of the forms herein outlined is a splendid type of modern cemetery memorial in that of all present pagan symbols in vogue, it has been more definitely established as a symbol of Christian faith.

The appeal of the cross is so strong that it is independent of environment and the limited size of the area of the bed of the bottom base makes it adaptable to any size cemetery lot.



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 Complete Line of Hardware.

Our new Belt Sling is QUICKER 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.

THE SALE...

Begins at the Quarry

Beginning at the quarry, right down to the dotted line, intelligent planning should precede each step in the manufacture and marketing of the memorial.

Keen observers in the retail marketing field have long observed this typical quality of careful planning in Swenson memorials, and have been equally quick to use it to their good advantage.

The John Swenson Granite Co.

Concord, New Hampshire

Representative: I. N. Strock, Baltic, Ohio



SWENSON DESIGNS FOR SWENSON GRAY GRANITE

Say you saw it in DESIGN HINTS

How A Widow Mourned

(Continued from page 16)

thing and another, and I had forgotten all about it. Let me see, how much was that to cost?"

"Five thousand dollars."

"Oh dear, I can't really afford to pay that much. Now couldn't you, (this very bewitchingly), make a real nice monument for five hundred dollars? I know you can, and I will come and see you about it very soon: Goodbye."

Then the monument man went to his office and told his grief to a three-legged lamb and a stone angel.

Some time after this the charming widow, with a male friend whom she called "Charley", dropped in again.

"Do you know," she said, "I feel so ashamed to think that I never came around to look at your pretty designs. But "Char-

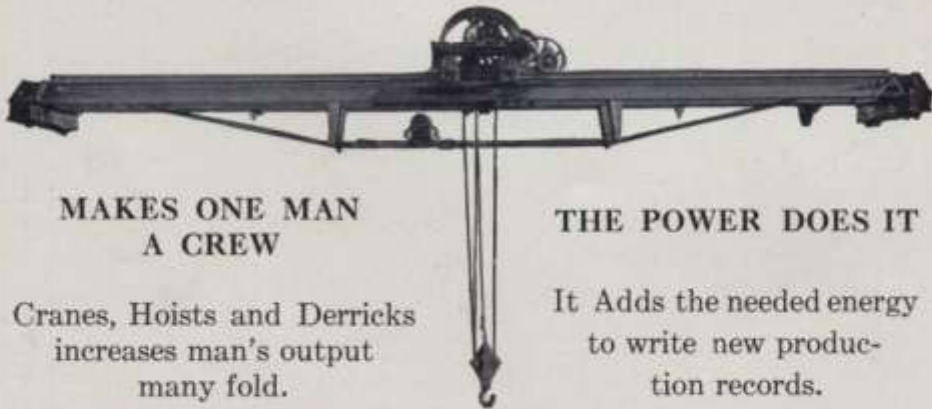
ley" and I have concluded that those great costly ornaments are so foolish after one's death, you know. We think its wicked, don't we Charley?" Charley allowed that it was. "But she continued, "those little boards such as they put at soldiers' graves; Charley and I think that they are very nice. So neat and unpretentious. Couldn't you make one of them for me and put George's monogram on it? His initials make a pretty monogram."

Then the monument man's cup was full and spilled over. He told her that Charley could get an old shingle and tack one of George's business cards on it.

Then she called him a horrid beast and Charley spoke of whipping him "for a half a cent", and they sallied off.

Moral: *Do not put off until yesterday, what you should have done next week. Sez you!*

Long Profits and Happy Workmen with Motor Equipment



**MAKES ONE MAN
A CREW**

Cranes, Hoists and Derricks
increases man's output
many fold.

THE POWER DOES IT

It Adds the needed energy
to write new produc-
tion records.

Granite City Iron Works
St. Cloud, Minnesota

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St. Cloud, Minnesota

Overhead Cranes Reduce Overhead Costs

*Are you ready
for Spring Business?*

GREWE GRANITES

*will carry you safely over
these difficult times*



MOSAIC

The last word in fine granites;
dependable in quality, value
and service.



Genuine

Sterling Mahogany

Fine-grained, rich color,
keen contrast; fine for
intricate sand carving.



Red St. Cloud Gray St. Cloud

Recognized leaders for many
years. None better.



"GROW WITH GREWE"

Grewe Granite Company

WHOLESALE EXCLUSIVELY

St. Cloud, Minnesota

Say you saw it in DESIGN HINTS

GLOBE H. C. CHILLED SHOT

For sawing, cutting and polishing
Granite, Marble and
other hard stone

BEST BY EVERY TEST

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

Manufactured by
The Globe Steel Abrasive Co.
Mansfield, Ohio.
Write for Samples.



Air-Take-off Device for Cemetery Lettering—wonderful Invention. Fits the spark plug of any motor. No tank required.

Price \$30.00
Guaranteed - - Ten days trial
Specify Make of Car.

Mount Brothers
Memphis, Missouri

Executive Secretary in Train Wreck

Lester E. Harris, Executive Secretary of the Memorial Craftsmen of America, narrowly escaped injury or death while a passenger on the LOUISVILLE AND NASHVILLE RAILROAD PAN AMERICAN PULLMAN TRAIN running between New Orleans and Nashville. He had been at New Orleans on association business and was en-route to the combined meeting of Alabama and Tennessee at Nashville. His wire to headquarters reads:

"YOU WILL READ IN THE NEWSPAPERS ABOUT WRECK NEAR MOBILE OR LOUISVILLE AND NASHVILLE RAILROAD PAN AMERICAN PULLMAN TRAIN RUNNING BETWEEN NEW ORLEANS AND NASHVILLE STOP SOME KILLED I WAS A PASSENGER ON THIS TRAIN BUT AM UNHURT IN ANY WAY STOP WAS DUE TO ARRIVE AT NASHVILLE AT NOON BUT WILL BE EIGHT HOURS LATE"

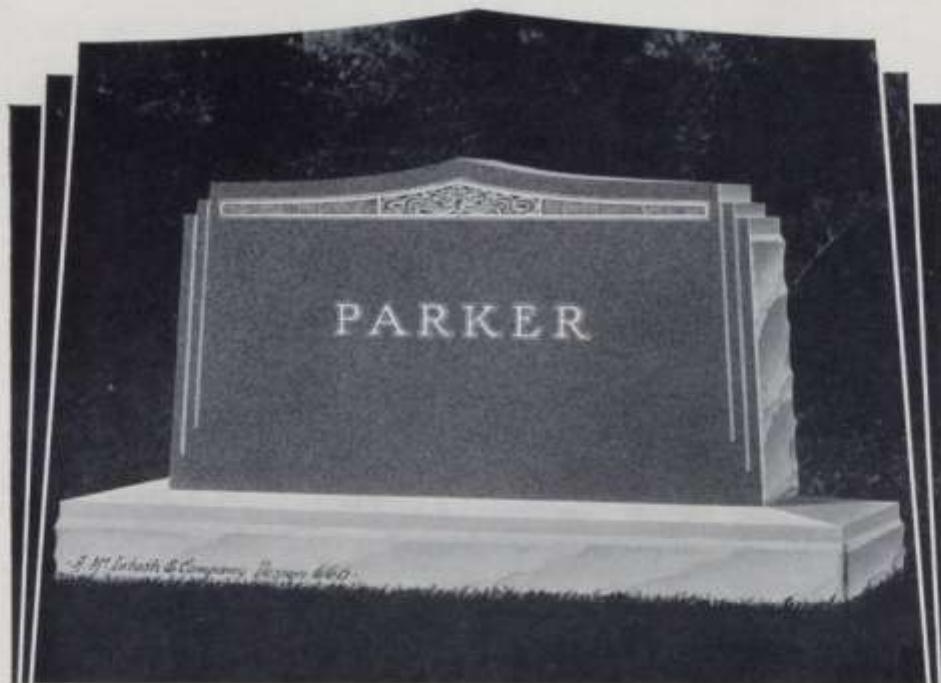
A serious wreck, in which Mr. Harris narrowly escaped injury or death, has no power to unnerve him—he casually ends his wire "WAS DUE TO ARRIVE AT NASHVILLE AT NOON BUT WILL BE EIGHT HOURS LATE." Evidently the only thing that upset him was that it might delay his busy schedule.

WANTED — Used Compressor. N. L. Ronberg,
Forest City, Iowa.

THE PARKER DESIGN

Was made especially for our Westerly Granites but it will also prove readily salable in our other specialties.

Extra Dark Quincy
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 Smalley's Pink Westerly
 Sullivan's Blue White Westerly
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 Black Swede
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We shall be pleased to send you sizes and prices on this beautiful design.

A. McIntosh & Company

David S. McIntosh

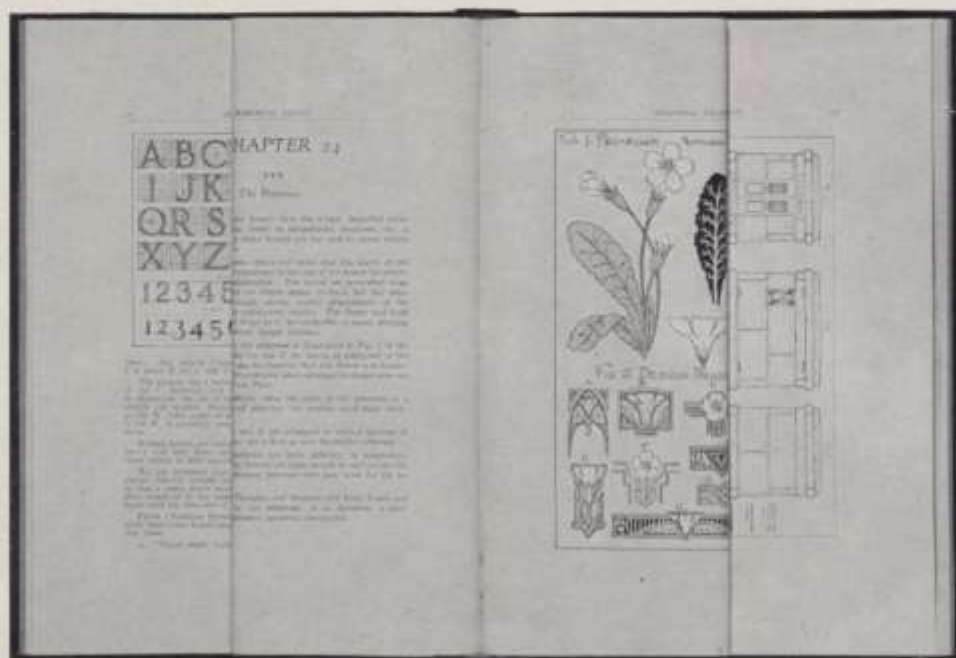
Alexander Diack

119 Columbia St.,

South Quincy, Mass.

Say you saw it in DESIGN HINTS

*A Helpful Book For You, Your Men in the
Shop or Your Salesmen. Buy Now
Before it's too Late.*



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

*Beautifully Bound 58 Chapters 192 Pages
as follows—*

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

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

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

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Mausoleum Construction.

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

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



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.



Say you saw it in DESIGN HINTS

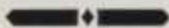
GIVE THEM WHAT THEY WANT

EMERALSTONE

The strongest advantage in successful business is the possession of a product which the public is interested in and willing to buy.

That's why the successful dealers in every State stock monuments in Emeraltone. For Emeraltone caters to a popular demand—the demand for color in granite.

Get what the public wants to get from you—get Emeraltone.



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



Say you saw it in DESIGN HINTS

"Built for you by Royal"

«»

The ever present
problem of infusing warmth
and color into an otherwise
cold showroom is satisfactorily
solved by the tasteful use of—

ROYAL ANTIQUE

. . . And new creations
in this popular granite are so
permeated by a spirit of beauty
and distinction, that they have
a merchandising worth beyond
the ordinary.



ROYAL GRANITE COMPANY
St. Cloud, - - - Minnesota



The Touch of Color

Old methods of producing color have lost their appeal in these days of changes. Sharp, distinctive detail in color lithography or the brilliant tones made possible through Jean Berte Water Colors have deadened some of the older methods of contrast. No longer, under this new method, is it necessary to resort to mere type. Effective illustration, made in the colors you want them, are now possible. The Fritz-Cross Company has the organization of artists, creative and lay-out men to answer the need of any advertiser. A letter from you explaining your needs will bring a comprehensive plan to your desk.

The Fritz-Cross Company
Color Lithographers and Water Color Printers
St. Cloud, Minn.