Design Hints For Memorial Craftsmen

January 1929, Vol. 5, No. 7

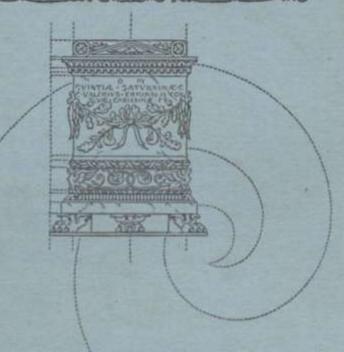
Published Monthly at St. Cloud, Minnesota Dan B. Haslam, Editor and Publisher

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

http://quarriesandbeyond.org/

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

DESIGN HINTS FMEMORAL GRAFTSMEN



JANUARY, 1929

VOLUME 5

NUMBER 7

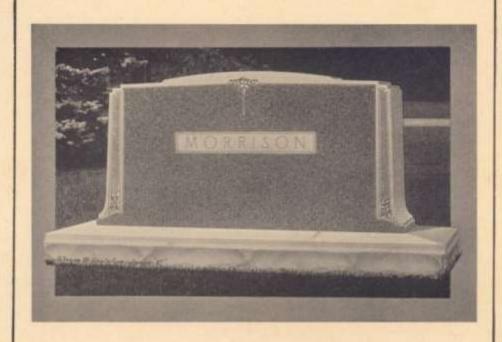
UNIFORMITY

This one factor is responsible for the increasing number of memorial craftsmen who habitually specify Smith-Barre Granite.

Uniformity of color, texture, adaptability and reliability, are inherent with Smith-Barre.

E. L. SMITH & CO. BARRE, VERMONT





NOT BIG IDEAS ...

But Ideas That Will Sell.

That's the thought behind Johnson and Gustafson design service. It is not an inflated, pretentious program—just a practical plan that will help retailers over the country sell more memorials if they tie up seriously with this service and get out of it all that is possible.

We use Rock of Ages granite on our polished work and for our axed and rock work we use Wetmore and Morse and E. L. Smith Lt. Barre.

Johnson & Gustafson

BARRE, VERMONT

EASTERN REPRESENTATIVES

WESTERN REPRESENTATIVES

Mr. Gust. Martenson Mr. C. A. Arnold Mr. H. H. Abraham Mr. John Haley Mr. John L. Marsh

SOUTHERN REPRESENTATIVE Alex, Duncan

Say you saw it in DESIGN HINTS



To The End of Time---

Ageless brilliance for all the world to see—year after year with Rock of Ages Barre, telling its own enduring story.

But this is not all-

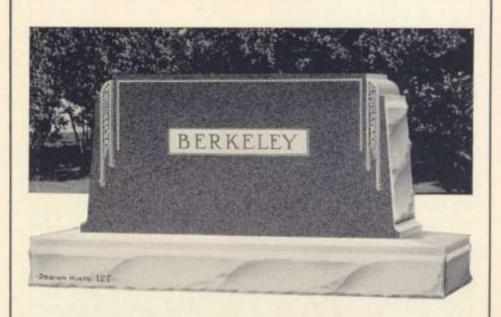
There is the story that we tell of its distinctive markings and beautiful coloring—telling the public for you.

Your Handbook of Newspaper Cuts awaits you. This is a part of our service to you when you specify



"THE DISTINCTIVE BARRE GRANITE"

ROCK OF AGES CORPORATION BARRE VERMONT



It Took Leadership

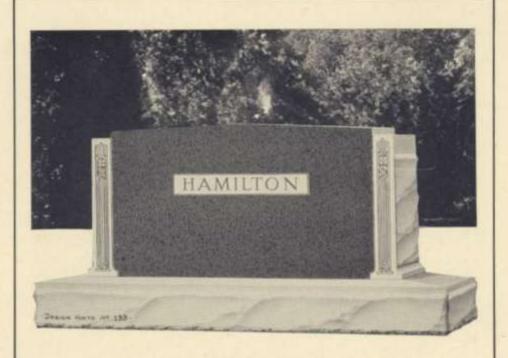
Pyramid's great volume in 1928 wasn't due to just luck. There was the kind of leadership in every item of our work that made it possible.

Pyramid has the kind of granites, designs and work that makes for big results.

Pyramid Granite Works

Incorporated
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



The Sceptre of Authority In Better Grade Granites.

That is the idea of REX, king of granites. His dominion extends to every land where the people insist on the highest type of memorials. We think you will be using REX before the end of the year. You might as well start now and get the benefit of this increasing business.

Rex Granite Company, St. Cloud, Minn.



Waldron Shield & Company Design 4478

A Masterpiece In The Making

A masterpiece begins with the proper selection of designs and material.

Fingers hunger to work their best on granite finished by our head-grain polishing.

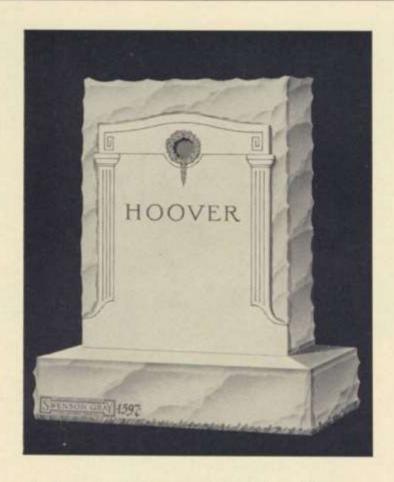
Ours is a large plant, completely equipped with machines and skill to do every task well—to make of every design a memorial masterpiece.

Waldron Shield & Company

Barre,

1-1

Vermont



"A Man Is Known By His Company"

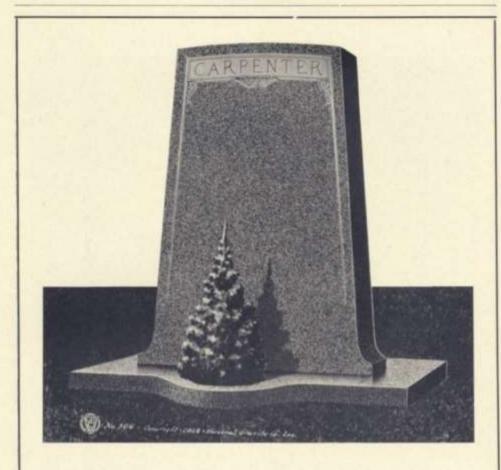
So a memorial is known by its granite. The finest design can be utterly ruined by the improper selection of granite.

SWENSON GRAY DESIGNS

—are made expecially for SWENSON GRAY granite, a product that lends itself equally well to memorials of severe simplicity or those of more ornate designs.

The John Swenson Granite Co. Concord, New Hampshire

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



Around The Country ...

—you will find a great variety of Universal products, done in the distinctive way which Universal craftsmen have.

We have just closed a very good year, because we believed during the whole course of our relationship with customers that service and the quality of a product means something.

With a continuation of a policy such as this way are not in

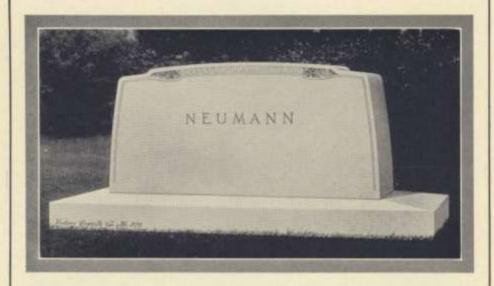
With a continuation of a policy such as this we are not in doubt as to what will happen in 1929.

Universal Granite Co.

ST. CLOUD, MINNESOTA

Rep.-Ill. Ind. Mich. LOUIS C. ROEMER

Say you saw it in DESIGN HINTS



Are You Sure They Know You?

Do they know you as the man who sells memorials or do they know you as the man who offers new thought to place the suitable memorial—one who has expert ideas on the type that should be selected and placed in the family lot?

Victory memorials are trying to put you in the latter class. We offer a new one each month to give prospects the impression of Victory dealers that they should have.

Victory Granite Company, Inc.,

Barre, Vermont

SALESMEN:—A. A. Hecht, 187-05 Jordan Ave., Chapelle Gardens, St. Albans, L. L., New York: E. O. Stander, 1313-16th Ave., Altoona, Penna.: J. Perry Greene 1517 Third Ave., West, Birmingbam, Ala.



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

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

Service and Ideas

"Under the surface of most businesses and occupations there flows the swift strong current of some fundamental idea."

The above is a quotation from S. H. Geillerup, taken from an article written for Advertising and Selling.

It's trite, concise language is emphatic and convincing. It is accepted as the truth, not because it is something entirely new, but because business men of our times have felt the same sentiments, although they have not thought to express them in just such language.

It is true then that there is something behind the phrase "service and the idea." The first implies rigid enforcement of a rule to see to it that the customer gets everything he expects—and more.

The "idea," of course, comes in the theory of aiding your customer or those who you would have for your customers in the disposal of merchandise on the proper basis, in selling plans that will bring greater sales and greater profits to the business.

Behind every greater enterprise, therefore, there is the enthusiasm, the imagination, the thought and planning of an individual.

And if you look deeper into the motives of the man behind the building of a business, great or small you will, no doubt, find that they are apt to be idealistic, you will find that the man behind this whole scheme is trying to do something worth while.

But no matter what the motives may be and we are assuming that they are invariably just and of high standard-no business can continue to carry and grow and develop without the thought, the enthusiasm, the planning and the hard-work of some one individual behind it. The days of the "behind the counter" sales are over, The successful business must get out and develop ideas and constructive selling. The world. through reading national advertising campaigns and keeping in touch with the times, expects it. The man who does it most successfully gets the most sales.

If this applies to other business enterprises why shouldn't it apply to the memorial industry? Of course the problem of the memorial merchandiser is different than that of other folks but the same rules will be in effect and he is subject to the same laws of supply and demand.

Of course, you can't tie up the business future in one shot. There are always the old methods supplemented by the new and gradually change is brought about. Methods vary, according to the kind of business one is seeking.

(Continued on page 16)

"Musical Angles"

By John Cargill, Designer With Chas. G. Blake & Co., Chicago, Ill.

Editor's Note:

In the September 1928 issue of Design Hints, we published an article entitled "Notes on the Old Cross at Canna" by Mr. Cargill, The article was written by Mr. Cargill after a thorough review of Celtic ornament and a study of the "Musical Angles" relating to their supposed use by the old Irish designers. The author though that if the monks employed the intervals of the musical string to fix the outlines of monuments, they would also be likely to use these intervals in the planning of ornament, and possibly in such a manner as to indicate melodics. With this thought in mind, Mr. Cargill prepared his splendid paper which he

presented to us for publication. Because a part of this article refers to the previous one by Mr. Cargill, we will republish those parts necessary in explaining the illustrations. We previously mentioned that Mr. Cargill is not only one of the foremost designers of the country, but a talented musician as well or he would not have been capable of so properly arranging in modern style the musical notes he found in the ornament of the Old Cross at Canna. Because of space limitations, we are publishing the modern arrangement of Canna No. 1 only.

The Old Cross on the Island of Canna.

This monument, which probably dates from the 10th Century, is located in an old cemetery, situated in the bottom of a narrow glen, near the center of the small island of Canna. The island is one of several which form the parish of Small Isles off the coast of Invernesshire, Scotland.

In the upper Zoomorphic panel on the front of the shaft are two crossed animals supposed to represent the panther, which here would typify the Resurrection of Christ.

In the early Middle Ages the people had a Christian symbolism founded on the habits of animals. All this was explained in works called Bestiaries or "Books of Beasts," which contained stories of the lion, the lizard, the charadrius, the pelican, the phoenix, etc.

These stories formed the basis of Christian allegories. Only fragments of one Bestiary in the English language now remains. "This was probably translated says J. Romilly Allen, "from Latin into Saxon rhyme of the same character as Caedmon's metrical paraphrase of the Scriptures." The following lines from the poem of the Panther, as given in this Saxon Bestiary, appear to have inspired the sculptor of the panel at Canna, mentioned above.

"When the bold animal rises up gloriously endowed, on the third day

suddenly from sleep a sound

of voices sweetest through the wild beast's mouth."

If we may be allowed to define "voices sweetest" as melody or singing, it will appear as if the designer intended these interlaced lines to symbolize melodies. The subjects in the two lower panels present antithesis of the song idea, for here we have discord and strife, as witnessed by the hold the dragons have on each other. The panther and the dragon then, considered as parts of one composition, illustrate the power of sacred song to overcome evil. Now, if, at either panther, we trace along the line which springs from the animal's mouth and count each intersection where this ornamental line crosses itself or other ornamental line as a musical note and arrange the progression of notes as a song, we may feel assured we are simply carrying out the old artist's intention. This is shown in Fig. 2 which is an enlarged drawing of the lefthand panther, referred to as Canna No. 1.

As Celtic art reached its highest stage during the darkest period in the history of Church song, so we can do no better than consider these notes under the light given by their contemporary song
—the Gregorian chant.

The Gregorian melodies were composed in different scales or modes, each having its special character, as grave, solemn, devotional, expressed in its tonality.

The notation from Canna, which is from a symbol of the Resurrection, evidently was intended to give Easter songs of a joyful character.

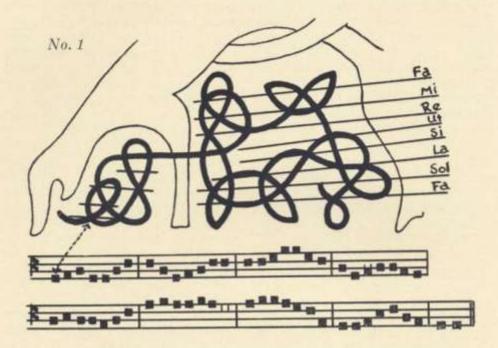
Now the melodies composed in the Lydian, or fifth, Gregorian mode, Fa to Fa, have a joyful character, and so it is the appropriate mode in which to arrange the notes from Canna.

The chants in the Gregorian modes are also characterized by the succession of certain notes (different in each mode) called the principal chord.

The principal chord in the fifth mode is Fa-La-Do, it is the prominence of these notes which give the distinctive tonal character to the songs composed in this mode.

That these songs from Canna were composed in the fifth mode, Fa to Fa, appears evident. They each sound the principal chord of this mode, Fa-La-Do, at or near their beginning. Separately, these character tones, counting Fa in each octave, occur thirty-eight times in one song, and thirty-two in the other, numbers sufficient to give the desired tone quality, and prove the intelligent musical intention of Canna's unknown author.

The fifth mode, when Si is flatted, becomes the modern major mode, and as Hurley writes, "Pieces in the fifth mode, with Si natural are very rare," so it is also proper to arrange the Canna notation in the modern major scale.



The lines Fa, Sel, La, etc., are drawn through the intersections of the ornamental lines to assist in the reading.

On the staff the line running between the two points of the clef is Ut, or Do, also Middle C.



Music unlike poetry cannot prove itself, however, the old songs from Canna are abundantly proven to be true music by the most ancient art ideals. Of course there is something in these songs as arranged that we do not know about; possibly the notes were never intended for a song with words. The old Egyptian priests in invoking their gods, sang on the vowels an inarticulate song and this very likely would be the proper rendering of the Canna Songs.

* * *

The Old Cross Near Dupplin Castle.



But little or no music has been recovered from the Ancient or Classical monuments hence the importance of the following. The sketch is of a 10th century cross originally erected near Dupplin Castle, Scotland, but now in a museum at Edinburgh. It is given here because in the lowest panel is carved an old Scotch musical symbol or hieroglyphic determinative of Psalm tune

chant. To find the notes follow the center line of the symbol and consider each intersection as a note. This has been done and the notes arranged and harmonized in modern style in Fig. 1. As no indication is given, the mode or scale is a subject of conjecture.

The old artist told a complete story for besides David with the harp and Psalm symbol he also presents the evil spirit which departed at the sound of David's harp.

The endless song line is a conceit from the age when music was influenced by the orbits of the heavenly bodies.



WHOOPEE! A Future President.

Max Earl Comolli arrived at the home of his parents Mr. and Mrs. Joseph C. Comolli, Concord, New Hampshire, December 16th, 1928, weight eight and one-half pounds. The proud father in his modest way informs us that little Max is good looking like his mother. To this we might add that if the little chap is as handsome as his father, he will have but little trouble getting along. Papa Comolli, the John Gilbert of the Granite Industry, is sales manager with the John Swenson Granite Company, Concord, New Hampshire. Last reports indicate that the father is improving and bearing up well under the strain on his vest We predict a brillant future for the little boy and we extend felicitations to the happy parents.

"Copyright Shoulder Shruggers"

By Homer Bliss

N EVERY hand, the methodical legal and consistent work we have contributed to the development of legitimate copyright protection for our craft has been beset and besieged by individuals in the industry, who have been searching for the faults rather than the benefits in the establishment of this protection.

The subject of copyright is one of the most profound and technical legal subjects that we know of. In our judgment, only the most skilled of attorneys specializing in this work, and those associated with Federal Courts acting on these cases, have a working knowledge that could go so far as to attempt to pass opinions on the memorial copyright subject, and then, not until they have made a most exhaustive legal survey of the many points entering therein.

Right here and now, be it understood, that in the last ana-

lysis, by people whose work has qualified them to express themselves on the general subject of memorial copyright, that these persons are not of the opinion that proper and just copyright protection is other than being both possible and desirable.

We think it is time that retail and wholesale dealers throughout the country start to challenge the incompetency of the "Shoulder Shruggers" who can give them the low-down on all about this copyright business just as easy as they can guess the price of a hickey marker.

We repeat that these persons are not fortified. They are not justified in their freely distributed anti-philosophy on this subject.

Outside of being incompetent, their attitude oft-times takes on the significance of absolute disrespect for perfectly proper laws established by the government with the purpose and determi-

(Continued on page 24)

PROGRESS

REGRESS

or





Subscribe to the Course in Salesmanship while you still have the opportunity at the reduced rate.



We are again indebted to our many friends among the members of the industry for their commendatory letters regarding "Design Hints" and our new book "Memorial Design." We very much appreciate this generous support in our work, and we will always make an earnest effort to produce a book that will continue to merit the same interest and whole-hearted cooperation in our work.

* * *

Practical and Worth-While

Upon examintaion of your book, we find it real practical and worth-while and would greatly benefit the Memorial industry as a whole if the individuals in the industry would absorb some of the practical knowledge contained therein.

Also at this time, we wish to thank you for keeping our name on your list for "Design Hints" which we find most interesting.

With our compliments of the season, we remain

Yours very truly, John Meagher & Co., Peabody, Mass.

Every Copy On File

I very much appreciate the copy of "Design Hints" which I

receive regularly. I read each copy through as soon as I receive it and then file them for future use. It might interest you to know that I have on file a copy of every issue you have published. The articles you printed on Historic Ornament were very interesting, instructive, and reading them in "Design Hints" has made me realize that I need your book, "Memorial Design," I am therefore enclosing check for \$10.00 for a copy of the same. With best wishes to yourself and family

> Sincerely yours, Art Stewart, G.A. Stewart Monument Co. Marysville, Kansas.

* * *

Great Asset to the Memorial Industry

I wish to express my great interest in your "Design Hints" and I anxiously look forward to receiving the book each month. It certainly is a great asset and uplift to the Memorial Industry.

Sincerely yours, Earl L. Nelson, Earl L. Nelson Memorials, Homer, N. Y.

Helpful Book

We enjoy "Design Hints" and

believe it is one of the most helpful books published for the retailer.

> Yours very truly, M. D. Settle, Settle Monument Co., Fayette, Mo.

* * *

Very Good Publication

We have received "Design Hints" for some time. In fact we look for it now. Very good publication.

> Yours truly. R. H. Allen. Gilbertson Monument Wks., Sioux Falls, S. D.

m. m. m.

Origin of Word Tombstone

In your July, 1928 issue of "Design Hints" you ask for suggestions with reference to the origin of the term "tombstone" and the false reference now given by a declining few to the memorial of today as a tombstone.

If my suggestion will not be too far behind the times, I would like to refer Mr. A. W. Roberts, Dallas, Texas, to the 16th chapter of the Gospel of St. Marks, the third verse, "Who shall roll us away the stone from the door of

the sepulchre."

I offer this suggestion. I believe that the term sepulchre was often changed to tomb and that it is here in the Bible that the word originated. I would also like to call his attention to the fact that the stone was used only to close the supulchre as it was without inscriptions of any kind and was not supposed to be used as a means of indentification of the entombed. What better proof could one ask and what better argument could be presented to those who still use the word?

Thank you for "Design Hints" and its timely hints.

Yours very truly, Alfred Litzenberger, Wilson J. Litzenberger, Belvidere, N. J.

* * * Thanks!

Enclosed please find check for \$10.00 for your book "Memorial Design." I receive and read "Design Hints" and I wish to thank you for sending it to me.

Yours truly, Orra S. Mason, Tecumseh, Nebraska.

* * * We're All Out

We have received and are still receiving many letters from the dealers asking for a Logarithmic Scale which we offered to send to the dealers free of charge while our supply lasted. Although we ordered one hundred of these scales from the Engravers, our supply was depleted in less than a month after we published the article in the October, 1928 issue of "Design Hints". We are very sorry that we are unable to furnish these Scales, but they can be secured from the Chicago Photo Engravers Association, 863 Monadnock Block, Chicago, Illinois, by writing to this firm and enclosing 25c in coin in your letter.

* * * Service and Ideas

(Continued from page 9)

Buckshot may be all right to shoot down crows but you can't

stop a moose with it.

New thought, constant changes in methods and an alert attitude as to the needs of the customer are among the fundamental ideas of gaining new friends and keeping old ones in these days of the intense scramble.

GRANITE CHIPS



The distinguished looking gentleman standing in front of his new building is Mr. S. D. Parker, proprietor of the Rocky Mount Marble and Granite Co., Rocky Mount, North Carolina. Mr. Parker reports business better than last year. His new shop and office is located on a prominent highway directly in front of the cemetery. Mr. Parker credits his success in sales to his investment in this attractive building. We are indebted to Mr. W. L. Wisdom, wholesale salesman, Atlanta, Georgia for the picture of Mr. Parker's building which is shown in the accompanying plate.

* * *

Minnesota Craftsmen Meet at St. Cloud

As we go to press, much merriment pervades in the lobby and rooms of the Breen Hotel for the manufacturers of the entire St. Cloud District are again hosts to the Memorial Craftsmen of Minnesota. Feeling somewhat flattered because the dealers expressed the desire to again hold their meeting in St. Cloud, after a most successful convention last year, the manufactuers of the district have made plans to out-do themselves as entertainers, and a record attendance is expected.

Much credit is due the officials of the Great Northern and Northern Pacific Railroads for their hearty cooperation with the manufacturers in making the last meeting such a great success. The officials of both railroads have again volunteered their support in the plans for entertainment. The famous quartet of the Great Northern Railway had several previous engagements but they cancelled all of them in favor of the wishes of the local manufacturers. They will be present for the banquet, along with some officials of the company and we are informed by the local agent

Fortunes That Have Made Fortunes

Written for Design Hints by Dr. Roy L. Smith

It seems to be the popular thing nowadays to attack the man who possesses a great fortune, as if the ownership of great wealth denoted a life of crooked dealing.

It is true that unscrupulous men have resorted to unfair means to accumulate great fortunes, but the largest fortunes of America have been accumulated while the common people were also accumulating fortunes.

The McCormick millions were accumulated through the manufacture of harvesting machinery. When Cyrus McCormick invented his first grain reaper the average wheat field included but little more than 20 acres. Every farmer was limited to the field that he and his hired help could harvest by the slow hand method. The McCormick reaper made it possible to harvest a field of a hundred acres with less help.

More acres mean more wheat. More wheat means more bread. More bread means cheaper bread. If America, today, was compelled to eat the bread that came from 20-acre fields, a loaf of white bread would cost the average family more than \$1 a loaf. McCormick made millions, but the American people have made hundreds of millions by his invention.

When Rockefeller entered the oil business kerosene was selling for 60 cents a gallon and was of an inferior grade. The laboratories of the Standard Oil Company, by utilizing by-products, by perfecting better means of distillation and by organized marketing, have made it possible to sell gasoline and kerosene cheaper in the average town than Atlantic ocean water.

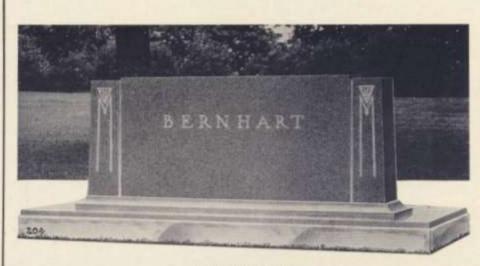
The Bell telephone made fortunes of many millions for those who owned the patents and developed the business, but every business man knows that the little instrument at his elbow has been worth thousands of dollars to him in time saved and business expedited. The lives that have been saved by the telephone cannot be computed. America has more telephones per capita than any other nation in the world and is correspondingly richer by many millions.

When the Eastman company began developing their business a photograph was a highly expensive luxury. Today we "kodak as we go" and bring the vacation trip or European tour back with us. The Eastmans have made millions but millions of family albums are vastly richer in tender memories.

Public, utilities, railroads, gas companies, electric lighting corporations and the like have made millions for the investors and the management but the public has also made its millions in improved living conditions, conveniences and savings of time and money.

The Great Northern railroad made James J. Hill a multimillionaire, but it also made every farmer along its right-of-way vastly richer because it put a market at his front door. His acres and his produce became many times more valuable because of that railroad.

Every great fortune in America has been made while the public was making a bigger fortune.



Design Hints No. 204

BERNHART

Massive in appearance, elegant, substantial proportions and modern, the Bernhart memorial meets every requirement of good taste in the selection of pleasing design. The Carborundum saw is used to advantage in the finishing of this design. The grooves which are used as a part of the ornamentation on the die and the scotia and edges of the second base may be finished by the use of this modern and labor-saving machine. The low platfrom base is polished top with a Carbo margin.

Beautiful 11x14 photographs of the designs shown on pages 19 and 22 will be furnished by Design Hints for 75c each.

20 DESIGN HINTS DESIGN HINTS 21



When The Boys Come Home.



Back in the stirring days of 1917 and 1918 the above phrase became a maxim. It held the promise of greater things for their country when the soldiers of America came back.

Many attempts have been made to put into soldier memorials a true representation of the American Doughboy of World War fame.

Melrose has been called on to perform many things in the unusual and we have striven to perform each task in a 100 per cent way.

We are proud, however, of this one, the soldier memorial which we have built for the Wahpeton Marble & Granite Works, and the American Legion at Wahpeton, N. D.

Melrose Tapestry was used as the material and it finished up in a rich, distinctive memorial that should be a means of showing to the world that Wahpeton has not forgotten her defenders.

Sizes of this memorial are as follows:

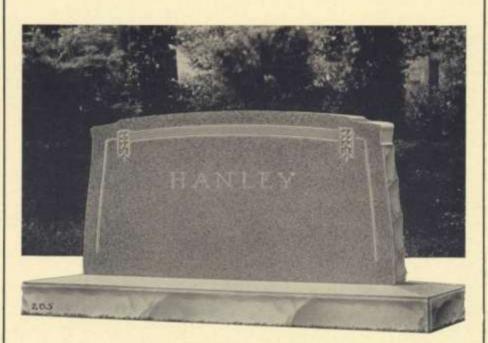
Cap: 5.2x3.4x1.8 Die: 4.4x2.6x9.0 Wings: 2.8x2.2 x5.8 S. Base: 13.0x4.10x1.1

Bottom Base: 17-0x7.10x1.4

MELROSE GRAINITE COMPANY St. Cloud, Minnesota

Say you saw it in DESIGN HINTS

Say you saw it in DESIGN HINTS



Design Hints No. 205

HANLEY

The Hanley design another Design Hints' creation is a splendid example of modern ideals in inexspensive memorials. Your attention is especially directed to the unusual contour of the ends of the die and also to the two-tone panel that follows the curve of the top and links the two areas of ornament together. Photos are now available.

Please write the manufacturers listed in Design Hints for Sizes and prices on the designs shown on pages 19 and 22

Granite Chips

(Continued from page 17)

of the Northern Pacific, that officials of his company will also be present with "bells on."

A splendid program has been arranged for the business session of the convention. A list of speakers includes the names of the following prominent and nationally known men: Dr. Roy L. Smith, Minneapolis; Paul Daggett, Ex-Secretary Catholic Cemeteries of the Twin Cities, Minneapolis, Minnesota; Curtis M. Johnson, Duluth, Minnesota; and Lester C. Harris, Executive Secretary of the Memorial Craftsmen of America. The success of the 1929 meeting is assured and St. Cloud extends a glad hand of friendship to its welcome visitors.

Annual Meeting of the Granite Manufacturers' Association of Barre, Vermont.

* * *

The annual meeting of the Granite Manufacturers' Association of Barre, Vermont, was held at the Association headquarters Saturday afternoon, December 15. After the reports of the various officers and committee chairmen had been read, Mr. Barclay, who has been the efficient and energetic President of the Association for the past three years, announced that he was not desirous of reelection.

Mr. James Duncan of the Lawrence Company, Montpelier, Vermont, was elected President, Mr. Levi Cross of Cross Brothers, Northfield, Vermont, was elected 1st Vice President, and Mr. Alex Straiton of the George Straiton, Inc., Barre, Vermont, was elected 2nd Vice President. Mr. Jerome Veronisi of Chioldi Brothers, Barre Vermont, was elected a Director.

and Mr. George Seivwright of the Eureka Granite Company, Montpelier, Vermont, was elected as a Director.

Secretary Bailey is planning to attend the Western Conventions as a representative of the Barre Association and it is hoped that Manager Lawson will attend the Eastern Conventions in the same capacity.

Killed Wild (?) Turkeys

A few days ago we were presented with a copy of the InDEPENDENCE EXAMINER, Independence, Missouri which contained an article on its front
page relative to a wild turkey
hunt in which Mr. Roy Johnson
and his friend, Mr. Walker, played
a most prominent roll. The news
item informed the citizens of
Independence, that two Christmas dinners in Jackson County
would be marked by a wild turkey
occupying the center of the table.
The story goes on to say that



Roy Johnson and Mr. Walker arrived home from Dent County with a wild turkey each, the result of a two days hunt in south Missouri. The birds were very beautiful, each weighing about eleven pounds, and the story of the hunt will be engraved and hung in two studies with the wings of the birds. We are

also informed that these bold hunters had been hunting in Dent County early in the fall and had arranged with a friend who lives there and who is a great turkey hunter, to return during the turkey season. They found a flock of seven turkeys (the farmer had sold the rest) and the party by sneaking up from behind, were able to kill four of the birds. The other three had been previously sold. The accompanying plate is an artist's sketch of this wild turkey hunting event and we suggest that Roy hang this in his study along with the other proofs of his prowess with the gun.

We do not wish our readers to infer that we doubt in any way the truthfulness of the details of this hunt. However, it is well to state that having had some experience with Roy on his fishing trips to Minnesota, we like to be shown even though we are not from Missouri. He left many nice pike in the Minnesota lakes but there is quite a shortage of sunfish since his last

visit.

* * *

"Copyright Shoulder Shruggers."

(Continued from page 14)

nation of giving protection where protection is merited.

When this unchallenged situation goes so far that a trade paper will follow these tactics, it is getting serious.

We want our friends, whose cause we are fighting, to challenge this sort of thing. Don't let them get away with it. If they feel that they are competent to submit a tangible, intelligent, workable problem, have them write it down on a sheet of

paper, sign it, and send it to us for legal illumination.

The copyright problem and the great possibilities it forecasts, if successfully established, is beginning to be, and should be, an issue with Memorial Craftsmen all over the country. It is vital to the continuous and more successful development of their business.

It is only natural that individuals of a certain temperament associated with the industry shall seek to get aggrandizement out of it at the expense of the sincere foundation work that is being done without hope of reward by the friends of copyright.

If you take the attitude of "being shown" the truth, it will be a rare instance where the big brother act to put you right on copyright will look good to you when the truth struggles through, as must eventually happen.

St. Cloud Iron Works Co.

St. Cloud, Minnesota

Manufacturers of



Jenny Lind Stone Polishers Shot Wheels Emery Wheels Surfacer Frames

Agents for

Dallett Products Pneumatic Tools Stainless Glue Putty Powder



GLOBE H. C. CHILLED SHOT

For sawing, cutting and 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.

NEW ADDRESS OF

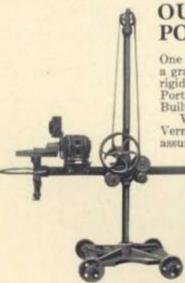
RUEMELIN MFG. CO.

MILWAUKEE, WIS.

588-98 Clinton Street

AFTER FEBRUARY 1, 1929 we will be located in our larger shops with ample manufacturing facilities necessitated by the increased demand for RUEMELIN equipment.

All correspondence concerning this admust be directed to our Minneapolis address, 2101 Kennedy St. N. E.



OUR NEW PORTABLE POLISHER

One of the most useful machines ever installed in a granite plant. Operated with a 2 H. P. Motor, rigidly built and drives a 16 inch scroll wheel. Portable for oval tops and concave surfaces. Built especially for durability and service.

Built especially for durability and service.

We carry this polisher in stock at Barre,
Vermont and St. Cloud, Minn. Prompt shipment
assured from either point.

We manufacture

Pneumatic tools including Surfacers, Frames and Heads, and all accessories, making a complete line of Quality Granite Working Tools.

Also Agents For

Dunn's Glue-Sold in any quantity.

Granite City Tool Co.,

BARRE, VERMONT

ST. CLOUD, MINNESOTA



Beauty---

—is not everything. There are other things in the memorial which are necessary in the complete, finished work.

SUPERIOR, of course, lends itself to beauty and it also takes first rank as a granite of enduring quality. The retailers who have been selling it every year know this.

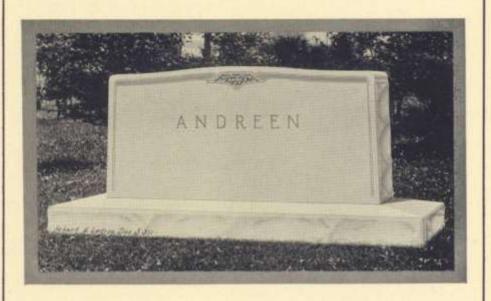
Granite City Granite Co.

The Ahlgrens

St. Cloud, Minn.

REPRESENTATIVES

R. G. KOCH, 316 E 51st St., Kansas City, Mo. O. A. RAIRDON, Box 423, Bellefontaine, Ohio C. H. GRUNEWALD, 314 Eitel Bldg., Seattle, Washington



High Standards... And expecting men to meet them.

There are a lot of good workmen. And when several of them get together in a happy environment, they form that thing called organization. When they know that only their best is acceptable—and that best is appreciated, we get the priceless work called Craftsmanship.

Hebert & Ladrie Success is a reflection of its men and its standards. Dealers who do business with us regard Hebert & Ladrie as a Source of Supply that gives them everything they want.



HEBERT & LADRIE

A Genuine "Barre" Tool

is not only Trow & Holden pattern; it is also Trow & Holden quality. The best tool steel and master workmanship go into Trow & Holden tools. The line of "Barre" Stone Working Tools and Supplies will fulfill every requirement at the lowest ultimate cost. Have you our catalog? It's free.

Trow & Holden Co.

Barre, Vermont

New Styles Cost No More!!!

YOU GET THE NEWEST AT MODEST PRICES IN OUR DESIGNS OF MODERN MEMORIALS FINISHED IN BULLIABLE AND DEPENDABLE MATERIALS.

RADIANT RED REGAL PURPLE LIGHT BARRE WAUSAU RED BLUE PEARL BLACK SWEDS CRYSTAL GRAY GOLDEN PINE RED ST. CLOUD STANDARD GRAY WINNSHORO PLUE

GRECIA GREEN

PENK MARBLE DARK BARRE PINK PEARL, BALMORAL RED PERHLESS PINK BARK STOCKS F/C BLACK GRAY ST. CLOUD EMERALD PEABL ELBERTON BLUE CRYSTAL PINK MILLSTONE POINT EXTRA DARK QUINCY ITALIAN STATUARY

VARIETY AND STYLE IN YOUR DISPLAY

MONUMENTS

MONOLITHS.

MARKERS ROLLS

LEDGERS

Our Imported Granites for Immediate Shipment will Appeal to You.

Unusually Low Prices quoted on your Sketches. Prices, Stock Sheets and Samples by Return Mail.

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 specialize in motorized equipmenc 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



As Far As the Eye Of A Man Can See ...

—into the unfathomable depths of the future "The Best In Mahogany." continues to carry on as its tribute of respect and devotion to the beloved departed.

Quarriers



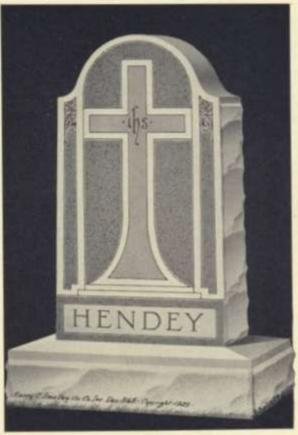
Manufacturers

Dakota Granite Works

Milbank,

4.4

So. Dakota



Henry C. Smalley Granite Co. Design 365

Always Something New

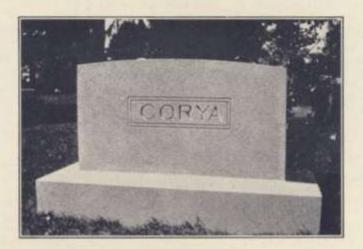
You will find a nice variety of ideas in the Smalley line of exclusive designs. And they are splendid sellers too—prepared for your better understanding of the Smalley line of distinctive granites.

Royal Dark and Royal Blue-Gray from the Old Reliable Souhegan Quarry—Pink and Red Westerly Granites.

Write today for sizes and prices on the Hendey Cross design, one of our recent creations.

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

Pirie's Polished Dark Barre Is The Climax of Beauty



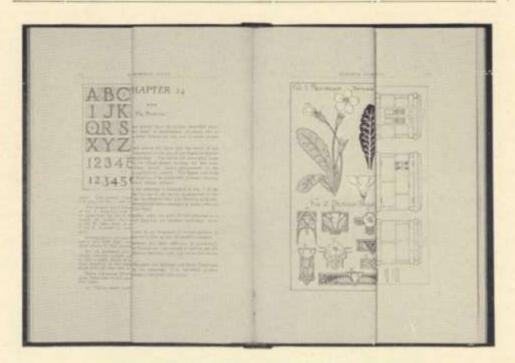
Pirie's Dark Barre memorial erected by John L. Dille, Greensburg, Indiana

Monuments executed in Pirie's Genuine Dark Barre Granite have the attributes which approach the ideal sought by those who purchase them. Richness of expression, exquisite beauty and even texture make this product the outstanding monumental granite.

Ask for the Pirie Certificate. It insures perfection of workmanship and material.

J. K. PIRIE ESTATE,

Office: Campbell Block, Depot Square.
BARRE, VERMONT



They Are Going Fast---Better Order Now

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

Beautifully Bound - 58 Chapters - 192 Pages as follows-

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

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

Design of Ornament Includes Hints on Design—Applied Ornament—The Grape-vine—Poppy—Oak and Ivy—Daffodil—Laurel—Daisy—Easter Lily—Rose—Poinsettia—Primrose—Wood Sorrel—Tulip

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

Memorial Symbols.

Mausoleum Construction.

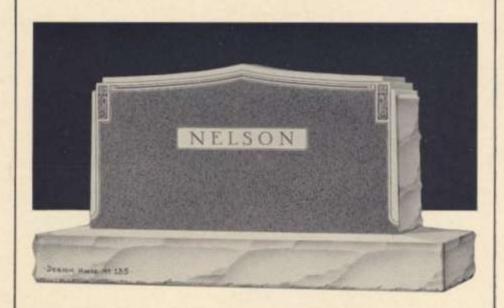
Historic Ornament—Egyptian—Greek (Parts 1 and 2)—Roman (1 and 2)—Early Christian—dyzantine
—Cettic—Romanesque—Gothic (1, 2 and 3)—Renaissance (1 and 2)—Modern.

Greek Curves.

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

Price \$10.00 Postpaid. Cash with order.

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



EMERALTONE ...

—is a new product of the St. Cloud Granite Works that will add new life to your show-room. A dark granite that is beautiful in color and decidedly different than anything you have ever seen. Keen contrast and so hard it is possible to execute the most delicate sandblast carving without chipping the edges and with an even background. Clear—free from any imperfections and may be had in any sizes.

Write to us today for exclusive territory on the sale of this charming and durable granite.

St. Cloud Granite Works

St. Cloud, Minn.



A Pledge of Good Faith ...

—is the story behind every Simmers contract, every Simmers memorial. In material, carving and finish, in addition to original conception of design we aim to excel.

A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn



The high class dealers in America plan with utmost care all details affecting better and more economic production.

They make necessary appropriations to improve production at the same time lowering its cost.

NOT SO WITH DESIGNS

It is a rare event to inspect a retail dealer's sales outfits and not be able to extract therefrom, a surprising percentage of designs of unworthy merit and of chronic competitive character.

Many of these designs became trade monstrosities years and years ago but remain prime favorites with agents who continue to jeopardize the industry as a whole, the reputation of the dealer as an individual, and the beauty of our cemeteries by presenting and selling duplicates thereof in untold numbers to the uninitiated public.

As a matter of fact let us analyze two new designs that a dealer adds to his design outfits, both of modern merit and suitable artistry.

One of them proves during two years of service to be a very poor seller. This design should be replaced.

The second design, during two years of service, proves to be an outstanding seller, which means that many duplicates of it have been built and that it has become competitive in character. All right, then this second design should be replaced with a new design.

For their small cost and because of their great fundamental relation to successful sales, design elimination and replacement necessarily is a first consideration in the conduct of any successful retail business.

BLISS DESIGN COMPANY

ROCKFORD, ILLINOIS

Announcing!

DEWAR'S MAHOGANY

Quarries at Milbank, So. Dakota

NEXT CAR
OF ROUGH
STOCK BE

DEWAR'S MAHOGANY

- FROM -

ALEXANDER DEWAR

Milbank, So. Dakota

Grewe Granite Co., St. Cloud, Minn., are exclusive agents for the St. Cloud district.

Not A Flaw In A Carload!

Grewe Granite Co., St. Cloud, Minn.

Gentlemen:

I wish to compliment you on the car of granite recently shipped me. I could not find a flaw in the whole carload.

I also wish to compliment your shop foreman for using the best taste I have ever seen in the laying out of the serpentine tops.

The granite arrived in first-class shape, well crated and splendid workmanship throughout. I thank you.

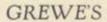
Very truly yours,

Illinois Dealer,

(Name on file)

Isn't the fact that we have succeeded so well with others an indication that we could succeed with you?

"GROW WITH GREWE"



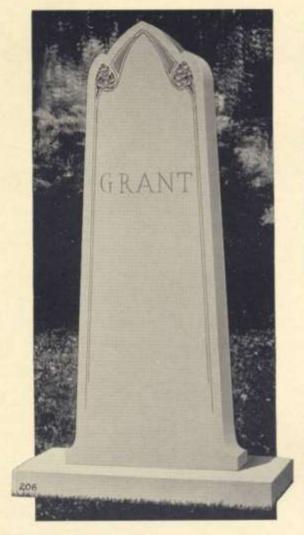
STERLING RED

(Dewar's Mahogany)

GOOD RANITE

Grewe Granite Co.
WHOLESALE EXCLUSIVELY
St. Cloud, Minn.

SALABLE ANDBLAST ERVICE



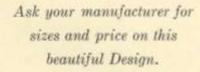
Selling Certainty

Comes the question of permanence. . . .

Permanence, fine texture and even coloringare unquestioned by those artisans schooled in the lore of memorial craftmanship who specify—

Wetmore ॐ Morse Light Barre

Our Certificate of Merit is further assurance that you will get just what you order when you specify our granite.

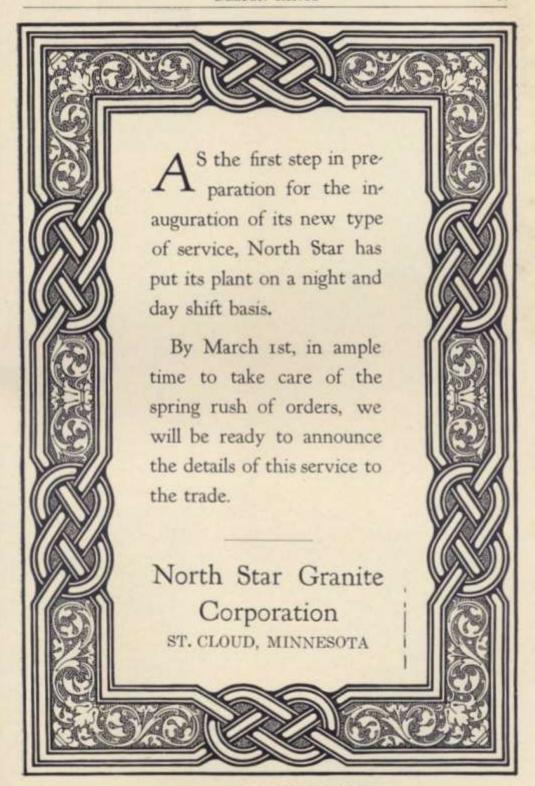




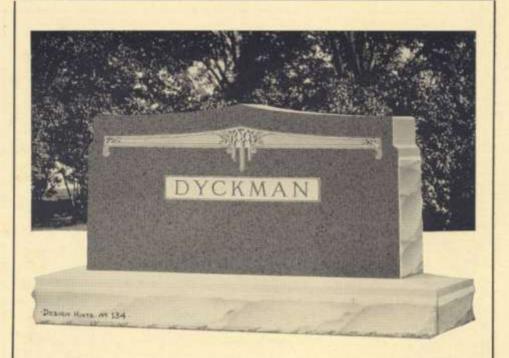
Wetmore & Morse Granite Co.,

Quarries: BARRE, VT.

Main Office: MONTPELIER, VT.



Say you saw it in DESIGN HINTS



Business And Ideas.

No business is on a safe foundation unless there are constantly changing and constantly improving ideas behind it.

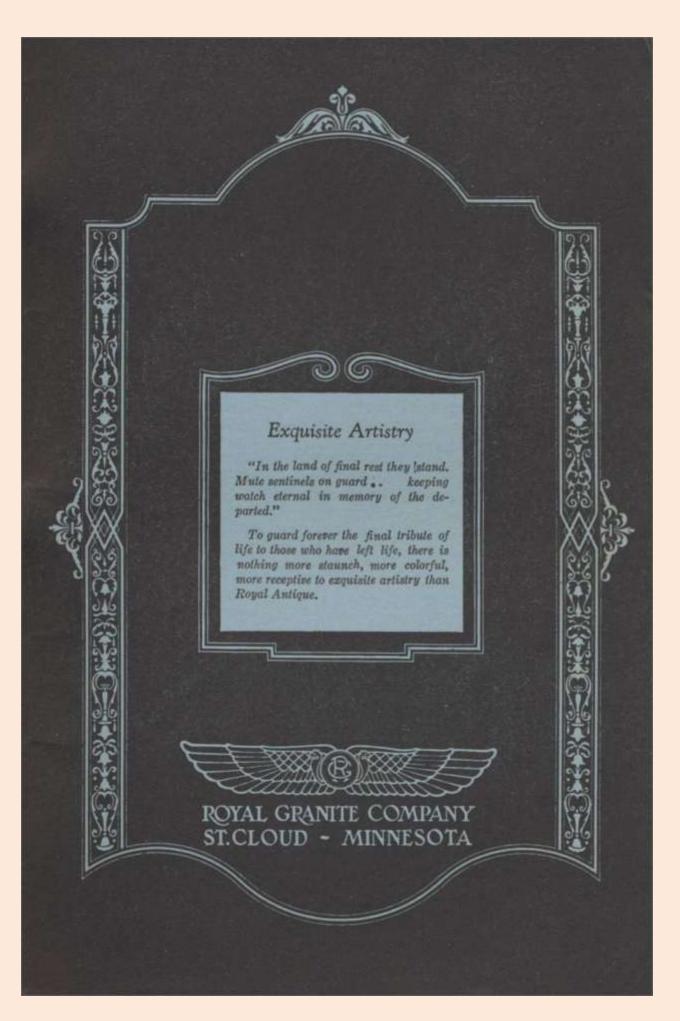
The day of the man who waited behind his counter for sales is past.

It happens in our industry as well as others. It is necessary to create the idea within the minds of the prospects. Give them something to think about and they will return to thank you for it.

United always has maintained a service for its customers and it is yours for the asking.

UNITED GRANITE CO.,

St. Cloud, Minn.



CREATIVE SALES WILL WIN IN 1929

More sales will be made but it will be through creative selling. The man who offers ideas and the promise of the right kind of service will get the results. Liberty offers aid to all its dealers. In addition to this we have the variety of granites to help you build to greater volume.

Liberty Standard Red—Liberty Gray—Liberty Red— Standard Minnesota Pink—Light and Dark Barre— Oglesby Blue—Belview Mahogany.

LIBERTY GRANITE CO., Inc. St. CLOUD, MINN.