

Design Hints For Memorial Craftsmen

January 1930, Vol. 6, No. 7

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

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March 2013

DESIGN HINTS *for* MEMORIAL CRAFTSMEN



THE quickest way to go downhill is to accept the methods of yesterday as good enough for to-day.

January, 1930

VOLUME 6

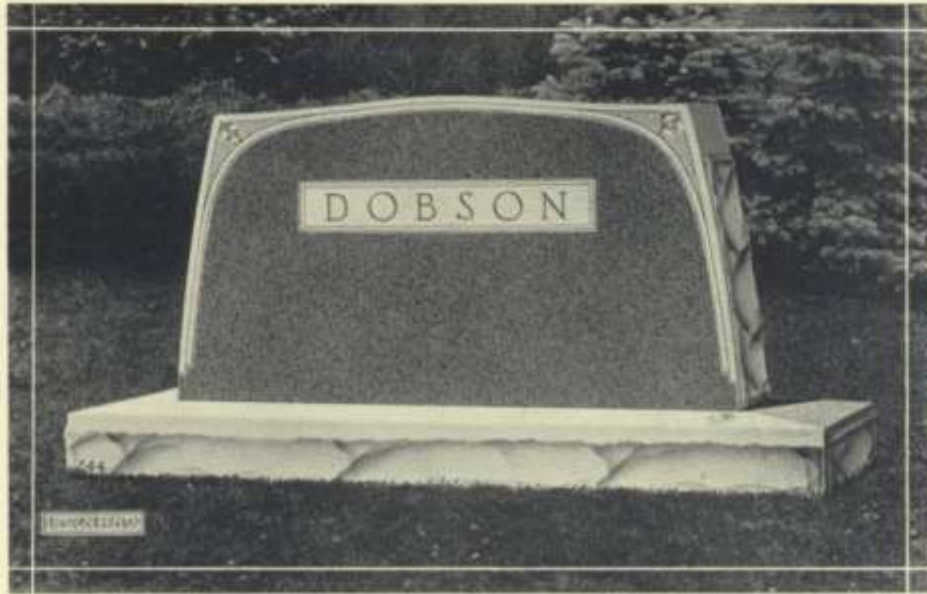
NUMBER 7

*This Spring—
Play Safe
Specify Smith Barre*

S. S. B.—Specify Smith Barre
You'll be rushed soon—
seeing, people—showing them designs
—selling, counselling. A hundred
and one things to do, to get business.
On every Barre order playsafe. Insure
a satisfaction that will make your
sales final—no time lost in listening
to complaints. S. S. B. your orders.
Specify Smith Barre.

E. L. SMITH & CO.
BARRE, VERMONT





THE YEARS BEHIND MEAN SOMETHING

Not in retrospection but through the fact of a service well rendered over a period of many years.

SIMMERS looks forward now with clear vision because he can look backward on a quarter of a century of faultless workmanship and high type memorials that have done their own work in building up a prestige not to be broken by mere promises.

Judge Tomorrow by Yesterday, the hope of the future by the performance of the past.

A. M. SIMMERS & SONS

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

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



Will 1930 Show a Profit?

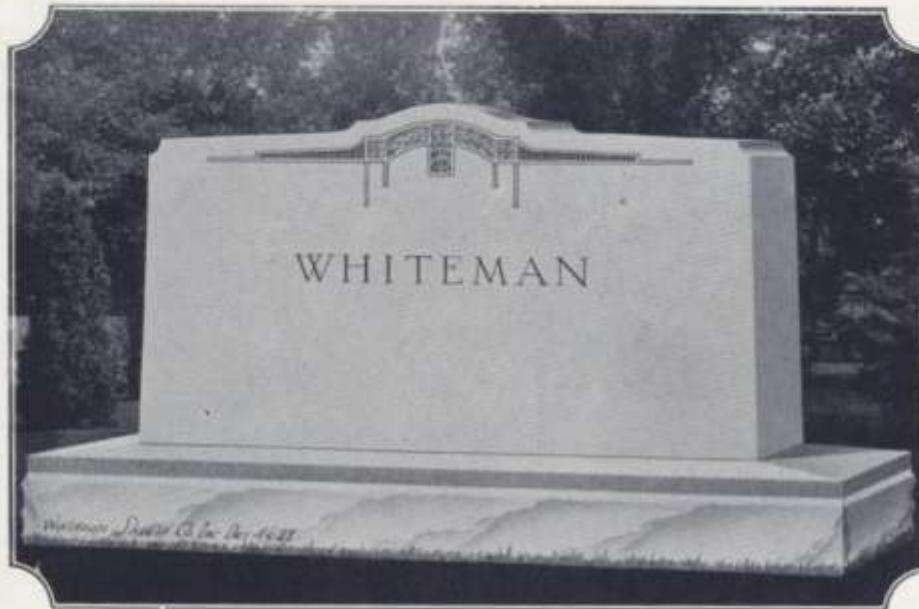
Have you put your business on a definite program? Are you *Budgeting your Time*? Are you resolved to eliminate waste both in time, materials and money? Are you satisfied to work harder, longer hours?

A great big increase in business and a happy disposition awaits the man who plans and works for it. United long has had the facilities, the will and the desire to serve the busy man; to bring his ideas and daily new demands to a focus and turn them out to a waiting world.

United invites your inquiry.

UNITED GRANITE CO.,
ST. CLOUD, MINN.

Say you saw it in DESIGN HINTS



Best In Finish—Best In Design

When you order your Barre for Spring be certain these two important elements are present—the best in finish, the best in design. We are equipped to handle everything from “hickeys” to mausoleums and to furnish any finish you specify.

Write or send your orders to us; we are always glad to furnish quotations.



WALDRON SHIELD CO., Inc.
BARRE, VERMONT

Say you saw it in DESIGN HINTS

... Dignity ...

When one comes to that inevitable time, the time when one finds it necessary to think of a memorial, the first thought that enters is dignity. Coincidental with dignity comes a material of such clear light grain of such serene beauty as Wetmore & Morse Light Barre. Ask your Barre manufacturer about it. Place memorials of Wetmore & Morse Barre in your show room and increase your list of satisfied customers.

Request our Certificate of Merit

Wetmore & Morse Granite Co.

Quarries: BARRE, VT. Main Office: MONTPELIER, VT.



Say you saw it in DESIGN HINTS



It is Strange ===

that three small words could carry such weight. Yet it is true. You need merely to mention the name ROCK OF AGES—it's like "Sterling" on silver, all know there is none better. Most of your customers know the story of ROCK OF AGES. You don't need to tell them about it, merely mention the name—it's synonymous with "the best in granite."

**Rock of Ages
Corporation**

"QUARRIERS OF THE DISTINCTIVE BARRE GRANITE"

Barre, Vermont



PRACTICAL, ARTISTIC, SALABLE

Smalley's Offering of the Month---

■ A new design of low proportions suitable for two or three grave lots. The placing of inscriptions on the die eliminates the necessity of markers. This type of memorial is constantly proving more and more popular throughout the country. The original sandblast carving makes the memorial unusually attractive. May we send sizes and prices?

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

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

Say you saw it in DESIGN HINTS



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN. B. HASLAM, Editor and Publisher

Memorial Day Delays

Every year the average retailer is in a quandary because of endless delays in the shipment of his orders promised before Memorial Day.

He finds that he has made a promise in April that he fully expects to fulfill in May only to find that he is disappointed. Not long ago we talked with a manufacturer about this and asked if there wasn't some way in which to prevent a recurrence of this annual difficulty.

He claimed that the average manufacturer tried to anticipate the needs of the retailer and always had his stock in shape to meet abnormal demands.

But as a rule there is so much business coming in during the latter part of March and April and May that even these advance precautions are of little avail. The average manufacturer is therefore crowded with orders and it is physically impossible to make deliveries on time no matter what steps are taken to give this extraordinary service.

The manufacturer, then, comes back to the same old story: Get your orders in early. We are wondering if it would not be possible for the retailer to call upon those he is reasonably sure are going to expect deliveries before Memorial Day and advise

them of the dangers of a disappointment in the event orders are delayed?

This might have the same urge as the Christmas Shopping Slogan which had the effect of bringing the people of the United States out of their annual habit of doing their Christmas Shopping during the last few days of the holiday season, and now a large percentage of gift buying is done from 15 to 45 days in advance of the Yuletide season.

The average dealer, if he is alive to the opportunities presented by a campaign of this kind, may be able to get those reasonably sure orders on his books during February and thus have a great deal more time in which to develop other business for the Memorial Day buyers.

Design Hints thinks enough of this plan that it is asking dealers over the country for their ideas on the subject. We know there must be hundreds of dealers in the United States and Canada who have met and solved this problem and who are thus getting their Memorial Day deliveries on time.

Will these dealers write us and tell us how they do it? We will be happy to act as a clearing house to disseminate this information not only for the benefit of the manufacturers but for the trade in general.

Four Small Advertisements Planned For A Short Unified Campaign

By Harvey R. Kruse

One very important thing in Advertising is to try to keep something in each of your advertisements which can be recognized as being distinctly *yours*.

This is just as important for the small advertiser as it is for the big one. More so in fact, because the small advertiser must see that his money buys the maximum amount of results.

The reason why you should be anxious to have the reader recognize your advertisement as a part of a series you are running is because it calls to mind previous advertisements you have already run.

As we have said before, Advertising is a process of establishing impressions in the reader's mind. He sees an ad today telling about your business. It makes a certain impression on his mind—not much probably, but something. A few days later he sees another one telling the same story from a little different angle, and the original impression is recalled and strengthened. Further advertisements continue the process and sooner or later he has become sold on you and your merchandise.

Therefore in our advertising we must try to strengthen previous impressions. And one of these means is to carry something along in each advertisement which can be recognized from previous ones.

Your signature name at the bottom is one of the first of these tricks. When you have once

chosen a certain type face for your signature, try to keep it the same thereafter. Don't use a different type face each time because you don't give people a chance to get acquainted with your name and remember it.

You instantly recognize Kellogg's script name on a package of Kellogg's Corn Flakes without even being conscious of the name itself, can't you? That's because they adopted one style of name plate years ago and have used it ever since. Constant repetition has impressed it on your mind. The same thing is true with such symbols and slogans as "Eventually Why Not Now," "Ivory Soap—It Floats," "There's a Reason," "Tuxedo Tobacco," Gold Dust Twins, The Victor Talking Machine Dog and others.

They are examples of the value of repetition in advertising. Big department stores adopt a name plate and never change it for years. The older it gets the more valuable it becomes.

The same results can often be accomplished by repeating a certain style of layout, copy, and illustration. —Not repeated verbatim, of course, but carrying out much of the same scheme or arrangement; developing an "individual style" as it is known in the advertising profession. A Chicago newspaper recently ran a page advertisement for Mandel Bros. Department Store and through an error left out the name and address of the store.

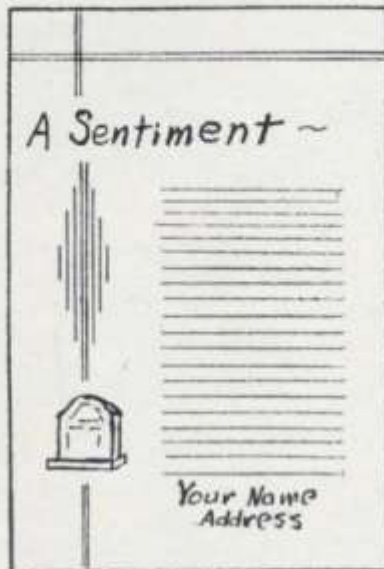


Plate 1



Plate 2



Plate 3



Plate 4

Yet the response to that ad was practically as great as though the name had been in it! People had become so familiar with Mandel's particular "style" of advertising that they recognized the owner without effort even though the name had been left off the advertisement.

In this article we shall demonstrate one means of hooking up each advertisement with previous ones—the LAYOUT continuity. It is a trick used frequently by many big advertisers,—in this case by such a simple thing as adopting a special layout and repeating it with just a few variations.

National advertisers use the same idea by adopting a certain piece of art illustration and repeating it with variations. The Sheaffer Pen Company is a good example. You may remember the large fancy S they have used for years. It fills an entire page in the Saturday Evening Post. As soon as you see that big S you know it's a Sheaffer Pen ad without ever looking at the signature. Many others could also be mentioned.

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

A Sentiment

Whatever skeptics may say and regardless of the comment of worldly ones, sentiment *does* exist today.

And for the most of us we can be glad that it does. Most of the better things in life spring from it. Thoughtfulness, compassion and happiness always do.

That's why most folks want to pay tribute to the memory of someone they have loved. It springs from a feeling that anything as fine and beautiful as that memory should never be forgotten. A beautiful Memorial fittingly expresses such a sentiment.

(Your Business Name)
(Address)

The series we have planned here calls for just four advertisements, but the layout in each one is essentially the same. By the time the reader has seen the third or fourth advertisement he will be reminded repeatedly of the others and you have made considerable headway with him.

The layouts for these advertisements are very simple. Choose a dignified border for the outside and have your newspaper set hairlines in the fashion shown, with the headline breaking into the vertical hairline rules. Somewhere near the bottom of the vertical rules, insert a cut of an attractive monument. Change this cut for each advertisement.

Keep the copy fairly compact. Allow ample margins at the sides for white space. Use a legible type face such as Caslon (light face) for the copy. Set the headlines in Goudy if your newspaper has it, or Caslon Italic Bold (which he is more likely to have in his shop).

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

A Desire

There are some things in life that are intimate and personal — a part of ourselves that no one else can share.

The love we hold for others is probably the greatest of all these.

And when such a love must carry on — *alone* — there always comes a desire to create a tangible evidence of that memory. A symbol, beautiful as one's own memories — intimate and personal as one's own thoughts. Such a symbol is a Memorial. — Fitting expression of that desire.

(Your Business Name)
(Address)

(Please turn to page 14)



From A Sales Standpoint

..... A memorial on the floor where your prospects can see it is worth several that you have failed to receive from the manufacturer.

Remember:

North Star's New Type of Service will give you an invoice for the shipped memorial in from "five to fifteen days" after our receipt of your order.

North Star Granite Corporation
St. Cloud, Minnesota



Say you saw it in DESIGN HINTS

The New Orleans Tomb

PART IV

By Leonard V. and Albert R. Huber

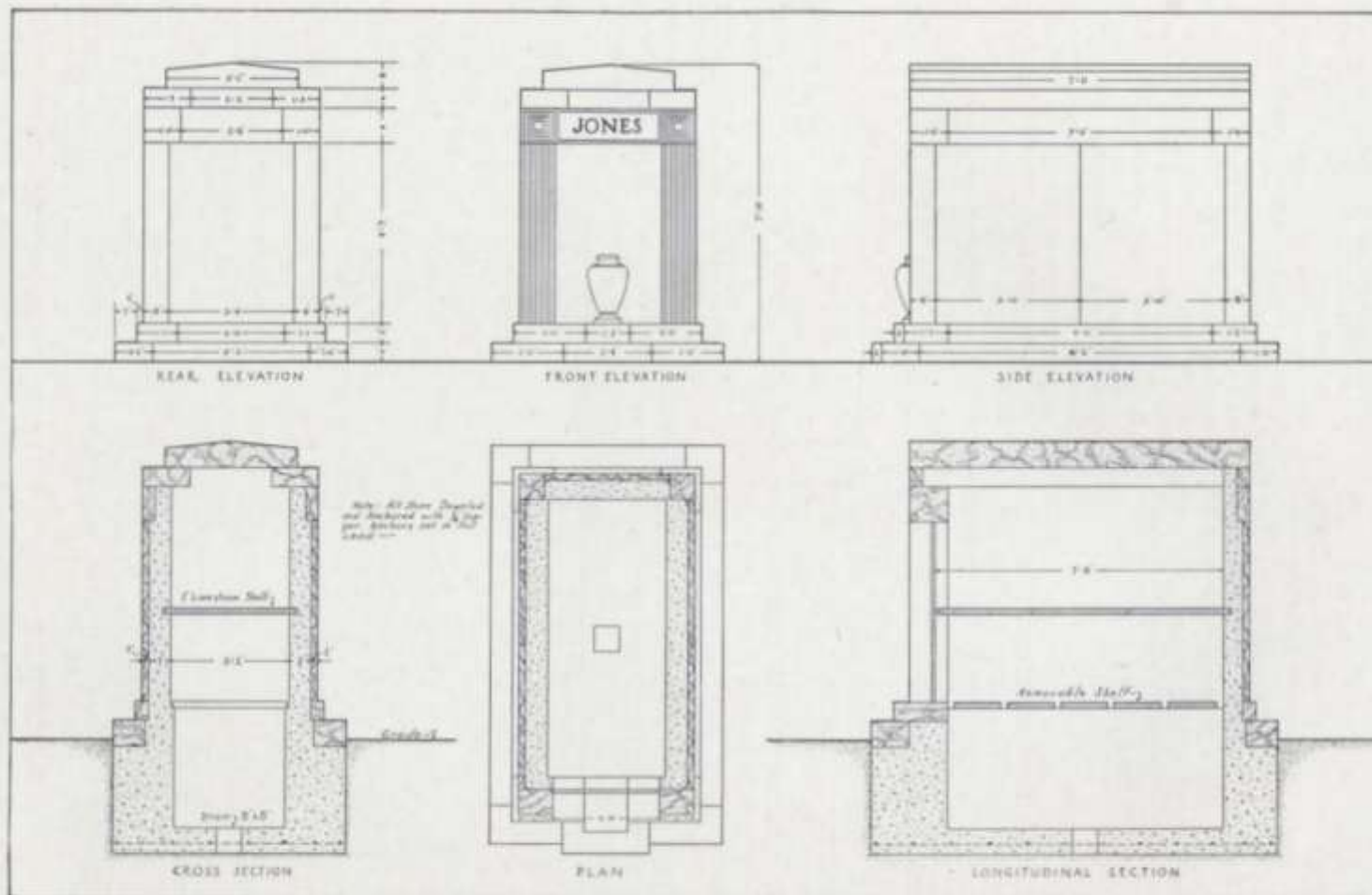
The Jones design illustrated this month is of a marble tomb. In constructing the Jones tomb, the foundation is made in exactly the same manner as the foundation for the tombs described in previous articles, as can be seen from the plate. The tomb is constructed of comparatively heavy pieces of marble, with the exception of the five panels which are formed of 2" thick slabs to reduce the cost. At first glance this may not seem to be good construction, but such tombs have been put up for over a hundred years in New Orleans and they have withstood the ravages of time very well. We have no doubt that if these old tombs had been lined with concrete and erected on concrete foundations they would be in even a better state of preservation.

The stock may be ordered from any of the large marble quarries, sand-rubbed and boxed. There is a surprising lack of cutting to be done on this tomb, the roof-stone, lintel and pilasters being the only pieces requiring it. The vertical lines on the pilasters are merely incised V-shaped cuts and add much to the appearance of the tomb. This tomb has no door but the entrance is closed by a tablet which is formed of $\frac{3}{4}$ " or 1" thick marble, held in place by two tablet screws at the height of the shelf. Like the granite tombs it is extremely important that every piece of marble in this tomb be anchored together with heavy copper wire set in

hot lead. The panels should be carefully dowelled into the other marble work to prevent any possible movement. Dowels and anchors should be made of $\frac{1}{4}$ " copper wire. The interior is lined with concrete in the same manner as the granite tombs, the upper crypt being formed of 2" thick slab or slabs of limestone and the lower crypt being made removable to provide access to the receptacle below. The marble vase shown on the drawing may be omitted although it is of pleasing design and does not add much to the cost. It should be provided with a removable copper cup and is for cut flowers.

It is strongly suggested that this tomb be set on a little mound or hill about a foot high. This will give it dignity and add much to its general appearance. On completion the tomb should be rubbed with a piece of marble, sand and water and the joints pointed with a beading tool. This tomb should sell for between \$1,300.00 and \$1,500.00. This tomb, having three crypts costing \$450.00 each (average) is an individual, commodious place of burial at a particularly low cost to the purchaser. We know of several cases that have come to our attention since this series started, where, if the dealer had had such a tomb as this at his disposal he could have sold it instead of letting the community vault people make the sale.

Since this tomb is relatively inexpensive to erect the writers



suggest that a good plan would be to erect one for sale. This will, of course, take an outlay of money but as an experiment to determine if there is a demand for this type of sepulchre, it is comparatively inexpensive and will settle the question in the mind of any dealer having the gumption to erect one. In addition to this it is simple to construct, requiring only a light derrick and it even may be erected by hand by a practical man.



Small Advertisements

(Continued from page 10)

As you can see, this series is planned step by step to sell the reader on the *Sentiment* and the *Desire* involved in erecting a Memorial. Next we shall take up the *Need* for expert advice in making such a choice, and lastly the *Service* which you render in helping them make their choice.

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

A Need

Just as one expresses character in the way one lives and acts, so can you express character in the memorial you choose for the one you have loved. It involves far more than merely choosing a stone as one chooses a living room chair.

Its design and its construction can tell a lovely story. Its setting means much. The location is important. And surely the fineness and quality of the stone must be considered. For this is a permanent expression—made for the ages.

We will gladly advise you on these questions and you will not be placed under obligation to us when you ask them.

(Your Business Name)
(Address)

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

A Service

Whatever one buys today, it is only sound and sensible to secure informed opinion before such money is spent.

You do this when you purchase stocks and bonds, or land, or a home—so why shouldn't the same principle apply when you select a Memorial?

For many years we have been giving helpful suggestions to those who have chosen Memorials. Our design department will create special symbolic designs for you—made to express your own thoughts. We will gladly help you in the size and choice of the stone used. And we can also suggest ideas for landscaping your plot.

It is a service always available to you. Will you ask us about it?

(Your Business Name)
(Address)

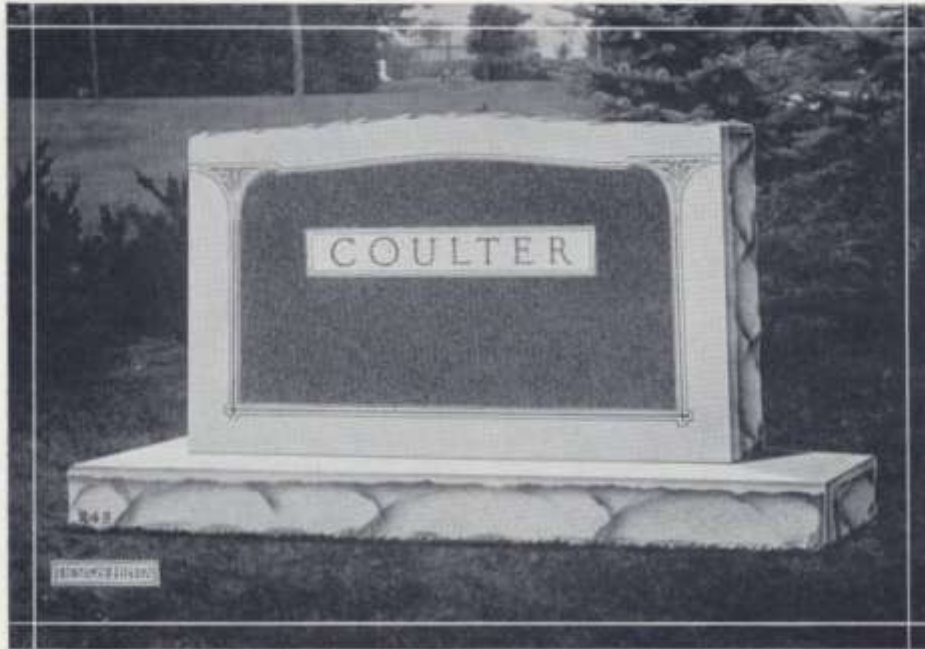
You can draw up these advertisements for any size you wish, except one column ads. They fit themselves nicely into 2 column advertisements (by 6 inches in depth). They will be even better in 3 column advertisements (by 8 inches deep) since this allows more white space and increases the attention value.

Next month's article will be devoted to sales letters to complete the series started some months ago and interrupted to introduce these suggestions for small space newspaper advertisements.



A GENTLEMAN

A man who is clean both outside and inside; who neither looks up to the rich nor down to the poor; who can lose without squealing and win without bragging, who is considerate of women, children and old people. Who is too brave to lie, too generous to cheat, and who takes his share of the world and lets other people have theirs.



*Imposing as the towering peaks
of a snow-capped mountain....*

—are the visible effects of EMERALTONE, the new product of the St. Cloud Granite Works, Inc. It has made its way wherever it has had the opportunity.

EMERALTONE came along after RED PEARL had taken its own place in the sun of popular favor and, like RED PEARL, it has scored, not only because of the reputation of RED PEARL ahead of it but because it has the same evenness, the same kind of beauty and the same freedom from defects.

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

Say you saw it in DESIGN HINTS

Craftsmen Convention Goes to Buffalo

After a pains-taking investigation of many cities, including Chicago, Toledo, Cleveland, Detroit and Philadelphia, the Executive Committee in whose hands the selection of a convention city rested, decided Buffalo would make an ideal spot for the 1930 convention. The dates are August 12-13-14-15.

Buffalo, located on Lake Erie, is an ideal vacation spot in August. Niagara Falls is only 45 miles away and with one night's run practically 60% of the United States population can come to Buffalo. Within a radius of 500 miles are over one-half of the cities of the United States.

By merely walking across a bridge, you find yourself in Canada, the fascinating foreign country, with beer, light wines and what-have-you. Then, too, Buffalo, pleases the exhibitors as it was one of the cities they suggested at the West Baden Convention as an ideal place for the 1930 convention. A greater array of memorials will be exhibited at this "Silver Anniversary" Convention of the Memorial Craftsmen of America than ever before.

It will be several months before plans will be fully under way for the convention. But all we want you to do at this moment is to tell the wife and kiddies not to worry about their vacation next summer because you are going to take them to Buffalo, August 12-13-14-15.

It took man a million years to learn to talk, a hundred thousand more to learn to write. How long will it be until he can tell a joke properly?

Dallett Co. Eastern Distributors of Ruemelin Products

In order to promote closer contact and better service to the many hundreds of users of Ruemelin equipment the Ruemelin Mfg. Co., of Milwaukee, announce that the Dallett Co. of Philadelphia, Penna., has been appointed sole Eastern distributors of their well known line of sand blast and dust suppression equipment in the following states:—

Maine, New Hampshire, Vermont, Rhode Island, Massachusetts, Connecticut, New York, Penna., New Jersey, Delaware, Maryland, District of Columbia, Virginia, North and South Carolina, West Virginia, Alabama, Louisiana and Georgia.

It is unfortunate that to make money we must spend money.

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





*Cut by D. Caccavo Co. of Barre, Vt. for D. J. Williams & Sons
of Perth Amboy, N. J.*

Both Die and Bases

In Pirie's Dark Barre

When Pirie's Dark Barre is polished, it leaves a surface unequalled in beauty. Its color and texture deserve the popularity they have earned.

The choice of Pirie's Dark Barre granite for both the die and bases of the Nelson memorial makes the monument doubly attractive.

J. K. PIRIE ESTATE

BARRE,



VERMONT

Say you saw it in DESIGN HINTS

THE MAN HIGHER UP

Written for Design Hints by

Dr. Roy L. Smith

The man higher up is the man you ought to be—the man you can be. He is the man you occasionally catch sight of for a few brief moments in your dreams when the spirit of holy daring is upon you or when you have risen in fine strength to meet some unprecedented emergency.

Your emergencies reveal to you what you can be on the average if you are willing to summon all your powers, concentrate all your energies and pay the price.

The man higher up is the man you can be when you put your Will on the throne and demand that it master all your errant whims and warring impulses.

He is the man you are capable of becoming when your native abilities are fully trained, your own brain power developed and your nerves, muscles and emotions brought under perfect subjection to your will.

The man higher up will never have his chance except through you. He will remain a prisoner of the future until you release him. He will never hope to live except as you breathe into him the breath of life.

He has an ambition for you. He beckons to you from the better job of tomorrow, from the crest of a higher achievement a year from now. No man ever lived who could not improve his work, broaden his thinking, deepen his convictions, widen his influence and enlarge his manhood. This means making room for the man higher up.

The world is willing to pay a better price for better work. The man higher up will earn a better salary. The world is willing to pay higher honors to the man who lives more honorably. The man higher up will look back on your low ideals with amazement.

The man higher up is within your reach. He is the man who is every day what you are some days and can be any day.



Ask for sizes
and prices on
this new design
H. & L. Design
No. S-517



A "Check-Up"

*Proves that each year Hebert
& Ladrie customers buy and
sell more Hebert & Ladrie
memorials.*

There's a reason!

H. & L. Designs

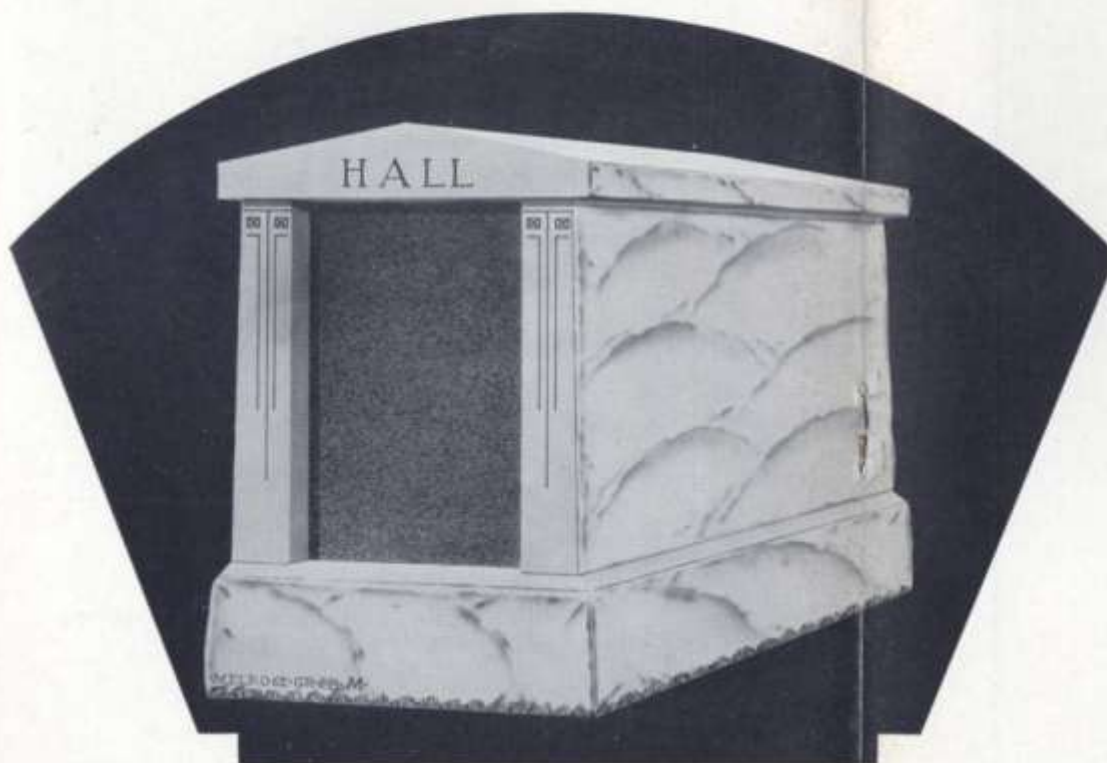
H. & L. Service

Hebert & Ladrie

:: Sandblast Specialists ::

Barre, Vermont

Say you saw it in DESIGN HINTS



Melrose Granite Co., Design No. B. M.

What Is The Community Mausoleum Doing To You?

SALESMEN for this type of memorial are an aggressive crew. They have spread the gospel of the massed burial idea to their own distinct advantage and to the detriment of the memorial dealer.

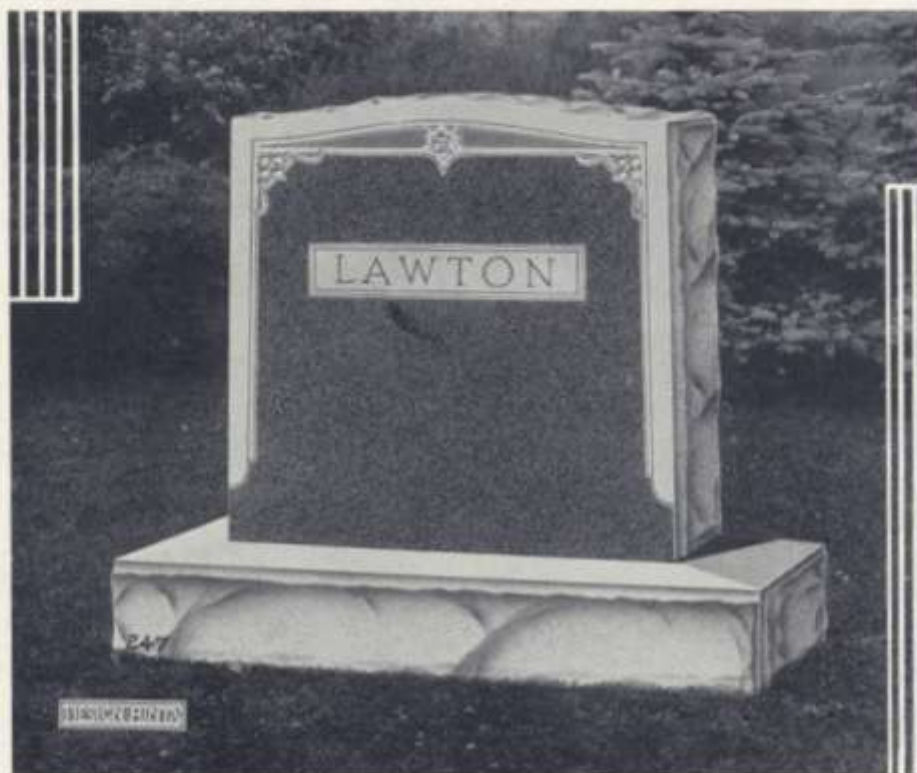
Realizing the trend because of this type of salesmanship Melrose designers have prepared a series of small mausoleum designs which may be used effectively to interest the prospect in the private tomb, where individuality may be better expressed, rather than the common burial idea in a public building.

We will furnish color photographs with plans, specifications and complete cost of erection of two of these small mausoleums at a mere fraction of the cost to us.

These designs are of such size as to accommodate two or three interments without increasing the sizes of the granite parts.

Write today for complete information.

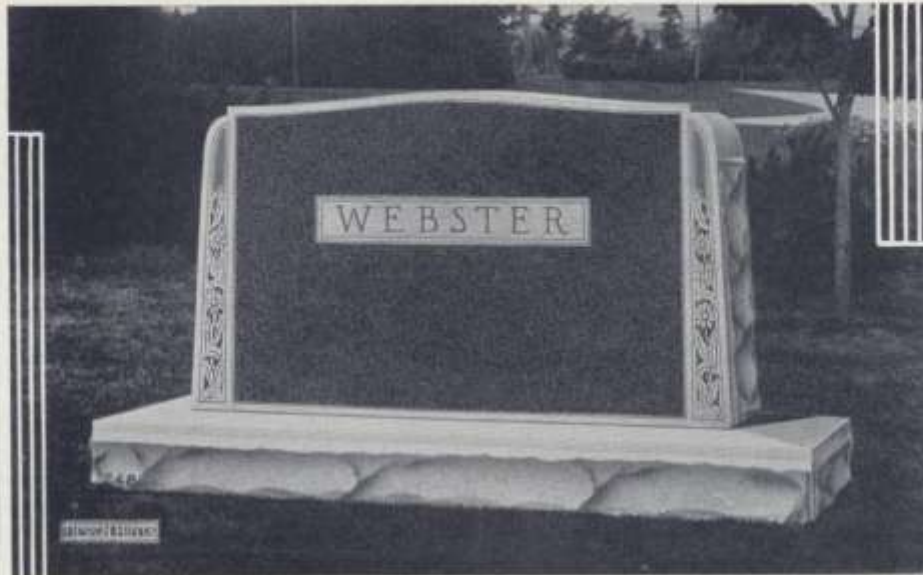
MELROSE GRANITE COMPANY
SAINT CLOUD, MINNESOTA



LAWTON

We have recently received many requests from our readers for designs of small memorials showing attractive sandblast ornament. We have endeavored to meet this demand in producing the Lawton design. This little tablet will appear very attractive in the standard small sizes and is practical for any granite that is sold in polished finish. Photos are available to the trade.

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



WEBSTER

The Webster memorial is another Design Hints' creation that should meet with the approval of our readers. This design is inexpensive yet attractive and saleable. The rounded hammered shoulders harmonize nicely with the low serpentine top. Keen contrast is clearly defined between the polished surface and the hammered margins and borders for ornament. The twotone effect at the top of the carving adds another attractive feature that is in keeping with the whole scheme.

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

Raising of Memorials to Dead Dates Back to Remotest Times

by

ROY JOHNSON, Independence, Missouri



This article was prepared by Mr. Johnson in answer to a brief paragraph concerning "tomb-stones" written by the editor of The Independence Examiner, one of the best small-town papers in the middle west.

The editor wrote as follows: "Speaking of tomb-stones, I am not suggesting that tomb-stones be prepared in my own case, not right away, and certainly do not desire that when I die a lot of good money be spent for marble or granite set up to mark the spot where my dust is placed. Nobody knows the name of the Egyptian King who built the great pyramid at the cost of twenty thousand lives and millions of treasure, intending it to be a monument to his greatness."

Mr. Johnson felt that he could not allow such a challenge to go unanswered for this editor is a very successful business man. His reply was published in a later edition of The Independence Examiner and we are very pleased to have the opportunity of publishing it in Design Hints for the benefit of our readers.

Mr. Johnson states, "It seems to me that our entire industry should address itself to the task of changing the trend of mind of such people. We must ever keep before the buying public the memorial idea, or we are fast traveling to our doom as an industry."

FOUR OF SEVEN WONDERS OF WORLD WERE MONUMENTS—PYRAMIDS OF EGYPT, TOMB OF MAUSOLUS, JUPITER'S STATUE, COLOSSUS OF RHODES—OTHER MEMORIALS

Any complete outlines of the memorial industry, from its beginning in the dim prehistoric ages to the present, would require several volumes; but there are three points which it is important to have in mind and which can be quickly sketched: (1) the antiquity of the memorial industry; (2) its pre-eminence in all ages of civilization—always it has produced the most beautiful and outstanding specimens of art and architecture; (3) its enlistment of the genius of the greatest artists,

architects, and other creative designers in every age.

The true conception of the antiquity of the memorial industry, and of its universal hold upon the human hearts, is well stated by the Encyclopedia Britannica:

"The raising of commemorative monuments of such enduring material as stone is a practice that may be traced in all countries to the remotest times. The highly sculptured statues, obelisks, and other monumental erections of modern civilization are but the lineal representatives of the unhewn monoliths, dolmens, cromlechs, etc., of prehistoric times. Judging from the large number of the latter that have still survived the destructive agencies to which they have been exposed during so many ages, it would seem that the motives which led to their erection had as great a hold on humanity in its earlier stages of development as at the present time." (Volume 25, page 262).

FOUR OUT OF SEVEN

Of the seven wonders of the ancient world, four were monuments, namely: the Pyramids of Egypt, the tomb of Mausolus at Halicarnassus, the statue of Jupiter at Olympia, and the Colossus of Rhodes. The era of pyramid building dates back more than three thousand years before Christ. Most of our knowledge of the earliest civilization in every country comes down to us in the inscriptions on tombs and monuments. Ancient man, like modern man, had a deep sense of obligation to his dead.

In practically every age memorial art has taken a pre-eminent place. A New York architect expressed it thus: "The finest creations of the constructive artist's mind, and the most noted and beautiful of the survivals of antiquity, are of a mortuary character." One need merely glance through history to see that this is true. Not only the Egyptians, but the ancient Jews, Greeks, Romans, Persians and Hindus developed their most beauti-

(Please turn to page 26)



Write for sizes and prices on this Grewe Design No. 260

To “Grow with Grewe”

is the process of joining a clientele whose ethics are the finest memorial craftsmanship has to offer. Grewe's policy is to take pleasure in satisfying the taste of those whom tradition has proven connoisseurs of memorial art.

Why wait longer? Why not join today and enjoy those benefits which have made it possible for others to

“Grow with Grewe”



Grewe Granite Company
WHOLESALE EXCLUSIVELY
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS

Raising of Memorials to Dead Dates Back to Remotest Times

(Continued from page 24)

ful and enduring buildings to protect and memorialize their dead.

The Pyramids remain one of the undoubted wonders of the world. Many of our finest modern structures are dwarfed by them. The Great Pyramid at Gizeh is 150 feet taller than St. Paul's Cathedral in London, and it covers an area nearly three times as large as that occupied by St. Peter's in Rome. So massive is this Egyptian tomb and so perfect its workmanship, that it withstood a severe earthquake without cracking a wall, and four thousand years past before invaders penetrated to its interior.

DERIVATION OF "MAUSOLEUM"

By the ancient Greeks the tomb of Mausolus (erected in the fourth century, B. C.) was regarded as their greatest architectural achievement. When the Romans conquered Greece they were so impressed by the beauty and majesty of this edifice that thereafter the Roman emperors copied it and gave the name "mausoleum" to all tombs of this type.

The Romans dotted Italy with magnificent memorials—such as the vast tomb of Hadrian in Rome and the mausoleum of Theodoric at Ravenna. As the Roman era gave way to later periods, different styles of architecture and of ornamentation developed; but in it all, memorial art held a supreme place. The tomb of the De Medici family in Florence is one of the greatest creations of the Renaissance in Italy; and in France, Germany, England, and other lands of Europe memorial art flowered in many superb representations both of architecture and of sculpture. Michelangelo's figure of Moses, one of his most praised creations, was carved for a papal tomb in Rome. And so with many other world-famous pieces of sculpture.

It has been thus in practically every civilized land and every period. The most renowned edifice in India is a tomb—the superb Taj Mahal at Agra; sometimes called the most beautiful building in the world.

The ancient Hebrew, tombs of Rachel, Zechariah, and Absalom, the tombs of Cyrus and Darius in Persia these were the most representative structures of their times. Though the temple of Solomon and the Hanging Gardens of Babylon and the citadel of Troy perished centuries ago, tombs that were built at the same time still stand, some of them al-

most the only specimens of the architecture of the races that built them. In the same way, the Washington Monument, Grant's Tomb, and the Arlington Memorial may be, a thousand years from now our own chief architectural contributions to posterity.

GREATEST ARTISTS IN WORK

It is important to remember, too, that the greatest artists of the past were associated with memorial art. We can hardly realize how great was the activity of the designers and stone-workers in ancient Greece and Rome called forth by the demand for memorials. At the shrines of Apollo at Delphi were 160,000 statues. The roads leading from the city gates of Athens were flanked with memorials—shrines, tablets, seats, sarcophagi. Historians say that the number of statues in Rome at the time of Trajan was greater than the population of the city. Satyrus and Pythius, the most famous architects of their day, in ancient Greece were engaged to design the tomb of King Mausolus. Architects trace the work of Praxiteles in the massive sculptured sarcophagus of Alexander the Great, discovered by Sidon, Michelangelo, Donatello, Della Robbia, Leonardo da Vinci, and other great leaders of the arts during the Renaissance in Europe, did some of their most beautiful and most enduring work in designing and in executing memorials.

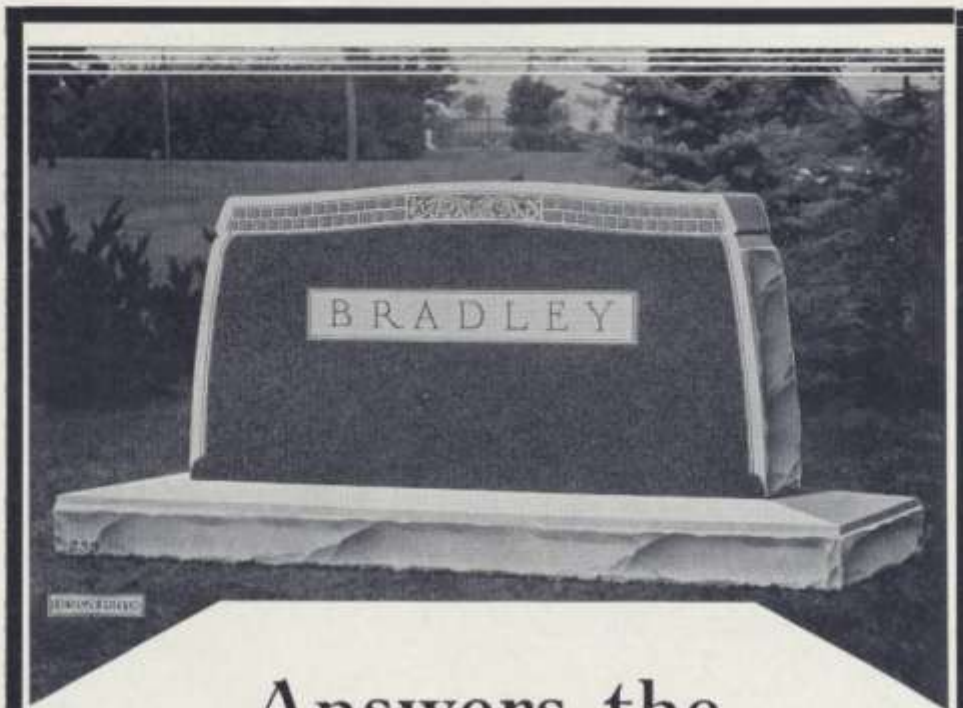
And in later times memorial art has worthily employed the talents of many of the greatest artists—the name of Augustus St. Gaudens, Daniel Chester French, and Henry Bacon at once come to mind among the scores of architects, sculptors, and designers in our own day who could be named.

DIRECT HEIR OF PAST

The modern memorial retailer is the direct heir of this great past. Each one in his own community carries forward the tradition of beautiful, enduring craftsmanship with its deep-rooted appeal to human nature. He occupies, if he is alert to his opportunity, a unique place in life of his community.

We would also call attention to a few of the memorials of more modern times among which is Grant's Tomb in New York City, a memorial to a great warrior and a great president. Also to the loftiest memorial in America, dedicated to the "Father of his Country" the Washington obelisk near Washington, D. C., and to a very recent memorial embodying in its architecture and design "the glory that

(Please turn to page 30)



Answers the Call of the Master

Those craftsmen who are heeding the call of those who want something entirely in a class by itself are seeking dealership on Pyramid's new Crystal—sold under the trade name of CRYSTAL GRAY in Minnesota and *Purple Crystal* elsewhere.

This new granite has found its way into many new avenues of the industry.



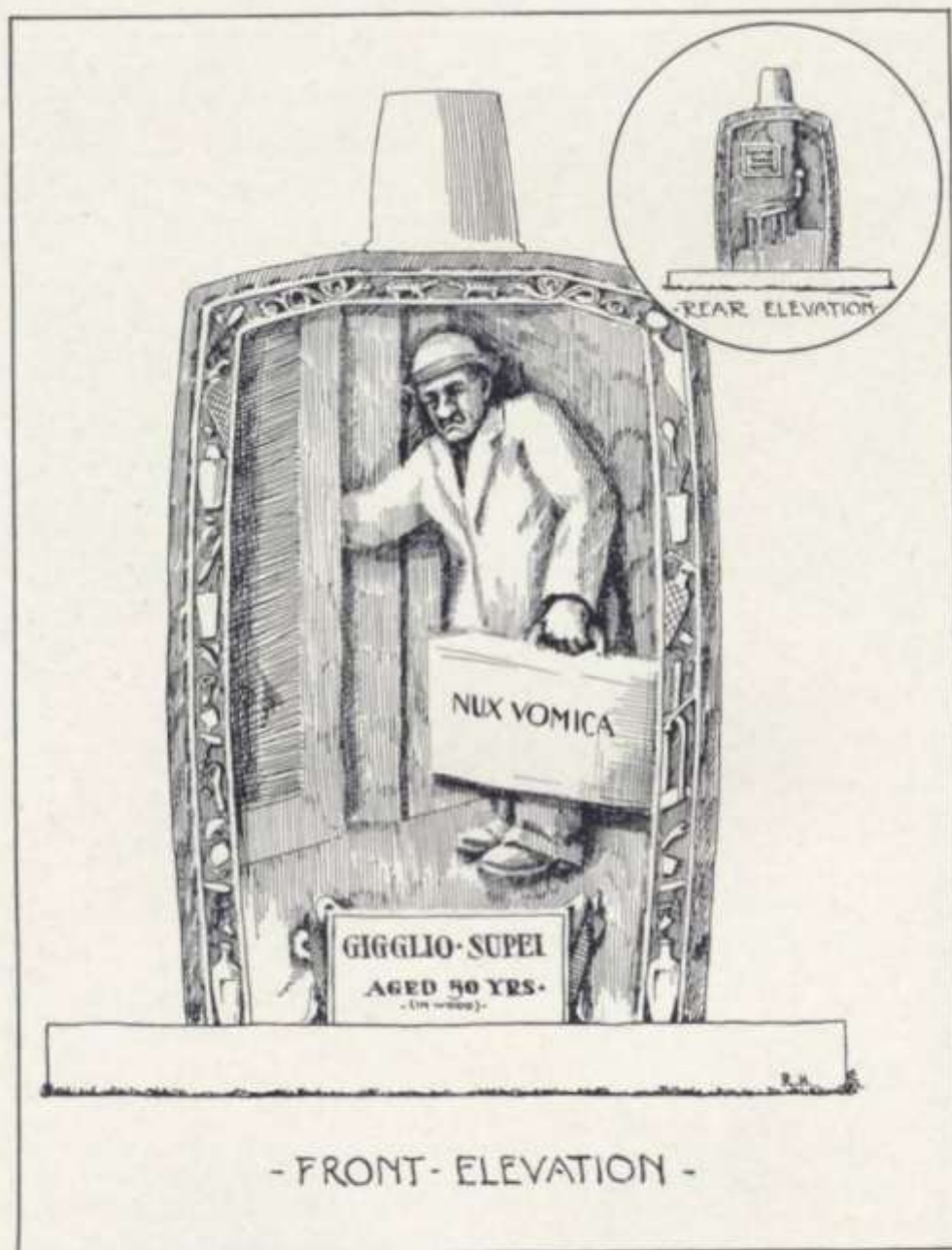
*Dealers in the State of Minnesota
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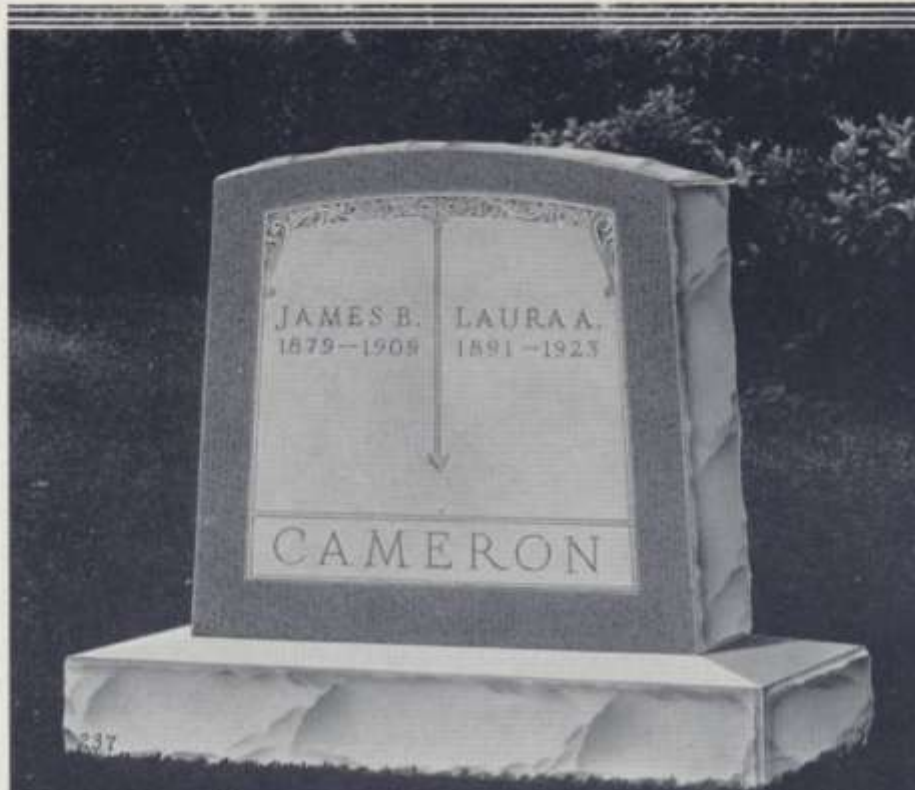
Say you saw it in DESIGN HINTS



Memorials That Will Never Be Erected

By ROBERT E. HASLAM

This design for a bootlegger's memorial is the first of a series of designs commemorating various agents of public service who have escaped the poets. The carved panels on the front and rear are in bas-relief. The memorial should sell for about the price of a case of pre-war "Scotch".



Colorful---

Those who follow the modern trend to color, and these are legion, find a combination that suits their fondest desires in REX SHAMROCK, the newest granite introduced by Rex.

Examined closely it has a sparkling array of new colors, which are illumed with a sparkling radiance when polished. We recommend it to our best friends.

Rex Granite Company
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

Raising of Memorials to Dead Dates Back to Remotest Times

(Continued from page 26)

was Greece" made into a modern shrine for the beloved rail-splitter, the Lincoln Memorial, also at Washington—and also to the famous private memorial in America, the Adams Memorial in Rock Creek Cemetery, Washington, a part of which is the statue, "Grief" in bronze by the sculptor Augustus Saint Gaudens. And there are hundreds of other public and private memorials worthy of mention, erected to perpetuate the memory of noble men and women, had we time and space to recount them.

REMEMBER THE DEAD

Thus we see that throughout the time of the ancients, and also during the middle ages and even into the very present age in which we live, God has put it into the hearts of all people to remember the dead and to commemorate their lives and noble deeds in marble, granite and bronze so that posterity and coming generations could know of their virtues and be constrained and inspired to emulate their fine qualities and noble achievements.

We are caused to wonder if the present materialistic age with its urge and drive and impelling demands upon our time and energies is robbing us of some of the finer traits of character that ennobled the lives of men of other ages and caused them to take a little part of their worldly possessions and perpetuate for all time the memory of those they loved and those that loved us and gave themselves that we might inherit and enjoy the blessings and privileges of the day in which we live.

A child that forgets worthy parents, because its life has been developed in selfishness; a people that pass by, without any consideration and honor, the graves of true and worthy men, women and soldiers; that nation that in the headlong rush for fame and fortune, ease and pleasure, ceases to remember those pioneer traits of love, faith and devotion, courage and endurance and long suffering, that characterize the worthy men and women who founded and built our great nation, that type of people, it seems are a little off the proper course and the harbor of their destination is written in the history of many a nation that forgot to remember the better and more worthy virtues and men and women who embodied them in their lives.

Take the Guesswork out of Carving

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



SQUARE SHOOTER CURTAIN.

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

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

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MONUMENTAL WORKS**

Drawer 317

BEDFORD, IND.



Oglesby

Design

REPUTATION

It is the erection of work of the type of the "Longley" design that upholds a dealer's reputation. Nothing could be more attractive either in the cemetery or in the showroom than this new creation in

TRADE MARK

BLUE "OGLESBY" GRANITE

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Write for sizes and prices on this and others of our large and varied line of distinctive designs.

SAWED SLABS-ROUGH STOCK POLISHED SLABS-FINISHED MEMORIALS

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GLOBE H. C. CHILLED SHOT

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

BEST BY EVERY TEST

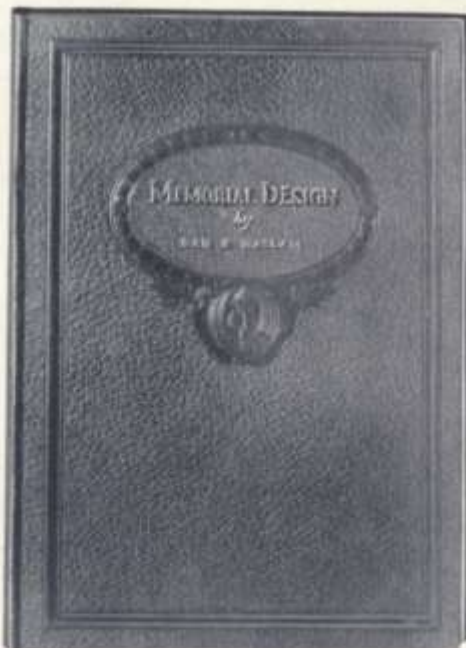
Special treatments for strength and durability render it 35 to 40 per cent more efficient in length of service and cutting capacity than the ordinary cast-iron low priced shot. Its maintained uniformity and quality insures satisfaction at all times.

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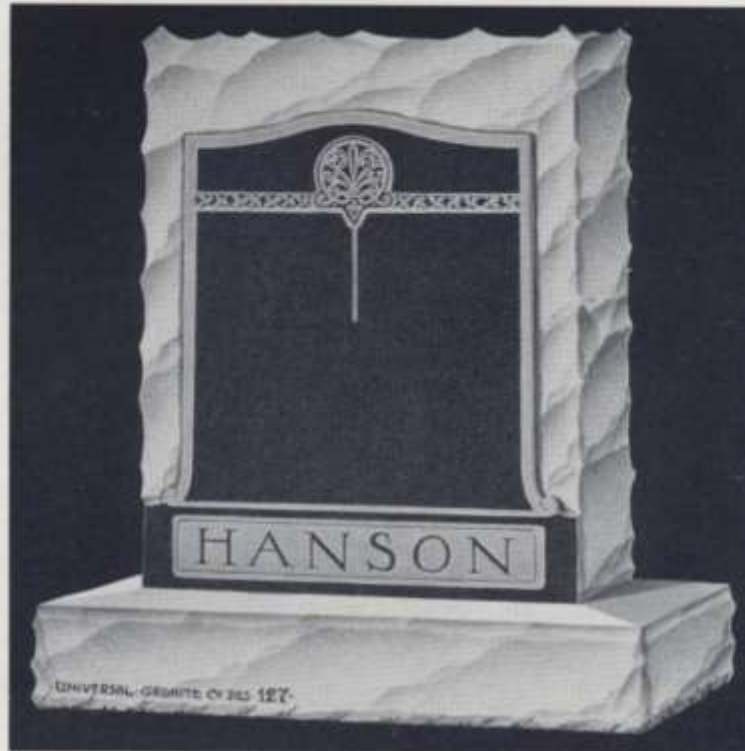
The most complete book of instruction in Design ever published for the memorial industry. Lettering—Drawing—Design of Ornament—Perspective Drawing—Symbols—Mausoleum Construction—Historic Ornament—Greek Curves.

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Aim High; Then Shoot

For the Spring and Memorial Day business we can all put out more memorials if we aim high enough in our plans and then go out to make them true.

Universal offers proof of its sincerity by citing its new cranes and vast shop improvements that will greatly increase production for this year.

We know business is going to be better because Universal always has had an increase. And we are in shape to take care of this increase in 1930 as never before.

7

Universal Granite Co.

"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota

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Headquarters for everything in the memorial manufacturing line.

GRANITE CUTTING TOOLS.
PORTABLE POLISHERS
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PIRIE'S DARK BARRE OR ROCK OF AGES

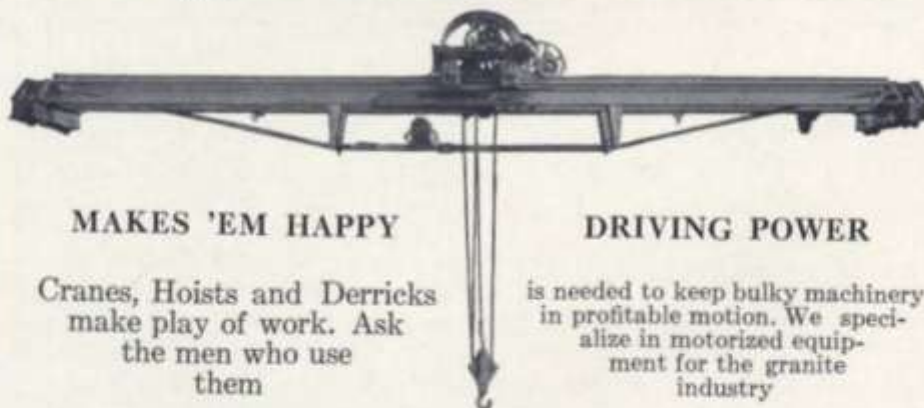
Bohnia	Prize Pink
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Greco Green	Wausau Red
Radiant Red	Linn O'Dee
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Cranes, Hoists and Derricks
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is needed to keep bulky machinery
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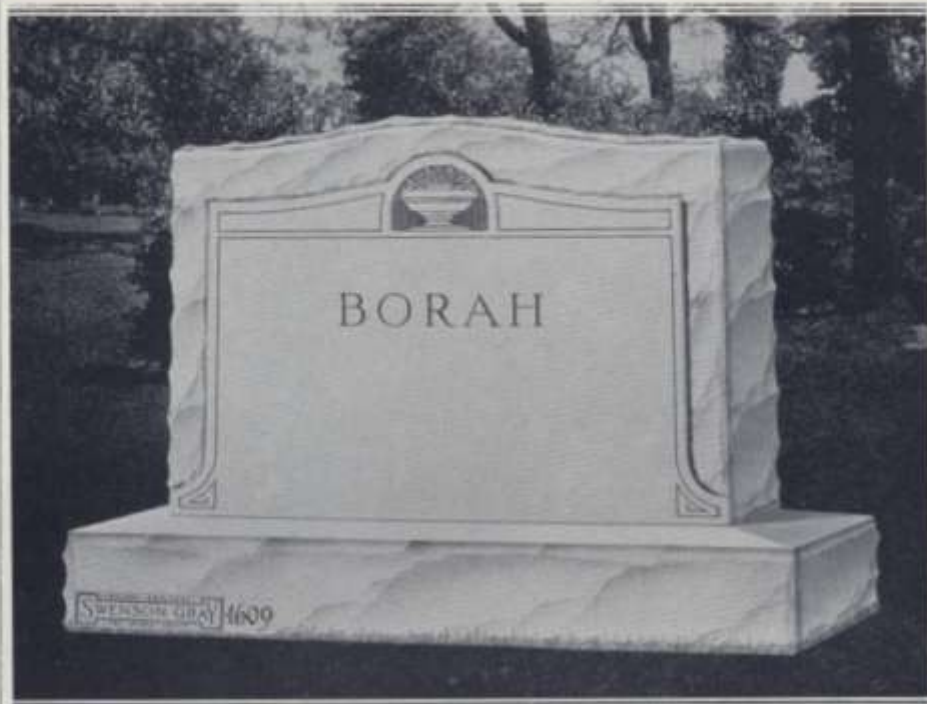
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Overhead Cranes Reduce Overhead Costs

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Swenson Gray

The granite for a Swenson Gray Memorial is selected with greatest care from our own quarries. We never use granite of inferior quality. When you place your order with us you are automatically specifying the best.

The John Swenson Granite Company is ever ready with the latest in designs to serve you.

Let us furnish prices on the Borah design. Write today.

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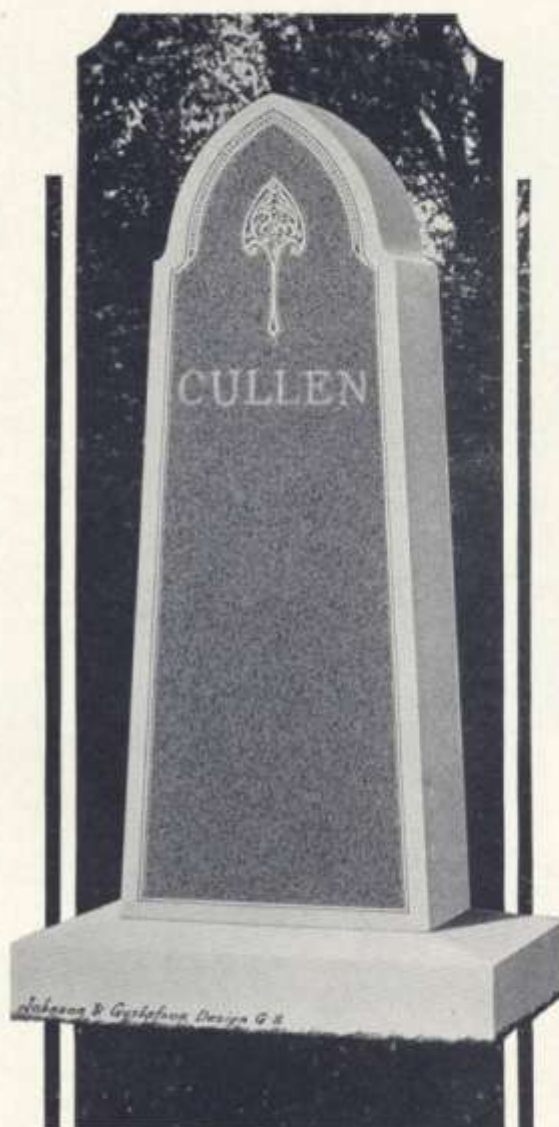
The Key to the Sale

THE WAY may be closed just so long as it depends on verbal salesmanship.

Picture it with the right kind of designs and fortify yourself with the knowledge of a reliable house behind those designs and you have the solution.

In JOHNSON and GUSTAFSON, design, granite and craftsmanship you have these two outstanding elements to any sale.

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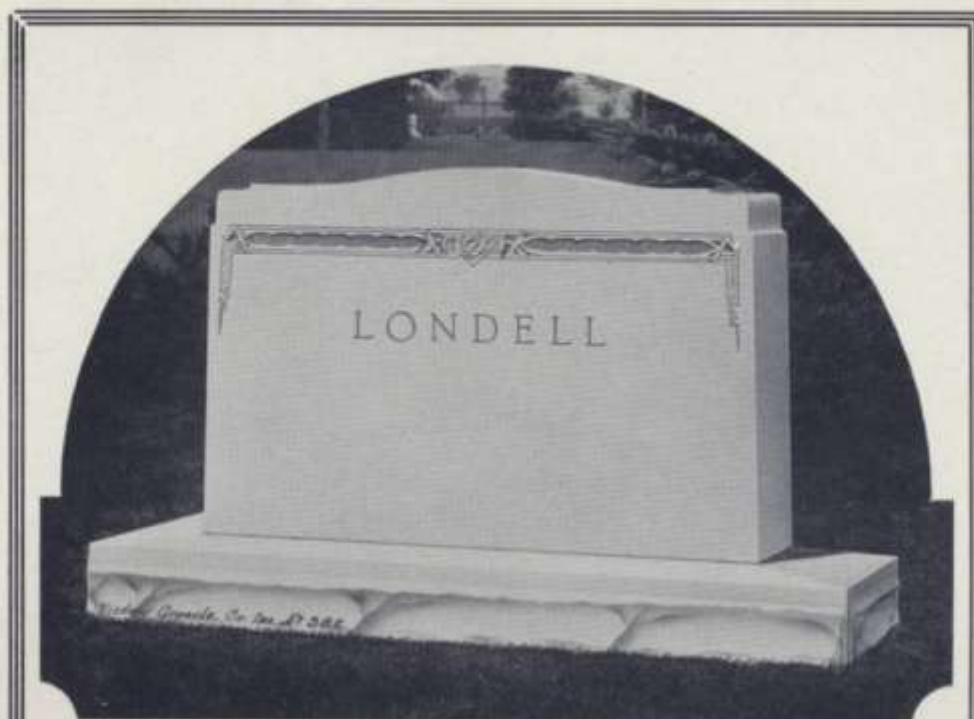
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Every Month Another Idea.

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And in each design you will find a faithful application of VICTORY granites—granites that fit well in the VICTORY line of *different* memorials.

These designs are for your assistance. This service will help you if you use it consistently.

Victory Granite Company, Inc.,
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Times Have Changed



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

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

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

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

Memorial Guild

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

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

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

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

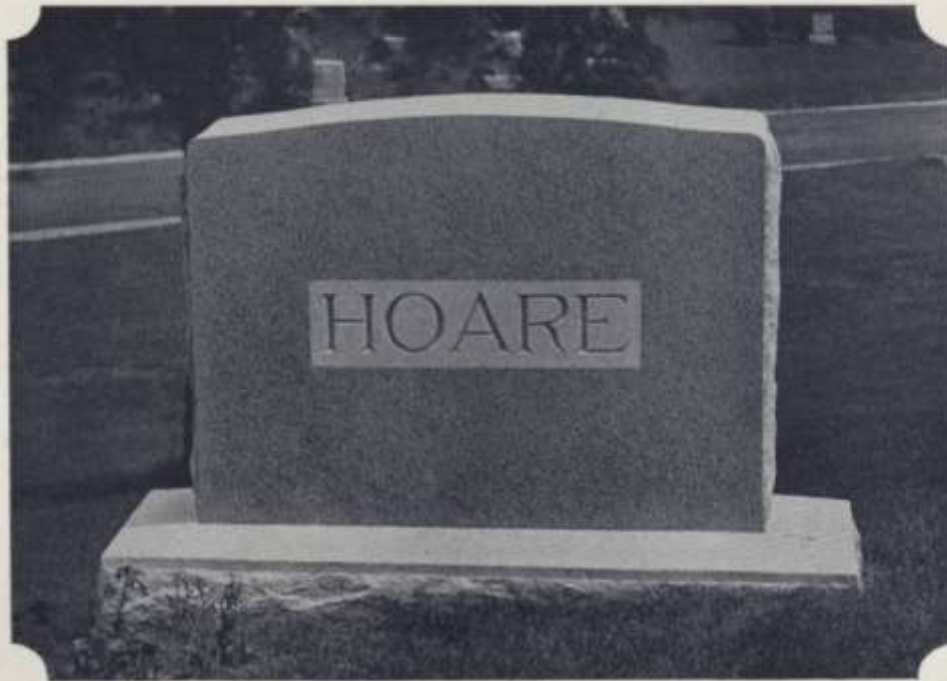
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AN ILLINOIS CORPORATION

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Furnished by Liberty for an Iowa Dealer

Unsolicited Praise:

FROM A PENNSYLVANIA DEALER:

"The large die arrived last Saturday and it surely is a dandy. Am thinking of erecting a memorial in your Belview Mahogany on my own lot."

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Hundred of such letters are on file in Liberty's office. You, too, will be pleased with our service and variety of granites.

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



One of three gateways furnished by Liberty for T. J. McCarthy and Son, Faribault, Minn.

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The Finish *Is* Mahogany

Put a polished memorial of that Mahogany known as "The Best" in your show room.

The results thus obtained make our most extravagant claims sound meekly modest. There is a way to success and one way we know of is through

"The Best In Mahogany"



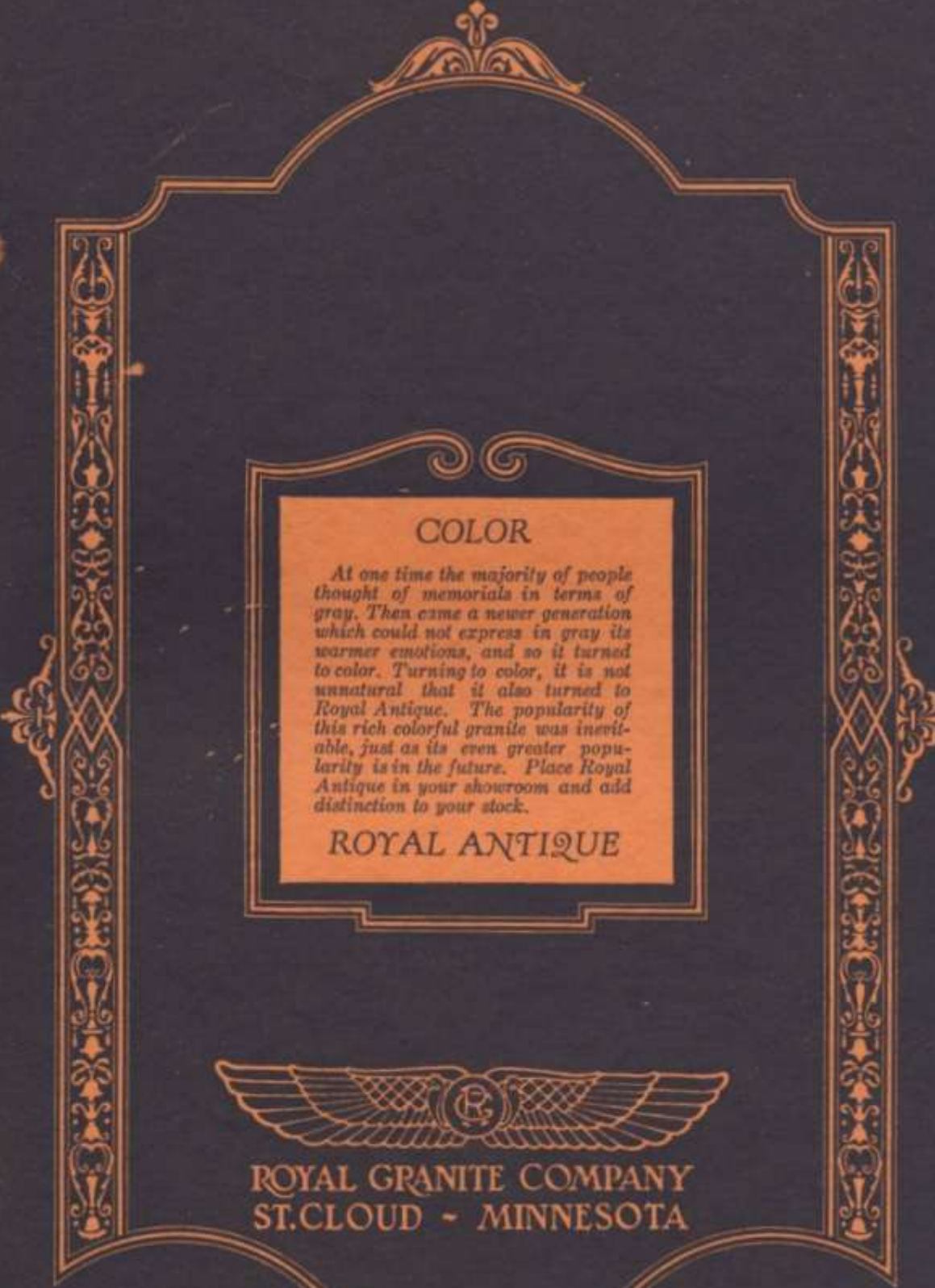
Dakota Granite Works

Milbank,

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Dakota

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COLOR

At one time the majority of people thought of memorials in terms of gray. Then came a newer generation which could not express in gray its warmer emotions, and so it turned to color. Turning to color, it is not unnatural that it also turned to Royal Antique. The popularity of this rich colorful granite was inevitable, just as its even greater popularity is in the future. Place Royal Antique in your showroom and add distinction to your stock.

ROYAL ANTIQUE



ROYAL GRANITE COMPANY
ST. CLOUD • MINNESOTA

They Won't LISTEN *but They will LOOK*

You can't tell your spring prospect about the fine memorial you have in mind for him if you haven't gotten his interest. He won't listen.

You can't sell him either unless you have variety to show him. He will LOOK.

Now the point is to be sure and get an ample variety of memorials on the floor for display purposes. SUPERIOR RED and GRAY memorials will give an added variety to your display. Put them in for spring trade.

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