

Design Hints For Memorial Craftsmen

July 1926, Vol. 3, No. 1

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Dan B. Haslam, Editor and Publisher

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<http://quarriesandbeyond.org/>

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November 2012

DESIGN HINTS

FOR MEMORIAL CRAFTSMEN





July, 1926

Volume III

Number 1

Make It A Point

To see for yourself the remarkable beauty of

 RED PEARL 

A jewel that will cast its brilliancy over the
convention exhibit halls.

Introduce yourself to us; a warm reception
awaits you

*In Booth No. 105
at Detroit*

St. Cloud Granite Works
St. Cloud, Minn.

2,000 Retailers are expected to attend the Detroit Convention.



ROYAL GRANITE COMPANY
ST. CLOUD - MINNESOTA

Luck—Plus

NO firm can control or change the inherent quality of its granite. Nature determines that. Royal is lucky there!

Added to this good luck is a definite policy of keeping the manufacture up to the highest standard. That's not luck; it's the "plus". Royal strives for and achieves!

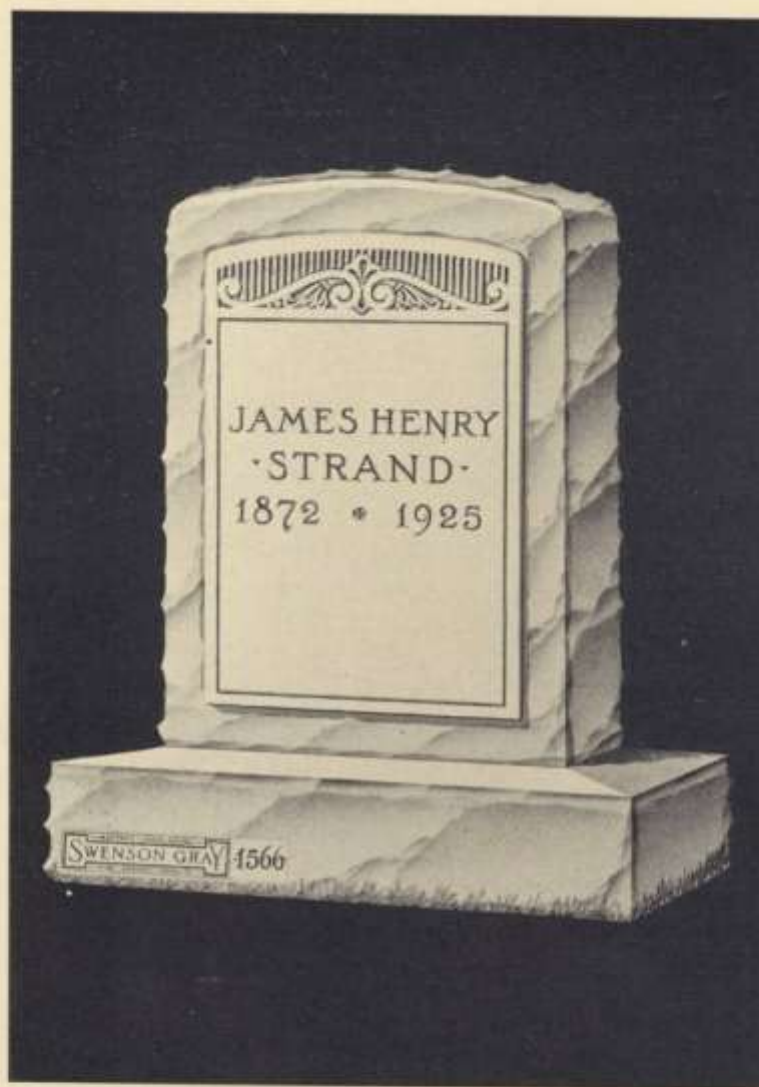
The finishing touch spells success or failure. To insure greatest success Royal has the finest sand blast service available. The carving and tracing sells your work with less effort and at better prices. Royal claims a championship there!

You owe it to yourself and to your craft to attend the Detroit Convention.

*Welcome to Booth
No. 104*

The 1926 convention of the M. C. of A. will be the greatest in the history of that organization.

Say you saw it in DESIGN HINTS



**EXCLUSIVE SWENSON GRAY DESIGNS ARE BUSINESS GETTERS
FOR DISTINCTIVE BEAUTY—SWENSON GRAY GRANITE**

It's hard to improve upon nature. The sheer beauty of this distinctive gray granite makes it particularly adaptable to the sturdy, rustic memorial. It has a charm all its own. That's why it spells a bigger turnover to dealers who stock it.

See it; find out about the wonderful sales opportunity it brings. Welcome to the Detroit exhibit; make our booths your headquarters.

BOOTHS 130-131

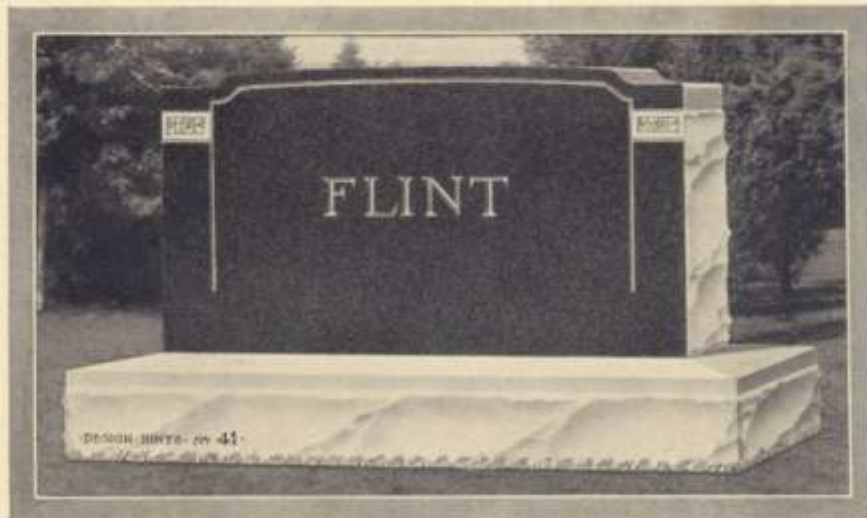
Monuments—Mausoleums—Markers—Sawed, Polished and Steel Cut Slabs—Ledgers—Rough Stock, Etc.

THE JOHN SWENSON GRANITE CO.

CONCORD, NEW HAMPSHIRE

L. N. Strock, Baltic, Ohio; W. G. Watt, 968 Decatur St., Decatur, Ill.; Fred Haslam, 4019 Kenwood Ave., Kansas City, Mo.

Say you saw it in DESIGN HINTS



A CREED

We Believe in giving our customers what they expect to get and a little more.

We Believe in personal attention to every order and to every detail.

We Believe that in making our service distinctive and personal we are of more value to our trade.

We Believe that we offer greatest possibilities to Memorial Craftsmen.

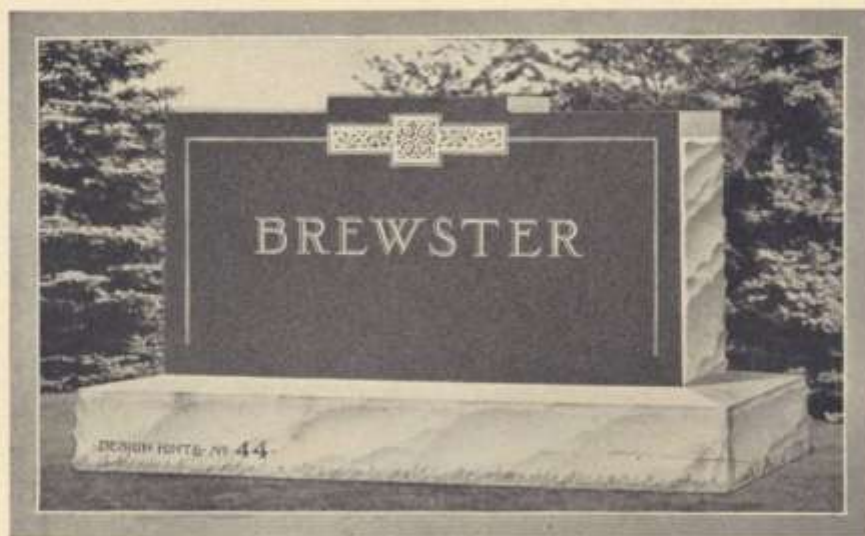
Let us tell you more—Let us quote you today.

UNITED GRANITE CO.

St. Cloud, Minn.

*Interest on the U. S. public debt was over a billion dollars in 1923;
the greatest in history.*

Say you saw it in DESIGN HINTS



Who Was Cheops?

From ancient history the name of the builder of the largest Pyramid rings through the ages. Great accomplishment preserves that name and fame.

In the memorial industry history is in the making at this plant. Not a single Cheops but several experts are behind these fine granites.

PYRAMID RED
PYRAMID DARK GRAY
PYRAMID ST. CLOUD GRAY

They bring fame to memorialists and lasting satisfaction to consumers.

See the granites; meet the men—at Detroit.

BOOTH NO. 81

Pyramid Granite Works
Incorporated
St. Cloud, Minn.

A beautiful loving cup will be awarded the state with best representation at the Detroit Convention.

Say you saw it in DESIGN HINTS



These St. Cloud granites are just what the names imply.

SUPERIOR RED
and
SUPERIOR GRAY

The Chandler Memorial executed in either of these elegant granites is a winner.

Don't put it off until tomorrow—to do so might lose a sale for you.

Write for our sizes and prices today.

WELCOME
TO
BOOTH NO. 83

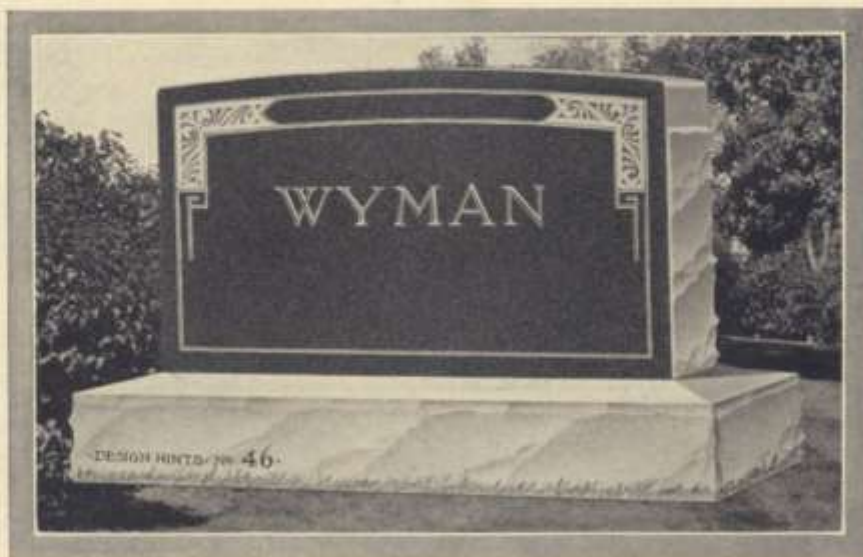
SEE OUR
EXHIBIT
AT DETROIT

Granite City Granite Company

The Ahlgrens
St. Cloud, Minnesota

There will be 153 Booths at the Detroit Convention.

Say you saw it in DESIGN HINTS



Its Beauty Sells It

This rich, deep mahogany colored granite makes instant appeal because of its distinctive beauty. Here is a sales point! Try it!

Every Hunter's mahogany memorial is a credit in every way to the retailer who handles it. Further, it's backed by a

CERTIFICATE OF WARRANTY

This certificate gains your customers' confidence.

Specify genuine Hunter's Mahogany. Insist upon Hunter's Certificate of Warranty.

Hunter's
Mahogany
Memorials

HUNTER'S
MAHOGANY'S
MILBANK, S.D.
TRADE MARK

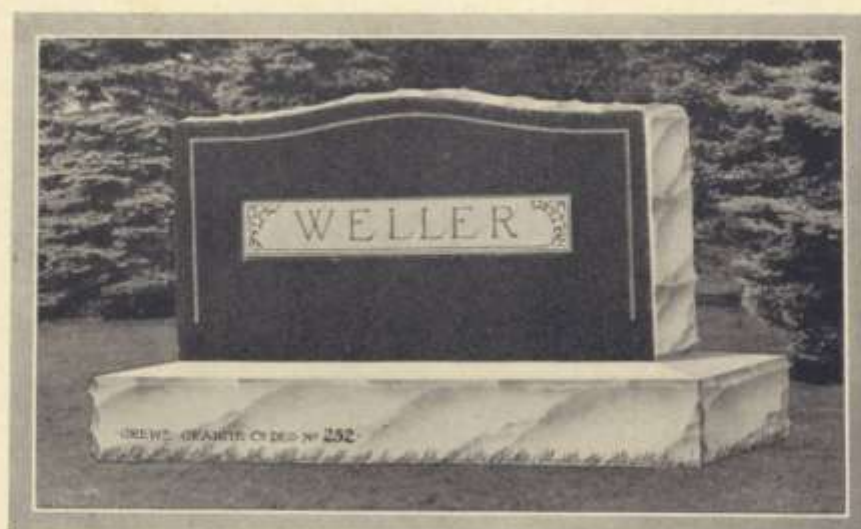
Quarriers
and
Manufacturers

ROBERT HUNTER

Milbank, South Dakota

The U. S. has about 250,000 miles of railroads.

Say you saw it in DESIGN HINTS



\$\$\$

Here's A Big Reason

\$\$\$

\$

Grewe experience extends to every department of the retail field—years of experience as “one of the trade” gives us sympathetic understanding of all your problems.

\$

\$

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\$

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\$

We know you want only the best in granite and workmanship. We “see through your eyes”. Our intimate knowledge of your problems places us in better position to give you the service you want.

\$

\$

\$

\$

As first evidence we offer this beautiful design to help you turn moments into dollars. A design that will sell!

\$

Along with our exclusive designs *you get the best* in granite and manufacture.

GREWE
OOD
GRANITE

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

SUPERIOR
ANDBLAST
SERVICE

Every eighth person suffers an accidental injury each year, according to an accident company.

Say you saw it in DESIGN HINTS



Special Design Offer To Help You Sell

The above beautiful photo binder containing three dozen **Design Hints** photos, size 11x14 inches, finest photos available, mounted on highest quality linen backing that prevents constant fraying at edge.

\$25.00

Binder labeled **Photographs** can be expanded to contain limitless number of photos. Will carry 100 and permit easy display. Rich in appearance, durable, black seal grain karatol, flexible.

Photos furnished with one inch binding strip for convenience in flat opening.

Just the thing for studio or road work. It lends dignity to your sales talk.

It Sells For You

Regular price on photos is 75c each or \$9.00 per dozen.

**WRITE TODAY FOR FOLDER SHOWING ALL DESIGN
HINTS DESIGNS.**

Address

Design Hints

Lock Box 201

St. Cloud,

Minnesota



G. A. NICHOLS, Editor

DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota
HASLAM & NICHOLS, Publishers



DAN B. HASLAM, Memorial Designer

ANNIVERSARY

Yes, we have a birthday. It is just two years ago this month that the first issue of *Design Hints* appeared—no it didn't merely appear, it was the result of a definitely conceived idea. Like any other institution there is a certain thrill in having a birthday anniversary. The thrill is not merely one of joy in survival, either. Of course, any birthday anniversary brings joy in the knowledge of the fact that one is still here to record the accomplishment of the past and to witness another milestone in the journey of life but the real pleasure and genuine satisfaction at such time comes from viewing with pride the accomplishments of the past and laying plans for greater things in the future.

Since our last anniversary number *Design Hints* has made its way into nearly a thousand new memorial establishments as a welcome monthly visitor. The letters of appreciation that have been coming from the trade each month are most gratifying evidence that the

publication is performing a real work in its field.

The unique and practical course of instruction on Monumental Drawing and Lettering has been of material help to designers, draftsmen and mechanics throughout the country, if we are to accept seriously all the nice things that have been written to us regarding this department. *Design Hints* designs are coming into great popularity because each issue of the magazine offers two new and salable designs. The sales record is conclusive proof of this. The several series of special articles, completed in the past year, dealing with practical problems have met with such warm reception by the trade that all effort and expense in securing these contributions seems to have been more than justified.

The co-operation of the trade in all our undertakings of the past has been deeply appreciated. We hope to have this co-operation always and we welcome frank suggestions for the improvement of the publication.

Remember the
NATIONAL CONVENTION
Detroit, August 17-18-19-20, 1926

Monumental Drawing and Lettering

By Dan B. Haslam

THE DAFFODIL IN APPLIED ORNAMENT.

Past examples in memorial art indicate a great deal of freedom on the part of the designer in the use of elaborate and heavily raised carving. Many examples show that but little if any study was given to the two most important features in design, contour and proportion.

The amount of carving as used on a single design seems to have been gauged according to the means of the buyer. People of moderate means had to be satisfied with designs showing simple ornamentation, but those who could pay the price received everything in the carver's art, wonderfully executed roses, ferns, torches and wreaths often appearing in a single memorial design.

In those days living expenses and wages were low and it did not matter just how much time was consumed by the artist to complete his work.

Modern costs of production will not permit of much freedom in the use of elaborate ornamentation in memorial designs. The demand for plain machine cut memorials, showing but little if any ornamentation and the use of the sand blast for the execution of such details, has made the design showing raised carving decidedly a thing of the past. When the prospect for a memorial insists on raised carving, flowers of a most delicate nature are reproduced in the design.

A more delicate and adaptable flower than the Daffodil for work

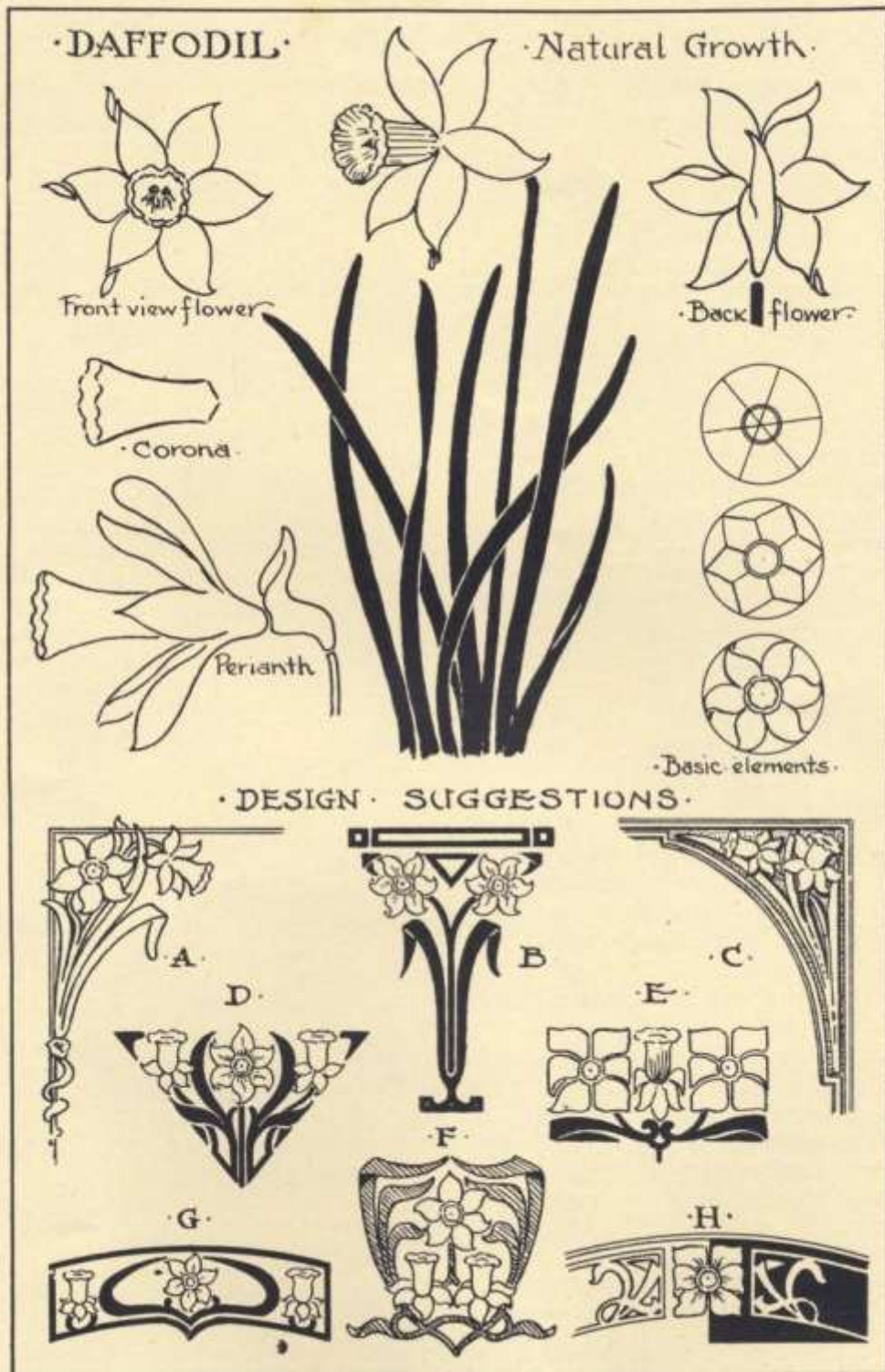
of this character would be hard to find and the modern designer receives much inspiration from this beautiful plant. The writer has in mind several beautiful examples in memorial art that have been executed in the past few years, where the designer has used the Daffodil very successfully for delicately raised carving and at little expense when cost of production is considered. The plant also lends itself admirably to sand blast treatment and because it is a favorite with modern designers is given proper consideration in these articles.

The name Daffodil is derived from the English "affo dyle" that which comes early. Daffodils are often referred to as the Lent lillies because they are usually in full bloom at this season of the year.

The flowers of the plant are beautiful, either white or yellow, the perianth tubular below and its segments spreading above the mouth of the perianth tube being surmounted by a corona. The flower is bell shaped with a hollow stalk, and the leaves, linear or strap shaped.

The genus has been divided into three large groups. 1—The MAGNIFICORONATI group, made up of those smaller groups which have long crowns or trumpets. These are the true daffodils and embrace the trumpet daffodils and the hoop-peticoat daffodils. 2—The MEDIO-CORONATI group made up of

(Continued on page 23)



Manufacturers and Quarrymen Speak

Excerpts from correspondence received in office of Executive Secretary, M. C. A. M.

C. J. Hemberger, Secretary of the Northwestern Granite Manufacturers Assn. of St. Cloud, Minn. gives these reasons why retailers should attend the Twenty-first annual convention of the Memorial Craftsmen of America, August 17th, 18th, 19th and 20th, 1926.

"The host of special features which have been arranged for at the Detroit National Convention should bring forth an unprecedented attendance of Memorial Craftsmen because it is destined to excel in every way any Convention held in the past.

Detroit being one of our largest cities in point of population and unquestionably the outstanding manufacturing city should attract the curious and pleasure seeking. The entertainment features in the form of boat trips on the beautiful St. Clair, golfing, etc., are all that could be desired.

Reports from some of our Dealers indicate that preference differs as to methods of making the trip to Detroit. Some of them prefer motoring, train and many via steamship from Duluth or Chicago, any one of which will be delightful.

In our opinion, the paramount features will be the lectures by the convention speakers engaged for that purpose. They are men of recognized ability and should impart suggestions to the dealers that could be capitalized in their individual businesses and therefore a truly educational feature. All attendants should be urged to avoid missing a single address.

More space, according to your

plans, have been allotted to the exhibition of Memorial Art than ever before, and speaking for this district, we are arranging a much larger and exquisite exhibit than was shown at any past convention. The prominent firms producing Red and Gray St. Cloud Granite who are scheduled to appear in Detroit are untiring in their efforts to originate and exhibit at your convention only monuments of extraordinary merit.

It is our belief that other major Granite districts are equally prepared to co-operate with your organization to the end that the 21st annual convention will go down in history as the greatest exhibit of memorial art, greatest in attendance, greatest in educational value and greatest in delightful entertainment.

My theory is that the by-word among the Memorial Craftsmen should be: "I'll see you in Detroit. I'm going because I can't afford to stay away."

Count on this district, Mr. Cassidy, to assist in any way that we possibly can.

I'll see you at Detroit. I'm going because I can't afford to stay away."

William Barclay, President of the Granite Manufacturers Association of Barre advances these reasons why the retailers should attend the Twenty-first Annual Convention of the Memorial Craftsmen of America.

There is always something about a personal contact, the hearty hand-clasp, the rubbing of shoulders and the exchange of ideas which

can never be so successfully accomplished by reading or correspondence. Many a misunderstanding, even to the point of bad feeling, has been straightened out by personally conferring with the other fellow. Then, too, it gives more confidence when meeting and discussing common problems with those engaged in the same business.

The educational feature is of genuine value, for at such a convention there are leaders who freely relate their experiences and who are ready and willing to assist others to avoid such errors as they encountered on the road to success. There are opportunities to ask questions about personal matters, and secure direct information which cannot well be obtained otherwise.

The exhibit of memorials in the variety of sizes and styles and the different colored granites is of the utmost importance for it enables one to study the very latest designs in Memorial Craftsmanship and judge for himself those best suited for his locality. Not only does this apply to the memorials, but to the exhibits of designs, supplies, machinery and many things which are necessary in the successful promotion of this industry of ours.

The vacation feature of such a convention cannot be overlooked. For although much of the discussion and the exhibits themselves keep one in mind of "back home" the atmosphere is so entirely different and the congenial society so appealing, with the various diversions entirely apart from the memorial industry, that it gives an entire mental change and rest.

Athol R. Bell, representing the Barre quarries gives these reasons

why retailers should attend the Twenty-first annual convention.

Old habitues of Broadway like to prove the antiquity of their association with the bright lights by recalling the days when 42nd Street was considered distinctly "uptown". Perhaps there are quarriers in the American granite industry who dote on remembering the time when the source of supply and the men who controlled it occupied a pinnacle of aloofness as distinct from the retailer as 42nd Street was remote from the Battery in the gilded '80s. Perhaps there are, but it is doubtful.

That day has gone by. Quarriers of American granite no longer employ 8-lens field glasses to discern the man who is marketing their goods for them. Less than a decade has sufficed to acquaint the quarry centers with the fact that only by close co-operation with the memorial craftsmen—the salesman of the monumental industry—can the memorial industry begin to measure success in its ultimate terms.

There are problems aplenty at the quarries. Production of standard granites for the American market is growing more and more complex. The manufacturer has his problems. Neither the quarrier nor the manufacturer can solve them alone. Annexed to the destiny of each is the retail dealer—the memorial craftsmen out on the firing line—who is the producer's sole point of contact with the great buying public.

Why, then, should the quarrier of American granite join with the manufacturers in urging a record attendance at the convention of the Memorial Craftsmen in Detroit.

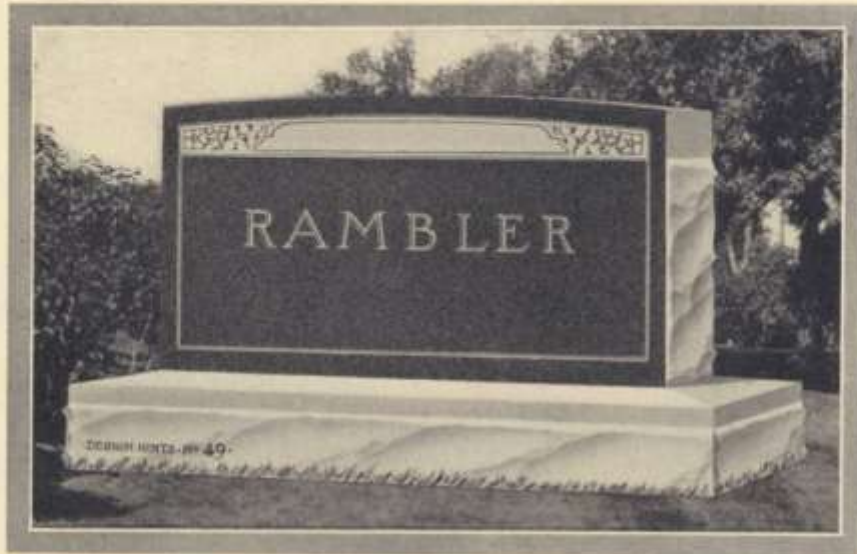
(Continued on page 18)



CLEVELAND

Note the cleverly arranged sand carved lily in the Cleveland design. Variety is shown by the hammered portion at the top of the die, not only suggesting a cap but displaying keen contrast between hammered and polished surfaces. The deeply incised line follows the graceful curve of the top and links the two areas of ornament together.

Beautiful 11x14 photographs of the designs shown on these two pages, will be furnished by Design Hints for 75c each.



RAMBLER

The wild rose is the most popular of any of the floral forms that are adaptable to memorial design. This beautiful plant lends itself admirably to any style of carving whether it be raised, shadow sunk or sand blast. The Rambler design shows the wild rose arranged in panel form, sand blast finished. A very neat and inexpensive memorial.

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

Famous
Melrose Red
and
Melrose Gray



Welcome!
Booths
73 and 80
at Convention

WHAT THE WORLD'S LARGEST MEANS TO YOU

Finest producing quarries, most modern and complete equipment, excellent working conditions for all employees, quantity production in variety of design, specialists in each department to insure perfection, full time designer and exclusive design service to the trade, always an immense stock of staple sizes ready for immediate shipment.

Once a Melrose customer, always one. You eliminate risk in placing your order with Melrose. No other manufacturer in the world offers more opportunity to the trade. Try Melrose today; be on the safe side. Get our sizes and prices on this beautiful Memorial.

MELROSE GRANITE COMPANY
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS

Say you saw it in DESIGN HINTS

**MANUFACTURERS AND
QUARRYMEN SPEAK**

(Continued from page 13)

There are many reasons. One seems particularly outstanding. Not one branch of the industry can survive without the constructive co-ordination of the other. The annual gathering of the Craftsmen, although nominally a convention of retailers, is really a great national forum in which all the diverse elements of the industry are assembled. It is the only occasion when producer, manufacturer, salesman and retailer can meet and view their common problem eye to eye.

This year the producing field is putting forth a stupendous effort to supply the convention with the finest display of memorial art that this continent has ever seen. Everywhere among exhibitors good design is being doubly stressed. At Detroit the acme of quality in design, material and workmanship will be placed before the retail trade. No dealer can afford to miss the tremendous educational advantages which are to be combined in an unusually strong program of speaking and the finest exhibition of modern memorial architecture that the country has seen.

The retail field is no longer "up-town" for the quarrier. There is an industrial and an economical alliance which binds the producer and the retailer inseparably. In the consciousness that no branch of the business can prosper if the other languishes, the quarriers bespeak an unprecedented attendance at Detroit.

If it's advertised in *Design Hints* it's dependable.

OBITUARY**LOIS MAE FIERO**

On Monday, June 7, the wife of Mr. C. M. Fiero and stepmother of Mr. L. E. Fiero, 1926 President of the Minnesota State Association of Memorial Craftsmen, both of whom are associated in business as Memorialists in Mankato, Minn., passed through eternity's portals. Mrs. Fiero's maiden name was Northrup. She was born on July 26, 1868 at Toledo, Ohio. Miss Northrup attended high school at Bowling Green, Ohio.

For twenty-six years she had been a member of Centenary Methodist church of Mankato and was identified with the Missionary Societies, the Ladies Aid, the Sunshine Circle and the Bible Study Circle and was an active church worker. She was trained in music and became an instructor in the art.

She has resided in Mankato since her union in marriage on December 24, 1900, to Mr. C. M. Fiero. Last December they celebrated their silver wedding.

The Mankato Free Press pays highest tribute to the deceased by saying that she was a faithful wife, a loving mother and a true friend always remaining near to the ideal and linked to the highest. No finer tribute could be paid to any woman, since these words sum up most accurately the attributes of a most noble career.

The hand of sympathy is sincerely extended by all who know the Messrs. Fiero in this their hour of bereavement.

Twenty-first Annual Convention Detroit, Michigan

MONDAY, AUGUST 16TH, 1926.

Morning

- 9:30—Official Registration—Open all day until 6:00 P. M.
10:00—Third Annual Golf Tournament.

Afternoon

- 1:00—Luncheon—Past Presidents—Hotel Statler.

Evening

- 7:30—Meeting of the Executive Committee and officers of the Memorial Craftsmen of America.

TUESDAY, AUGUST 17TH, 1926.

Morning

- 8:00—Registration—Hotel Statler.
9:00—Community Singing.
9:45—Convention called to order by President E. E. Rich.
9:50—Invocation.

- 10:00—Address—"The Relation of Employer to Employee"—Sherman Rogers, Associate Editor "Success Magazine", New York City.

- 11:30—Community Singing.
11:35—Business Session
12:20—Appointment of Committees.
12:30—Adjournment.

Afternoon

- 1:30—Grand opening of Memorial Art Exhibit, Detroit Convention Hall.
1:30-4:30—Concert—Detroit Convention Hall.

Evening

- 6:30—Dinner—officers of Memorial Craftsmen of America, Presidents, Secretaries and Representatives of State Craftsmen—Hotel Statler.
7:00-9:00—Concert—Detroit Convention Hall.

- 8:00—Committee Meetings—Hotel Statler.

- 8:00—Business Session of State Representatives.

WEDNESDAY, AUGUST 18TH 1926.

Morning

- 9:00—Community Singing.
9:20—Convention called to order by President Rich.
9:25—Announcements—Convention Secretary A. R. Baxter.
9:45—Address—"Selling Memorials by Mail"—Charles Henry Mac Intosh, Past President of Associated Advertising Clubs of the World, Chicago, Ill.
11:15—Community Singing.
11:25—Business Session.
12:30—Adjournment.

Afternoon

- 1:30—Memorial Art Exhibit—Detroit Convention Hall.
2:00-5:00—Concert—Detroit Convention Hall.
5:30—Exhibit Hall closed for banquet and moonlight boat ride.

Evening

- 6:30—Banquet—Ball Room—Hotel Statler.
7:30—Address—"Success"—Attorney Harry H. Skerritt, educator in Syracuse University, Syracuse, New York.
9:00—Moonlight Boat Ride and Annual Ball—Steamer Columbus.

THURSDAY, AUGUST 19TH, 1926.

Morning

- 9:00—Community Singing.
9:20—Convention called to order by President Rich.
9:25—Announcements—Convention Secretary Baxter.
9:30—Address—"Scientific Training Apprentices for the Me-

memorial Industry"—Harrie H. Sherman, Secretary of the Executive Committee on Apprentice Training, Boston, Mass.

10:30—Annual Business Session, called to order by President E. E. Rich.

Roll Call, Convention Secretary Baxter.

Reading of minutes of 1925 meeting.

President's Annual Address—E. E. Rich, President.

Report of the Executive Committee—E. E. Rich, Chairman.

Report of the Board of Governors.

Report of the Board of State Representatives.

Report of the Executive Secretary, T. E. Cassidy, Chicago.

Report of the Treasurer—Henry Hartel, Stevens Point, Wis.

Report of Cemetery Rules Committee—E. E. Rich, Chairman.

Report of Apprentice Training Committee—G. W. Colwell, Chr., Pittsburgh, Pa.

Report of Commemorative Art School Committee—E. S. Leland, Chr., New York, N. Y.

Report of Committees appointed at opening session.

Unfinished Business.

New Business.

Election of Officers.

Next Convention City.

12:30—Adjournment.

Afternoon

1:30—Memorial Art Exhibit—Detroit Convention Hall.

2:30-4:30—Concert—Detroit Convention Hall.

6:00—Dinner for wholesale salesmen—Hotel Statler.

7:30-10:30—Entertainment and Concert, Detroit Convention Hall.

FRIDAY, AUGUST 20, 1926.

Morning

9:00—Community Singing.

9:20—Convention called to order—President Rich.

9:25—Announcements by Convention Secretary Baxter.

9:30—Fifteen minute addresses on the subject "How can the Memorial Retailer Stimulate the Buying of More and Better Memorials"?

11:00—Business Session.

12:15—Induction of New Officers into Office.

12:30—Adjournment.

Afternoon

1:00—Meeting of the Board of Governors—Hotel Statler.

1:15—Meeting of Officers and Executive Committee—Hotel Statler.

1:30—Memorial Art Exhibit—Detroit Convention Hall.

2:30-4:30—Concert—Detroit Convention Hall.

Evening

7:30-9:30—Concert—Convention Hall.

YACHT CLUB LUNCHEON

The luncheon on Thursday noon at the exclusive Detroit Yacht Club on Belle Isle is to be the outstanding entertainment feature planned for the 21st annual convention of the Memorial Craftsmen at Detroit, August 17, 18, 19, 20.

The women will be taken from the Hotel Statler to the Yacht Club house in taxicabs. Following the luncheon, other arrangements will be made for their entertainment.

Some slight changes have been made this year in the women's program, in order to give them an opportunity to attend the business

sessions of the men in the mornings. Also to have some time to themselves. The program follows:

WOMEN'S PROGRAM

Memorial Craftsmen of America
Twenty-first Annual Convention
Detroit, Michigan.
August 17 to 20, 1926.

MONDAY, AUGUST 16.

9:00 A. M. to 6:00 P. M.—Official
Registration—Open all day.

TUESDAY, AUGUST 17.

Morning

8:00—Registration—Hotel Statler.
9:00—Community Singing.
9:45—Convention called to order
by President E. E. Rich.
9:45 to 12:30—Business Session—
Memorial Craftsmen of America.

Afternoon

1:30—Grand Opening of Memorial
Art Exhibit, Detroit Convention
Hall.
1:30 to 4:30—Concert—Detroit
Convention Hall.
3:30—Tea and Reception—Hotel
Statler—Detroit.

Evening

7:00 to 9:00—Concert—Detroit
Convention Hall.

WEDNESDAY, AUGUST 18.

Morning

9:00—Community Singing.
9:00 to 12:30—Memorial Crafts-
men of America Business Session.

Afternoon

1:30—Annual Business Session—
Women's Auxiliary.
2:30—Address—Miss Edith Mae
Cummings, Detroit, Realtor.
3:30—Musical.

Evening

6:30—Banquet—Ball Room—Hotel
Statler.
7:30—Address—"Success"—At-
torney Harry H. Skerritt, edu-
cator in Syracuse University,
Syracuse, N. Y.

9:00—Moonlight Boat Ride and
Annual Ball—Steamer Colum-
bus.

THURSDAY, AUGUST 19.

Morning

9:00—Community Singing.
9:20 to 12:30—Business Session—
Memorial Craftsmen of America.

Afternoon

12:30—Luncheon—Detroit Yacht
Club—Belle Isle.

Evening

7:30 to 10:30—Concert, Detroit
Convention Hall.

FRIDAY, AUGUST 20.

Morning

9:00—Community Singing.
9:20 to 12:30—Business Session—
Memorial Craftsmen of America.

Afternoon

2:30—Theatre Party.

Evening

7:30 to 9:30—Concert—Conven-
tion Hall.

ATTENDANCE LOVING CUP

An attendance loving cup will be awarded to the State having the largest percentage of members attending the Twenty-first Annual Convention at Detroit, August 17, 18, 19, and 20. This cup will be on display on the President's desk throughout the sessions. It will be beautiful in design.

The name of the State winning will be engraved upon it, the cup being placed in the hands of the State President until the next convention.

Any State winning the cup three times in succession will get permanent possession of it. This prize is being set up as an incentive to increase the membership attendance. Such prizes have been productive of much enthusiasm in other organizations where they have been adopted.

YOUR CONVENTION

June 30 saw the close of the greatest result producing year in the history of the Memorial Craftsmen of America. Reports being compiled for the fiscal year show record breaking achievements in every department.

Not the least of these achievements was the preparations for the 21st annual convention to be held at Detroit, August 17, 18, 19, 20, with the Hotel Statler as headquarters. All records have been broken to date for this gathering, except the attendance mark. This mark promises to be shattered too.

There is an endless amount of detail entering into the annual convention plans. Experience has resulted in working out a smooth running organization for handling conventions, the Memorial Craftsmen of America officers being well qualified to take care of these affairs in a successful manner.

Through the system of choosing the men in charge of the Memorial Craftsmen's business affairs, it is possible to select men thoroughly competent to transact the important duties that fall to their lot.

The men begin their official duties by being selected as State Representatives from the affiliated states. Members of these organizations realizing their representatives may eventually become presidents of the Memorial Craftsmen elect their men with care.

The State Representatives name from their number each year two men to the Board of Governors. These men serve for three years. From their number, totalling six, the Board of Governors elect each year, for a two year term, one

member of the Executive Committee.

There are two members of the Executive Committee, besides the president, who by virtue of his office acts as a member and chairman of the Executive Committee. Upon these three fall the bulk of conducting the Year's business. The Board of Governors acts in an advisory capacity, being kept informed of all work done by the smaller committees.

Meetings of the Executive Committee are held frequently throughout the year. Then the Memorial Craftsmen affairs are shaped as are the policies and acts of any going business concern. The Vice President attends all of the meetings.

This arrangement means that the unexcelled results of the year that has just drawn to a close can be traced to the activities of the Board of Governors, the Executive Committee and officers of the organizations.

These men are: President: E. E. Rich, Cleveland, O. Vice President: R. A. Yunker, Lansing, Mich. Executive Committeemen: R. H. Warner, Raleigh, N.C. and R. L. Belknap, Pittsburgh, Pa., both of whom are serving as members of the Board of Governors. Members of the Board of Governors: Alex Archie, Waterloo, Wis., J. R. Greenlee, Denver, Colo., Brett Morse, Waterville, Me. and C. J. Benisch, Brooklyn, N. Y. Treasurer: Henry Hartel, Stevens Point, Wis. Convention Secretary: A. R. Baxter, Trenton N. J. and Executive Secretary: T. E. Cassidy, Chicago.

All of the work in planning for

completing the five year service program, taking care of all other activities that have developed the past three years outside of the scope of the regularly adopted five year service program, and planning for the national and state conventions falls upon these men. All of them have given freely of their time, their thought and their energy.

Much of the success of the trade association representing any industry depends upon the leadership. Men must be placed in office who preach and practice in the same manner. The personnel of the Memorial Craftsmen of America is composed of such men.

It is because the Memorial Craftsmen is being conducted as a business organization that it is showing a steady, continued growth; that it is attracting into its ranks the leading retailers in every part of the United States; that it is having so much influence in promoting the best interests of the industry as a whole.

Too much cannot be said in the way of appreciation for the officers and men who are leading the Memorial Craftsmen. They deserve all that can be said about the manner in which they have conducted the business affairs for the year just closed.

Reports will be read by these men at Detroit showing the progress made. These will be astounding in some of the revelations. They will show that in membership gain, in influence and power, in results accomplished the year ending June 30 is the greatest in the history of the Memorial Craftsmen of America.

Detroit bids you attend the convention. This call carries with it

the urge that you listen carefully to these reports of a live, forward looking business organization representing the retail end of the memorial industry of the United States.

MONUMENTAL DRAWING AND LETTERING

(Continued from page 10)

those which have crowns or cups of medium size. These are called chalice flowers or star narcissi. 3—the PARVI-CORONATI group, composed of those which have short crowns of a flat saucer-like shape. These are the true narcissi.

The accompanying plate illustrates the daffodil in its natural form and also the plant arranged in a few design patterns that are adaptable to memorial work.

The plant is not difficult to draw, consequently one that will cause the student but little difficulty in reproducing in satisfactory design arrangements.

Variety is clearly shown in the eight practical design suggestions illustrated in the lower portion of the Plate. It is hoped these will prove interesting as well as helpful to the members of the craft.

The Daffodil is not only popular with designers but has always been a favorite with poets from Constable and Herrick to Tennyson.

The plant is hardy and will grow in almost any garden soil.

TACTFULLY PUT

Judge: Tell the court, Alexander, exactly where the auto hit you.

Alexander: Jedge, ef I had been carryin' red lights they sho' would have been busted all to pieces.

—Paper Wads.

GRANITE CHIPS

Among recent business visitors to St. Cloud who found time to drop in for a close view of *Design Hints* in the making were Mr. L. J. Hollearn of Chicago, Mr. Fred DeVoe of Chicago, Mr. Clifford Hanson of Albert Lea, Minn., Mr. W. I. Collins of Libertyville, Ill., and Mr. J. G. Groody, President, Washington Monument Co., Washington, Kansas.

Some weeks ago Mr. Robert Hunter of Milbank, South Dakota gave us the pleasure of a brief visit. He informs us that for the purpose of rendering the utmost in service to the trade, some changes are to be made in the organization of the Hunter's Mahogany Granite. Details are lacking at this time but we understand that Mr. Hunter is incorporating his firm. Now Bob will be a president.

Mr. Chas. Hayes, proprietor of the Hayes Monument Company of Chicago has recently returned from a forced vacation. Since this vacation was spent in a hospital and the occasion was a siege of severe illness, Charley is not at all reluctant to get back into the harness. His many friends are happy to know that he is "up and at 'em" again with the same old pep and enthusiasm that is bringing him such success as a Chicago Memorialist.

His many friends in the east will be glad to hear of his recovery. He was an old Quincy boy, having been born and raised there. In fact, his father before him was a Quincy manufacturer well known to the trade.

Well, we hope that his next vacation will be his usual winter sojourn in Florida where sunshine and happiness and the fragrance of summer blossoms will supplant the gloom and medicinal odor of the hospital.

Mr. W. M. Thomas is now the proprietor of the old establishment of Baldwin and Priseler of Ottawa, Illinois. This establishment is one of the oldest in the state and enjoys an enviable reputation. Messrs. Baldwin and Priseler were well known in the memorial industry and gave years of fruitful service. Mr. Baldwin was eighty-five years of age when death called him.

Mr. Thomas is a progressive memorialist and one who will preserve the good reputation of this Ottawa establishment and bring to it new fame.

BEAUTIFUL SETTING FOR DETROIT EXHIBIT

The two units of the Detroit Convention Hall to be used for the exhibit on August 17, 18, 19, 20 will be beautifully decorated.

More than 450 pine trees, half six feet tall and the other half eight feet tall will be used in marking off the limits of the booths and decorating the ten inch supporting posts to be found throughout the hall. The pine trees have been used for several years for decorative purposes. They make a beautiful setting for the memorials.

The rafters and ceilings of the big halls will be turned into bowers of beauty. Smilax and bunting will

(Continued on page 25)



MONTCLAIR MONUMENTAL WORKS, Montclair, N. J.

The above photo shows the establishment of Mr. John F. Marnell of Montclair, N. J. This plant was completed last April at a cost of \$15,000. It is 40x75 feet, built with red tapestry brick, cement block, marble base and limestone trimmings and is fully equipped with traveling cranes and hoists for handling all sizes of granite memorials.

The building affords opportunity for a beautiful indoor display and is the most modern and largest in the state. It is located at 409 and 411 Orange Road, directly opposite Rosedale Cemetery, one of the largest cemeteries in the state.

Mr. Marnell started in business at this site in June 1922 with a small establishment and now has one of the largest and most modern in that section of the country. His business has increased more than double since the completion of the new plant and the Montclair Monumental Works has erected some of

the finest memorials in that community.

BEAUTIFUL SETTING FOR DETROIT EXHIBIT

(Continued from page 24)

be used abundantly. The decorations overhead will be duplicates of those used by the Dodge Bros. Co., in a recent salesmen auto show

Contracts for the decorations have been let to the Milo Art Studio, one of Detroit's leading decorators. They had charge of the Dodge Brothers decorations.

The name-signs will be somewhat out of the ordinary to be in harmony with the general decorative scheme, arrangements being made to entwine them with smilax.

When the grand opening comes on Tuesday afternoon, August 17, at 1:30 o'clock the two units will represent a beautiful modern cemetery with hundreds of thousands of dollars worth of high class, artistic memorials in them.

IDEA EXCHANGE

Perhaps you have some little trick or device in some department of your business that has meant a great deal to you in saving time or in making easier to do some particular task or perhaps it is some special way of doing a commonplace thing. Maybe it is a secret with you only because it is so simple that you look upon it as the logical way of doing the task in hand and that to mention it would only bring smiles from your audience.

Did it ever occur to you that the devices which are most practical among our modern inventions are largely the kind that provoke the question, "so simple, why didn't I think of it myself?" Perhaps you have a little invention that makes your work lighter. It may be that you have experimented in this way of doing a given task either in the shop, cemetery or the office. If this is not a time saver, perhaps it is practical for some other reason.

The purpose of this page will be to establish a clearing house of ideas on such matters in order to extend to the craft as a whole the benefits of individual members' knacks in conducting business. Your contribution to the page might accomplish lasting good for your fellow men. You might, in return, get some helpful suggestions.

Just remember that there is an easy way and a hard way to pick up a pin and also an easy way as well as a hard way to perform the multitude of duties in connection with the memorial business. We do not all know the easy way.

Send your suggestions to *Design*

Hints, Lock Box 201, St. Cloud, Minnesota. Ask questions if you wish. They will be submitted to the trade for answer through this page. Contributors' or inquirers' names and addresses will be printed unless we are requested to hold that information in confidence. Let us have your co-operation.



KNACK NUMBER 2—Another Marker Drain.

The above cut was shown in the June issue to illustrate a simple drain device for hicky markers. Mr. A. A. Baldwin, Proprietor of the Belleville Monument Works, Belleville, Kansas submits the following "Knack" as a more practical and artistic way of accomplishing the same result.



We thank Mr. Baldwin for his co-operation and his dandy idea. We hope that many other suggestions will come from the retail shops.

Patronize our advertisers and tell them that you "saw it in *Design Hints*". It will be your profit.



Don't Fail To See For Yourself!

The pronounced quality, sheer beauty and variety of our granites is more than sufficient to meet your every need in St. Cloud memorials.

Ask about each; see each in Detroit.

<i>North Star Red</i>		<i>In Booths</i>
<i>Indian Red</i>	➔	<i>71 and 84</i>
<i>Pioneer Dark Gray</i>		<i>Detroit Convention.</i>

Finest Work in sand blast carving. Don't fail to take advantage of this opportunity.

North Star Granite Corporation

St. Cloud, Minn.

William Campbell
President

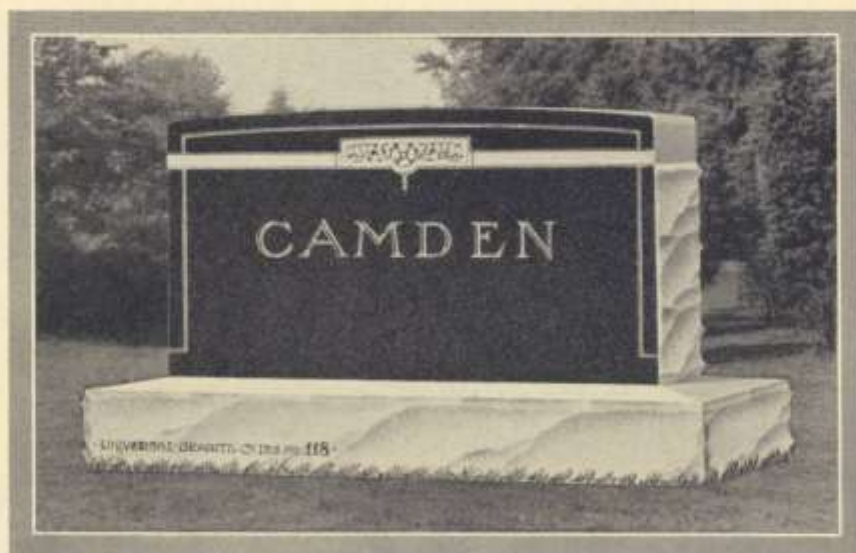
Olaf Frick
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Dave Alexander
Treasurer

John Campbell
Secretary

Up to May 1, 1926 U. S. imports exceeded exports by \$131,000,000.

Say you saw it in DESIGN HINTS



Exclusive Universal Design Service

Here is our third offering in business-producing designs, in accordance with our previous announcements.

It is beautiful, practical and salable. We are prepared to execute this memorial in large sizes in any quantity. Quarry conditions are excellent.

Photos (11x14) furnished free with each order. Get our sizes and prices today.

EXPERT SAND BLAST WORK

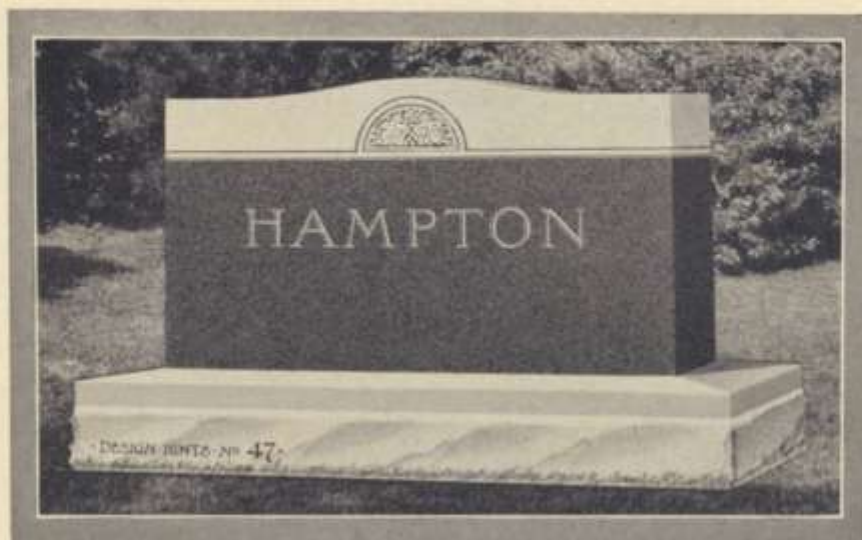
**WELCOME TO
BOOTH NO. 71
DETROIT**

**DESIGN and GRANITE
SURPRISES AWAIT
YOU THERE**

THE HOUSE OF SEVEN BROTHERS
7 Universal Granite Company 7
 St. Cloud, Minnesota

Memorial display will be grouped by districts this year at Detroit, in order to show each color by itself

Say you saw it in DESIGN HINTS



Kingliness In Democracy

No moat to cross to enter our domain. No armored Knights to challenge you. Nothing glittering or gaudy.

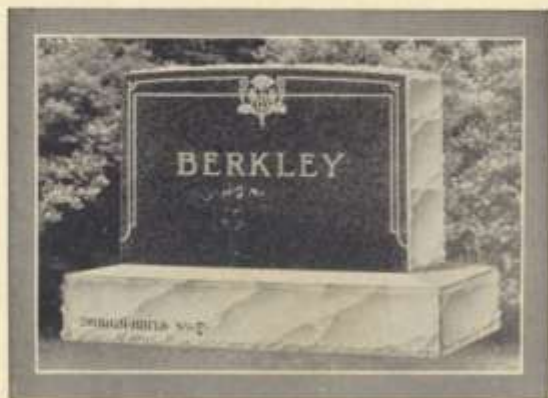
Our pomp and splendor lies entirely in our product. Our glory comes from highest quality granite and perfection in workmanship—in marker or memorial, from surfacing through all processes to finishing touches of most excellent sand blast ornamentation.

This makes us worthy of our name—Rex meaning King. True kingliness in democracy.

Rex Granite Company
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

Consider This Fact



One or two memorials finished in this rich and dignified granite gives tone to your stock, a variety and attractiveness that brings business.

Little Falls Black

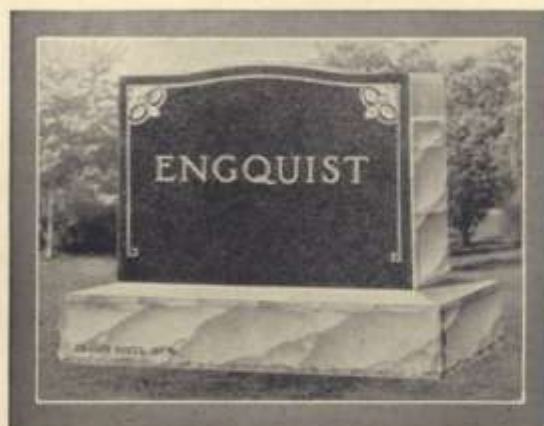
Write direct to us for prices
Little Falls Black Granite Co.
 Little Falls, Minn.

Minnesota Mahogany

This is a rich deep color that makes universal appeal.

The stock is clear and we give it a polish that is unequalled.

Write us today.



National Granite Company
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St. Cloud Iron Works Co.

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N. W. representatives
for the celebrated
Dallett Company Pneumatic Tools.

Manufacturers of
*Polishing Machines,
Polishing Wheels,
Surfacing Frames,
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**C. F. Ladner
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St. Cloud, Minn.

Boltless Surfacers Bush Chisel

The cuts of this patented chisel are held in place by a V-shaped key in the center. They can be taken out or put in easily and quickly. There is no side movement, and the cuts are solid, which enables them to deliver a stronger blow and minimizes the chance of their breaking.

A complete line of Tools for Pneumatic Hammers and Surfacing Machines is illustrated, with price list, in our new catalog, No. 7, which is yours for the asking.

Trow & Holden Co.
Barre, Vermont

IF IT'S TURNABLE WE CAN TURN IT

We have the largest lathe in the world.

Perfect workmanship guaranteed.

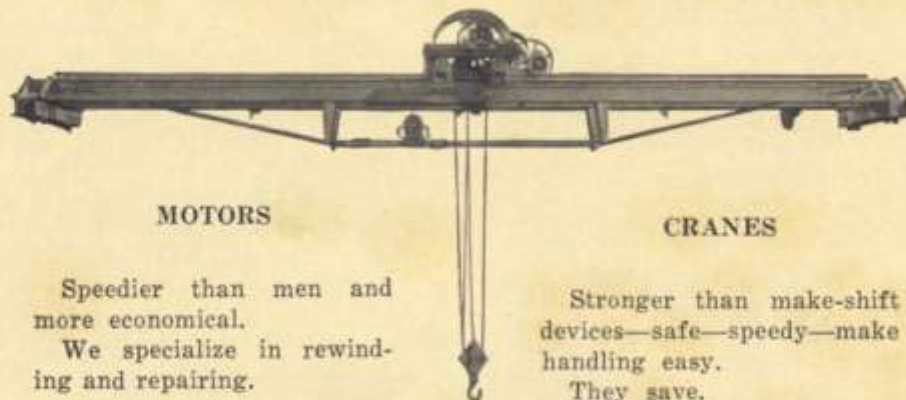
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Motors and Cranes for Speed—Ease—Economy



MOTORS

Speedier than men and more economical.
We specialize in rewinding and repairing.

CRANES

Stronger than make-shift devices—safe—speedy—make handling easy.
They save.

**GRANITE CITY ELECTRIC
COMPANY**

St. Cloud - Minn.

**GRANITE CITY IRON
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Overhead Cranes Reduce Overhead Costs

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MENT MADE**

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Rotary Headquarters
St. Cloud's Leading Hotel
"A Home Away from Home"

Headquarters for
The Memorial Craftsmen
All the Time

185 Modern Rooms
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EUROPEAN PLAN
RATES \$1.50 to \$2.50
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Say you saw it in DESIGN HINTS

Our Convention Exhibit

Will prove to you that
"Simmers" means "Quality"

Let's get better acquainted in
Booth No. 85
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"Bigger Profits with Simmers Products"



A. M. SIMMERS & SONS

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St. Cloud, Minn.

*U. S. exports for the first four months of 1925 exceeded imports
by \$256,000,000.*

Progress



THE history of the progress of the Memorial Craftsmen of America extends over a period of twenty-one years.

Great things have been accomplished in advancement of design, business ethics and merchandising methods. Congratulations, Memorial Craftsmen!

Multiply that period of time by three and you are nearly a decade short of the life to date of this firm.

Our designs, our business integrity, our sane merchandising methods are behind our granites.

Russet
Sparkel

Dodd Gray
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We Have Never Sold a Monument At Retail

W. C. Townsend & Co.
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