

Design Hints For Memorial Craftsmen

July 1927, Vol. 4, No. 1

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

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

<http://quarriesandbeyond.org/>

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January 2013

DESIGN HINTS

FOR MEMORIAL CRAFTSMEN



July, 1927

Volume IV

Number 1

ROCK OF AGES

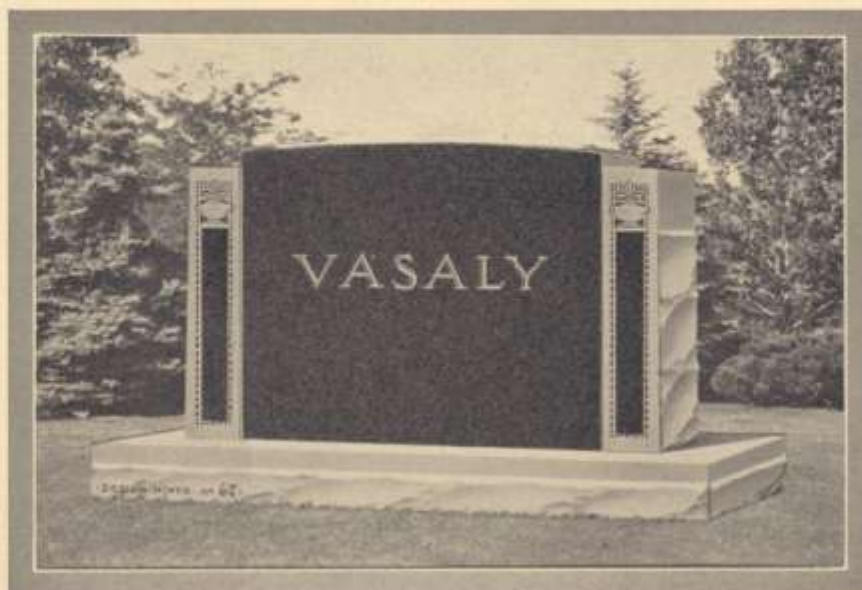
"THE FLAWLESS BARRE GRANITE"

*In the uncounted ages to come
it will stand out in all its splen-
dor and sombre excellence just as
it does today.*

*It's Certificate of Perfection is the
dealer's assurance to the buyer
that he has been using it as a
headliner, year after year.*

*It is the Rock of past, present
and future Ages.*

ROCK OF AGES CORPORATION
BARRE, VERMONT



Two Good Granites Make Sufficient Variety

There may be folks who will talk variety to the dealers of the country. They tell you of half a dozen granites which they have for your selection.

But variety is necessary only when the grades run on a scale. Granite City offers two fine granites that will be variety enough for anyone because they are high class in themselves—Superior Red and Superior Gray.

With these on the floor, dressed up as they are in Ahlgren's designs, you need no further variety. We recommend them for your next shipment.

Granite City Granite Co.

The Ahlgrens
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



*If You Can't Find It Among The
Pyramid Trio It Isn't To Be Found.*

If you are looking for something that will give a strong appeal; if you seek an ample variety for the particular memorials a few discriminating customers are looking for you will find their tastes embodied in the three high grade granites which compose the Pyramid Line. These are:

PYRAMID RED PYRAMID GRAY
PYRAMID'S ST. CLOUD GRAY

If your prospect can't find his desires cared for in these then you will fail to find them in any other granite.

We are confident of the success of our granites and we are happy to take care of any new inquiries. The customers of the past years know our products and they don't need to inquire—they place another order.

Pyramid Granite Works
Incorporated
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



Quite Different---

Getting away from the ordinary seems to be a habit with Johnson & Gustafson. And results are much more satisfactory when this can be accomplished without incurring extra expense.

The Childs-Martin tribute exemplifies rare taste in the designing of inexpensive memorials for a two family lot. The design loses none of its effectiveness by eliminating the center incised line for a single family name, and thus is valuable for its flexibility as well as for its artistic merit.

A large amount of stock work and head-grain slabs, in sawed, ironed, steeled and polished finishes in a variety of sizes, on hand at all times ready for immediate shipment.

Rock of Ages stock used exclusively in polished Barre and E. L. Smith's and Wetmore and Morse's best light Barre in all axed and rock work.

JOHNSON & GUSTAFSON

BARRE, VERMONT

EASTERN REPRESENTATIVES

Mr. Gust. Martenson
Mr. C. A. Arnold

WESTERN REPRESENTATIVES

Mr. James R. Geen
Mr. Charles C. Frattini
Mr. John L. Marsh

Say you saw it in DESIGN HINTS



The Deal Goes to the Man Who Has Something Better

That is the way of human nature. The memorial dealer who can convince his customer that he has a line of merchandise that is a little better than that of his best competitor is bound to win in the end.

Hunter memorials will enable him to carry his point home. He will tell his prospect that he has something exclusive—something that cannot be had by the average dealer; he will tell him that he is the only dealer in his territory who can sell that particular product and he will tell him that every individual Hunter memorial is backed by a certificate of warranty.

This is the kind of sales argument that piles up sales for him. The Hunter policy is behind him in every one of them, too, and that assures him of the ability to stand by everything he has said.

Hunter's
Mahogany
Memorials

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

Quarriers
and
Manufacturers

ROBERT HUNTER

Milbank, South Dakota

Say you saw it in DESIGN HINTS



You Will See It For Yourself At Washington.

We have been telling you for some time through Design Hints of the tone of excellence of Pirie's Dark Barre Granite.

At Washington you will be able to see it for yourself. It will be there on display for your inspection.

We invite all those who are interested in high grade granites to visit our exhibit.

The granite you will see in the Pirie Exhibit remains the same through all the years. It has never changed in texture or appearance—always the same high-grade product.

J. K. PIRIE ESTATE,

Office: Campbell Block, Depot Square.

BARRE, VERMONT

Say you saw it in DESIGN HINTS



We should like to send you prices on this exclusive design.

Another Exclusive Design To Increase Summer Sales.

Giudici Bros. custom of offering new and attractive designs frequently to the trade is exemplified in this creation.

We honestly believe the above design would become immensely popular in the retail show rooms of the country and we offering it only because of this belief.

Our artists, craftsmen and company policy make it possible for the retailer to cash in on anything designed and executed by Giudici Bros.

We invite your early inquiry.

GIUDICI BROS. & COMPANY

BARRE, VERMONT

Joseph F. Giudici, Manager

C. Hugo Giudici, Representative

For polished work we use Pirie's Stock exclusively.

Say you saw it in DESIGN HINTS



This Service Is For You, Too.

The Universal design service is for all of the granite men of the country. We have selected no favorites nor will we deviate from this policy. Every inquiry will receive the same careful consideration and complete information will be given promptly.

Universal has had a large number of comments on its new service and we hope you will find it to your increasing benefit as it goes along.

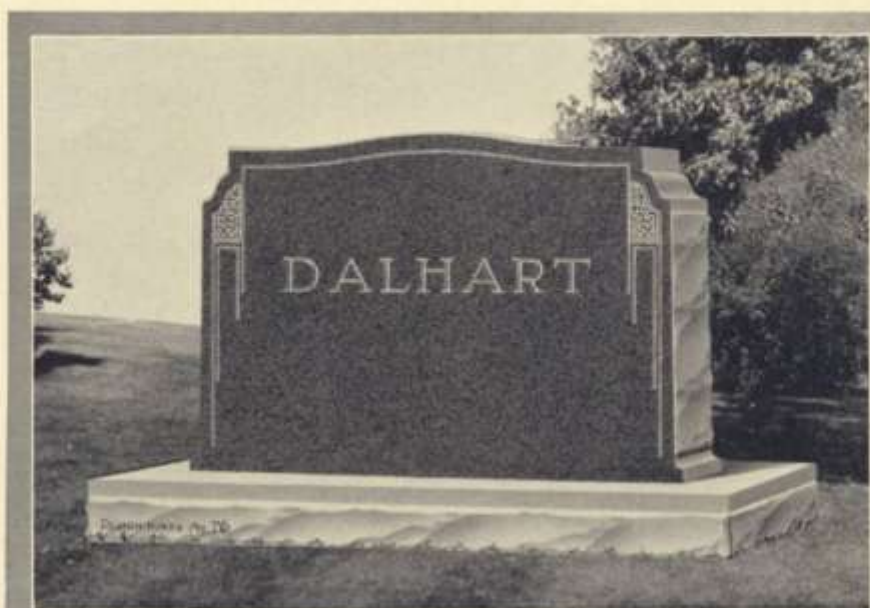
Ask us for all details on the above special Universal design.

7

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

7

Say you saw it in DESIGN HINTS



CONVENTION TIME

Now comes the annual convention and exhibit of the Memorial Craftsmen and Manufacturers.

You are going to see some beautiful work at Washington, new creations that will set off better the chosen material of the producer.

You are going to see the designer's art developed to the highest degree of excellence and granites that will show up these high ideals in an agreeable manner.

Those men who know Simmers granites, designs and service, however, will continue to find lasting satisfaction in them and we are confident that after they have seen all others they will return to Simmers for more of his products.

A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN B. HASLAM, Editor and Publisher.

THREE YEARS OLD.

Three years ago we ventured forth, rather timidly, of course, on the turbulent sea of specialized journalism. Uncertain of our goal, as most inexperienced adventurers are, we had the high and lofty purpose of giving to the memorial craft something that it had not had before.

We wanted to make our presence known by a service that would become an integral part of the daily, weekly and monthly business of the retailer and during those three years of our existence we have worked assiduously and indefatigably to that end.

Results, sometimes, are a long time in maturing. That we have started to reap the fruits of our carefully laid harvest are, perhaps, apparent to the casual observer. It is not in the emoluments, alone, that we count this success. It is in the words of cheer we have received from those astute students of our chosen vocation who have expressed their approval that we delight to recount.

We have selected, rather at random, two of these choice gems of compliment, knowing that, as we quote them, that they are giving us more credit than we had felt we were deserving of.

This one from Herbert A.

Mason of the Mason Memorial Studio at Erie, Pa.:

"We have been receiving your publication, Design Hints, for sometime past and have perused its pages with considerable interest. The articles are very interesting and instructive and the advertising is gotten up very attractively, indeed. We keep a file of Design Hints and our designer has frequent occasions to refer to the back numbers. We feel that the trade in general appreciates your publication as much as we do and we wish you continued success".

After digesting that and pretending to ourselves that it made no difference in the size of our hat band, we selected another of an equally rosy hue. It comes from Alfred White Sons' Company at Cincinnati, and compliments on as follows:

"Your publication is one of the best of the monumental trade journals and we read it upon its arrival each month with a great deal of interest and we feel sure your advertisers will receive a great deal of favorable publicity through this medium."

These rather fervent testimonials come unsolicited on our part and the fact that they are given thus voluntarily makes life worth while in the editorial sanctum of our little paper.

We are grateful, of course, for the splendid advertising support which our publication has received and with this continued support and letters of the tone of those two quoted above we

(Continued on page 14)

Monumental Design

By Dan. B. Haslam

The Language of the Flowers

SALES unnumbered are constricted or lost entirely because the dealer has overlooked his opportunity to stress the sentimental value of symbols. It is difficult to portray with a few strokes the Average Customer. But when you find him, he is responsive to the beauties of a language which every memorial craftsmen should speak as fluently as he speaks English.

How many dealers, for instance, know the significance of the sealed scroll? One tells you that the grapevine is symbolic of eternal life, that the weeping willow means sorrow. And he thinks he knows enough about symbolism to discuss it intelligently with a prospective buyer. He doesn't.

Another dealer knows that the palm branch signifies victory, but ask him to translate the symbolism of the tulip, the maltese cross, the window and the chrismon and he is lost. Any one of them, discreetly suggested as the complement to a well worded inscription might be the means of making a sale, or changing a marker sale into a monument sale.

Mr. Athol Bell—Rock of Ages Magazine.

"He knows how to draw but he is a failure as a drawing instructor. He knows how to do a thing well but he cannot tell you why he does it a certain way and he cannot show another where to begin—so he is a failure—as a teacher."

A man may have a fair knowledge of things pertaining to certain subjects but unless he

can impart that knowledge to another when he tries and in a manner that is interesting and understandable, then results will always be the same—unsatisfactory.

We have these thoughts to contend with in writing our articles on the symbolism of monumental ornamentation. It should not be a difficult task for anyone with a fair knowledge of memorial symbols to write upon the subject in understandable terms.

To impart ones knowledge of symbols to others in an interesting way is not so easily accomplished and results are far from satisfactory when we consider that so much has been written upon the subject and yet so few dealers know anything about the meaning of the most commonly seen symbols.

We who write these articles generally overlook the fact that many dealers have but little if any knowledge of the many floral forms. Then again it is often difficult to discern just what flower is represented in a particular design especially when the ornament is arranged in a conventionalized manner.

We may inform the Craft that in the language of the flowers the arbutus represents, "Thee only do I love" or "Inseparable love", but how many dealers know the arbutus when they see the flower in its natural form? Naturally the meaning is soon forgotten and such information may just as well have been withheld.

(Continued on page 16)

LILY OF THE VALLEY
"RETURN OF HAPPINESS"



WILD ROSE
"LOVE"



BLUE BELL
"CONSTANCY" —
"SORROWFUL REGRET"



EASTER LILY
"PURITY" "CHASTITY"



STAR OF
BETHLEHEM
"PURITY"



PASSION-FLOWER



VIOLETS
"FAITHFULNESS" —
"MODESTY"



"THE PASSION OF CHRIST"



POPPY - "SLEEP"



DAFFODIL - "REGARD-DESIRE"



DAISY - INNOCENCE



The article "When do you interview the prospect?" as published in the June number of Design Hints seems to have met with the instant approval of our readers and we have received many letters from the craft in answer to our question.

After publishing the June issue we discovered that Mr. P. G. Lamson, Editor of Memorial Merchandising had written a similar article for his publication a little over a year ago. We are continuing our article with apologies to Mr. Lamson and this is written as an acknowledgement on our part of the efficient service he is rendering the industry through his excellent publication.

We are publishing two of the letters received in answer to the question which will undoubtedly prove as interesting to our readers as they are to us.

Mr. Schoenrock states that he could not qualify as a salesman. He has successfully conducted a retail memorial business in a large city for eighteen years, has been President of the State Association for several years and is exceedingly popular with manufacturer, wholesaler and competitor alike. If Mr. Schoenrock is not deserving of the title

"Salesman" will someone please inform us as to just what qualifications are necessary to merit such a title.

Design Hints,
St. Cloud, Minn.
Gentlemen:

As only a salesman should know when to interview a prospect, I cannot qualify but inasmuch as I always get a lot of kick and information out of Design Hints, I would like to express my views in the matter from facts gained by 18 years experience.

I would like to see everyone wait at least 30 days before making any attempt to interview a prospect. As it is now, I do make calls within 10 days and up after the death of a real old person. Generally when I visit a prospect within 10 days I find I am about the sixth or seventh to call. When a death has occurred after a long illness I call in about 20 days, and in the event of an accidental death I wait at least 30 days. I would not think of calling upon a mother who has lost her child by accident, within 6 months.

I believe every order taker like myself should know something about his prospect before he attempts to interview him

regarding the purchase of a memorial. The good salesman might be able to walk right in and sell a prospect the first time but I find that only about 5 per cent of my sales are made in my first call. It is necessary for me to see 95 per cent of my prospects two, three and four times and in most instances, at least two times.

But to answer your question, I would say thirty days or longer is an ethical period of time to interview prospects. A little longer would be all right if we would all wait that long but it would be a little discouraging for one to try it in the Twin Cities.

Yours very truly,
William Schoenrock,
St. Paul, Minn.

From A Salesman. (Name with held by request.)

Some very good points are brought out in answer to the question and the author is surprisingly original in his manner of expression.

Design Hints,
St. Cloud, Minn.
Gentlemen:

In reference to your inquiry regarding the logical time to call after a death to solicit the family for a memorial. You admit you are not a salesman, so let's get together. I am not a scribe but I am a memorial salesman, or at least the Boss is using me in that capacity until a salesman comes along.

I don't know of any rule one could apply to some of the so-called memorial salesmen who strive to arrive at the family residence about the time the family returns from the cemetery. But any orders they might book by such actions are received from clients who are naturally in a sympathetic mood, and it is not

essential that you be a salesman if you have won the race to this particular prospect. I feel that less than 1 per cent of sales are made at such an early date, and such sales as a rule are for markers only.

In soliciting orders in a large city I find that the neighborhood in which the prospective client lives should be considered and should gauge the initial call. On the other hand, we have had clients who favored us with an order because we are the only firm within a radius of several miles that did not solicit them.

And now before I am through—who in Hades ever conceived the idea of telephoning a prospect in reference to the purchase of a memorial? We have such things to contend with here and these solicitors are not one bit timid.



In fact, if the prospect has no 'phone, they will call through the neighbor's 'phone.

They are like the mule the

farmer bought and complained to its former owner that the animal was blind because he walked right through the closed barn door. The purchaser was informed that the mule was not blind but he just didn't give a darn.

Of course, the "phone merchants" will send a representative to the residence of the prospect if they have received any encouragement during the telephone conversation. I deem it too serious a matter to solicit memorial sales by telephone but then again I am only an ordinary individual.

I would also like to know why the religion of a salesman should have any bearing in the sale of a memorial anymore than in any other line. I know of salesmen whose creed is always identical with that of the prospect. If the prospect inquires as to one's religion, very well, but otherwise I would suggest that a few of our so-called salesmen purchase a supply of crying towels.

I consider two weeks from the date of burial the logical time to call and this applies to nearly all classes of prospects. It is advisable to deviate from any set rules in the case of an exceptionally sad death, and in such instances I believe a long time should elapse before making a call.

You have formed an opinion—so let's have it.

Kindly do not publish a special edition of Design Hints in order to have my opinion reach the craftsmen. I will be pleased to receive space in your regular edition in order to get relief from this chest affliction.

Best wishes from,

A. Salesman.

Following some mules.

NOTICE.

Several St. Cloud Manufacturers report that some of the dealers are taking a 10 percent discount based on the articles running on credits. This was merely proposed but has not been accepted by any of the manufacturers.

THREE YEARS OLD.

(Continued from page 9)

can do naught but continue to make of Design Hints an interesting and profitable publication for the benefit of the memorial craftsmen of this country.

We are not ambitious to make of Design Hints the largest publication in the field; neither will we try to surpass other publications in their selected field of activity, but we do assure our friends and supporters that we will strive to give to the memorial craftsmen of the country a little better publication each year. We will try, too, to bring about constantly new ideas in design and devote ourselves constantly to the business of aiding those who would become designers themselves.

If there is any one thing which the craftsman of today is decidedly in need of it is designing and we feel it our responsibility to the craft in view of the support we have received to supply this need to the best of our attainments.

Again we thank you for your support and we earnestly hope that we will have the same measure of good will at the end of another twelve months as we have had during the period of our first three years.

Sales Letters

By R. E. JOHNSON

Addison Lewis & Associates, Minneapolis, Minn.

CERTAINLY—there are all kinds of sales letters and most of them have valuable thoughts, valuable ways of handling, and valuable mistakes in them.

Perhaps the most common faults to be found is that time worn style—"In reference to yours of the 14th inst.—Blankety-Bing" and the letter that starts off with an organizational hurrah such as "We are the largest" and more, of the same.

The first principal to follow in letter writing is that of naturalness. Make your letter human, skin the hard cold scales of formality from it and let it come out with its full warmth and good fellowship. You wouldn't think of shaking a customer's hand with a pair of pickle tines and leading him into a refrigerator to talk, so beware of freezing him with your correspondence.

Elegance, that is stilted elegance is very easy to fall into when writing letters and is the most apt to give you a different kind of a fall. We come right back to naturalness on that subject. Keep away from stilted phrases and leave them for our novelists. They need all the new ones they can get.

Your business is one of the very finest and so is mine. We all like to talk about the thing that interests us most but the people who receive your letters are most interested in themselves. Talk to them and about them and you've made the initial step towards selling your product.

Here's a good example. The other day I received in answer to

my inquiry the following note. "The May issue of Peoples Post will go to press May 10. The circulation is 5000 copies covering firms all over the United States. The advertising rates are: Full page \$100, Half page \$55. Your reservation for space is invited."

Imagine that if you please. Here is a letter handling a red hot prospect with no more appeal than "Your reservation for space is invited."

Don't be afraid to bear down on the action part of the letter. That is the part that brings home the bacon. As long as you do it gracefully nearly half the letter can be used to apply the screws.

Talk with and not at the reader. Employ the use of "we"—"us" and such words. Avoid the use of negative thoughts. Its easy enough for them to say "no" without your help.

Here is a little thought that might be of interest to you. The sales letter should have four elements in it. These may sometimes be combined in the same paragraph but they should be present.

They are Attention, Interest, Desire and Action. Try drawing a line down the side of your working page on your next mailing piece. The sample letter below shows each of these steps quite plainly.

Dear Madam;

The brilliant Autumn leaves will soon be rustling in the crisp fall breezes. Chilly nights will be followed by bright invigorating days. It is fall—nature's glorious introduction to a bleak cold winter.

Attention

Interest
We go quite naturally these days to the cemetery. It is here that nature has outdone herself. All is a glorious mass of color. But will you think of winter, not far off, when soft snow covers the graves and cold winds whistle through the trees? It is at this season that a memorial seems most appropriate for those who have gone before. The impassive strength of granite seems to sanctify that tiny bit of ground and guard it from the ravages of time.

Desire
Won't you call Mall 4776 this afternoon and let us make a few suggestions? Our show rooms have a pleasing variety of memorials for you to choose from and the prices are quite as varied. A phone call will not obligate you in the least yet if you call now you will have plenty of time to make a decision.

Action
Very Sincerely Yours,
What are your problems? Drop a line to Design Hints. Maybe we can help you.

Next month Design Hints will publish another article on direct mail. "Real Emotion vs. Sob Stuff."

MONUMENTAL DESIGN

(Continued from page 19)

We appreciate the fact that most craftsmen have neither time nor the inclination to study floral forms. In order to help these hard working dealers we will illustrate some of the most commonly used flowers in connection with our articles on symbolism. In this way the work will be valuable as a handy reference and we trust interesting.

Ten flowers are illustrated in

the accompanying plate. The name of the flower and its symbolic meaning is shown in connection with each sketch.

The *Lily of the Valley*, symbolic of the "Return of Happiness" is a little too fussy for successful treatment on granite. The flower is often shown however on small tablets and arranged in natural design schemes.

The *Wild Rose*, symbolic of "Love" is used quite freely as a design motive in modern memorial design.

The *Blue Bell*, symbolic of "Constancy", and "Sorrowful Regret". This flower, like the Lily of the Valley is not used as much as those flowers of less detail.

The *Star of Bethlehem*, symbolic of "Purity". This flower is very appropriate in memorial design and is of such simple structure that it can be successfully arranged in many pleasing design schemes.

The *Easter Lily*, symbolic of "Purity and Chastity". Another flower used very extensively in modern design.

Violet, symbolic of "Faithfulness, Modesty". A very pretty and well known flower but because of its structure is not often used in ornamentation for granite memorials.

The *Poppy*, symbolic of "Sleep" hence Death when death is looked upon as sleep. A very pretty flower and one that is appropriate for memorial work.

The *Passion flower*, symbolic of the "Passion of Christ". In the various parts of the flower may be seen the ten faithful apostles, the cross, the crown of thorns, the hammer and nails, the five sacred wounds and the

(Continued on page 27)

'On to Washington---The Soul of America'

Education and Entertainment occupy almost equal places on the program for the 22nd Annual Convention of Memorial Craftsmen of America in Washington, D. C., August 15 to 19 inclusive.

In planning this year's program the Executive Committee and officers endeavored to introduce innovations that shall be instructive and entertaining at the same time.

The feature speaker of the four days will be Grace Usher Shuey, nationally known annuals and sales expert. She will appear before the convention with some knowledge of the memorial business as she is making an investigation of it upon which she will base her messages. This means that they can be applied in a practical manner. They will be presented in such a way that each retailer will be able to use them in his business. The tentative program to date follows: Such changes as may be made necessary will appear in the August number of Memorial Crafts News.

MONDAY, AUGUST 15TH.

Morning

- 9:30 Official Registration—Open all day until 6:00 P. M.
- 10:00 Fourth Annual Golf Tournament for Men.
- 10:00 First Annual Golf Tournament for Ladies.

Evening

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

TUESDAY, AUGUST 16TH.

Morning

- 8:00 Registration—Wardman Park Hotel.
- 9:45 Convention called to order by President R. A. Yunker.
- 9:50 Invocation.

- 10:00 Address—"How to Keep Your Customer in Buying Mood",—Grace Usher Shuey, Chicago.
- 10:30 Memorial Extension Commission's activities. Speaker to be announced.
- 12:20 Business Session. Appointment of Committees.
- 12:30 Adjournment.
- Afternoon.
- 1:30 Design Show—Tented Auditorium Evening.
- 6:30 Dinner—Officers of the Memorial Craftsmen of America and affiliated state organizations and Past Presidents' Association.
- 8:00 Business Session of state representatives.
- 8:00 Committee meetings.

WEDNESDAY, AUGUST 17TH.

Morning

- 9:00 Sight seeing tour of Washington, including trip to Arlington Cemetery and laying of wreath on tomb of unknown soldier.

Afternoon.

- 3:30 Annual Design Show—Tented Auditorium.
- Evening.
- 6:30 Annual Design Show—Tented Auditorium.

THURSDAY, AUGUST 18TH.

Morning

- 9:00 Convention called to order by President Yunker.
- 9:05 Address—"How to Know Your Customer—To Make the Right Appeal"—Grace Usher Shuey, Chicago.
- 9:35 Announcements by Convention Secretary R. A. Baxter.
- 9:40 Address—"The Retailer and His Business", by Roswell M. Austin, Field Man for Rock of Ages Corporation.
- 10:40 Business Session. Called to order by President Yunker. Roll Call, Convention Secretary Baxter.
- Reading of Minutes of 1926 meeting.
- President's Annual Address.
- Report of the Executive Committee.
- Report of the Board of Governors.
- Report of the Board of State Representatives.
- Report of the Executive Secretary, T. E. Cassidy, Chicago.

(Continued on page 22)



CANFIELD

The modern designer of inexpensive memorials is given a splendid opportunity to create "something different" because of the universal popularity of the sandblast. While not much variety along structural lines is shown, there is a chance for producing novel effects in the treatment of ornament and many beautiful designs such as is represented by the Canfield tribute, are the result.

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



CARLISLE

The beauty of polished surfaces combined with hammered and rock-faced features is seen to advantage in the Carlisle memorial. The sandblast carving is nicely executed, well placed and in keeping with the whole scheme of simplicity. The three flowers call to mind that three was not only one of the sacred numbers of the ancients, but in Christian symbolism represents the Trinity.

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

THE
ANNUAL
EXHIBIT



OFFERS
NEW
IDEAS

Live Dealers Over the Country Will be Benefited by it.

The annual convention of the Memorial Craftsmen comes along again this year and offers to the trade the benefit of the countless new ideas which have developed during the past year.

At Washington you will see, among historic memorials of the country and with the setting that is appropriate for those engaged in the business, advanced ideas in our craft.

You will see some of the finest productions of designer and manufacturer that ever have been assembled.

Melrose will be there with its customary space in its honest effort to bring to the retailers of the country whatever new

developments have been made in its designing and production departments.

Melrose will show its celebrated twins in Red and Gray and will bring to Washington its faultless materials dressed up with new ideas in design and workmanship.

We hope to see you in our booth at Washington. Our men will be there to greet you and offer any suggestions and assistance needed to bring about a better volume in your coming year's business.

MELROSE GRANITE COMPANY
ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS.

Say you saw it in DESIGN HINTS.

'ON TO WASHINGTON—THE SOUL OF AMERICA'

(Continued from page 22)

- Report of the Treasurer—Henry Haertel, Stevens Point, Wisconsin.
 Report of Cemetery Rules Committee—E. E. Rich, Chairman.
 Report of Apprentice Training Committee—C. J. Benisch, Brooklyn, Chairman.
 Report of Commemorative Art School Committee—Walter Horigan, Pittsburgh, Chairman.
 Report of Committee appointed at opening session.
 Unfinished Business.
 New Business.
 12:30 Adjournment.
 Afternoon.
 1:30 Annual Design Show—Tented Auditorium.
 Evening.
 6:30 Annual Design Show—Tented Auditorium.
 FRIDAY, AUGUST 19TH.
 Morning.
 9:00 Convention called to order by President Yunker.
 9:05 Address—"How to Recognize the Psychological Moment to Stop Selling and Close Your Deal"—Grace Usher Shuey, Chicago.
 9:35 Announcement by Convention Secretary Baxter.
 9:40 Address—"Relations Between Memorial Retailers and the Cemetery"—Charles W. M. Fitz, Representative of the West Laurel Hill Cemetery Company, Philadelphia, Pa.
 10:40 Business Session.
 10:45 Next Convention City.
 12:00 Election of Officers.
 12:15 Induction of new officers into office.
 Afternoon.
 1:00 Meeting of Board of Governors, Wardman Park Hotel.
 1:15 Meeting of officers and executive committee, Wardman Park Hotel.
 1:30 Annual Design Show—Tented Auditorium.
 2:30 Boat trip to Mt. Vernon.
 Evening.
 6:30 Barbecue and Dance—Marshall Hill Amusement Park.
 "ON TO WASHINGTON—THE SOUL OF AMERICA."

Feed your brain and it will feed you.

THE DESIGN SHOW

The 22nd Annual Design Show of the Memorial Craftsmen of America promises to be the most artistic yet held.

Each exhibitor is making a special effort to create designs of merit, and while there will not be so many memorials as at Detroit, the display is expected to be the finest and most attractive.

The idea of having the Annual Design Show displayed under tents, to represent a modern cemetery beautiful, was extremely difficult to carry out, but the plans in connection with same have been effectively accomplished, and this special innovation should offer much desirable publicity for the memorial industry.

The large amount of space will make it possible for each exhibitor to have an unusual amount of footage in each booth. This will enable the exhibitor to plan beautiful settings and the proper background.

The memorials will be set on the earth, giving an opportunity for fine landscaping and the planting of shrubbery and other things in the earth.

The booths will be set off by evergreen trees, six and eight feet high, planted in the ground. A contract for several hundred of these trees has been let to a well known Vermont producer of evergreens who has a reputation for furnishing excellent stock.

There will be no overhead decorations in the tents, except the arrangements for the lights that will produce the finest effects upon the memorials.

A list of the exhibitors to date follows:

American Granite Association, Incorporated, Washington, D. C.; Ander-

son Brothers & Johnson Company, Wausau, Wisconsin; Anderson-Friberg Company Incorporated, Barre, Vermont; Anderson & Johnson Barre, Vermont; Barclay Brothers, Barre, Vermont; Bliss, Incorporated, Harry A., Buffalo, New York; Capitol Granite Company Inc., Montpelier, Vermont; Chester Granite Quarries, Inc., Chester, Massachusetts; Cold Spring Granite Company, Cold Spring, Minnesota; Columbian Artistic Granite Company, Montpelier, Vermont; Cook, Watkins & Patch, Inc., Barre, Vermont; Cooper Marble Company, Knoxville, Tennessee; Cross Brothers Company, Northfield, Vermont; Davis Brothers, Incorporated, Riverton, Vermont; Georgia Marble Company, Tate, Georgia; Golbranson & Company, Quincy, Massachusetts; Granite Manufacturers Association, Inc., Barre, Vermont; Grearson & Lane Company Incorporated, Barre, Vermont; Imperial Granite Company, Incorporated, South Quincy, Massachusetts; Johnson & Gustafson, Barre, Vermont; Jones Brothers Company, Incorporated, Barre, Vermont; LaClair & McNulty, Incorporated, Barre, Vermont; Lane Manufacturing Company, Montpelier, Vermont; Lawrence Company, The, Montpelier, Vermont; Liberty Gr. Company, St. Cloud, Minnesota; Granite Sample Shop, St. Cloud, Minnesota, joint exhibitors. Lillie Granite Company Incorporated, Montpelier, Vermont; Lindsay & Company, Incorporated, P. K., Boston, Mass.; Marr & Gordon, Barre, Vermont; McBee-Ladewich Company, Mansfield, Ohio; Melrose Granite Company, St. Cloud, Minnesota; Metcalf & Company, Chas. A., Zanesville, Ohio; Monumental News, Madison, Wisconsin; North Star Granite Corporation, St. Cloud, Minnesota; O'Clair Granite Works, C. L., Waterbury, Vermont; Pangborn Corporation, Hagerstown, Maryland; Perry Granite Corporation, The, Waterbury, Vermont; Pirie Estate, J. K., Barre, Vermont; Rock of Ages Corporation, Barre, Vermont; Royal Granite Company, St. Cloud, Minnesota; Ruemelin Manufacturing Company, Minneapolis, Minnesota; Sanguinetti Brothers, Incorporated, Barre, Vermont; Simmers & Sons, A. M., St. Cloud, Minnesota; Smith & Company, E. L., Barre, Vermont; Smith Granite Company, The, Westerly, Rhode Island; St. Cloud Granite Works, St. Cloud, Minnesota; Stewart & Pratt, Inc., Barre, Vermont; Straiton, George, Barre, Vermont; Swenson Granite Company, The John, Con-

cord, New Hampshire; Vermont Marble Company, Proctor, Vermont; Willard Granite & Polishing Co., Quincy, Massachusetts; Woodbury Granite Company, Incorporated, Bethel, Vermont; Young Brothers Company, Barre, Vermont.

NEW STATES AFFILIATE WITH NATIONAL ASSOCIATION

To the increasing number of States affiliating with the Memorial Craftsmen of America National Association, can now be added Texas and Alabama.

Texas decided unanimously to affiliate with the National Association, at the meeting of the Texas Retail Monument Dealers Association, held in Corpus Christi in June.

Memorial Craftsmen of America's Executive Secretary outlined in detail the service being rendered by the Memorial Craftsmen, which so impressed the members that they decided that only by joining with the Memorial Craftsmen of America could their needs be properly taken care of.

The Memorial Craftsmen Executive Secretary explained the details regarding the Survey and Educational Program, which received the unanimous endorsement of the Texas Association.

Much enthusiasm was shown at the meeting, which was well attended. The entertainment was also enjoyed by all. In all, the officers of the Texas Association feel that now they are affiliated with a strong National Organization, like the Memorial Craftsmen of America, they will be able to increase their membership, and will be in a position to render them the many splendid services being given by the National Association to the hundreds of retailers in all parts of the United States.

The officers elected for the year were: G. C. Richardson, Corpus Christi, President; L. A. Cameron, Longview, Vice-President; M. C. Knott, Fort Worth, Secretary-Treasurer; T. O. Collier, Plainview; G. M. McDaniel, Fred W. Hudson, members of the Executive Committee; T. O. Collier, Plainview, State Representative.

The Texas members were interested in the 22nd Annual Convention and Design Show of the Memorial Craftsmen of America, to be held in Washington, D. C., and there should be a nice attendance from that section.

It was unanimously voted, upon the invitation from the Quarriers' Association, to hold the State Convention of the Memorial Craftsmen of Texas, in Llano, Texas, some time in February, 1928, the dates to be set by the Memorial Craftsmen of America.

There are a number of progressive dealers in Texas who are anxious to keep in touch with the development of the memorial industry. With their splendid support and cooperation, the Memorial Craftsmen of Texas should have one of the largest memberships and best working organizations in the United States.

Members of the Memorial Craftsmen of Texas who are now to become Memorial Craftsmen of America, are: Osgood Monument Works, Amarillo; Charles Lucas Co., San Antonio; Corpus Christi Marble & Granite Works, Corpus Christi; South Plains Monument Co., Plainview; Fred W. Martin, Brenham; Zirkel Monument Works, San Antonio; H. C. Griffin, Austin; Driscoll & Moritz, Austin; M. J. Wells, Fort Worth; G. M. McDaniel, Marshall; Haskell Marble &

Granite Works, Haskell; E. E. Wright, Denton; Longview Marble & Granite Works, Longview; Pioneer Monument Co., El Paso; E. Rossman, San Antonio; Gonzales Marble & Granite Works, Gonzales; G. W. Backus, John Hagelstein, San Angelo; F. Oehler, San Antonio; B. McClain, San Antonio; Rodriguez Brothers, San Antonio; Tim O'Keefe, Lampasas; Fort Worth Monumental Works, Fort Worth, Denton Monumental Works, Denton.

Splendid cooperation and assistance was rendered by the following Alabama members, who were present at the organization meeting; W. C. Dobbs, Birmingham Memorial Co., Birmingham; W. L. Jones, Georgia Marble Works, Montgomery; R. L. Hopkins, Decatur; Geo. A. Ash, Ensley Marble Works, Ensley; E. C. Ramage, Troy; A. N. Ramage, Troy; J. B. Wakefield, Jasper.

The following visitors represented the granite quarries and wholesale marble interests:—B. H. Heyward, President, American Granite Assn., Rion, S. C.; H. L. Wiggs, Elberton, Ga.; J. H. Long, Tate, Ga.; P. F. Currie, Canton, Ga. These gentlemen also rendered valuable assistance in the organization.

The Memorial Craftsmen of Alabama, by unanimous vote, accepted the invitation from the Tennessee Association to meet with them in Memphis, at their 1928 State Convention.

These officers were elected: D. S. Whitt, President, Montgomery; E. C. Ramage, Vice-President, Troy; W. C. Dobbs, Secy.-Treas., Birmingham; J. W. Peters, State Representative, Sel-

(Continued on page 26)

On To Washington

The principal speaker at the business session of the Woman's Auxiliary, to be held on Thursday morning, August 18, will be Ivan Johnson, Field Representative of the Rock of Ages Corporation. His talk will be on "Cooperation".



IVAN JOHNSON

Copyrighted Photo by The Vail Studio, Marion, O.

As a result of more than a year's contact with the retailers in the memorial industry throughout the Middle West, Mr. Johnson has gathered much material of interest, which will be especially helpful to the women in developing more efficient cooperation with their husbands in their business.

There will be a regular business session for the purpose of transacting the routine details, and there will be a different appeal to the women's entertainment program which has been changed somewhat this year.

With the exception of the morn-

ing set aside for the business session, all other mornings will be held open to allow the women to attend the business sessions of the Memorial Craftsmen of America. This proved very popular at Detroit, last year, and should be even more effective this year.

"ON TO WASHINGTON—THE SOUL OF AMERICA".

All persons planning to attend the 22nd Annual Convention and Design Show of the Memorial Craftsmen of America, to be held in Washington, D. C., August 15 to 19, should get in touch with their local Railroad agents, to ascertain in regard to excursion rates to Washington and other eastern points, as practically every railroad offers excursions to the nation's capital during the summer months. These rates are unusually attractive.

A large number of the visitors to the Convention will make the trip by automobile, but those who intend to travel by railroad should investigate the excursion rates, as they will effect a saving.

If you have not yet made your hotel reservations, do so immediately by communicating with C. E. La Vigne, Executive Director, National Capital Convention Service, Munsey Building, Washington, D. C. Mr. La Vigne will acknowledge each reservation personally, and will make sure that every visitor is given the most desirable hotel accommodations. "ON TO WASHINGTON—THE SOUL OF AMERICA".

The rumors and general impression that Washington, D. C., will be extremely hot during the

third week in August, are destroyed by the report of weather conditions for that period. This proves that the nation's capital will be no hotter than St. Louis, Cleveland, Springfield, and many other convention cities, where exceedingly pleasant times have been had by all those attending the conventions.

The program for the Memorial Craftsmen of America convention has been prepared with the idea of making it attractive even though the unforeseen might occur.

The Wardman Park Hotel headquarters was selected because of its beautiful surroundings, with its swimming pool, picturesque grounds, all of which help the visitors to keep cool and comfortable.

The tents, under which the Annual Design Show is to be displayed, will have the side walls raised, and a pleasant cooling current of air circulating through them all the time.

The sight-seeing trip, and boat ride to Mt. Vernon, then on to a nearby summer resort for more entertainment, will be welcomed by all convention visitors and will prove most enjoyable.

Although the Memorial Craftsmen of America cannot guarantee the temperature during the convention, based upon past records, the program that has been provided, and the hotel that has been selected as headquarters should be the greatest inducement for all to attend.

"ON TO WASHINGTON—THE SOUL OF AMERICA".

June Bride: "Dear, if I do the cooking for a whole year, what do I get?"

June Bridegroom: "My life insurance."

NEW STATES AFFILIATE WITH NATIONAL ASSOCIATION

(Continued from page 24)

ma; J. B. Wakefield, Alternate, Jasper.

Executive Committee:

D. S. Whitt, Montgomery; W. L. Jones, Montgomery; R. L. Hopkins, Decatur.

With this kind of representation, the Memorial Craftsmen of Alabama should be able to take their place with the other progressive affiliated State Associations, working for the elevation of the memorial industry and the benefit of the memorial retailers.

Thanks and appreciation are also due Robert L. Morriss, member of the Board of Governors of the Memorial Craftsmen of America, who is rendering such valuable service in organization work.



Mr. Chas. M. Fitz who is to represent the Association of American Cemetery Superintendents at the Memorial Craftsmen of America's Twenty-second Annual Convention, to be held in Washington, D. C., August 15 to 19.

MONUMENTAL DESIGN

(Continued from page 16)

cords that bound Christ to the column.

Daffodil, symbolic of "Regard and Desire". A splendid flower for delicate raised carving. This flower can also be nicely arranged in many pleasing design schemes for sandblast treatment.

Daisy, symbolic of "Innocence". A very well known and popular flower and one that is adaptable to many pleasing design schemes for modern memorial designs.

We will illustrate more flowers in our next article and we hope our readers will spend a little time studying the particular characteristics of each flower so that they will be easily recognized in the future.

**RUEMELIN
SAND BLASTS**



THE BEST GENERATOR EVER BUILT
INTENSE CUTTING ACTION.
TROUBLE PROOF. ACCESSABLE.
SIMPLE OPERATION. STAYS PUT.
Get Our Catalog.

RUEMELIN
2101 KENNEDY ST. MFG. CO. MINNEAPOLIS MINNESOTA

IT PAYS TO ADVERTISE.

RALPH P. COCHRAN

MONUMENTAL ENGRAVER
LETTER CUTTING, PATCHING AND RESETTING
MARBLE, GRANITE AND BRONZE
PHONE, DERBY 24
DERBY, VERMONT

June 27, 1927

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

Dear Sir:

Would you please mail me a copy of your little magazine entitled Design Hints. Some time ago I picked up what proved to be a part of one of your magazines and from it I ordered a very nifty little compressed air outfit, it was from Mount Bros., of Memphis, Mo.

Thanking you I am,

Yours very truly,

RALPH P. COCHRAN.

Say you saw it in DESIGN HINTS

...on to Washington?

THE "LINDSAY PORTABLE" SAND-BLAST

YES!

to see

just

what

we've

been

looking

for.

designed and built for operation with the model F-3 compressor.

This is made possible by a patented device for efficient mixing of a specially fast cutting abrasive with air. The uniform blast thus produced has ample cutting power for matching sand-blast lettering cut in the shop.

Weight of outfit complete with compressor about 225 lbs.

**COMPACTNESS, POWER,
PORTABILITY**

"Give 'Em Air!"
Reg. U. S. Pat. Off.

Full information on receipt of inquiry mentioning Design Hints.

P. K. LINDSAY & CO., Inc.,

370-384 Atlantic Ave. Boston, Mass.

Boltless Surfacers Bush Chisel

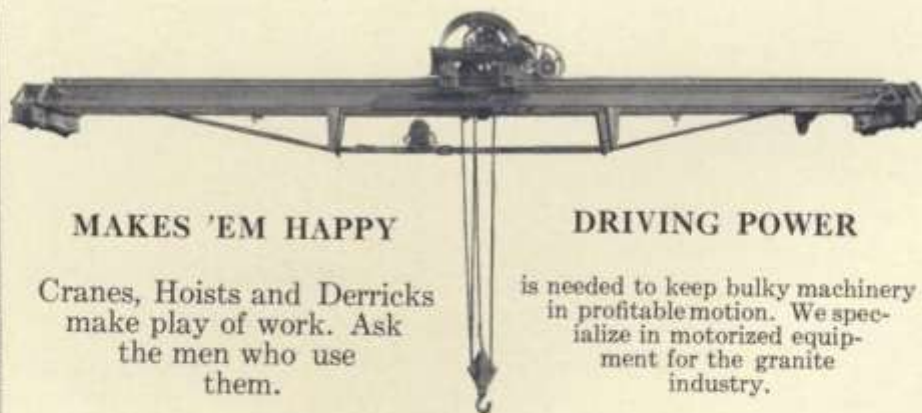
The cuts of our patented chisel are held in place by a V-shaped key in the center. They can be taken out or put in easily and quickly. There is no side movement, and the cuts are solid, which enables them to deliver a stronger blow and minimizes the chance of their breaking.

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.

Motor Equipment Reduces Toil and Increases Profits



MAKES 'EM HAPPY

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

DRIVING POWER

is needed to keep bulky machinery in profitable motion. We specialize in motorized equipment for the granite industry.

**GRANITE CITY IRON
WORKS**

St. Cloud, Minn.

**GRANITE CITY ELECTRIC
COMPANY**

St. Cloud, Minn.

Overhead Cranes Reduce Overhead Costs.

Say you saw it in DESIGN HINTS



The Boyd Memorial--A Valz Creation

Keeping Faith With Art

It is so easy to slight an operation here and there, and still produce a passable work.

Valz has never been content to turn out work that was merely passable. We look upon our work as an art—and we keep faith with that art.

Every memorial that leaves our plant is the handiwork of master craftsmen who pride themselves in a good job well done.

We suggest that you try us and see the difference

Valz Granite Co.

Quality Service

BARRE, VERMONT



"Air Take-Off Device"

For Cemetery Lettering

Changes auto engine into an air compressor by simply removing spark plug and inserting device. No tank required. Will fit standard hose nipple. Air pressure controlled by stop-cock on hose. Engine runs at slow speed while this device takes in fresh air from outside. Long or short hose can be used. Will enable you to cut clean letters and saves time. Satisfied dealers in thirty-two different states using this device.

Free Trial Offer. Order To-day. Try it for 10 days. Positive Guarantee of cash refund if not satisfied. Reference: First National Bank, Memphis, Missouri.

Write for Circular "A".

**Mount Brothers,
Memphis, Mo.**

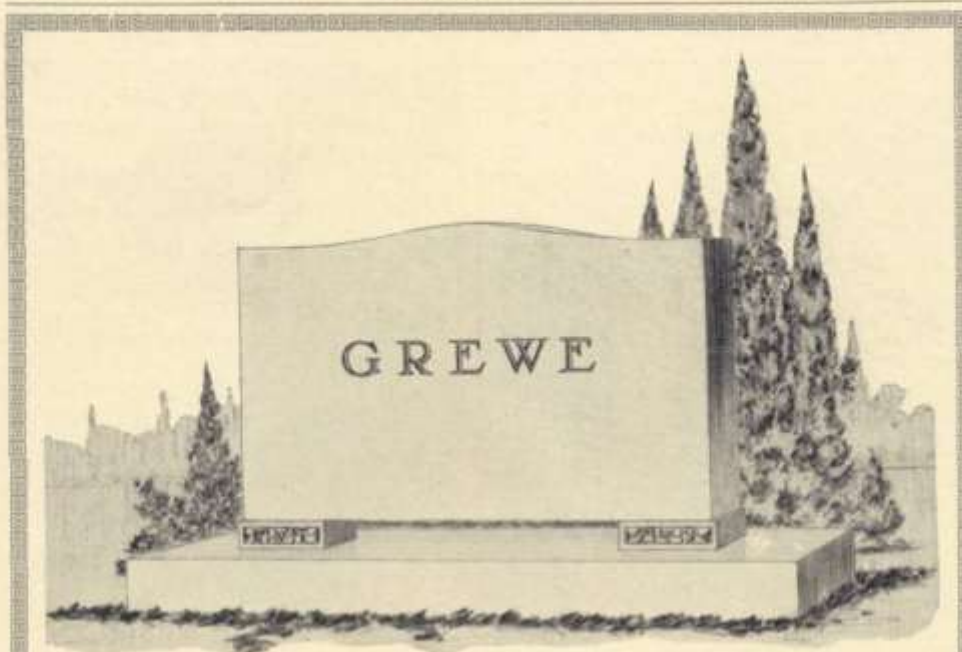
Canadian Agents, Richy Supply Co., Toronto, Canada.

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

Make of Car _____

Name _____

Address _____



The Designer's Sketch And The Finished Memorial.

The beauty of plain polished surfaces is well exemplified in the accompanying design—the artist's sketch for the Grewe family memorial.

Of course we desire that our own private memorial be representative of the very best obtainable in design, material and workmanship.

The design is satisfactory, we have the material and also the men to complete the idea. And in attaining these results it will not be necessary to specify any more than the customary Grewe finish which is unusual in its completed execution, but goes through the Grewe shop as just one more high grade memorial.

We will show you a photograph of the completed idea in a future issue of Design Hints. In the meantime send us your sketches for estimates.



GREWE'S
OF
GOOD
GRANITE

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

SUPERIOR
GRANITE
AND BLAST
SERVICE

Say you saw it in DESIGN HINTS



Leo Was The Power of The Forest.

He was the most powerful beast of prey, just as Rex, his namesake is powerful in its field.

Rex granite has given to the memorial industry a new shade of material which leaped at once into popular favor.

The people come by Rex naturally because it has a beautiful tone and a restful, attractive color.

We invite your early inquiry for designs and samples of our beautiful Rex.

*Rex Granite Company,
St. Cloud, Minn.*

Say you saw it in DESIGN HINTS

St. Cloud Iron Works Co.

ST. CLOUD, MINN.

Mfgs. of

Jenny Lind Stone Polishers
Shot Wheels
Emery Wheels
Surfacer Frames

Agents for

Dallett Pneumatic tools
Dallett Stainless Glue
Dallett Putty Powder

IF IT'S TURNABLE WE CAN TURN IT

We have the largest lathe
in the world.

Perfect workmanship guar-
anteed.

JOHN CLARK CO.
ROCKVILLE, MINN.

Chicago Representative:

E. C. WILLISON,
Monadnock Building,
Chicago, Ill.

GLOBE H. C. CHILLED SHOT

For sawing, cutting and polish-
ing 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 uni-
formity and quality insures satis-
faction at all times.

Manufactured by

The Globe Steel Abrasive Co.

Mansfield, Ohio.

Write for Samples.

If Ideal Had Not Given You Value Each Time

—you would not have come back
that last time for more of it would
you? That is just what happens
with most Ideal dealers. You
can become one of them, too, by
writing us.

Ideal Red **Ideal Gray**
Ideal Sunset Red

Ideal Granite Co.
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



*The Mark of Distinction
Worn By The Victors of Old.*

The great gladiators of old, the Marathon runners, the men of Philippi and Macedonia were crowned, not with jeweled pieces but with the laurel wreath to show that they were the greatest of all competitors in their lines of endeavor.

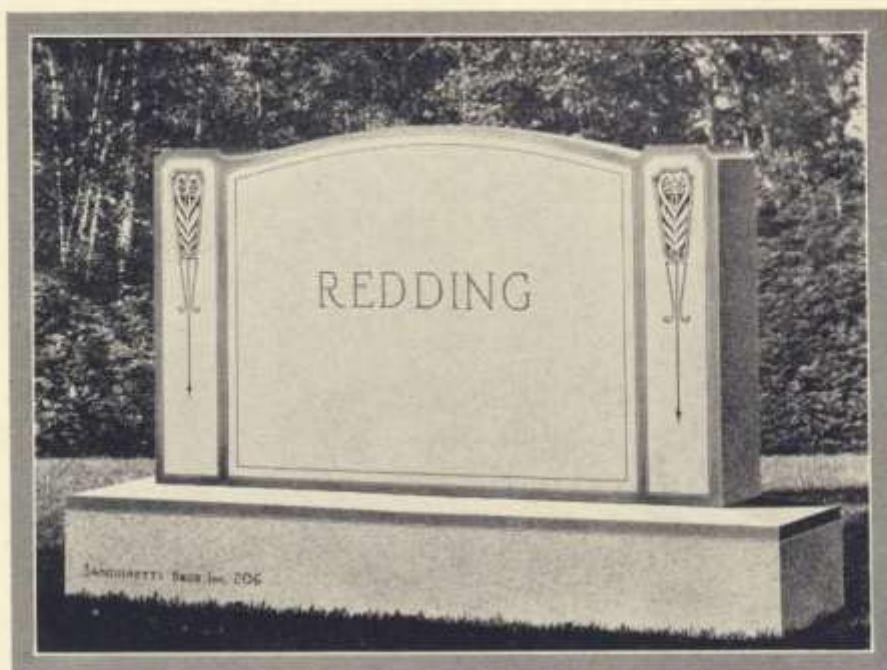
And with Victory memorials, which offer advanced ideas in design and craftsmanship without a peer, all made up in granites that are without a flaw, you find the same laurel wreath, depicting perfection in every item which goes to make up the superbly finished memorial.

We ask only the opportunity to prove the claim.

Victory Granite Company, Inc.,
Barre, Vermont

SALESMEN: A. A. Hecht, New York & New Jersey. E. O. Stander, New York & Pennsylvania

Say you saw it in DESIGN HINTS



An exclusive Sanguinetti Brothers Design

Another Idea of Sanguinetti Conception and Workmanship

Here is another conception of Sanguinetti, originally conceived and artistically developed.

It is one more of the high type of memorials brought forth by Sanguinetti artists and executed by Sanguinetti craftsmen.

That these advanced memorials are producing most favorable results is indicated in the increasing number of dealers who are writing daily for our ideas and products.

We should be pleased to hear from you, too.

Monuments

Mausoleums

Carving

Statuary

Sanguinetti Brothers, Inc.,
GRANITE MANUFACTURERS
Barre, Vermont

SUPERCRAFTSMANSHIP IN GRANITE

Say you saw it in DESIGN HINTS



*The Convention Will Offer A
Good Setting For The Pearl.*

It is because RED PEARL, the jewel of St. Cloud, shows off best amidst the setting of other fine granites.

At Washington you will have the opportunity to see Red Pearl and compare it. We are confident of the result of your comparison.

We will have a fine display for you at the exhibit hall and we hope you will go around and look the others over for the sake of comparison.

St. Cloud Granite Works
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



A Unique Design for Swenson Gray Granite

The beautiful Evans' rustic cross is another exclusive Swenson creation designed especially for our granite. Let us send you sizes and prices.

We hope to have the pleasure of meeting you in our Booth 16 at Washington. We are sure you will be interested in our product and in our line of beautiful designs.

MAKE BOOTH 16 YOUR HEADQUARTERS

The John Swenson Granite Co.
Concord, New Hampshire

I. N. Strock, Baltic, Ohio: Ashmore Brothers, Zanesville, Ohio: Fred Haslam,
4019 Kenwood Ave., Kansas City, Mo., U. G. Doran, P. O. Box 92, Dallas Texas.

Say you saw it in DESIGN HINTS



*The Certificate Is The Final
Assurance Of The Finest Type.*

With every piece of high grade granite that leaves our shipping department, after careful inspection, there is the certificate which gives the buyer assurance that nothing finer could be had.

This not only takes away much of the sales resistance but gives the customer the knowledge that he has purchased a memorial of merit, refinement and enduring service.

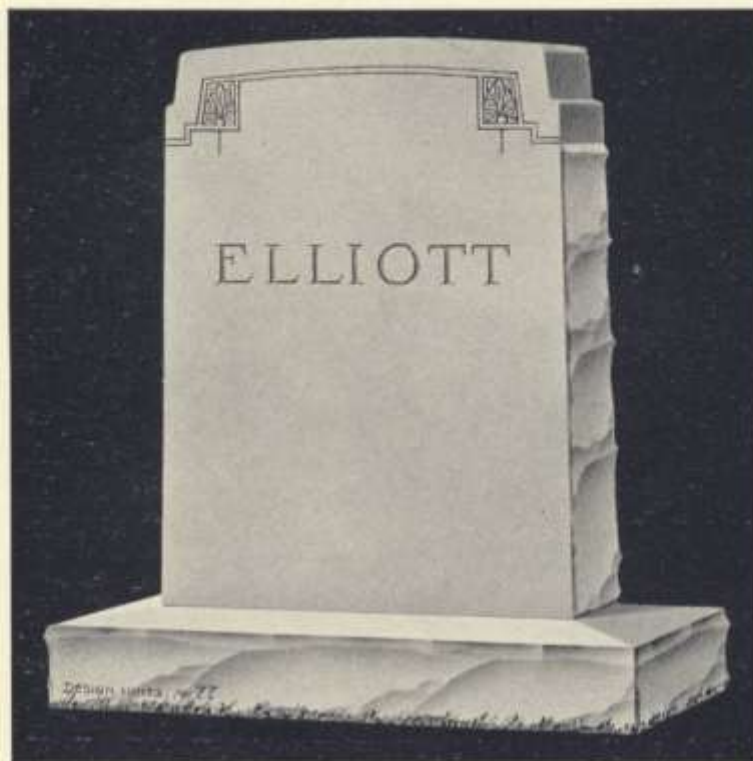


Wetmore & Morse Granite Co.,

Quarries: BARRE, VT.

Main Office: MONTPELIER, VT.

Say you saw it in DESIGN HINTS



Always Something New In Smith Barre Memorials

Every time you see a Smith granite memorial you are conscious of the fact that it is something new and original.

You look for the reason and are bewildered by the variety of elements which enter into making this a new work.

Design is studied and you find that this is new; you see little refinements in the tooling that you had not seen before; you see lettering and cutting that are a little different; then a material that seems to fit in exactly with all of these elements.

It is the totality of these which make up the final unusual in memorials of Smith's Barre granite. We invite your comparison.

E. L. SMITH & CO.
BARRE, VERMONT



Say you saw it in DESIGN HINTS



A Georgia Marble Memorial

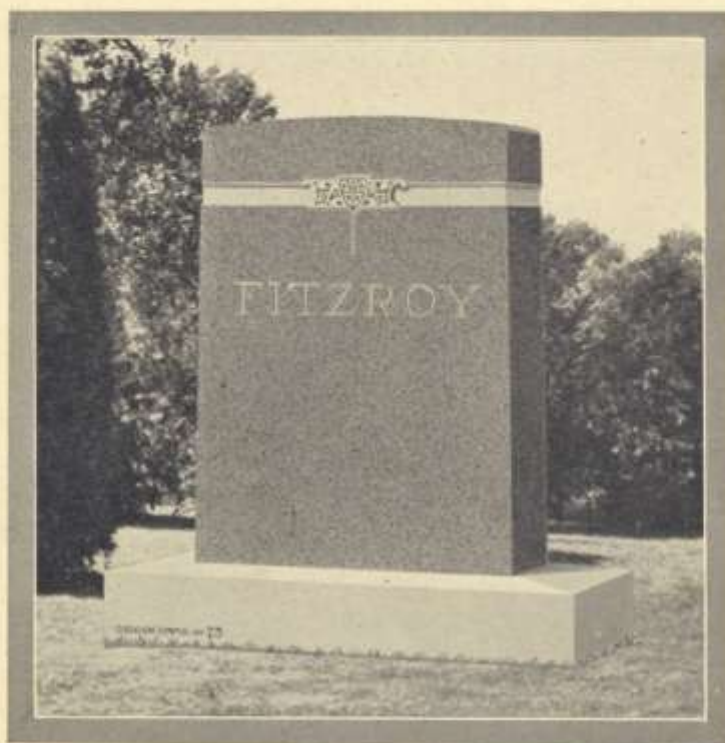
The Bremer Memorial is of Silver Grey Georgia Marble. All fine axed finished by us for the Lloyd Brothers Co., of Toledo, Ohio.

You will receive best of stock and workmanship if you place your orders with us.

Also glad to make you quotations.

The Georgia Marble Finishing Works
"The Promptest Shippers South"
Canton, Georgia

Say you saw it in DESIGN HINTS



If You Fail To Find It At Washington Ask Us About It.

Perhaps you will go to the convention and fail to find what you wanted in memorials.

You may have something in mind that is not quite represented in the exhibit.

United could then step into the picture and offer its facilities in design and granite to assist you in getting the kind of memorial you had in mind.

It is because United, maintaining this design service and advanced selling ideas, has always taken a widespread interest in the retailer that this service has grown. All inquiries given prompt attention.

United Granite Co.

St. Cloud, Minn.

Say you saw it in DESIGN HINTS

LOOK FOR US

If, at the convention at Washington, you fail to find an outstanding booth it will be because you have not seen the Royal display. We take pains in our exhibit and from these you get a vivid idea of what Royal is doing day in and day out. Of course most of you know this because you have been handling Royal Memorials for years.

BOOTH 46



ROYAL GRANITE COMPANY
ST. CLOUD - MINNESOTA

WE'LL SEE YOU
AT WASHINGTON

BOOTHS

53

54

55

NORTH STAR GRANITE CORP.
ST. CLOUD, MINN.