

Design Hints For Memorial Craftsmen

July 1930, Vol. 7, No. 1

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

This booklet, which begins on the next page,
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<http://quarriesandbeyond.org/>

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March 2013

Design Hints

for MEMORIAL CRAFTSMEN




*Better the rudest work that tells
a story or records a fact, than the
richest without meaning. There
should not be a single ornament
put upon great civic buildings,
without some intellectual intention.*
—Ruskin.

JULY, 1930

VOLUME 7

NUMBER 1



Wetmore & Morse makes no unfounded claims for Wetmore & Morse Light Barre. It is spoken of as a superior monumental material because it has a right to be thus described. It has won countless testimonials to its reliability and permanence. Its adaptability to carving of any nature and its retention of that carving are accepted and appreciated facts. Those who have seen it know its beauty well, and those few who have not may look forward to a revelation when they do.

A practical demonstration of the superiority of Wetmore & Morse Light Barre will greet you at the Convention in Buffalo.

***Wetmore & Morse
Granite Company***

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





WE ARE IDEALISTS....
To A Certain Point

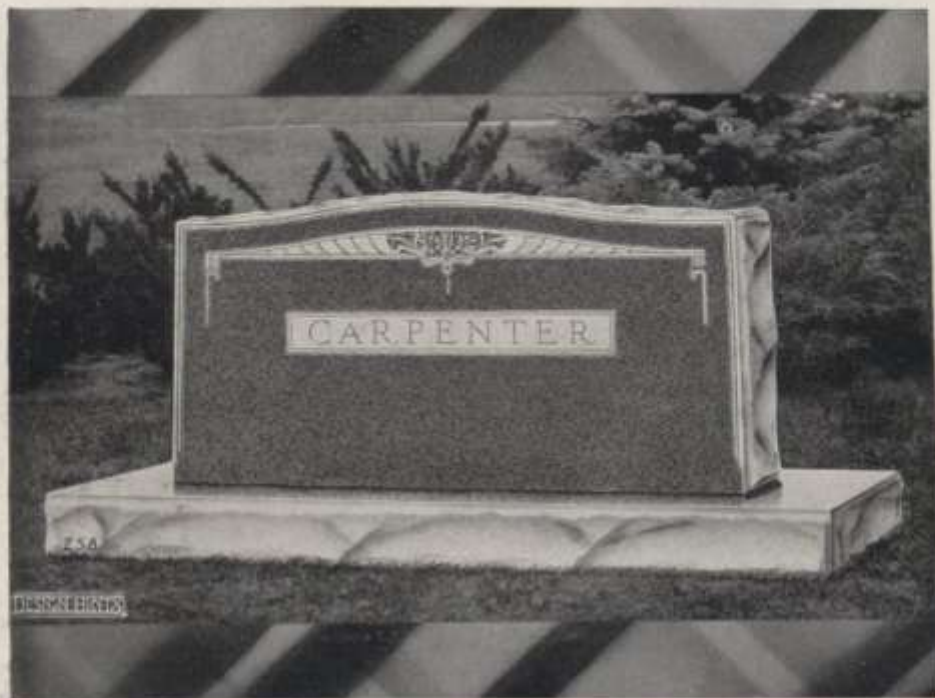
We know that idealism is a necessary adjunct to progress. But we do not believe that it should be carried to excess. Thinking of an ideal never brought one any closer to it. But doing what you think will diminish the gap between the result and the ideal to a surprising extent.

In our shops there is a feeling of comradeship. Everyone—foremen and workmen—has a common ideal. Their ideal is perfection, and they know that in order to reach that ideal they must extend their faculties to the fullest extent. It is not surprising that such UNITED effort should bring marvelous consequences.

These consequences can be seen in the high plane of United's service and products.

UNITED GRANITE CO.,
ST. CLOUD, MINN.

Say you saw it in DESIGN HINTS



WHAT BEAUTY IS HERE!

This is said of Pyramid's new feature granite—CRYSTAL GRAY or PURPLE CRYSTAL. It has become a synonym for quality in the places of conscientious craftsmen. It has become the mecca of those buyers who are looking for distinctive memorials and it has served countless multitudes among the friends of satisfied buyers. One tells another.

CRYSTAL GRAY

*Dealers in the State of Minnesota
may address inquiries to*

Pyramid Granite Works
Incorporated
St. Cloud, Minnesota

PURPLE CRYSTAL

*Dealers outside the State of
Minnesota may address inquiries
to*

Wm. M. Dodd and Son
Incorporated
Zanesville, Ohio

Say you saw it in DESIGN HINTS



....WHEN...THE...RECOVERY...COMES....

There is little doubt about business having been unusually poor, but there is likewise little doubt about its recovering before many weeks have passed. When the recovery comes, autumn's prospects will be more deliberate in their selections . . . will choose almost invariably for value and character. That is why Waldron Shield looks forward to receiving a pleasing portion of the

new business resulting from the revival. For Waldron Shield memorials are designed and built for the cautious and careful buyer. They have attracted under every circumstance, and have sold under every handicap. Theirs is the faculty of bringing sales into any show-room. . . .

See them at Buffalo in Booths 63 and 64.

WALDRON SHIELD COMPANY, INC.
BARRE, VERMONT

Say you saw it in DESIGN HINTS



RED PEARL—Still a Favorite

Despite the endless array of innovations and developments in the past decade, Red Pearl still remains a prime favorite.

When a granite has as many admirable qualities as Red Pearl has, it is not affected by fickle fashions. It is ready to take its prominent place under any conditions. It will be used when mediocre granites are forgotten.

You need never hesitate to specify Red Pearl. It had to be *good* to get where it is—and it had to be *exceptional* to stay there.

RED PEARL—EMERALTONE

St. Cloud Granite Works, Inc.

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



You'll find some of the fellowship and fun of home in Booths one, two, and three at Buffalo, where the NORTH STAR GRANITE CORPORATION will hold open and cheerful house. There'll be big chairs and big talk, and incidentally, a group of new North Star creations really worth talking about.



Say you saw it in DESIGN HINTS



The Buffalo Convention will bring to the attention of those gathered there two milestones in the industry's progress. It will mark the Silver Anniversary of the Annual Conventions of the Memorial Craftsmen of America, and will be the occasion of the first annual exhibit of the Combined Rock of Ages Corporation. Occupying Spaces 67, 68, 75, 85, and 86, Rock of Ages will have a display of memorials intended to materially assist in making this Convention a truly memorable one.

**Rock of Ages
Corporation**



Barre, Vermont



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN. B. HASLAM, Editor and Publisher

The horn or the anvil--which?

The horn, used in a symphony of beautiful music attracts hungry souls to its source. The anvil, symbol of honest industry and simple toil in the days of the village smithy, had its own part in the affairs of men. The horn today is still on the job as a means of inspiring folks to higher levels of thought and accomplishment. The anvil, on the other hand, has become a mark of the knocker.

The business life of this country needs just now the stimulant of more horns. It needs a business administration that thinks and plans and talks and acts prosperity.

The other day we took a barn-storming trip out over the country. We wanted to talk with business men and learn what was on their minds. We found the source of a lot of the present depression. One man, the head of a prosperous business, used, in his wisdom, various illustrations to show how tough conditions are at the present time.

He said his town—about 8,000 people—had a July 4th celebration and that the concessions and various attractions had done a very poor business despite the fact that 15,000 people had come to town. Fifteen thousand people had come to a town of 8,000! These 15,000 couldn't have been so terribly hard up. If they were they wouldn't have come.

He said he had been wanting

to buy a new car but he had been preaching the slogan of rigid economy and NO BUYING and was afraid he would not be living up to his own gospel. Think of that: A man in business, depending on a healthful buying market, preaching NO BUYING to the people!

We heard another one to illustrate the point: An automobile salesman in the west was selling so many cars that his agency was doing a greater business than the distributor. A factory representative noticed it and went to his town to see how he was doing it. As he stepped in the salesman brought in another signed order with a substantial down payment.

He was introduced and asked the salesman how it was possible for him to sell so many cars when conditions over the country were so tough and nobody else selling any. The salesman told him he had been so busy, following up his prospect list and adding new ones to it that he didn't have time to think that there were hard times and he hadn't been reading the papers.

After this interview the salesman's sales dropped off over one-half. Proving that there is more than one way to kill the goose that lays the golden egg!

After a few experiences like this we are inclined to ask ourselves the question:

Is it just in the mind?

We think it is.

On To Buffalo

We have been receiving so many reports for publishing from Lester Harris, Executive Secretary, that if we should attempt to print everything we would not have room for any other reading matter in our paper. We planned to pass up the meeting this year because we felt we could not afford the time or the expense but Lester has planned this Convention so well we feel that we cannot afford to miss it and we'll be on hand, as usual, if we have to steal a ride on a freight to get there.

The expense will not be great from any point for the railroads have granted excursion rates to the Convention on the Certificate plan both to the members of the Memorial Craftsmen and their dependent families and to the members and families of the different associations of producers. If one hundred and fifty certificates are validated at the registration desk on August 12 and 13 we will be able to purchase return tickets at one-half the regular fare. When you purchase your railroad ticket, and do so at least thirty minutes before departure of the train on which you will take your journey, request a certificate from your local agent. If these are not obtainable at your home station the agent will inform you at what station they can be obtained. Be sure you present your certificate to Lester E. Harris immediately on your arrival at the meeting. Reduced fares for the return journey will not apply unless you are properly identified and provided for by

the certificates. Certificates issued to children at one-half fare will be counted the same as certificates held by adults. No refund of fare will be made on account of failure to obtain proper certificates when purchasing going tickets, nor on account of failure to present validated certificates when purchasing return tickets. *Be sure you ask for a certificate when purchasing your ticket to Buffalo.*

It did not take us long to make up our mind to attend the meeting when we looked over the list



Arthur S. Tupper, Cleveland, Ohio
—One of the speakers—

of wonderful speakers. Some have been heard before and need no introduction but others are new and from the subjects selected by these speakers each talk should be beneficial to the members and very interesting to all. The speakers' list includes the following:

Arthur S. Tupper, Cleveland, Ohio, President of the Association of American Cemetery Superintendents. Mr. Tupper has chosen for his subject "The Memorial

Craftsmen's Obligation to the Cemetery of the Future." Mr. Tupper has been actively engaged in cemetery work for ten years and his address, therefore, should be unusually interesting.

We also want to hear Mr. C. G. Gloeckler of Mount Pleasant, Iowa and President of the Memorial Craftsmen of Iowa. Mr. Gloeckler is going to speak at the Convention on the subject of "Building Up Relations With Your Craftsmen Neighbor". He is a self-made success and has been in the memorial business for thirty-five years. For twenty years he fought the deadliest kind of competition. He then learned how to build up relations with his craftsmen neighbor. The dealers in his neighborhood are now all friends and they are all making money. Mr. Gloeckler is going to tell how this change was brought about so that others everywhere may know the secret.

Mr. William Blake of Chicago, Illinois is well known throughout the industry and, because of his

many years experience in the monument business, will have something to talk about that should prove very interesting and beneficial. Mr. Blake will speak on the subject, "How to Use Memorial Design to Increase Your Profits".

"How a Salesmanager Would Run Your Monument Shop" is the subject selected by Mr. Ernest E. Dallis of Atlanta, Georgia. Mr. Dallis will endeavor to show how a retailer should analyse his territory so as to decide whether to send salesmen to customers or whether to try other methods than salesmen to bring people to the shop. Mr. Dallis is connected with the Johnson-Dallis Company, Atlanta, Georgia. For thirteen years this company has had the Georgia Marble Company as one of their clients for advertising. Mr. Dallis has been a frequent speaker at numerous conventions on the subject of Sales Promotion.

(Please turn to page 24)

Officers of the Women's Auxiliary



Mrs. Robt. L. Morris

Mrs. Chas. J. Benisch

Mrs. John M. Gessler Sr.

Memorial Types

By

CAPTAIN JOHN K. SHAWVAN

CHICAGO BRANCH MGR.

MULDOON MONUMENT COMPANY

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THE COTTAGE

The cottage type of memorial, which occasionally appears in our American cemeteries, is unique in that it is one of the two existing types that are always square in their horizontal measurements. It consists of a die and two or three bases, with or without a cap.

The origin of this type is modern, although it shows unmistakable traces of its historical predecessor, the Egyptian obelisk. Its appearance in the field of memorial art was probably inspired by a desire to obtain the appeal of an Egyptian obelisk in a less expensive form.

This type has never reached a great degree of popularity as a family cemetery memorial, although it has been used a great deal as a pedestal for sculptured statues. Its occasional use as a pedestal for an urn or cross is noticeable although this adaptation of it is rapidly decreasing.

In developing the best proportions of the cottage type, a height overall of one and one-half times the width of the bottom base is preferable. The bases, die and cap, if any, are square in horizontal measurements. In the interest of diminution, the bottom base should be of greater rise than the third, if used. The entablature from the top of the frieze up should be architecturally treated, preferably Egyptian, due to the origin of this type, although many pleasing modern examples are

existent in Greek and Roman architecture. To obtain the most graceful effect the die should be battered equally on all sides. If the example is large enough a concave batter may also be used with pleasing effect.

Used as a pedestal for a sculptured statue of heroic size, (larger than life), it should always be of greater height than the statue itself. With a statue of less than heroic proportions, it should be the same height or a trifle less in height than the statue itself. In the event the statue is kneeling or in any reclined position, the measurement that should be used in comparison would be the measurement of what the statue would be in height if the figure were standing erect. As a pedestal for a statue, careful attention should be given to a sufficient extension of the bases as well as the horizontal measurements of the die block. A line drawn from the center of the face of the statue in its erect position, either actual or charted, to the outside top edge of the bottom base in front elevation, and not to the corner, should intersect the ground and form an angle with the ground level of 72 degrees. If this rule is followed a proper and pleasing proportion is sure to be obtained.

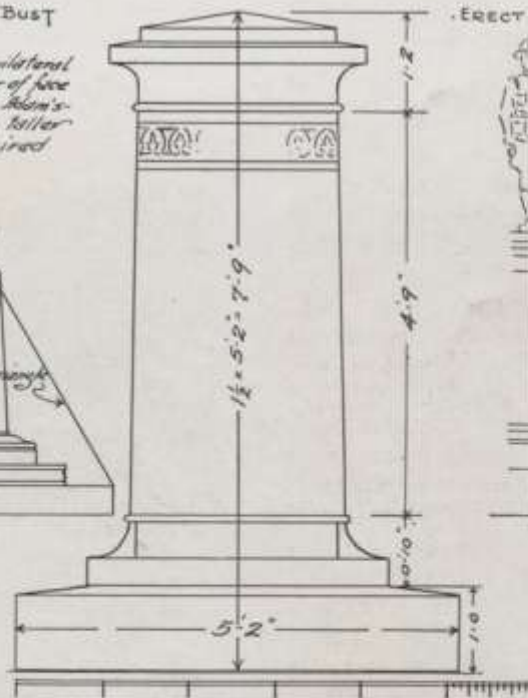
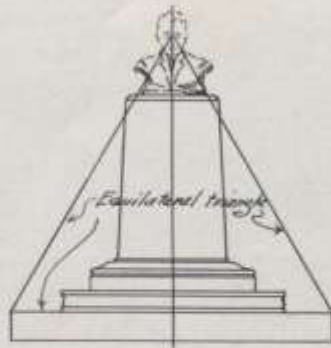
In some cases as a private cemetery memorial the cottage type has been used without a cap.

(Please turn to page 30)



PEDESTAL WITH BUST

Top point of equilateral triangle in center of face or below chin at Adam's apple if slightly better effect is desired



ERECT STATUE



Which of These Advertising Problems Fits Your Case?

A series of newspaper advertisements designed to meet some of the problems facing Memorial Dealers today.

By Harvey R. Kruse

EDITOR'S NOTE:

(In this series of articles appearing in Design Hints, an effort has been made to create advertising of real value to the Memorial Dealer. If you have a special advertising problem, tell us about it. If you would like a special series of letters or advertisements on a certain subject, write us about it and we will give it attention.)

It's natural that the problems of Memorial Dealers will vary in different parts of the country. What bothers one man in one section may not concern a second man in another section, but this second man in turn probably has a tough problem of his own.

Problem No. 1

"Meeting the No-Monument Cemetery Idea"

This problem has been discussed several times in previous articles but we offer here an additional advertisement on the subject.

Of Course

you don't like to be reminded of your obligations

BUT

—sometimes the world (and quite frequently your own conscience) insists that certain things be done because omitting them casts a shadow that is never quite dispelled.

Man instinctively wants to do something which symbolizes his respect for loved ones no longer with him. Lack of such effort somehow carries a stigma that the world never quite forgives.

The "No-Monument Cemetery" idea has occasionally advanced its theory of erecting no memorials, but what a tragic lonely spot such a place seems to the person who has truly loved and revered the one who is buried there. Only a Memorial

of lasting graceful beauty can be a fitting symbol for such a love and reverence.

We will gladly show you designs for a fitting and appropriate memorial.

(Your business name and address)

Plate 1 gives you an idea of the layout for this advertisement. "Of Course" is in rather large upper and lower case type. The next three lines of the headline are smaller. Notice that the word "BUT" is in large caps and over to the left where it leads directly into the copy. The three black triangles are merely triangular printer's slugs for decoration purposes. The layout as shown in Plate 1 is purposely shortened in the sketch since space was lacking. Actual advertisement is somewhat longer than the proportion shown here.

Problem No. 2

"Combatting the Public Mausoleum"

PRIVATE

or public?

YOUR OWN

or everyone else's?

There are times when man likes a crowd, but there are other occasions when privacy offers him the only fitting environment for his feelings.

In the Public Mausoleum you have no control over association. Anyone with the price can purchase the crypt next to your own with the obvious possibility of unpleasant association.

But the Private Mausoleum devotes its entire imposing service to you alone. It offers intimate secluded privacy. It is dedicated to you and your family;—a lasting symbol for the ages.

(Your business name and address)

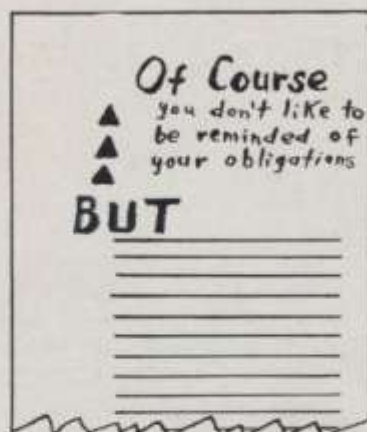


Plate 1



Plate 2

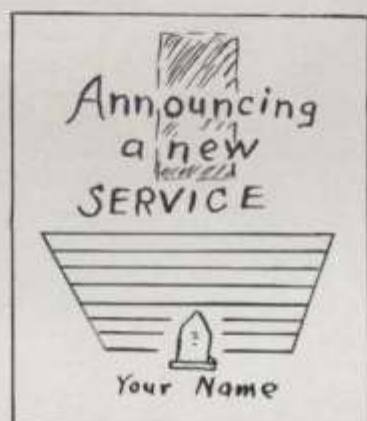


Plate 3

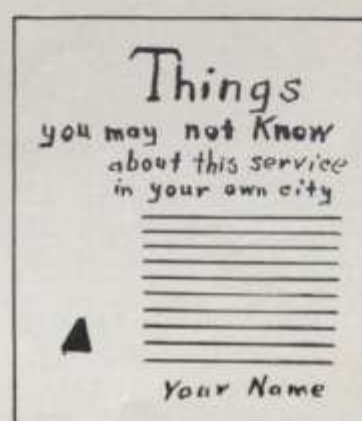


Plate 4

Plate 2 indicates the arrangement of the headline and copy. You can get an idea of the approximate emphasis to be given each word in the set up. Here again, the layout is cut short at the bottom, indicating that the advertisement in its regular newspaper form is to be proportionately longer.

Problem No. 3

"When you have just started up in business and are new to the city"

We could write an entire article on this subject alone (and probably will sometime soon). Opening up a sales office for the first time requires a certain amount of advertising effort, making use of

both newspaper space and direct mail advertising. But we offer this single advertisement for those who might find it useful at the present time.

**Announcing a new
SERVICE**

There are certain things in life which require a skilled service beyond those available in one's community. A change has come to the Memorial industry just as changes have come in transportation, merchandising and other things. We conceive that change to be largely in the matter of SERVICE. Placing a Memorial is no longer a matter of selling a block of stone with a name carved on it. We believe that each definite need requires a

(Please turn to page 28)

Hints on making Scale Models of Monuments

By Leonard V. Huber



Very often one will run up against a prospective customer so lacking in imagination that he is utterly unable to perceive from a perspective drawing or from scale drawings just how his memorial will look. In a case as this, it is advisable, if the size and price of the work justify it, to make a scale model in either clay, modeling wax or plaster. A model will enable the unimaginative client to see how his memorial will look; it will generally land the order for the craftsman submitting it for it will flatter the customer's vanity to have a model of *his* memorial submitted. It will make the customer feel that the dealer knows his business, too, and that is a decidedly good state of mind to get the customer in.

To model objects such as monuments that are not too elaborate or too complicated in design is not a difficult matter for the average draftsmen in a memorial shop. To begin with the object to be modeled is drawn to scale. A ground plan is drawn on a board (an old drawing board is generally satisfactory) and the necessary materials and tools assembled. The cheapest material to use is modeling clay; this material is easily worked but must be kept damp constantly by keeping it covered with moist cloths. If for any reason the work is to be stopped or on its completion, it should be covered

with damp cloths; failure to do this will cause the clay to dry out and crack, thus spoiling the model. Modeling wax is far more satisfactory as it does not require this attention. It is considerably more expensive however, and its use may be dispensed with when one wants a permanent model in plaster. In this case it is best to model in clay and cast the model in plaster.

Modeling tools are simple and may be obtained at little cost from a dealer in artists' supplies. If not obtainable makeshifts can be made of stiff wire bent into triangular shape, the ends being left long enough for fastening into a wooden handle. A penknife is also useful. A good procedure in modeling a monument is to make templates of the die and base in stiff detail paper to the scale selected. These will materially aid the modeler in his work. If the base is to be moulded a template of thin tin should be cut to the desired shape and this passed over the clay until the desired moulding has been run. Surfaces may be made smooth with the knife or like object. Ornament can generally be indicated for it is extremely difficult to model in small scale. The name may be engraved with a stylus or sharp-pointed pencil. The scope of this article is limited to suggestions and the technic of modeling may be best learned by experimentation. Modeling



LIBERTY GRANITE CO., INC., DESIGN 112

BOOTH 4

BOOTH 4

SEE

THIS BEAUTIFUL MEMORIAL IN THE LIBERTY EXHIBIT AT BUFFALO

WE EXTEND YOU A CORDIAL INVITATION TO VISIT BOOTH No. 4 AT THE CONVENTION AND INSPECT THE LIBERTY EXHIBIT. THE LOVELY HAZELTON DESIGN, CREATED BY OUR OWN DESIGNERS, WILL BE DISPLAYED IN THE LIBERTY DAMASK GRANITE. THERE WILL BE OTHER DESIGNS AND GRANITES EQUALLY AS INTERESTING.

YOU'LL BE ASSURED OF A HEARTY WELCOME IN BOOTH No. 4

BOOTH 4

BOOTH 4

LIBERTY GRANITE CO., INC.
ST. CLOUD, MINN.

Say you saw it in DESIGN HINTS

is very interesting and the joy of watching the thing grow under one's hand is fascinating.

Sometimes it is desired to keep the model for a permanent display—such things making a good appearance in the showroom—and it is then necessary to cast the model in a more permanent material. Plaster of Paris is generally used and the procedure is as follows: the clay or wax model is coated with a mixture of green soap and olive oil, (half-and-half). This should be done with a camel's hair brush and all surfaces covered. A piece of thin strong wire should be pressed into the soft clay or wax so that it conforms to the shape of the model. This wire should be placed so that when the mould is cast by pulling the two ends before the plaster hardens the mould will be separated into two halves. The wire should be placed approximately along the center of the object to be cast and the ends left long enough to grasp. Next take the model to the shop or back yard where muss isn't minded and prepare the plaster. Into a bucket three quarters full of water shake the dry plaster a handful at a time giving each handful time to settle to the bottom. Do not stir or agitate in any manner and continue to place the dry plaster into the bucket until it is apparent that the water will dissolve no more. Then splash the liquid plaster over the model a little at a time until it is entirely covered and of uniform thickness, ($\frac{3}{4}$ " will do). Wait until the plaster has set, probably 15 minutes being required though some plaster sets much faster and some much slower. Before the plaster is rock-hard but after it has hardened to firmness grasp

the two loose ends of the wire and pull them upward with a firm, even pull. After the wire has been removed the moulds, for that is what they are, should be allowed to harden for a day.

After the moulds have reached sufficient hardness, they are gently pried apart. During this process the original clay model is usually ruined beyond repair. The two moulds are then cleaned out with a soft brush and all clay removed from the plaster. The interior surfaces are then given a coat of the soap-olive-oil mixture and firmly bound together in the correct positions. Plaster is mixed as before and this is poured into the inverted mould and allowed to harden. After being allowed to harden for a couple of hours the mould is gently broken off and the plaster cast comes to light. It is advisable to use a small marble lettering tool to chip off the plaster of the mould and care must be exercised not to chip too deeply and injure the model.

After casting, the model may be finished off with a penknife and fine sand-paper and air holes, if these are present, filled with fresh plaster. The model should never be gone over with water or a damp rag as this will bring out innumerable air spots. If the model is realistically placed against a background of miniature shrubs which may be fashioned from sponges dyed green, it will usually prove quite effective and help land the elusive order.

The modeling of mausoleums is not so simple and requires a great deal of patient work. A model of a mausoleum will sometimes take over a week to complete but if it strikes the customer right it is a powerful aid in getting the order.



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110

117

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"The Happiest Booths at Buffalo"

As usual, the Cold Spring Granite Company will be thoroughly represented at the Annual Convention. And, as usual, Cold Spring's men will preside over the most popular and striking display on the exhibit floor. Cold Spring, proud of the convention reputation it has won, has planned an exhibit for the Silver Anniversary show that exceeds in brilliance those memorable displays of the years now gone. Harry McClellan, head of the creative division of the Company, is personally responsible for the creation of a memorial group that should and will capture the interest and attention of the entire assembly. Looking optimistically ahead, the Rainbow display again promises to become the most discussed spot on the floor.

You can expect both an unusual treat and a hearty hand of welcome in "The Happiest Booths at Buffalo".



The Cold Spring Granite Co.
Cold Spring, Minnesota

Say you saw it in DESIGN HINTS

Six Wonderful Thrills

Written for Design Hints by

Dr. Roy L. Smith

In a generation that is daily seeking for new thrills and sensations, it might be well to suggest six of the most thrilling experiences that ever come to the life of any man. Try one of them.

The thrill of giving one's best effort to the accomplishment of some worthy task is one of the most divine things that any man ever does. Most of us, in our moral endeavors, seldom get into intermediate gear to say nothing of high. To exhaust one's self—to be willing to die if necessary—for a great cause is the noblest experience of life.

The thrill of matching minds will last for a lifetime. An evening with Shakespeare, Emerson or Browning is like stumbling into a gold mine. It is better not to have seen Europe, the latest picture or Babe Ruth knock the ball over the fence than not to have matched your mind against one of the masters.

The thrill of a new idea is like some wonderful intoxication. Abraham Lincoln before the slave auction, Galileo at the small end of his telescope, Harriet Beecher Stowe writing beside her kitchen stove—these are they who have turned the world upside down through the thrill of a new idea.

Try exercising your mind on a few great words. Let your mental powers stretch themselves to the utmost limit of their ability to expand. Give your imagination free rein for one evening. Try thinking. Almost any great word will prove to be a good starting point, but these are excellent to begin on—eternity, infinity, loyalty, honor, immortality, truth-telling, faith, hope, charity.

Try doing a favor for someone who is unable to return it. There's a happy day and a good night's sleep ahead of any man who experiments with this thriller.

Show your grudges and grouches to the door. Usher them out. Lock the door behind them so they will not be able to return. The sense of relief that will come, the sweetened and cleansed atmosphere of your mind will provide a thrill that is worth any cost. Dismiss your prejudices. They have outworn their welcome. Open up the windows of your mind and give your soul an airing. It will be like beginning life all over again. This is life.



Smalley Designs
Smalley Granites

THEY MUST BE GOOD!

When the leading dealers of the country use Smalley designs and granites constantly, month after month, year after year—THEY MUST BE GOOD.

In the Smalley line they find new ideas in designs and granites that meet every test of comparison. The best granite costs no more than the "not so good". Why not use the Smalley line and prove this to your own satisfaction.

*ROYAL DARK and ROYAL BLUE-GRAY from the Old
Souhegan Quarry; and PINK and RED
Westerly Granite.*

Visit the Smalley Booth at Buffalo

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

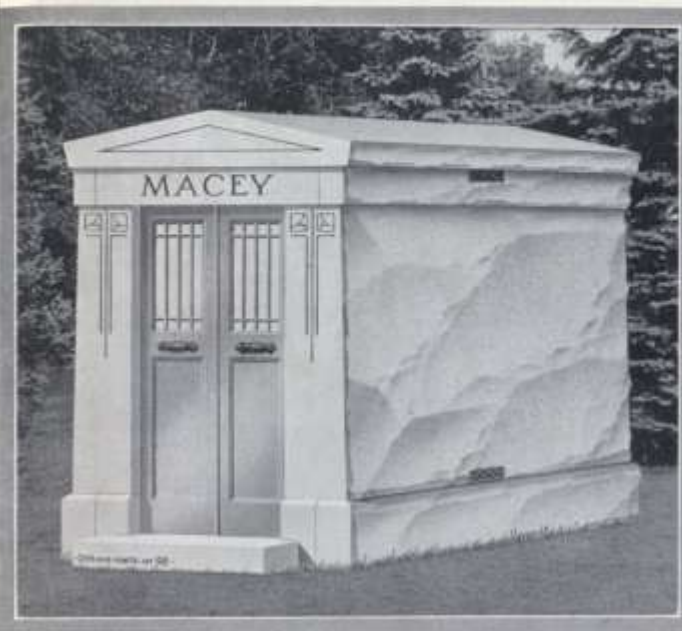
Say you saw it in DESIGN HINTS

SIZE MAKES NO DIFFERENCE TO MELROSE

NO MATTER WHETHER IT BE A CAPACIOUS, BEAUTIFULLY CONCEIVED MAUSOLEUM OR A SMALL MONUMENT, MELROSE HAS THE FACILITIES AND THE SKILL TO DELIVER. THE RECORD OF MELROSE ACCOMPLISHMENT FROM THE SMALLEST PIECE TO THE LARGEST IS TOO WELL KNOWN FOR US TO SAY MORE.



Say you saw it in DESIGN HINTS



MELROSE GRANITE COMPANY

ST. CLOUD,
MINNESOTA

Say you saw it in DESIGN HINTS

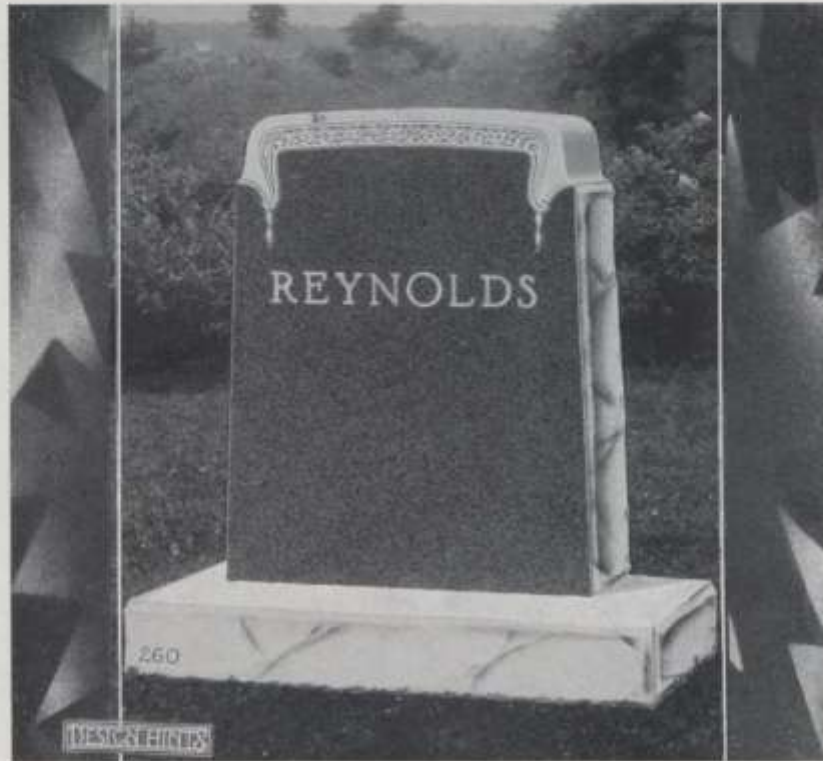


HARE

Two very interesting memorials of the small tablet type are shown in the accompanying plates. Either design will appear well in small sizes.

The die of the Hare memorial is polished one or two sides and the top and ends are rock. The sandblast carving is compact and very attractive. The hammered margins with incised lines follow the contour of the sides and top of the die and create a panel effect for the polished surface. Ample space is provided for lettering.

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



REYNOLDS

The Reynolds memorial will appeal to the prospect who is looking for something small yet unusual in design. Because of the hammered top and shoulders the die will look best if polished on the front and back. The beautiful sandblast detail follows the graceful curve of the top and ends in a scroll that harmonizes nicely with the curved shoulders. A splendid design in any size or granite.

Photos are available.

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

On To Buffalo

(Continued from page 9)

Another speaker on the program who needs no introduction is T. Tracy Lawson, Secretary of the Granite Manufacturers Association of Barre, Vermont. The title of Mr. Lawson's talk will be "A Memorial Retailer's Credit Relations With His Customer." Tracy is a brilliant young man and a splendid speaker and we know the mention of his name as a speaker to our readers will be pleasant news to all those who plan on attending the Convention.

Oh Yes. The ladies, too, will be well entertained at the meeting so be sure you do not talk your wife out of going with you. We did not have space enough to publish the pictures of the many fine looking gentlemen who will be prominent at the Convention but we saw to it that enough room was provided to show pictures of the ladies. We believe they look much better in a magazine that is devoted to art.

Mrs. Robert L. Morriss, Memphis, Tenn., is president of the Women's Auxiliary, Mrs. John M. Gessler, Sr., Philadelphia, Penna., Vice President, and Mrs. Charles J. Benisch, Brooklyn, N. Y. is Secretary and Treasurer. These ladies have planned some splendid entertainment for the women who will attend the Convention.

One of the interesting features for the ladies has been planned by Mrs. Josephine Bliss, publisher of the Monument & Cemetery Review. Mrs. Bliss has charge of a musicale and acquaintance party which will be held on Tuesday afternoon. On the second day of the Convention the women expect to visit the exhibit in a body, this to be followed by

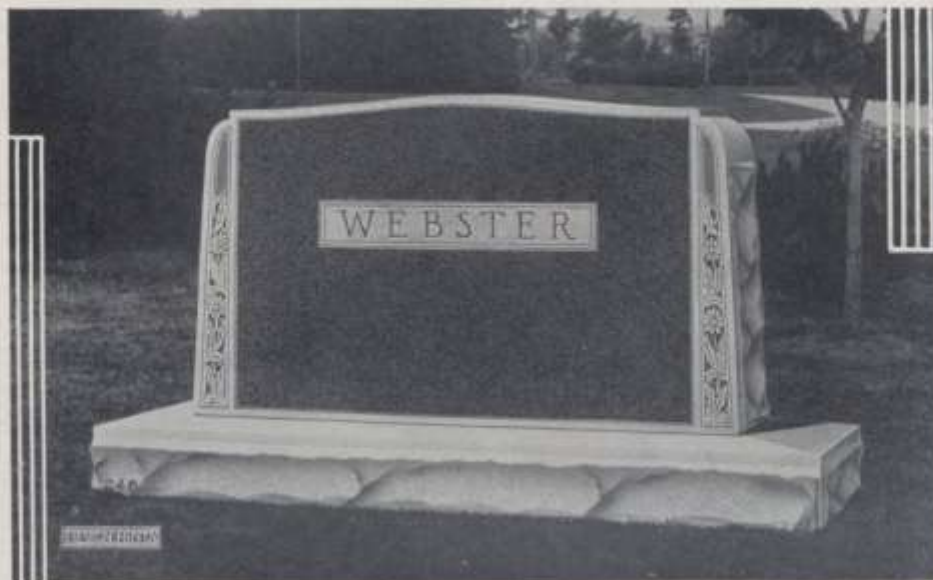
shopping and a sight-seeing tour. The third afternoon will see many join with the Craftsmen in a trip to Niagara Falls and a supper at a Canadian hotel.

The business session of the Women's Auxiliary will take place on the last day and it will be followed by a card party and tea. If your wife reads this report you will probably never forgive us if you had planned on leaving her at home.

Entertainment for the men includes golf, which is an annual event of the Memorial Craftsmen of America's Convention. President Morriss has appointed as chairman of the Golf Committee Mr. George W. Colwell of the Colwell Granite Company, 441 2nd Avenue Blvd., Pittsburg, Penna. The other two members of Mr. Colwell's committee are Mr. A. R. Gibson, Unionville Granite Company, Unionville, Missouri, and Mr. J. K. Batchelder, Jr. of Barclay Brothers, Barre, Vermont. The golf tournament will take place on Monday, August 11, which is the day preceeding the opening of the Convention. We suggest that golf playing members who plan on bringing their children with them to the Convention make some arrangements for their entertainment while the member is taking part in the golf tournament. We believe that children should not be allowed to *hear* their father play golf. All those interested in golf who have not written to Mr. George Colwell should wire him immediately expressing their desire to be entered in the tournament.

There will be no need for the members to worry about transportation during the Convention

(Please turn to page 26)



NEW ALTITUDE RECORDS IN SALES

In examining records of prosperous business men you will find that the chief reason for their success is that they have always given generous value for every dollar they made. They make a practice of handling products of unquestionable merit.

Substantial dealers over the entire nation handle Simmers' memorials because they know that they are giving their clients real value for every dollar when they sell Simmers' memorials.

This confidence in a product is a great aid to salesmanship. You can sell Simmers' memorials with certainty, because they have "registered" for twenty-five years.

Booth 87 at Buffalo

A. M. SIMMERS & SONS

A. M. SIMMERS

A. W. SIMMERS

GEORGE SIMMERS

ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS

On To Buffalo

(Continued from page 24)

for John Bianchi of Buffalo has charge of the matter and we know he will be successful. Although the Convention hall is but easy walking distance from the hotel, John wants everyone to be at the exhibit so he expects to have free transportation available in addition to the pedal extremities furnished Convention visitors by nature.

Several innovations will take place at the exhibit this year. For one thing, the Women's Auxiliary will award a loving cup to the Company having, in the judgment of the ladies, the best exhibit. If we were manufacturers we would value such a prize more than anything ever given at a design show. The ladies in charge are to be highly complimented for such a plan.

The Association will purchase a monument to be given as a prize to some member in attendance on the last day of the Convention.

The Messerly Monument Works of Warren, Penna., will give away some large boxes of Messerly's Cleaner as prizes.

The Dallet Company of Philadelphia is also planning on giving away a prize credit worth \$50.00.

As in previous years, memorials with a wholesale cost of \$200.00 or more will be awarded blue ribbons, showing that these memorials were exhibited at the Convention. F. C. Frederickson of Chicago, Illinois is chairman of the Blue Ribbon Award Committee.

On Thursday, August 14, there will be no business session of the National Convention. The members in attendance will be given an opportunity to see Buffalo

in their own way during the morning and to visit the exhibit in the early afternoon. About 3 P.M. high speed electric cars will carry the Convention visitors from Buffalo to Niagara Falls. Arriving at the Falls the visitors will be transferred into cars that will take them over the Gorge Route. This line will traverse the very bank of the Niagara River on both the Canadian and American sides.

According to present tentative convention plans business sessions of the convention will be held on the mornings of August 12, 13, and 15. Late afternoon and evening of August 14 will be given over to entertainment.

We are looking forward to meeting our friends at Buffalo with most pleasant anticipation. Let nothing prevent you from attending. You cannot afford to miss it.

Dallett Tools!

We are agents for all Dallett products and can give you prompt service.

Pneumatic Tools
Stainless Glue
Putty Powder

We are also
manufacturers
of

Jenny Lind
Shot Wheels,
Emery Wheels,
Stone Polishers,
Surfacer Frames.



Mail Orders Handled Carefully and Speedily

ST. CLOUD IRON WORKS CO.
ST. CLOUD, MINN.



Victory Granite Co., Inc., Copyright Design 389

Thoughtful, Careful, Thrifty Dealers Turn to Victory

THOUGHTFUL — because they see the tremendous help that Victory designs and memorials will be in the difficult operation of selling a memorial.

CAREFUL — because they believe in taking advantage of Victory's unique, sale-closing design service. They are disciples of preparedness.

THRIFTY — because they understand that the increase in prestige and sales offsets the difference in price between Victory designed monuments and just a memorial.

For the utmost in memorial design and craftsmanship—turn to Victory.

Victory Granite Company, Inc.

Designers and Manufacturers of Barre Memorials

Barre, Vermont

Say you saw it in DESIGN HINTS

Which of These Advertising Problems Fits Your Case?

(Continued from page 13)

definite service and we try to fill that service. A design should express the individual's own character and we try to create such a design. We ask only for a chance to study your problem.

Display rooms at 325 Beacon Street.

(Your business name and address)

This copy is long but it is designed for a larger advertisement, perhaps 4 columns in width (or three). The layout as shown in Plate 3 offers a special arrangement and we suggest the headline be lettered in an interesting style superimposed on a panel of art work as indicated. Zinc etching to be made of the entire thing. The art work can be a conventional subject such as trees and clouds, done in a faint style so that it doesn't conflict with the headline.

Problem No. 4

"Meeting competition from the outside"

Here's a problem that may or may not bother you. But if a competitor is harassing you from the outside, its time to meet him aggressively.

Things

you may not know about this service in your own city.

Choosing a Memorial is rightfully an important task. But did you know that we can give you just as broad a selection of granites as the most imposing companies in far away cities?

—and at a substantial saving?

Are you aware that we maintain a design service capable of creating exquisite designs to suit individual tastes and desires?

Furthermore we have a known reputation to maintain in this community. Folks know us and realize that we will make every effort to give complete satisfaction.

(Please turn to page 30)

Get the GENUINE



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

The Ruemelin Square Shooter Curtain combines the durable qualities of steel and rubber with practical operating features that make possible maximum speed of carving.

"Takes The Guesswork Out of Carving"

Shadowless Spotlight Illumination. Full Accessibility. No Rebanking. Ease of Operation. (Ball Bearings).

NOZZLE TROLLEY: At small additional cost our practical nozzle carrier may be attached to this curtain. The carrier supports the nozzle at right angles to the work.

(Ask for catalog No. 14-A)

"PATENT NOTICE: Ruemelin curtains are fully protected by patents. All infringers will be prosecuted. Beware of cheap imitations".

Ruemelin Mfg. Co.,

598 Clinton St.
MILWAUKEE, WIS

GLOBE H. C. CHILLED SHOT

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

BEST BY EVERY TEST

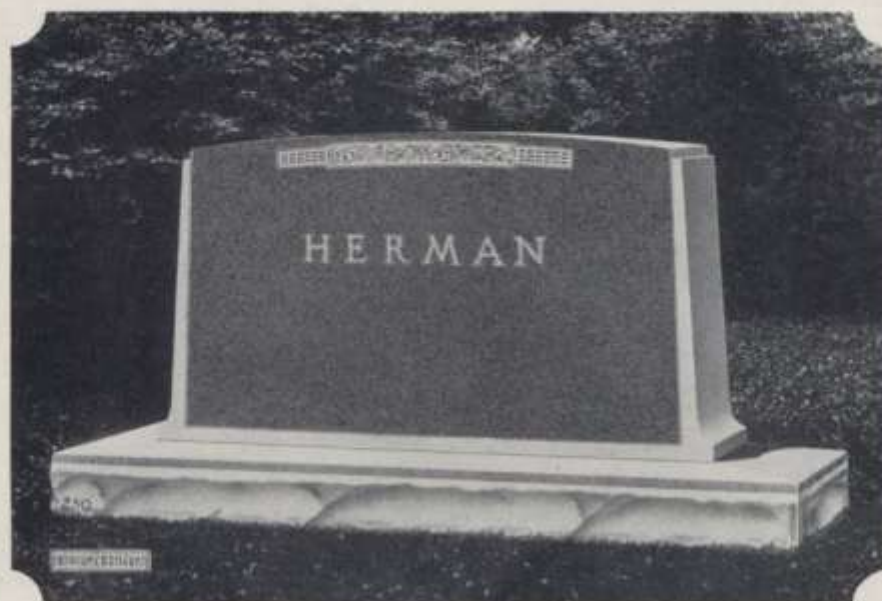
Special treatments for strength and durability render it 35 to 40 per cent more efficient in length of service and cutting capacity than the ordinary cast-iron low priced shot. Its maintained uniformity and quality insures satisfaction at all times.

Manufactured by

The Globe Steel Abrasive Co.

Mansfield, Ohio.

Write for Samples.



*RESULTS....Not Price or Promises....
Have "Made" Rex Granites.*

Not so very long ago Rex Garnet and Rex Shamrock were practically unknown quantities to most memorial tradesmen. Yet, in a short time, they have built up a national reputation as outstanding memorial granites.

How was this accomplished? Mere price or promises are not the means of acquiring the respect of memorialists. It requires something more definite than this—it requires results.

Rex Shamrock and Rex Garnet have come into the spotlight because they produce definite, tangible results. Results are what every one of us is looking for. We offer you the means of obtaining them. It will be well worth your while to utilize these means.

REX GRANITE COMPANY

SAINT CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS

Which of These Advertising Problems Fits Your Case?

(Continued from page 26)

Let us consult with you on your Memorial problem.

(Your business name and address)

The layout on Plate 4 gives you an idea of the headline and copy arrangement. The word "Things" is large, the second line of the headline fairly large, and the two next lines somewhat smaller. A triangular printer's slug in the lower left corner is merely for decoration. No Memorial illustration is used unless you want to.

In next month's article we will continue with other problems of the Memorial Dealer and advertisements to meet them.



Memorial Types

(Continued from page 10)

In such examples the pyramidion (or apex) appears in the upper termination of the die. Since this pyramidion can hardly be made of proper rise, (such as in the true Egyptian Obelisk) its effect is "stunted" and not particularly admirable, although authentic. As an example of this kind, large dimensions are usually used horizontally, giving the appeal of mass. The more desirable composition is one of graceful character and is used with an entablature ornamented with architectural mouldings and frieze.

The expression "cottage" as applied to this type has no further significance than being an American trade word.

The position or setting of this type is, to a large extent, independent of the memorial itself and lends but little influence to it. Suffice it to say that it should not be set on a hillside.

Yes! We have it.

Headquarters for everything in the memorial manufacturing line.

Granite Cutting Tools, Portable Polishers, Sullivan Compressors, Suction Devices, Sharpeners, Drills, Surfacers, Grindstones.

Lane Cranes, Edgers, Polishing Wheels and Supplies.

Sand Blast Equipment, Hawk Brand Steels, Ottawa Silica Sand and a Complete Line of Hardware.



GRANITE CITY TOOL CO.

St. Cloud, Minn. - Barre, Vt. - Elberton Ga.

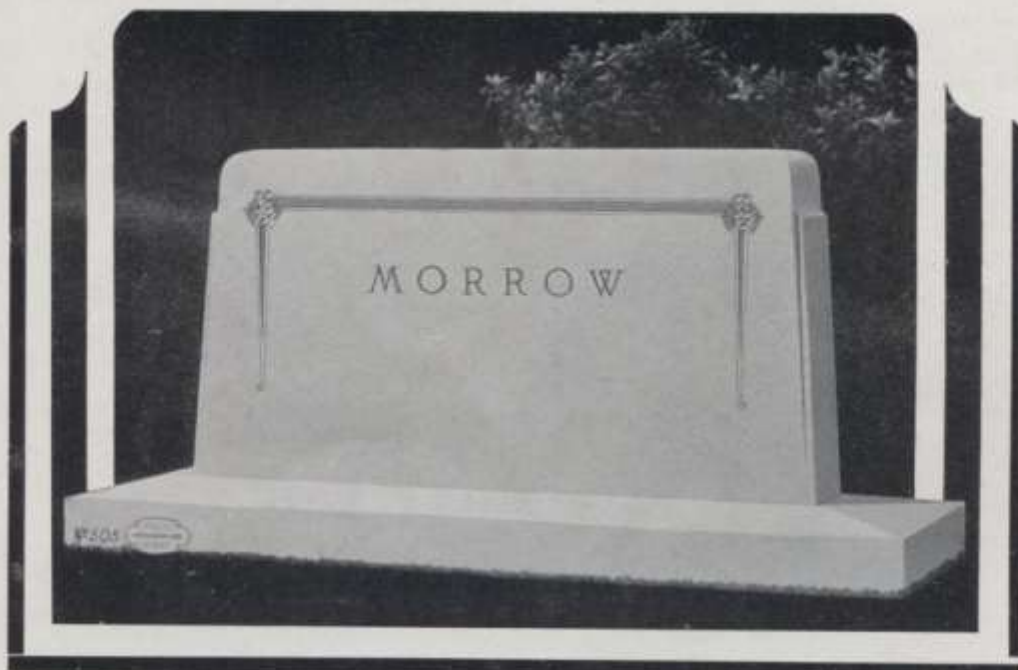
PRICES THAT PLEASE QUALITY CLEAR THROUGH Choose From These Choice Granites Monuments—Tablets—Dies

Silver Pink	Marshfield Pink
Bothnia	Brocade
Saint Green	Wausau Red
Peerless Pink	Prize Pink
Elberton Blue	Emerald Pearl
Balmoral Red	Linn O'Dee
Green Swede	Coopersburg Black
Dark Quincy	Red Missouri
Regal Purple	Oglesby Blue
Gray St. Cloud	Beers Red
Red St. Cloud	Gibraltar
American Black	Extra Dark Quincy
Millstone Point	Excelsior
Westerly	F/C Black
Base Stocks	Banner Black
Buff Brown	Peterhead
Crystal Pink	Light Barre
Grecia Green	Premium Pink
Winnaboro Blue	Black Swede
Radiant Red	Blue Pearl
Dark Barre	Pink Pearl

Pink and Blue and Mahogany Marbles
Imported Monuments and Italian Statues
in Stock

BURTON PRESTON & CO.

Mansfield, Ohio



E. L. Smith & Co. Design No. 505



- IF** it's service you or your manufacturer want, no matter what the size or pattern of your order, Smith-Barre granite can be furnished quickly.
- IF** you are in need of designs that sell because they are different, Smith-Barre designs will meet that demand. Write for a photograph of the Morrow design shown in the accompanying plate.
- IF** you expect permanence in granite—permanence borne of an even-grained hardness—specify Smith-Barre.

And if you're looking for all three of the above essentials, you need go no farther than E. L. Smith & Co.

If you're at Buffalo, be sure to see the Smith-Barre Exhibit

E. L. SMITH & CO.
BARRE, VERMONT

Say you saw it in DESIGN HINTS



Greetings

Grewe is unable to exhibit at Buffalo but we wish to extend heartiest greetings to the assembled craftsmen and express the sincere wish that your deliberations will abound in decisions rich in their effect on the future of our industry.

“GROW WITH GREWE”

Grewe Granite Company

Red St. Cloud

Sterling Mahogany

Gray St. Cloud

St. Cloud, Minnesota



Say you saw it in DESIGN HINTS



WE'RE READY!

The question of service has contributed more gray hairs to the men of the memorial industry than any other single cause. Constant delays, broken promises, and slipshod work due to hurrying, are a continued aggravation.

We wish to tell you that there is no reason to worry when you send an order to us. We have a complete stock of those three leaders, Superior Red, Gray and Persian Granites, ready to fill your requirements—at once.

We're ready for you, and we guarantee that your order will be filled with promptness and without skimping quality.

Granite City Granite Company

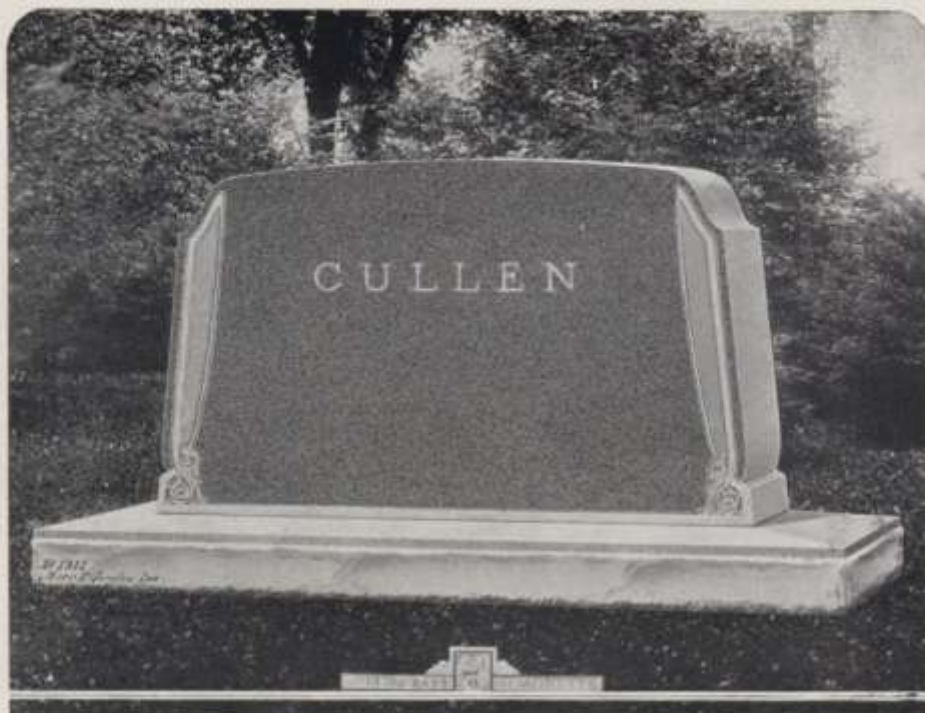
THE AHLGREN'S

ST. CLOUD, MINNESOTA

REPRESENTATIVES

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

Say you saw it in DESIGN HINTS



Those Who Want Better Things Are Not In The Buyers Strike.

They serve notice in and out of season to those who have things that are above the average to sell, need to have no worry about selling. Marr and Gordon Mastercraft Memorials are the answer to this kind of a challenge for the retailers of America. They have the elements of the intrinsic value which discriminating buyers are seeking. We recommend them with all sincerity to the craft.

SEE THE MASTERCRAFT EXHIBIT AT BUFFALO.

Marr & Gordon, Inc.

Barre, Vermont

SALESMEN

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

C. D. Bishop,
Lantz Apartments,
Mansfield, Ohio.

E. E. Hoppes,
425 Beech Street,
Kearny, New Jersey.

R. L. MacLane,
1026 Builders Building,
Chicago, Illinois.

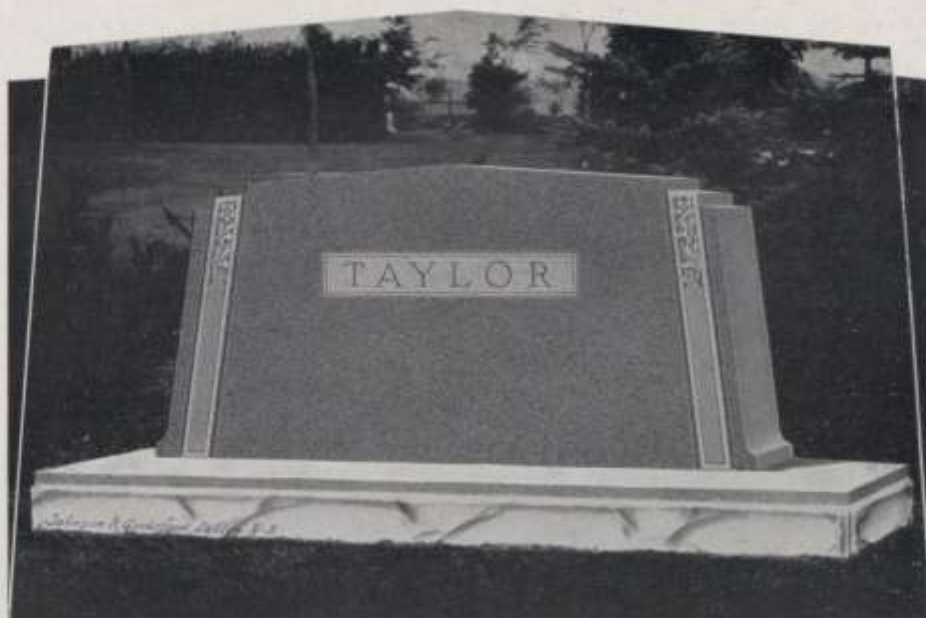
Harry K. Myers,
Homewood Apartments,
Charles & 31st Streets,
Baltimore, Maryland.

William C. Smith,
Room 1258 Graybar Building,
420 Lexington Ave.,
New York City.

C. Lenwood Moore,
3205 Drexel Drive,
Dallas, Texas.

MASTERCRAFT  MEMORIALS

Say you saw it in DESIGN HINTS



We Won't Retrograde

Always at the convention Johnson and Gustafson have had an exhibit that was designed and executed with utmost care. We have taken pride in showing the work of our designers and craftsmen on these occasions. We are making no exception to the rule this year and we have provided for the consideration of the delegates and convention guests an exhibit which we think measures up in a standard of excellence to all of those which have preceded it.

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

◆◆◆◆◆ See Our Exhibit at Buffalo ◆◆◆◆◆

Johnson & Gustafson BARRE, VERMONT

EASTERN REPRESENTATIVES

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

WESTERN REPRESENTATIVES

Mr. H. H. Abraham
Mr. John Haley
Mr. John L. Marsh

SOUTHERN REPRESENTATIVE

Mr. Alex. Duncan

◆◆◆◆◆ Say you saw it in DESIGN HINTS ◆◆◆◆◆

Send in Your Designs for

INDIANA LIMESTONE

Estimates on Your
**Mausoleums
Roof Stones
and
Crypt Linings**

We will be pleased to send
you quotations for any of
the New Orleans Tombs
shown in Design Hints.

JOHN A ROWE RUSTIC MONUMENTAL WORKS

Burton E. Hansen, Prop.

Drawer 317 - Bedford, Ind.

A Genuine "Barre" Tool

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

Trow & Holden Co.

TOOLS AND SUPPLIES

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.

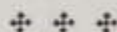
Overhead Cranes Reduce Overhead Costs

Say you saw it in DESIGN HINTS

AROUSES INTEREST
■ CREATES DESIRE...

Your Prospects Should Receive

“THE MEMORIAL TRIBUTE”



An almost universal acceptance of “*The Memorial Tribute*” evidences the approval of this splendid little sales messenger throughout the Industry.

Exclusive rights to its use in a single territory; new colors with each issue; modest cost; the certain effect it will have on your prospects—these and other features recommend the “*Tribute*” to your use.

Territories are rapidly being set aside, but many are yet available. Perhaps your community is still unreserved. If so, we shall be glad to reserve it for you upon receipt of your letter. Write us now, asking for samples of “*The Memorial Tribute*”. This distinctive and unusual advertising medium will meet with your wholehearted approval. It has been called one of the finest sales-stimulators ever created.

Prompt action is urged if you desire absolute exclusive rights to its use in your community. WRITE TODAY!

FRANKLIN PRINTING COMPANY
* TOWER BUILDING * * ROCKFORD, ILLINOIS *
MEMORIAL ADVERTISING HEADQUARTERS

Say you saw it in DESIGN HINTS



A Beautiful Design Deserves the Best Granite and Workmanship.

Hebert & Ladrie memorials of various types have been recognized for many years for their fine quality, uniformity in texture, High Lustre Polish or Fine Hammered Finish, Skilled Carving,—a reputation which has gained the confidence of dealers throughout the country.

Your inquiries are welcome. We will be glad to send you sizes and prices on the beautiful Colline design, an exclusive Hebert & Ladrie Creation.

HEBERT & LADRIE

:: SANDBLAST SPECIALISTS ::

BARRE, VT.



Say you saw it in DESIGN HINTS

Visit The
Pirie's Dark Barre
EXHIBITS
At The Convention

Anderson-Friberg
Company
Booths 6 and 55

Marr & Gordon
Booth 66

Charles Bianchi
& Sons
Booths 61 and 62

Stewart & Pratt
Booth 116

Cook, Watkins
& Patch
Booths 22 and 23

Waldron Shield
Booths 63 and 64

The above manufacturers will exhibit Pirie's Dark Barre granite in both polished and axed finish at the Buffalo convention. Visit these manufacturers' booths and you will readily see why Pirie's Dark Barre is regarded as the ideal memorial granite. J. K. Pirie Estate will occupy

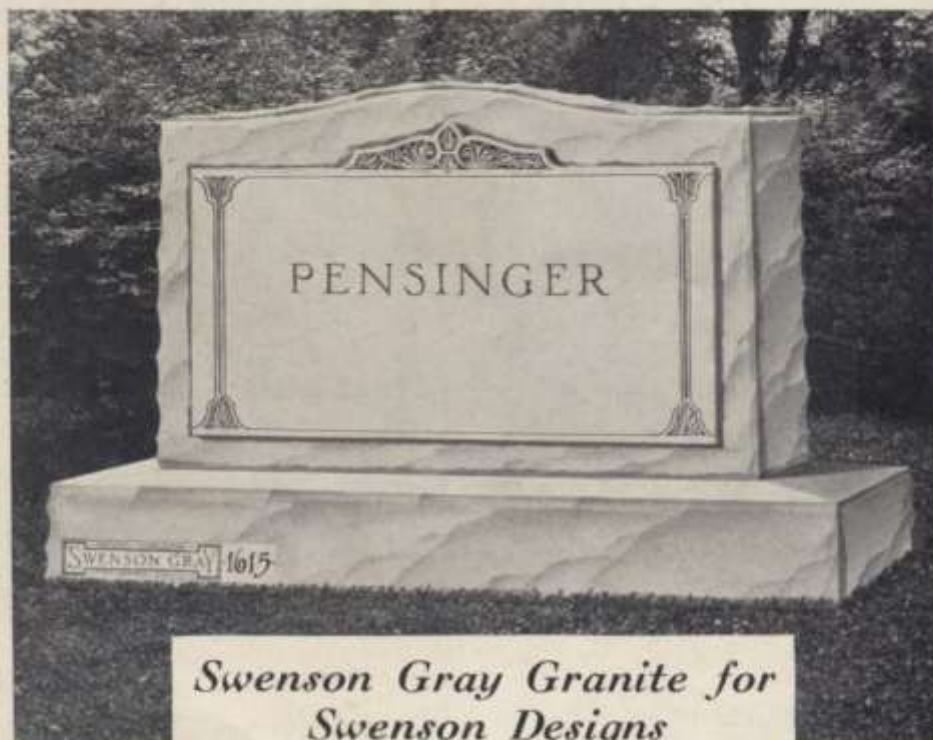
Booths 71 and 72

J. K. PIRIE ESTATE
BARRE, VERMONT



Say you saw it in DESIGN HINTS

Consider SWENSON'S Designs---



Observe the designs which the John Swenson Granite Company submits each month for your consideration and approval. See how they meet every condition—natural or financial.

And here's another point we want you to consider. Every Swenson design is planned to bring out the fine outstanding qualities of this durable and beautiful granite, Swenson Gray. This results in an exquisitely balanced creation which would be impossible if the design and granite were selected haphazardly.

We are certain that the Pensinger design will appeal to you. Write for prices and sizes on this and other Swenson designs in Swenson Gray.

The John Swenson Granite Co.
Concord, New Hampshire

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

Say you saw it in DESIGN HINTS



Speaking of Exhibits.....

- ¶ Royal Antique has been daily exhibiting the longest pair of figurative legs in the industry. Never before has one granite made so many and such remarkably long strides toward the head of popularity row.
- ¶ Royal shops have been putting on an exhibition of workmanship that has made them a year-round displayhouse of the modern in monuments.
- ¶ Royal designers, in their day-after-day work, have exhibited enough talent to make the Royal design line an unending convention of striking monumental ideas.
- ¶ Royal's men, at Buffalo, will again bring to the trade a finer version of memorial creation and a right hearty hand of fellowship.

Booths 80-88-96 at Buffalo



ROYAL GRANITE COMPANY
St. Cloud, - - - Minnesota



THE REMEDY

It's a pertinent fact that sixty days of sound thinking, mixed up with a large part of hard and persistent effort will go a long ways toward preventing so-called dull times. We think that this kind of a prescription, plus an ample quantity of new UNIVERSAL memorials will thwart any tendency to low sales.

Keep to the helm yourself during these times if you want to be sure of satisfactory results.



Visit our Booths 57 and 65
at Buffalo.



Universal Granite Co.

"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota

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