

Design Hints For Memorial Craftsmen

June 1929, Vol. 5, No. 12

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

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

<http://quarriesandbeyond.org/>

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

DESIGN HINTS *for* MEMORIAL CRAFTSMEN



June, 1929

VOLUME 5

NUMBER 12

Founders of a New Delivery Standard

Dealers are rapidly acknowledging North Star as the originator of a new service standard. Since March, we have been offering fifteen day delivery on any memorial with a die up to five feet, in any finish.

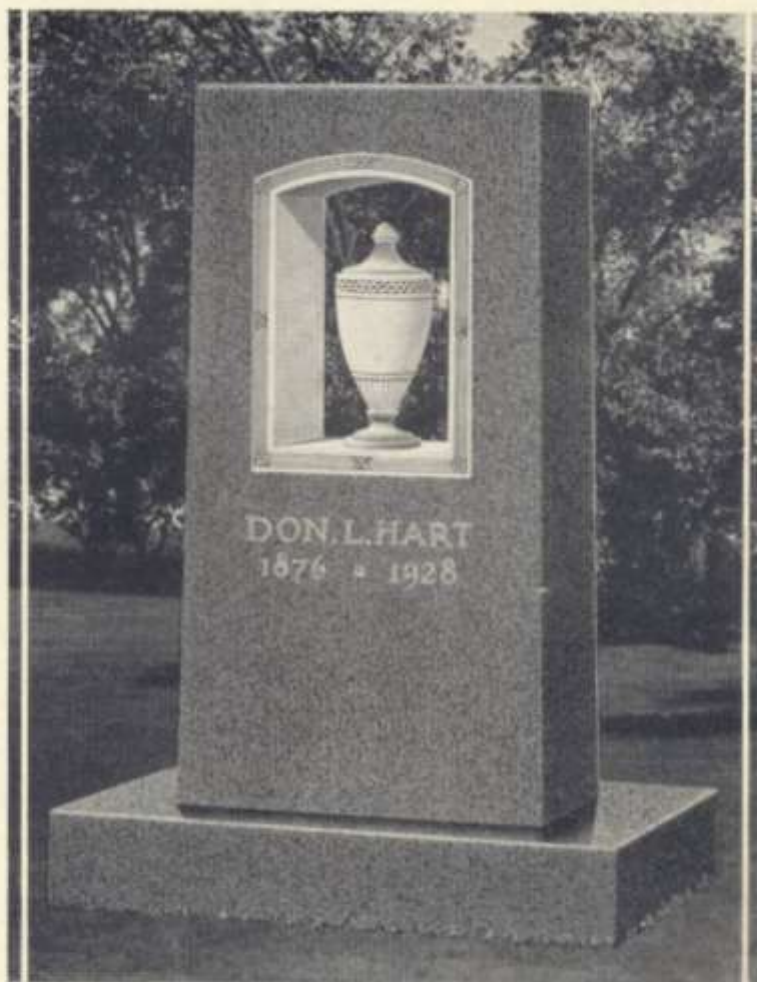
Now we find that from the first of the year, our shipments have totalled 70% greater than the total of any previous corresponding period.

*Our New Type of Service is creating
a new conception of delivery between
manufacturer and dealer.*

North Star Granite Corporation

St. Cloud, :-: Minnesota

C O N T R A S T !



In creating special and exclusive designs for ORTONVILLE RUBY RED AND J. L. MAHOGANY GRANITES

the designer is at once impressed with the striking contrast apparent between the hammered and polished surfaces of these charming granites, and he plans his detail accordingly.

This thought is manifested in the beautiful Hart memorial, one of our newest creations.

Note the contrast between the fine hammered urn and the polished surfaces of the die and base, also the exquisite sand blast detail.

You, too, will be impressed with attractive and salable qualities of these granites. May we send you sizes and prices on the Hart Design?

Ortonville Monument Works

QUARRIES AND PLANTS:
Ortonville, Minnesota

CHICAGO OFFICE
1461 Menards Block

Send all Correspondence to Chicago Office.

Say you saw it in DESIGN HINTS



LIBERTY IDEAS CREATE SALES

We are proud of the success our dealers have in placing Liberty's one hundred per cent perfect memorials.

Designs? Yes, we have an abundance of them.

But they are not only designs, they are ideas that harmonize with that inherent sense of

Our large stock of distinctive and popular granites enables us to serve you promptly.

fitness, that appreciation of the beautiful and artistic in the heart of every human.

Ideas that create a desire of possession. Let us give you the details.

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

If it's LIBERTY FINISHED — it's a PERFECT FINISH

Say you saw it in DESIGN HINTS

See Us At West Baden

We will be in Booths 44 and 45 with a larger and better display than ever before. We will be glad to see you and to show you our fine exhibit of designs and granites. You will have an opportunity to see why Universal memorials create an universal demand.

The ever increasing demand for Universal memorials has compelled us to build two new additions to our sheds, thereby doubling their capacity.

7

Universal Granite Co.

"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota

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

7

Say you saw it in DESIGN HINTS



The Mattox Memorial was executed in Pirie's Dark Barre by Cook, Watkins & Patch, Inc., of Barre, Vt., for T. H. Konkle & Son, of Marion, Ohio

STUDY THE CONTRAST

Glance at the Mattox memorial and you see contrast in its highest degree. Instantly this work of art appeals to the eye. Now examine closely the even texture. Not a single blemish to mar the beauty of the granite. Such is the quality of Pirie's Dark Barre. With excellence in color and endless durability, it exemplifies all that is advantageous for the dealer.

PIRIE'S ❧ ❧ DARK ❧ ❧ BARRE

ASK FOR THE PIRIE CERTIFICATE

J. K. PIRIE ESTATE

BARRE



VERMONT

Say you saw it in DESIGN HINTS



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN. B. HASLAM, Editor and Publisher

Why West Baden For The Convention?

Craftsmen the country over are going to get the thrill of their lives when they attend the next annual convention, this time at West Baden, Indiana.

Every detail in connection with the comfort, convenience and entertainment of the delegates and visitors was checked before West Baden was finally selected.

The committee even checked up on the customary weather obtaining at West Baden during the month of August and this, too, proved entirely satisfactory.

West Baden is a city of fine hotels—visitors who have been going there for years will tell you that.

It is a city surrounded by natural beauty—lakes, resorts, etc. and it has a sport to fit any age.

All the amusements of this resort town are to be free to those who register at the convention and these amusements include golfing on two of the finest links in the country; horseshoe pitching, swimming, bowling, tennis, baseball and other diversions.

The convention hall itself is a marvel of beauty and utility.

It is the largest in the world without supporting posts; It is right in the convention hall on the main floor and in the center of everything.

The committee in charge of this year's convention feel that it has gone the limit in getting not only a good place for the gathering but it has provided entertainment for the visitors such as they never have seen before.

In commenting upon the selection of West Baden as the convention city, President Ray Belknap said:

"What our industry needs is friendliness. It needs good feeling and sympathetic understanding more than it needs anything else. Let's bring the boys to West Baden. There, no outside distractions will take attention away from each other. There, they will live together, eat together and play together. Let all of us know each other's true worth, no matter in what branch of the industry he is engaged and no matter whether he is a member or a non-member. The friendliness that can be brought about by the West Baden meeting will be the biggest accomplishment of my administration."

Writing Newspaper Advertisements To Get Results

By Harvey R. Kruse.

It is the intention of these articles to make them of practical value to every monument dealer. Technical discussion which has little or no application to your business is avoided. The subjects have been chosen with the idea of discussing those problems which have at one time or another bothered all of you. If we can leave with you a few practical common sense suggestions drawn from advertising experience, we feel that some good will have been accomplished.

In the previous article we noted the great need of a planned campaign—that money can be easily thrown away on advertising without securing adequate returns for the investment made—that the monument dealer should plan each effort (each advertisement for that matter) with the idea of securing certain definite results in order to make his advertising pay.

In this article, attention will be paid to the problem of Newspaper Advertising—its plan, construction, writing, appeals, etc.

To begin with we might ask the question, "Why advertise in Newspapers?" Newspapers are the backbone of the public's reading today. In the United States 2267 newspapers are published daily while 18,242 separate newspaper publications are issued at less frequent intervals (weekly, bi-weekly, etc.).

The volume is prodigious. One of the large eastern dailies recently published one of its daily issues in book form just to demon-

strate the immensity of the thing. The news portion alone made a book the size of an average novel! The advertising part made another book of equal size!

People look to their home town newspaper for local news and world information. Furthermore they read the advertisements. Perhaps you may be skeptical on this latter point, but the fact remains that they are influenced—consciously or unconsciously—by the advertisements published therein.

In the advertising game we call this influence—"impressions". A reader goes through his newspaper, looks at the advertisements and while he may not read them all, yet he gets an impression of your name and business. Your advertisement has "registered". The next time he sees your ad this first impression is strengthened, and then when the day comes that he is in the market for a monument, his mind turns naturally to you because it has stored up impressions of you and your merchandise.

All of which leads us to the first important step in constructing your advertisement to get results—"how to make it attract attention, be read, and create a lasting impression."

A good advertisement must have the following qualities:

1. It must attract **attention**.
2. It must arouse **interest**.
3. It must create **desire**.
4. It should (in one way or another) lead to **action**.

First of all therefore, we must



Plate I

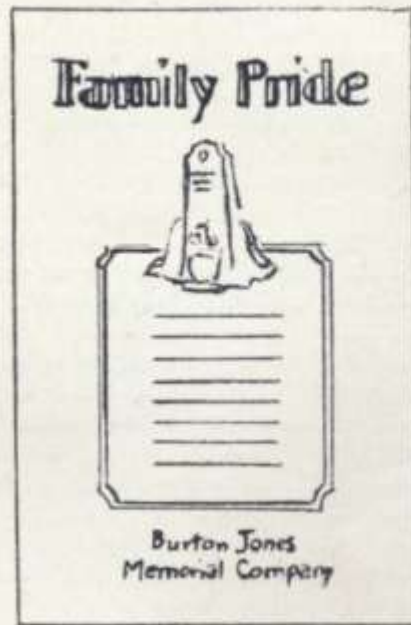


Plate II

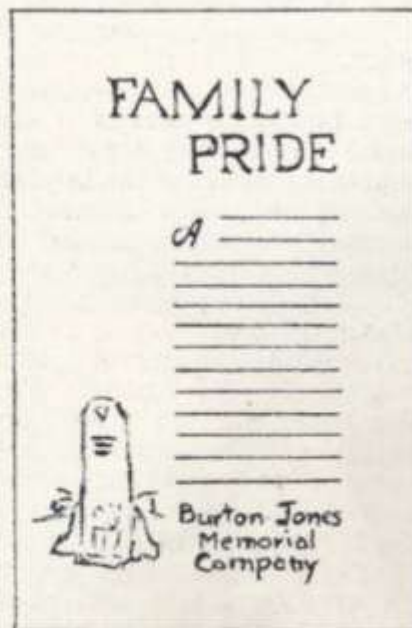


Plate III

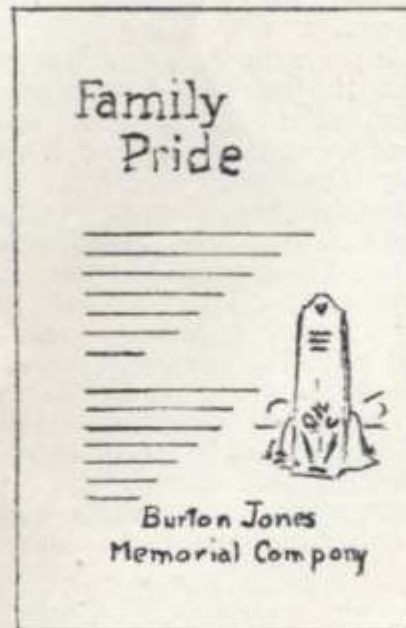


Plate IV

make our advertisement stand out prominently so that it will be seen—and read. You are given only a few seconds of the reader's time as he looks at your page and you must have something there to arrest his attention. An advertisement of large size does this automatically out of sheer space used, but since this is out of the question because of its cost, we must depend upon other devices.

A good strong headline is one of the best means of attracting attention, and an illustration or picture also serves this vital purpose. The two in combination are stronger still.

For example we might write a simple headline such as "Family Pride." The reader sees these two words because they are prominently displayed and instantly his mind reacts towards it, "Of course I have family pride—I'm proud of my name and family!" And immediately he wonders what connection this idea of family pride has with the advertisement. Thus the headline not only attracts attention but arouses interest as well.

By this time you have undoubtedly wondered how the headline, illustration, and story should be arranged in the advertisement. This is where ingenuity and imagination can be used to full advantage. You can take one headline, one illustration, and one block of descriptive matter (called "copy") and make a dozen different arrangements out of them just by shoving them around like checkers on a checker board.

Plates I, II, III, and IV show how easy it is to make attractive and interesting arrangements for your advertisement. Undoubtedly you can invent other arrange-

ments with additional juggling. Try it.

The arrangement of headline, copy, and illustration of an advertisement is called the "layout." A layout can express beauty and character just as a monument can express beauty and character, and the advertising of your business certainly deserves a refined and attractive presentation. You could advertise garbage cans and horse shoes in any sort of a slipshod advertisement, but a monument is purchased to serve a beautiful and touching sentiment and therefore demands and deserves the best.

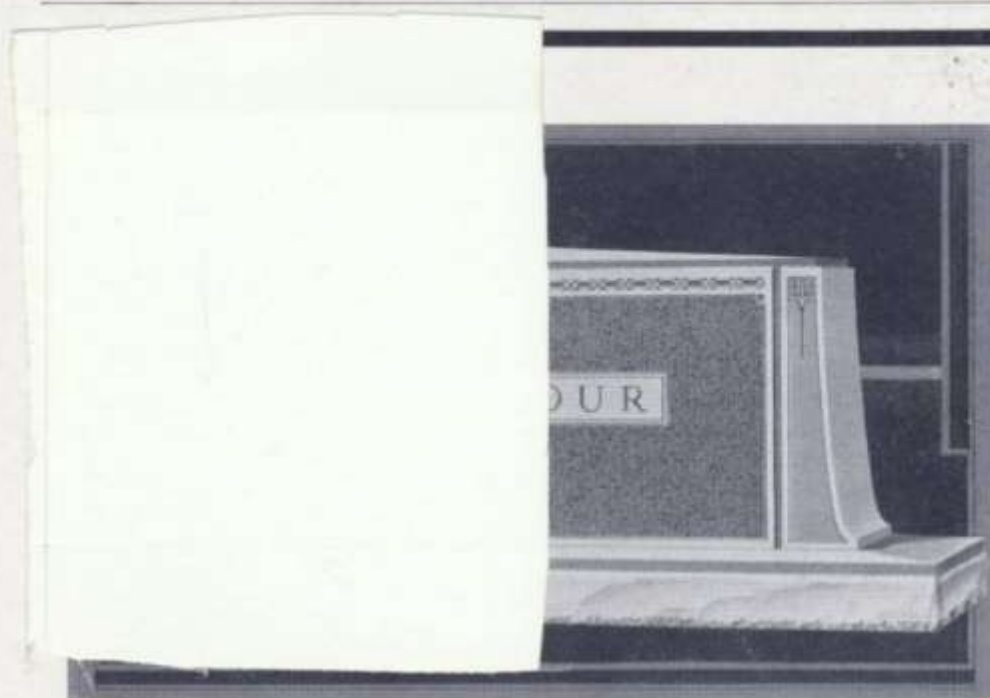
Your newspaper can easily set up any of the ads shown on these four plates. All you need to furnish them is the cut and the copy. These layouts can also be of practical value to you because you can write other headlines with copy to fit and have them set up according to the layouts suggested. Thus you can plan and outline a complete campaign.

The third necessary quality of a good advertisement is to create desire. The selling story ("copy") does this job. It is the important part of the advertisement. It carries your message. It tells folks about yourself, your merchandise, your policies, and your aims.

Always have some definite idea to present in your copy. Generalities are for the most part—worthless. They are not interesting and they do not promote your interests with customers. If your copy doesn't have something of interest and value to offer the reader, no one will read it and you have wasted your money.

Advertising copy can be classified into four heads:

1. Selling



For Your Idea File

Modern ideas in design are fittingly exemplified in the original designs offered each month by Johnson & Gustafson. But these pictures are mere shadows of the majestic dignity and glowing beauty of the finished memorial. You must see the memorial itself to realize its sales appeal and sales possibilities.

May we submit specifications and prices for your approval on the Seymour design?

Johnson & Gustafson
BARRE, VERMONT

EASTERN REPRESENTATIVES

Mr. Gust. Martenson
Mr. C. A. Arnold
Mr. C. D. Bishop

WESTERN REPRESENTATIVES

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

SOUTHERN REPRESENTATIVE

Alex. Duncan

Say you saw it in DESIGN HINTS

2. Educational
3. Institutional
4. Good Will

Most of your advertising will probably be made up of straight selling copy—designed to interest people and lead to sales. Occasionally you will want to run an institutional ad—to tell folks how long you have been in business and how well you are equipped to give them service. Occasionally also, you will want to run Good Will advertising—to build confidence and good will by telling folks about your policy of strict honesty, square dealing and desire to give satisfaction.

Now Let's Write Four Sample Advertisements

We've mentioned the "selling" type of advertisement first, so let's write it first. We hope to induce people to buy when they read such advertising, so we must make the appeals that cause people to buy. People buy monuments because of pride, sentiment, vanity, duty, precedent, and price. Therefore we must make these appeals.

Don't make your language stiff and stilted. Use words that everyone can understand. Be human. Show respect for their feelings. Use the proper buying appeals.

FOR EXAMPLE: See Fig. 1.

There might be an occasion where we might want to make the selling appeal more prominent still. For example, suppose you wanted to stimulate business by putting out "something special." The case might be stated quite frankly in an advertisement of this fashion: (See Fig. 2.)

AN OPPORTUNITY!

By good fortune we have arranged with one of the prominent—Quarry Companies to introduce their new "Landsdowne" Granite—one of the most beautiful pieces of finished stone for memorials we have ever seen.

The price is very reasonable and we urge you to ask us about it—NOW. We are exhibiting six new and very attractive memorial designs particularly applicable to "Landsdowne," from which selections can be made.

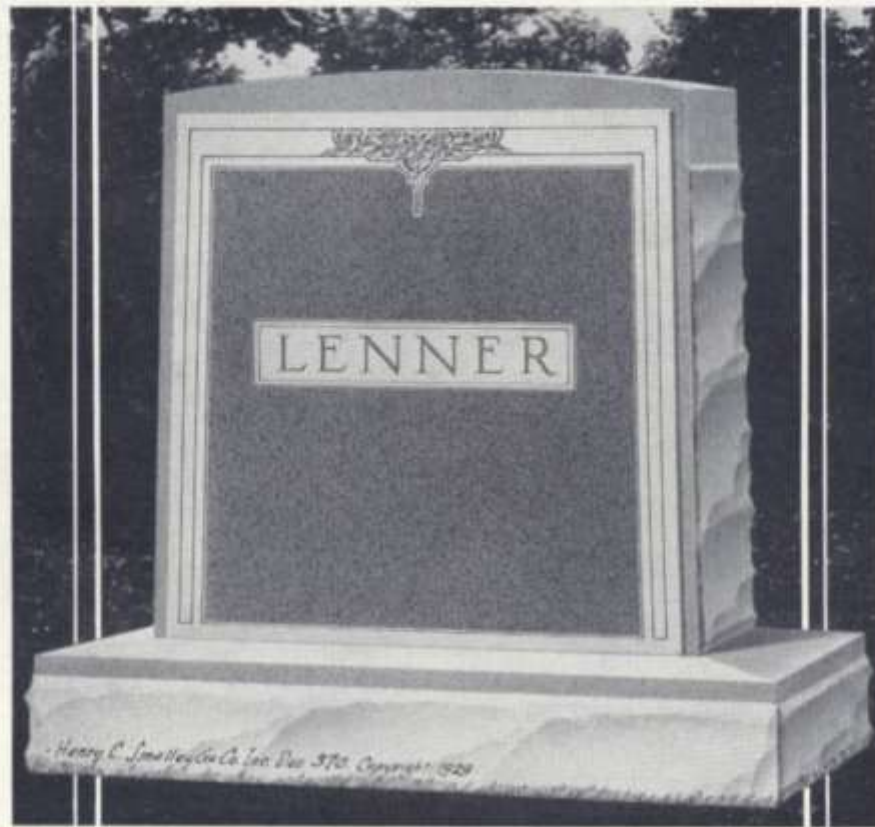
A finished memorial is being exhibited now in our Display Room and we know you will admire its beauty and attractiveness.

We are
Exclusive Agents
for this
Durable Granite

**THE BURTON JONES
MEMORIAL COMPANY**

Fig. 2

Educational copy has its place in a situation where the public must be educated to buy a new product or do something in a different way. The Frigidaire Corporation had to educate the public to buy mechanical refrigerators, as against the old plan of buying ice. Banks, Trust Companies, and Investment Houses educate people to put



A Design For Every Customer....

May we send you sizes and prices on the Lenner design one of our new creations? We especially recommend our Pink Westerly for this design.

SMALLEY designs fulfill the most exacting requirements of the dealers with special types for every demand of the customer or prospect. Some are rustic, some hammered and others polished. They are all good salable designs and all designed especially for the Smalley line of beautiful and enduring granites.

*Royal Dark and Royal Blue-Gray from the old Souhegan Quarry
Pink and Red Westerly Granites*

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

Say you saw it in DESIGN HINTS

their money into Savings Banks and good investments instead of hiding it away in a sock.

The Educational program probably has little application to the memorial dealer's business unless he happens to have some particular problem to solve that is different from the general set-up of the business.

Institutional Advertising on the other hand, has a pretty definite place in the memorial dealer's program. It gives you a chance to tell something about yourself, your equipment, and your ability to serve.

FOR EXAMPLE: (See Fig. 3)

HERE IS SERVICE

That MEANS Something

When people buy things nowadays, they want to have the assurance of buying high quality merchandise from a reputable dealer who is experienced and qualified to give advice.

The Burton Jones Memorial Company has had over 12 years experience—an experience devoted not merely to selling but in studying your needs and developing our service to the point of giving absolute satisfaction.

An intimate personal experience helps you choose the material you want and select the appropriate design, while skilled artisans convert it into the finished work of beauty you have considered for years. We are also equipped to create special designs for you if you desire.

You can always expect fine work from the Burton Jones shop for our equipment represents the best known to the trade and our workmen are all skilled artisans—capable of turning out the most delicate work.

Right now we are showing an exhibit of new designs and memorials finished in our plant. We invite you to stop in and inspect them.

**THE BURTON JONES
MEMORIAL COMPANY**

Fig. 3

Good Will copy is similar in some respects to Institutional copy. It gives you a chance to talk about your policy of strict honesty, integrity, and fair dealing. It is designed to make

people want to come to you when they are ready to buy a monument because they have confidence in you and in your merchandise.

We might write a Good Will advertisement along something of these lines: (See Fig. 4.)

We Value This Above Everything Else

A business cannot survive very long unless people have confidence in it.

For over 12 years the Burton Jones Memorial Company has served Marysville, and the growth and progress made in that time is a matter of pride to us and an evidence of the confidence placed in us.

We have always tried to treat everyone fairly and give an interested personal service to each customer—not because it may mean an extra sale and therefore a few extra dollars, but because we believe in the fairness and the goodness of honest business.

Our prices are fair and reasonable. Our merchandise is of high quality. We never misrepresent values. If a stone is superior, we tell you why it is and why it is worth the price we ask for it. If another is inferior, we are just as frank in giving you all the information concerning it.

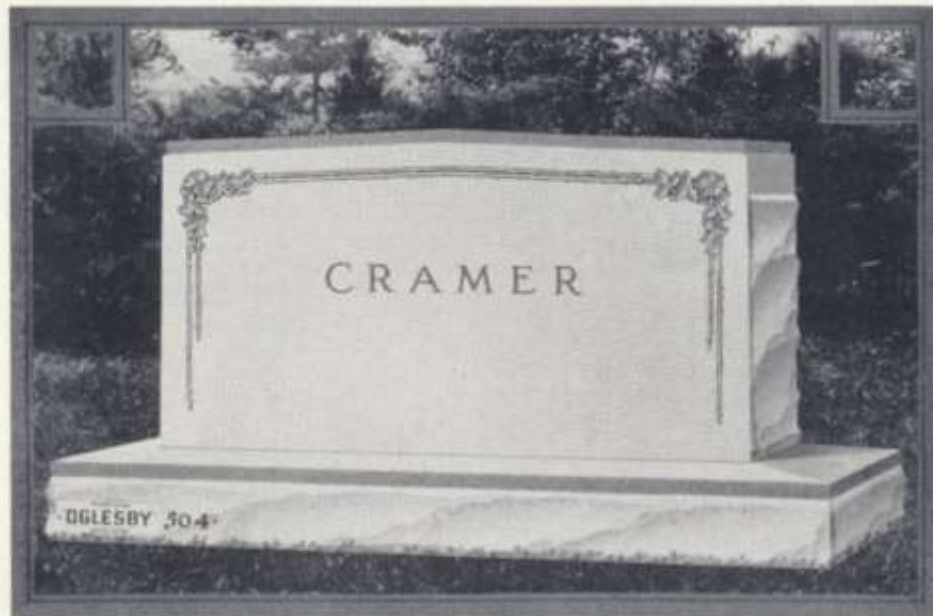
We're never disappointed when you decide not to buy from us. We can be just as good friends whether you buy or not. We're always glad to talk with you!

**THE BURTON JONES
Memorial Company**

We hope these few sample advertisements and this discussion has helped you gain a more intimate acquaintance with the important subject of advertising.

The author does not hold that the advertisements offered here are magic forms to get immediate and startling results. There is no such thing in advertising. But the thought and the principle are there, and with a knowledge of this you can go forward studying your problem and applying the type of advertising that is best suited to your needs. By using a little thought and by keeping at it fairly consistently, you can be confident of results.

("Advertising by Direct Mail to Get Results" will be the subject of the next article in this series.)



Write for sizes and prices on this exclusive Oglesby design

MASTERBUILT MEMORIALS OF

TRADE MARK
BLUE "OGLESBY" GRANITE
REGISTERED

R
O
U
G
H
S
T
O
C
K

FINISHED
MEMORIALS

Dealers who are buying Blue Oglesby granite are free from doubt and worry concerning the enduring qualities of this beautiful product because its permanence is guaranteed in the reports on tests of its strength and resistance to the elements. Adaptable to any finish—beautiful in texture and fine for intricate sand blast carving.

S
A
W
E
D
S
L
A
B
S

POLISHED
SLABS

Oglesby Granite Quarriers
Elberton, Georgia

Say you saw it in DESIGN HINTS

Numbers Correspond to Patterns of Celtic Ornament.

By JOHN CARGILL, Designer with Chas. G. Blake & Co., Chicago.

The design of the ornament on a Celtic cross at Nevers, Wales, Fig. 1, was apparently influenced by the Pythagorean idea of beauty which was "Unity in variety and harmony in opposite qualities." The designers of this cross very likely learned from the Druids, whose philosophy has been said to be identical with that of Pythagoras. The Pythagoreans believed in number. With them number was the essence of all things and the key to interlaced ornament is number. The number is found by following the line and counting the intersections. By so doing our familiar figure '8' becomes a Celtic symbol of '2'.

On the side elevation, Fig. 1, the long leading line in the middle panel has 28 intersections and is thought to be a symbol of the moon's orbit and the small circles with circumference crossed in four places, for four weeks, would have the same meaning.

Of course, this is not accurate astronomy, for the moon completes its orbit in about 27 days measured by the stars, but as the sun is moving forward on the ecliptic all the time it takes the moon about two more days to catch up and complete its orbit as measured by the sun. The moon has always been nature's time keeper and here the Lunar symbol refers to time and eternity.

In Fig. 2, even numbers from 2 to 30 correspond to various patterns of ornament.

With the Pythagoreans number and tone were practically one and the intersections of the endless line symbolized song, which was illustrated and explained in the January issue of Design Hints.

FIG. 1. Cross at Nevers, Wales.

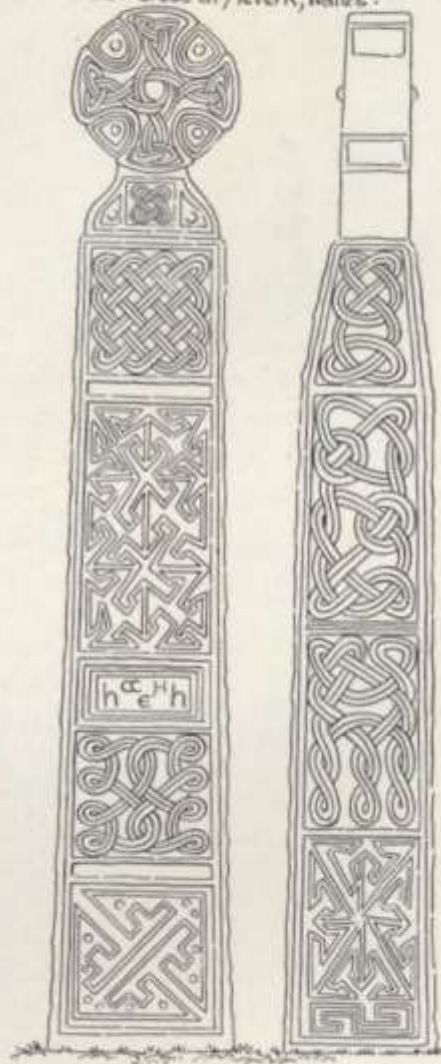
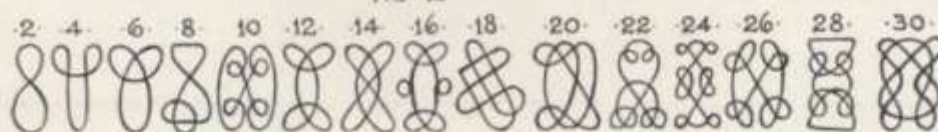


FIG. 2.



Bianchi Perfection

"Men do not attain perfection by striving to do something out of the common. Perfection is acquired by doing common things uncommonly well."

The manufacturing of memorials is not an uncommon labor. There are many ways to manufacture memorials but there is only one "Bianchi way." Bianchi workmen reflect in their craftsmanship a devotion to their art that produces more than a contract exactingly fulfilled. Coupled with genius is an ability to interpret ideas and ideals. Dealers will find that perfection of every detail is but part of the "Bianchi" product.

Sole Agents For
SALISBURY [N. C.] PINK GRANITE
A Perfect Product

*Write for prices and information on Sawed and Polished
Slabs, Finished Monuments.*

CHARLES BIANCHI & SONS

BARRE,

Manufacturers

VERMONT

Say you saw it in DESIGN HINTS

Exhibitors At West Baden

New applications for exhibit space at the 24th Annual Convention and Design Show are being passed on by the committee daily. Due to the fact that the floor plans were put in the hands of the exhibitors over four months later than usual considerable delay has ensued. At this moment space has been definitely allotted to the following:

Anderson-Friberg Co., Inc., Barre Vt.
 Barclay Brothers, Barre, Vt. H. A. Bliss, Inc., Buffalo, N. Y. Carborundum Co., Niagara Falls, N. Y. Chester Granite Quarries, Inc., Chester, Mass. Cold Spring Granite Co., Cold Springs, Minn. Cross Brothers, Northfield, Vt. The Dallett Co., Philadelphia, Pa. Thos. W. Dunn Co., New York City, N. Y. Georgia Marble Co., Tate, Ga. Granite City Granite Co., St. Cloud, Minn. Granite Manufacturers Ass'n., Barre, Vt. Harris Granite Quarries Co., Salisbury, N. C. Johnson & Gustafson, Barre, Vt. Lane Mfg. Co., Montpelier Vt. Lawrence Granite Co., Montpelier, Vt. Marr & Grodon, Inc., Barre, Vt. Melrose Granite Co., St. Cloud, Minn. North Star Granite Corp., St. Cloud, Minn. Rex Granite Co., St. Cloud, Minn. Rock of Ages Corp., Barre, Vt. Royal Granite Co., St. Cloud, Minn. Ruemelin Mfg. Co., Milwaukee, Wis. A. M. Simmers & Sons, St. Cloud, Minn. Spacerite Co., Wollaston, Mass. St. Cloud Granite Wks., Inc., St. Cloud, Minn. Geo. Straiton, Barre, Vt. Smalley Granite Co., Quincy, Mass. Universal Granite Co., Inc., St. Cloud, Minn. Vermont Marble Co., Proctor, Vt. Woodbury Granite Co., Inc. Burlington, Vt.

Among those who have already secured space appears the names of several exhibitors who were not at the Chicago convention. One of these is the Dallett Company of Philadelphia, who are going to occupy space next to their business associates, the Ruemelin Mfg. Co. Another new exhibitor is the Lawrence Granite Co., of Montpelier, Vt., of which James M. Duncan is President. The Smalley Granite Co., who desired space at Chicago but whose application was received too late are coming in with a fine exhibit this year. From blue prints already received at this office and inquiries made about the handling of large exhibits it is evident that the display this year will be as beautiful as the ex-

hibit room in which it is going to be displayed.

From the start of the current fiscal year, July 1, 1928, the Executive Committee demanded that the Memorial Craftsmen of America be carried on in the same manner that a business corporation is conducted. This plan was never deviated from as the months rolled on.

The Executive committee intend to make the business sessions at West Baden a series of "Brass Tack" meetings. There is going to be no "hot air" or "it gives me great pleasure" talks. The entertainers on the program are going to be limited to people who can give those in attendance ideas on how to make more money. Tiresome annual reports will be printed for distribution. Summaries will be given in short form at the convention so as not to take up valuable time.

Great stress is going to be laid on the fact that everyone at the convention must get acquainted with everyone else, no matter in what branch of the business he is engaged. Not only must he get acquainted, but he must take part in the various games that will be provided. Through the courtesy of the Executive Committee, the privileges of the convention are going to be open to non-members as well as members. Non-members who register will secure all the courtesies that accrue to the members with the exception of the right to vote. This is an unselfish act by the Association in which it hopes to share its work with outsiders. By doing this it trusts it will benefit the industry.

Genial Ed. Schaeffer of Jas. Schaeffer & Sons, Kittanning, Pa., has been appointed chairman of the golf committee. There are two wonderful golf links at West Baden which will be open to those attending the convention. One of these is a course of 18 holes and one of 9 holes. Ed. Schaeffer is already planning how these can be best utilized for enjoyment. It is likely that the golf will start in on Monday preceding the convention and continue until the close of the convention on Friday. The only time that the golf links will be closed will be during the sessions of the meeting which meet in the mornings. On Wednesday there will be no session so the golf players

(Please turn to page 26)



The prime requisite of the memorial is permanence. Through the centuries to come it must retain the dignity of its design, the splendor of its polish and the detail of its carvings. It will, if it is finished in

EMERALTONE

a finely textured granite of an even dark color. It polishes to a velvety smoothness which retains its lustre. Its extreme hardness will preserve the finest carvings permanently.

We still have a few territories open for the sale of this unusual granite. Write today for exclusive territory. Tomorrow may be too late.

*See our exhibit at West Baden in
Booths 15 and 16*

St. Cloud Granite Works
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

The Genius for Taking Pains

Written for Design Hints by

Dr. Roy L. Smith

A little pocket notebook belonging to Charles Dickens came to light the other day which furnishes an interesting sidelight on the genius of England's greatest novelist.

That little notebook contained nothing but names. Erasures, changes, variations indicated the evolution through which the names of Dickens' characters went before they emerged on the printed page in startling suggestiveness. No name was right for Charles Dickens until it was perfect.

Herbert Kaufmann, one of America's greatest editorial writers, especially noted for his brief, punchy sentences, writes and rewrites every article a dozen times or more. An article which is to include not more than six hundred words in its final form will appear in six thousand words in the first draft. Each rewriting thereafter consists of the elimination of waste words. The final article is the quintessence of eleven longer ones which preceded it.

Elbert Hubbard once said of Robert Louis Stevenson, "He never used a synonym." If he could not find the right word he waited until it was found. No sentence ever went to the printer which did not express EXACTLY what Stevenson intended it should express.

Irvin Cobb, America's inimitable humorist, is one of the most painstaking workers of all our modern writers. His free and easy style is studied out with scrupulous care. He once spent three days in the New York public library hunting for ONE WORD to complete a story. Nothing but the right word would do.

"It is only a trifle," says the amateur or the second-rater. "A trifle can ruin perfection," says the trained worker with conscience and experience.

Not every man can be brilliant, but any man can be accurate and there is no genius finer than the genius for accuracy.



YOU CAN'T GO WRONG---

if your show-room features an artistic display of Pyramid Memorials.

PYRAMID designs practical for our product and are sales producers.

PYRAMID memorials are finished by craftsmen of skill and experience who have efficient and modern equipment at their command.

PYRAMID granites are nationally known for their permanence and attractive coloring.

YOU simply can't go wrong if you tie up with Pyramid.

Direct your inquiries for Pyramid Crystal Gray to our office or to Mr. Stanley A. Dodd, Zanesville, Ohio

Pyramid Granite Works

Incorporated

St. Cloud, Minnesota

EASTERN REPRESENTATIVE,—Mr. Stanley A. Dodd, Zanesville, Ohio

Say you saw it in DESIGN HINTS

Mausoleum Sales Pay Handsome Profits



IN YOUR territory are a certain number of prospects who could be induced to purchase a mausoleum if they were approached with appropriate designs and plans.

Take a few moments to mentally review your list of possible mausoleum prospects. Single out one of them. Figure the size of mausoleum you think he would need. Let Melrose send you designs and specifications. Let Melrose figure your granite cost. Plan your method of approach. Consider the objections and sales-resistance you may encounter and let us help you plan your campaign. Persistent and courteous effort will win success.

We are not content to merely tell you this, but are ready to help you in every way. You'll have the prestige, the experience, the designs and the service of "the world's largest memorial finishing plant" to aid you in closing your sales.

MELROSE GRANITE COMPANY
ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



The Freeman is an eight crypt mausoleum in rock and axed finish. It is a very pleasing and attractive structure, yet inexpensive. This design will appeal to many who wish to erect a large mausoleum of distinguished appearance.

Say you saw it in DESIGN HINTS



PETERSON

The Peterson memorial is quite different and attractive in its simplicity of contour and decoration. The ornament is neatly designed and well placed. An interesting feature is also shown in the finish of the base; the carborundum margin with polished pencil edges around the top creates a pleasing effect with an all polished die, when manufacturing costs will not permit the use of an all polished base.

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



COMSTOCK

Small tablets with two inscription panels and family name on the front or bevel have proven very popular in modern inexpensive design. Markers are eliminated by this plan and the memorials very appropriate for two and three grave lots. The Comstock memorial is of more substantial proportions. In this design the inscription panels are effectively designed as a part of the decoration and the whole scheme harmonizes nicely with the contour of the top and ends of the die.

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

Improved Ruemelin Junior Sand Blast Generator and Cemetery Cabinet



The Junior Sand Blast Generator manufactured by the Ruemelin Mfg. Co., of Milwaukee, Wisconsin, has proven very useful for carving operations in the cemetery and also in a large number of shops where only a small supply of compressed air is available. These machines will successfully operate and perform practical carving when using 12 to 16 cubic feet of air per minute at 80 to 100 lbs. pressure.

It is a well known fact that the mixer box is one of the most vital details of a sand blast machine so that the sand and compressed air are properly mixed and deliver the maximum carving force of the blast. Sharp bends in the blast lines must be omitted to avoid friction and eliminate wear. It has been a problem to incorporate in this small machine many of the desirable features which had proven so practical in their

large machines.

Their Junior Generator has been further improved and simplified by using a plain pure rubber hose for the sand control. This hose delivers the sand from the tank and is so arranged with a hand lever that the operator may definitely control the amount of sand for the mixture or completely shut off the

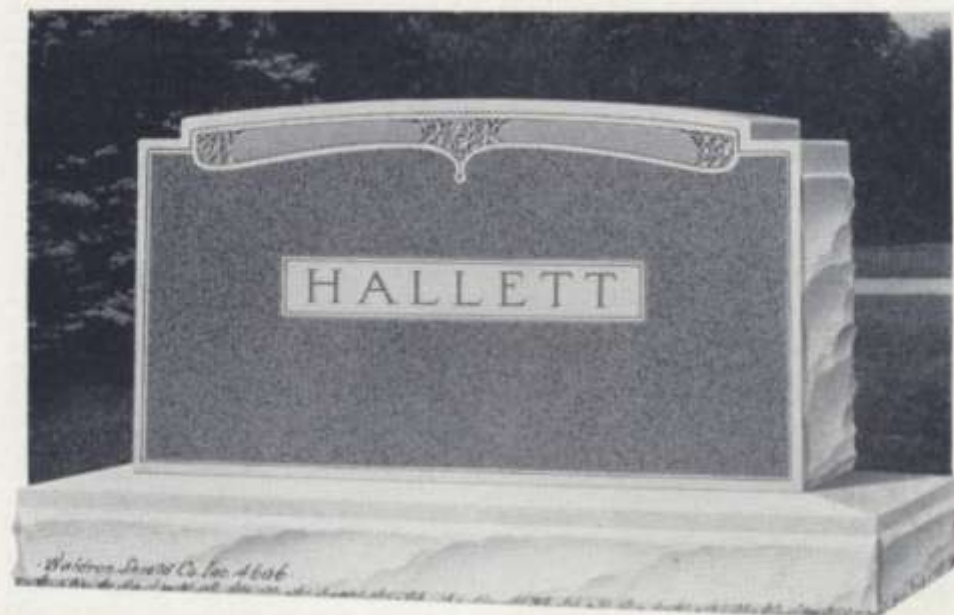


sand. This pure gum hose is the only wearing part and will give many years of service without renewal, and then only at a slight expense. As compared to metal valves for controlling the sand flow, the pure rubber hose valve

will outlast many metal valves. Another important feature is their automatic sand control which eliminates the necessity of shutting off the sand supply when stopping sand blasting. The inside of the mixer is quickly accessible for inspection by removing the cover plate which is held by four bolts. The bottom of the tank is made funnel shaped so that the tank is entirely emptied of its contents before each refilling. The control of this machine is extremely simple by means of the triple air valve. This air valve is of special construction, being leakproof and far superior to an ordinary stop cock. The capacity of the tank has been increased to hold 200 pounds of sand. The outfit is supplied complete with nozzles $\frac{3}{16}$ " and $\frac{1}{8}$ ", funnel sand screen, gauge, and one bag of sand.

(Please turn to page 28)





"IN A HURRY---?"
"SEND IT TO WALDRON SHIELD"

It has been the topic of much discussion among the trade, how rapidly and perfectly Barre orders are taken care of by Waldron Shield Co., Inc. To those who have looked behind the scenes of our organization, this is no mystery. They have seen the gangs of skilled men at work in our well-equipped mammoth plant. They have seen rush orders turned out with promptness and precision. Send your next order to Waldron Shield Co., Inc.! You'll experience the sort of service you've been looking for.

WALDRON SHIELD CO., INC.

BARRE.

:-:

VERMONT

Say you saw it in DESIGN HINTS

Exhibitors at West Baden

(Continued from page 16)

can enjoy themselves to their heart's content on that day.

The Executive Secretary has been fortunate in getting the railroads to grant excursion rates on the certificate plan for the convention. In addition, he has secured a lower requirement of certificates than has ever been required before. This year only 150 certificates are needed to put the excursion rates into effect. The excursion rates will save the members one-half of their one way fare.

It is anticipated that the open air swimming pool will be in use day and night as it is planned to have it illuminated during the evening. Bring your bathing suit to West Baden. That is one thing that cannot be rented there. Different hours will probably be assigned to the men and to the women for the use of the swimming pool.

West Baden should be a splendid convention.

MEMORIAL CRAFTSMEN OF AMERICA
Lester E. Harris, Executive Sec'y.

Youth and Age

A MAUDE ROYDEN, the noted English lecturer, said in a recent broadcast of the Greater Boston Federation of Churches:

"As long as you believe in the possibility of progress, you are young; when you lose it you are old. For youth and age have nothing essentially to do with years. We are all immortal spirits.

"Whence do we come and what was our history before we came here? I do not know, but this I know; that faith in the possibilities of God, faith in the capacity of man to realize and to respond to a great ideal, is the very spirit of youth, whatever our mortal years, and as long as we have it, our spirits are eternally young.

"It is a blasphemy against God to deny that the world can change. It is blasphemy against man to say

that when he sees the highest he will not seek after it. Believe it, and go forward; for once believing it, you will not be able to say again, 'Let us eat and drink, for tomorrow we die.'

"Inspiration will come to you which will teach you the very opposite of that: he that seeks to save his life is the one that loses it, and he that is willing to cast it away is the one to whom life comes ever more and more abundantly."

Today

Saints are still born among us, kindly men meet us at every turn, modest girls can be found if we like to find them, patient mothers hide in a thousand homes, and heroism rivals crime in the daily press. A flood comes, and a thousand people go to help, and a million men contribute financial aid. A nation starves, and her enemies succor her. Explorers are lost, and others give their lives to rescue them. No one has yet fathomed man's potentialities for good. Behind our chaos, our riot, and our crime lies the fundamental kindness of the human soul. It waits till the riot is over, and another moral order emerges by trial and error to lift it to nobility. The old world is dead; long live the new!

Will Durant.

We're not so certain about the evil part of it, but money must be at the root of something—the way we have to dig for it.

If time is of value to you, don't kill it.

Remember that sturdy trees must have sturdy roots.

New Confidential Bulletin Service Instituted for Members.

So splendidly has the Personal Service Bureau been functioning for the past year, that a flood of requests for advice, information, and suggestions are brought by every mail to the desk of the Executive Secretary. Every one of these requests receive careful attention, though it is sometimes impossible, even with the best of intentions, to secure for the member the information he wishes.

Now the Executive Secretary institutes a new bulletin service, which will be of immense interest to the members. It will come to them frequently and contain suggestions for improving their business; aiding them in their relations with their customers, their fellow dealers and those from whom they obtain their supplies. It will also contain news items to guide them in their work.

Perhaps this bulletin service is best explained by the following letter that is being sent the members by Executive Secretary, Lester E. Harris:

Dear Member:

Many times in the course of a month's work, ideas occur to the Executive Secretary that he imagines would interest and help the members. These thoughts flash as he walks to work, as he talks to business men in other than the memorial business, or as he studies the troubles of the industry that each day's mail brings to his desk. Sometimes a bit of news comes to his attention that he thinks the members should know. If a member were present at this time, these suggestions would probably be blurted right out by the Executive Secretary. Without any attempt at literary excellence, the Executive Secretary

is going to blurt out these things whenever the spirit moves. They will be sent to members only and will be in the nature of informal bulletins in words exactly the same as though he were talking.

This is a new service designed to aid you in your work. It is a new departure in association helpfulness. The first bulletin is enclosed.

Very sincerely yours,

LESTER E. HARRIS,
Executive Secretary.


Improved Ruemelin Junior Sand Blast Generator and Cemetery Cabinet

(Continued from page 24)

The Portable Cabinet is especially useful when performing carving operations in cemeteries, by protecting the operator from dust and avoiding the loss of abrasives. This cabinet has also been found useful in performing coloring operations by special abrasives in the shop. After the die has been carved by the sand blast the die is set out in the shop and enclosed by this cabinet. By using the cabinet instead of the regular sand blast room only a small supply of special abrasive is used and this does not become mixed with the sand or lost and time is not wasted in thoroughly sweeping out the sand blast room previous to performing coloring operations. All spent abrasive is collected in the hopper container ready for use and without loss. The operator observes his work through a bronze sight screen which does not become frosted. The nozzle is manipulated through a slitted nozzle apron so that entire freedom is permitted while carving. The height and slope of the carving zone is readily adjustable by two thumb screws and the swinging front. This cabinet is quickly set up for operation and folds up compactly for storage or transportation.

Either their Midget Gun or the Junior Generator may be used for this coloring process.

"There are also too many hip and rum drivers."



Victory Designs Arouse Interest



THERE won't be any "dull months" in your business this summer if you exercise thoughtful and energetic sales effort.

Victory designs will be of aid to arouse the interest of the indifferent prospect, Victory workmanship will create a desire to possess and Victory service will help to close the sale at the psychological moment.

We welcome every opportunity to prove the sales value of Victory memorials.

Victory Granite Company, Inc. Barre, Vermont

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

Say you saw it in DESIGN HINTS

MEMORIALS IN THE



Beautiful Rex Shamrock

appeal to the dealer---

Because in them he finds all the requisites of an attractive memorial, uniform grain, sparkling color—permanence of carved detail—brilliant polish and keen contrast between hammered and polished surfaces.

appeal to the prospect---

Because its dignity is so expressive of the sentiments of reverence with which he contemplates the erection of a tribute to the memory of some loved one.

We will be pleased to answer any of your questions concerning this new Super Granite. See it at West Baden in

BOOTH No. 2

Rex Granite Company
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



∴ **Not Granite Alone** ∴

It is not just because "The Best in Mahogany" is an unusual granite that has made it universally popular.

It is also because Dakota designs and Dakota Craftsmanship do full justice to the possibilities of this beautiful granite, thus creating memorials whose beauty is seldom equalled and never excelled.

We shall be pleased to quote on any of your requirements.

"The Best



In Mahogany"

Dakota Granite

Dakota Granite Works

Milbank, So. Dakota

Say you saw it in DESIGN HINTS

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

At the Convention Booth No. 89

We will exhibit the most complete and modern sand blast and dust suppression equipment.

OUR GENERATOR
"A Brute for Power"
"Stays Put"
"Eliminates Repairs"

OUR CURTAIN
"Famous Because Practical"
"Speedy Good Carving"
"Durable Construction"

We supply your every need. Get Full information at the Convention or send for catalog.



RUEMELIN MFG. COMPANY

598 Clinton St. :: Milwaukee, Wis.

St. Cloud Iron Works Co.

St. Cloud, Minnesota
Manufacturers of



**Jenny Lind
Stone Polishers
Shot Wheels
Emery Wheels
Surfacer Frames**

Agents for

**Dallett Products
Pneumatic Tools
Stainless Glue
Putty Powder**



Elegance Combined With Economy Quality Always Reliable

Send for Prices on these Granites

Linn O'Dee	Grecia Green
Red Missouri	Winnboro Blue
Oglesby Blue	Westerly
Black Swede	Regal Purple
Light Barre	Green Swede
Red St. Cloud	Golden Pink
F C Black	Elberton Blue
Red Swede	Radiant Red
Wausau Red	Pink Pearl
Dark Barre	Buff Brown
Extra Dark Quincy	Peerless Pink
Base Stocks	Emerald Pearl
Blue Pearl	Balmoral Red
Crystal Pink	Prize Pink
Coopersburg Black	Millstone Point
Gray St. Cloud	Peterhead
Beers Red	Premium Pink

ALSO PINK AND MAHOGANY MARBLE
NEW ITALIAN STATUARY IN STOCK
IMPORTED GRANITES IN OUR WAREHOUSE

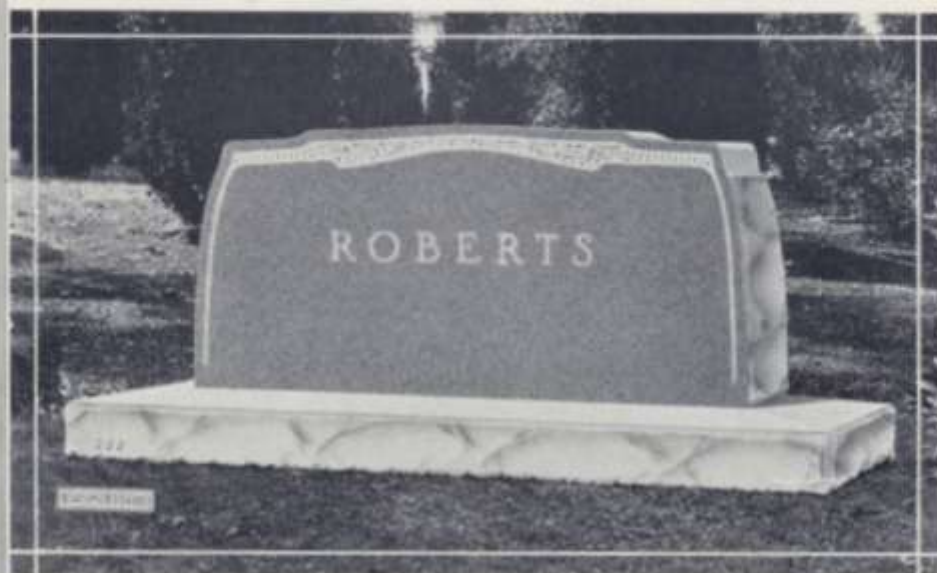
New Stock Sheets Free Samples on Approval
Always Write us for Low Quotations

SERVICE THAT SATISFIES

Burton Preston & Co.

Mansfield, Ohio

Say you saw it in DESIGN HINTS



“Favorable Reaction”

The initial step in making a sale is to get your own and your prospect's mind running in parallel tracts.

If in your display room you have Superior memorials, in Superior Design and Superior Granites, to show; his reaction will be instantaneous and favorable.

Superior memorials are designed and finished to satisfy the most fastidious demands of the ultimate purchaser.

*Superstitious? No! We will be in Booth--13
at West Baden.*

Granite City Granite Co.

The Ahlgrens
St. Cloud, Minn.

REPRESENTATIVES

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

Say you saw it in DESIGN HINTS

CUTTER'S HAND HAMMER

Made from the oldest and most reliable steel "Hawk-brand" in sizes from 2 to 3 $\frac{3}{4}$ pounds.

Also manufacturers of Pneumatic tools including Surfacers, Frames and Heads Polishing Machines and all accessories making up a complete line of Granite Working Tools.

Prompt Shipment Inquiries Solicited

Granite City Tool Co.,
Barre, Vt. St. Cloud, Minn.
Elberton, Ga.

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.

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

Public Acceptance and Rock of Ages

Year after year, in a manner distinguished and dignified, the story of **Rock of Ages** has been told to the people of America. This superlative quantity has been accepted by the public as the symbol for all that is beautiful and enduring in memorial granite. Surely there are tremendous sales possibilities in offering to your public the granite which they have already accepted as the preferred stone.

*A request to the **Rock of Ages**
Service Bureau will bring you a
complete description of all the
selling aids that have been de-
veloped for you.*

Rock of Ages Corporation
Barre, Vermont

A Word Picture of Designs

Designs

Better Designs

More Designs

More of Better Designs

Designs that Sell

Exceptional Designs for Unusual Clients

Special Designs

Designs Showing True Color and

Texture Value of Materials

Cemetery Views

Art Designs

Non-Competitive Designs

Copyright Designs

Pocket Designs

WHAT MORE CAN OUR
ORGANIZATION DO?

Replace "Auld Lang Syne" Designs with some of
the Above, Now, and Pay More Taxes in 1930.

*"Believe it or not," to do this will pay
big dividends.*

Bliss Design Company,

Rockford, Illinois

Say you saw it in DESIGN HINTS

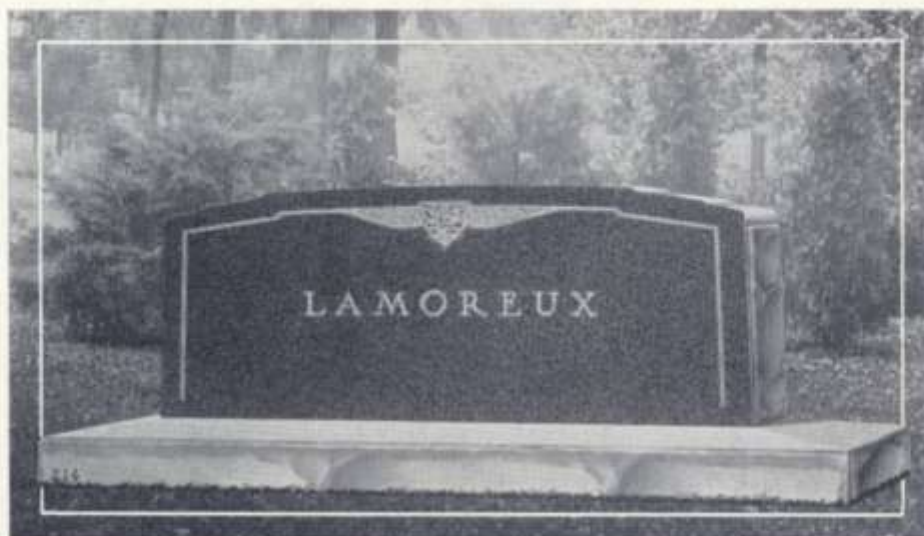


Competition Keeps Us Alert!

In the Memorial Business as well as in other fields competition is keen. It keeps us ever alert to improve our service and our product. United memorials reflect this spirit of progress. Designs of pleasing contour, carefully selected granites, the skill of Master Craftsmen and prompt, efficient service all unite to make United memorials a source of profit to dealers who feature and sell them.

UNITED GRANITE CO.,
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



FINE MEMORIALS

The Lamoreau memorial is a fine example of inexpensive and attractive design. Add to the artist's conception the faultless workmanship of Simmers Craftsmanship and you have everything to be desired. For many years Simmers' have enjoyed the reputation of manufacturing memorials of high quality. We welcome an opportunity to place the efficiency and co-operation of our sales and manufacturing organization at your command. It has helped others to increase their volume of profitable business and it can help you.

See us in **Booth 25** at West Baden

A. M. SIMMERS & SONS

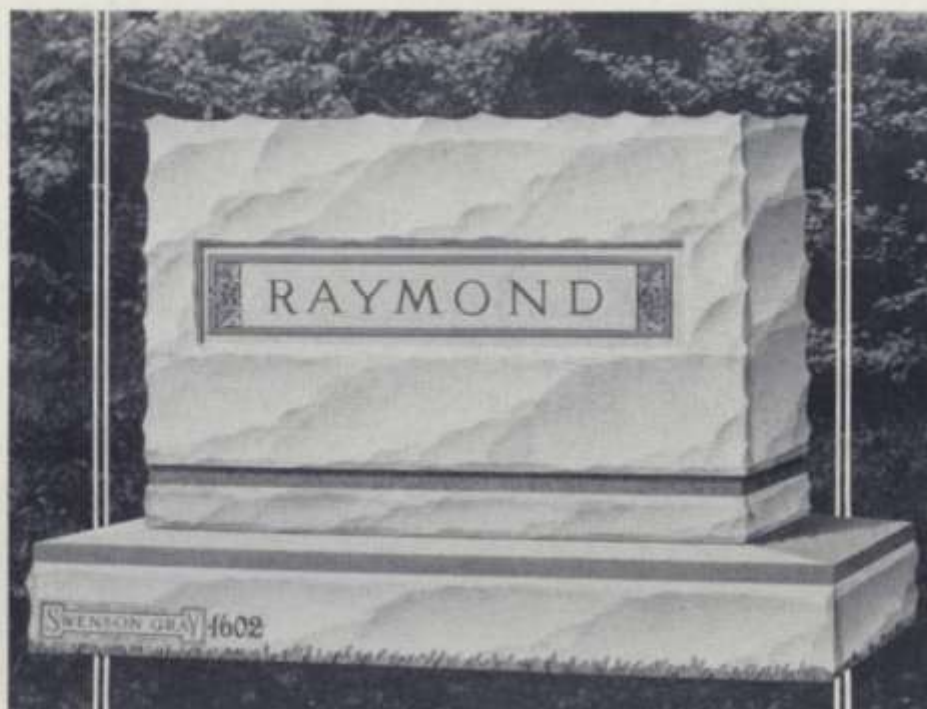
A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



NEW IDEAS

Memorial design is a progressive art. New ideas are constantly being created by those who understand the needs of the craftsmen.

The designs furnished by our designers for

SWENSON GRAY GRANITE

are drawn under experienced, competent and careful supervision. They are correct in proportion, honest in detail and particularly adaptable to our product.

Buy Swenson Gray Memorials From Swenson Gray
Designs and See The Difference.

The John Swenson Granite Co.
Concord, New Hampshire

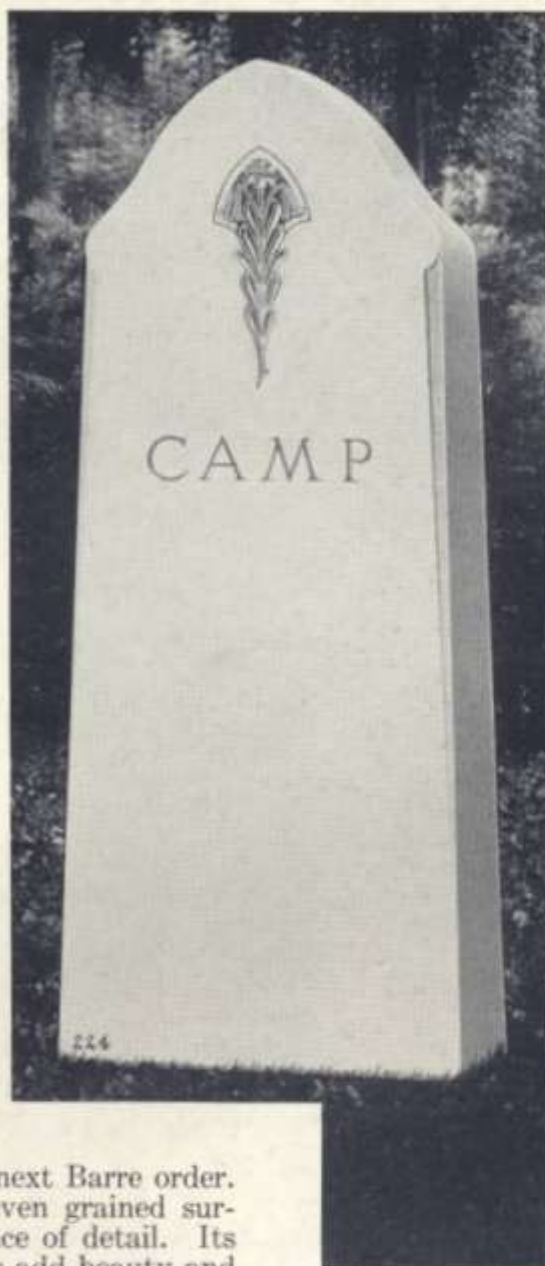
I. N. Strock, Baltic, Ohio; Fred Haslam, 4019 Kenwood Ave., Kansas City, Mo.

Say you saw it in DESIGN HINTS



Smith- Barre

If you wish to add dignity to your design, permanence to your intricate carvings and distinction to your axed work; specify Smith-Barre on your next Barre order. Smith-Barre's hard, even grained surfaces insure permanence of detail. Its striking light colorings add beauty and attractiveness to the dignity of any design.



*The Smith Certificate of
Guarantee insures your, and
your customer's satisfaction.*

E. L. SMITH & Co.

BARRE, VERMONT

Say you saw it in DESIGN HINTS

The Charm of Loveliness

The human heart is swayed by beauty. How true this is of all who seek memorials of lasting charm and loveliness.

Gracious warmth shines forth eternally from the colorful depth of Royal Antique. To those who care emotions in stone, this glorious granite whispers encouragement to skill, and the assurance that handiwork given to its keeping shall outlive eternity.

Royal Antique

IN 4 BOOTHS AT WEST BADEN



ROYAL GRANITE COMPANY
ST. CLOUD - MINNESOTA

... *Quality lies deeper
than the surface*

The ability to withstand the ravages of weather
year after year calls for a stone that is hard,
even-grained and durable. Even the most
intricate carved detail remains intact
and sharply defined decade after decade.
Rest assured that when your skill
becomes part of a Wetmore & Morse
Barre Granite monument
.... it is *there to stay*.



*The Wetmore & Morse Certificate of Perfection
backs up what we say about it.*



Wetmore & Morse Granite Co.,

Quarries: BARRE, VT.

Main Office: MONTPELIER, VT.