

Design Hints For Memorial Craftsmen

March 1926, Vol. 2, No. 9

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Dan B. Haslam, Editor and Publisher

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<http://quarriesandbeyond.org/>

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November 2012

DESIGN HINTS

FOR MEMORIAL CRAFTSMEN



MARCH, 1926

Volume II

Number 9

Read This

Announcement

In keeping with our policy to be always among the first with the best, we have installed a complete sandblast outfit to handle your needs in sand carved work.

We are also preparing a collection of beautiful and salable designs to be executed in sand carving. Look for our designs in the near future.

The same Universal craftsmanship of highest standard; the same Universal Red and Gray St. Cloud granites—now better than ever because of unusual excellence in quarry conditions—and the same rigid Universal inspection is applied to our work in sand carving and tracing.

Place your next order for sandblast work with

THE HOUSE OF SEVEN BROTHERS

7

Universal Granite Company
St. Cloud, Minnesota

7



Lightening Speed!

Your last minute customers demand it. Take the order without worry—Melrose always has an immense stock of staple sizes ready for shipment as soon as your order is received.

We anticipate your Decoration Day rush and your lagging customers' demands.

Take Advantage of MELROSE SERVICE!

Melrose Granite Company

St. Cloud, Minn.

Say you saw it in DESIGN HINTS

Irresistible Beauty



Genuine
New Westerly
Granite

The Magnetic Force that draws
your customers;

That keeps them ever proud of
and pleased with their selection
of this exceptional granite;

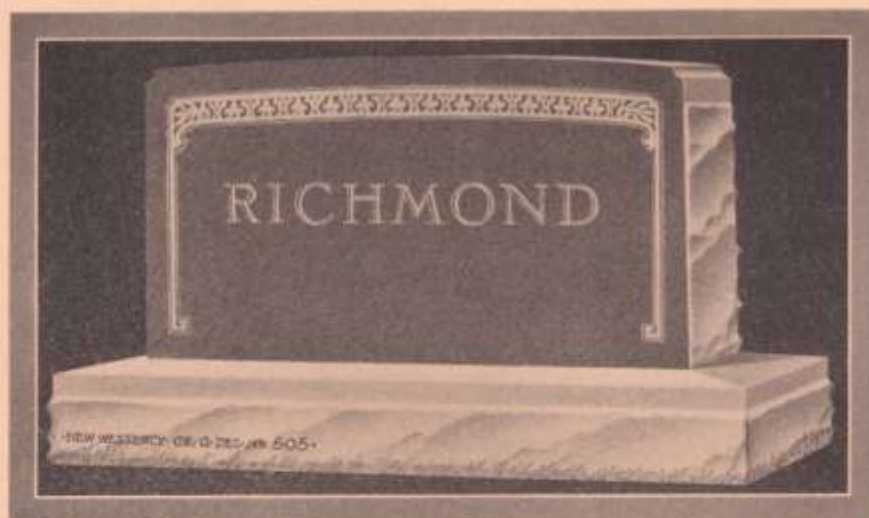
That causes these customers to
direct others to your door;

That is in itself finest evidence
of exclusive taste;

That builds future business;

That gives you gratifying know-
ledge that your work stands out in
bold relief as THE BEST.

These are only a few off-hand considerations that should cause you to
write us at once for our sizes and prices on this New Westerly Granite
Company Exclusive Design



New Westerly Granite Company
Milford, New Hampshire

Proprietors of the famous Smith Granite Quarry of Milford, N. H.

Say you saw it in DESIGN HINTS



Dealer Protection

We give you exclusive territory rights on this beautiful Mahogany granite. No customer can tell you that your competitor will furnish it at a lower price because you are the only one who can sell it in your own territory. Make your own retail price and get it with our exclusive territory protection.

Our Certificate of Warranty gains your customer satisfaction.

Let us quote you on the beautiful design above.

Quarriers
and
Manufacturers

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

Hunter's
Mahogany
Memorials

ROBERT HUNTER

Milbank, South Dakota

Say you saw it in DESIGN HINTS



A Spring Suggestion

With a constantly growing list of satisfied customers the Grewe Granite Company grows. The secret is in giving our customers the best of everything. A Grewe customer is always a satisfied customer. Your trade will be equally well pleased with you if you supply it with

Grewe Built Memorials

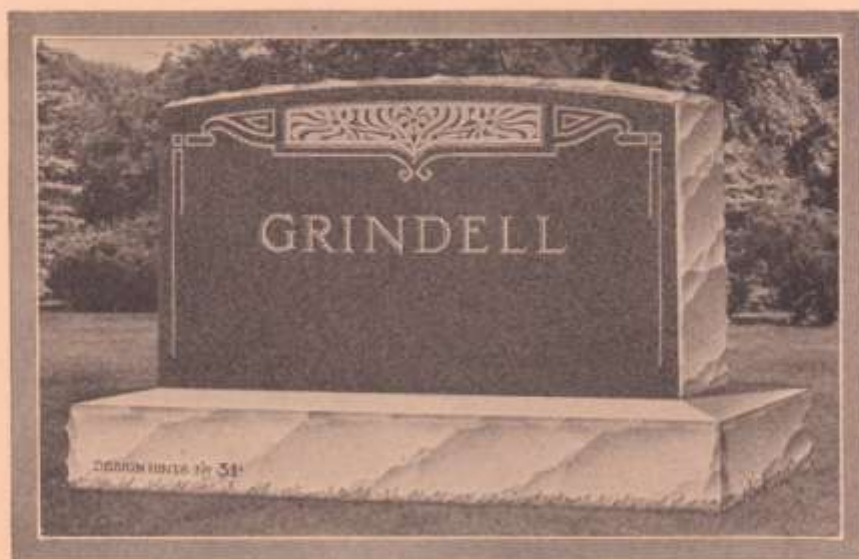
Write for quotations on this beautiful, new Grewe design for your spring trade.

GREWE
GOOD
GRANITE

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

SUPERIOR
SANDBLAST
SERVICE

Say you saw it in DESIGN HINTS



REX—Means King

In kingly fashion to our court of business we welcome potentates and diplomats of commerce in the retail field. Our guard of honor—your guard—is our personnel of skilled craftsmen to escort you to the kingdom of business success.

Our coat of arm and seal are one—the word REX

This symbol is your guarantee. Let us assist you.

Rex Granite Company
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

Boy, Dat Midnight Blonde
Granite Am It!



(Copyright)

Fo' a shine what is a shine an'
a kontras' what does kontras'
always specify

Peerless Black Granite

Peerless Granite Company
Little Falls, Minn.

Say you saw it in DESIGN HINTS



There's Just This Much About It—

*Superior Red
and
Superior Gray*

For quality in granite and workmanship you need look no further. If we can't please you in every respect—and help you make money—then it can't be done!

Write us today for sizes and prices on the Pence memorial.

Granite City Granite Company

The Ahlgrens

St. Cloud, Minnesota

Say you saw it in DESIGN HINTS

CELEBRITIES

In Baseball—Walter Johnson
Football—"Red" Grange
Pugilism—Jack Dempsey

In St. Cloud Granites

MONARCH RED
ROYAL GRAY
ROYAL RED

All going strong!

This is the season for pinch hitting;
sweeping gains; knock-out volume.

Place your money on three sure winners.
Depend upon Royal in all emergencies.



ROYAL GRANITE COMPANY
ST.CLOUD - MINNESOTA

Say you saw it in DESIGN HINTS

DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

HASLAM & NICHOLS, Publishers

G. A. NICHOLS, Editor

DAN B. HASLAM, Memorial Designer



G. A. NICHOLS

It will be interesting to our readers and advertisers to know that an addition has been made to the institution of *Design Hints* through a partnership agreement between Mr. Dan B. Haslam and Mr. G. A. Nichols. The purpose of the expansion is to make possible constant improvement in the publication and to render to the monumental trade and industry and allied fields more efficient and a higher type of service. In addition to the publication itself every effort will be made to render such other service as is possible. Many of the direct mail advertising folders, such as the one headed 'Memorials' enclosed with the February issue of *Design Hints* are bringing increased volume to the retailers who are now using them.

Under the new arrangement Mr. Haslam will be in complete charge of the art side of the business and can devote all of his time to designing and related art work. Mr.



DAN B. HASLAM

Nichols, who has been a contributor through the Observer Column from its beginning, will edit the magazine and take charge of the advertising and business end of the partnership.

Dan, of course, needs no introduction. If there were any points on the continent of North America where the product of his pen and brush was not known prior to the advent of *Design Hints* some twenty months ago, his successful launching and guiding of this publication has since established him permanently with the memorial trade. He enjoys the reputation of being a producer of the class of designs most in demand in the average retail field. He realizes that the design is the basis of every memorial order and he promises to live up to that reputation. He is now in better position to do it than ever before. He is justly proud that his business which

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Monumental Drawing and Lettering

A SIMPLE AND QUICK METHOD OF MAKING LARGE DRAWINGS FROM SMALL PHOTOS

By Dan B. Haslam

In keeping with the policy of *Design Hints* to divulge "tricks of the trade" in connection with drawing instruction we are illustrating in this article a quick method of making enlargements from small photos or drawings. The method as explained is most simple and one that will enable anyone to produce satisfactory results. Of course, one must have some drawing ability if lettering or ornamentation is to be shown in the enlargement but even such details if properly outlined in the form of squares or rectangles on the small drawing are easily handled by carrying lines from the established points on the outlined details to the proper position in the enlargement. This will be explained later in the article.

We will suppose that we have a small photograph of a monument as shown in Fig. 1 and marked Original, of which there is to be a large drawing made. The small photograph is first placed squarely on the drawing board and held in position with thumb tacks. It is absolutely necessary that the photo be placed squarely on the board. It must not tip either to the right or left.

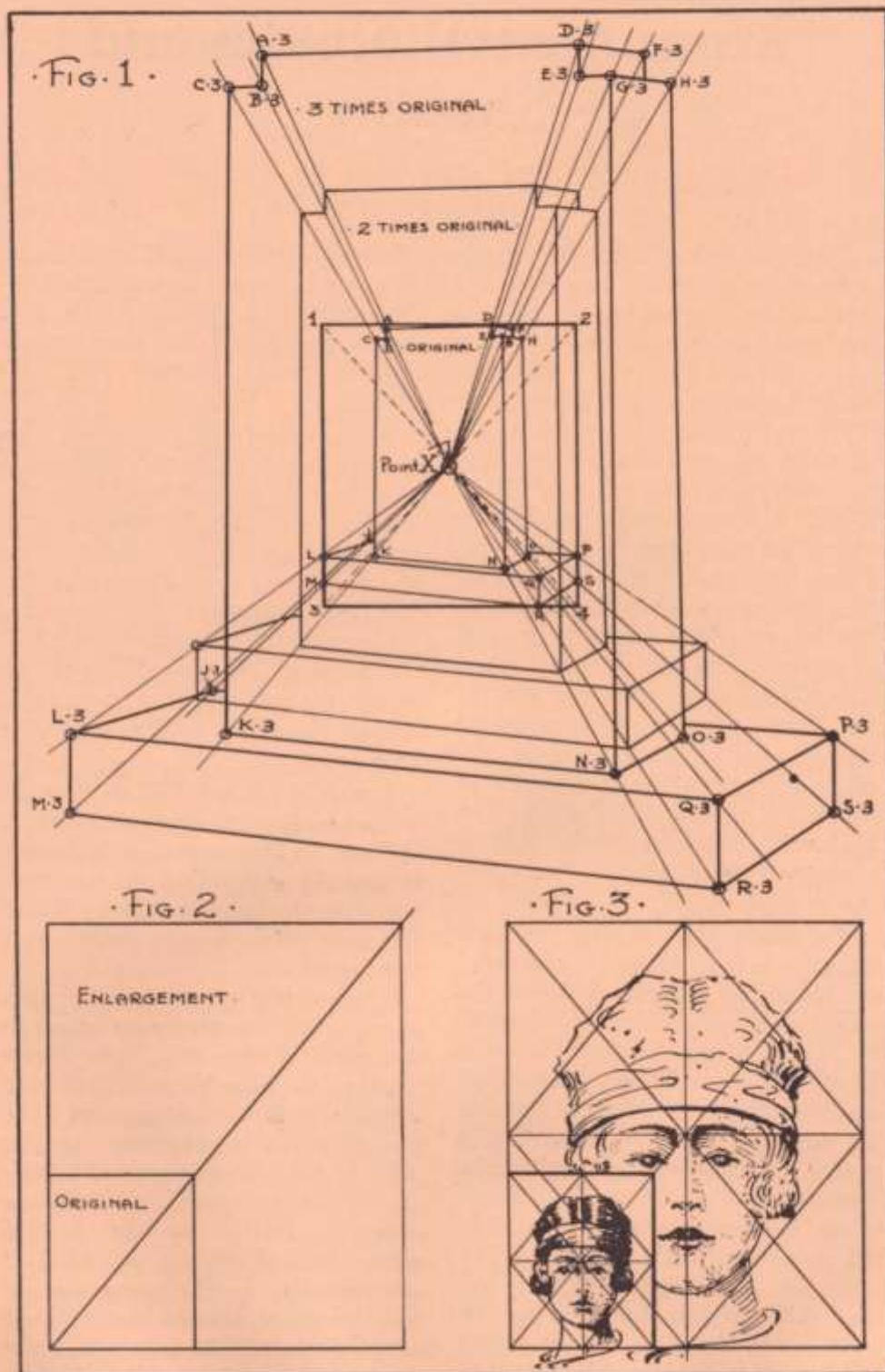
We must now find a point exactly in the center of the memorial from which all enlargement points are measured. So as to be sure of this center point we construct a rectangle around the memorial so

that its lines touch the extreme outside points of the memorial. In Fig. 1 it will be noted that the top line of the rectangle touches the Point D. on the memorial; the lower line, Point R; while the two verticals touch Points L. and M. on the left and P. and S. on the right or extreme outside lines of the base. The horizontal lines are made by using the T-square from the edge of drawing board and the vertical lines with the T-square and Triangle so that the rectangle will be true in form. We have indicated the corners of the rectangle by numbers, 1, 2, 3, and 4. Diagonal lines are then drawn from corners 1 to 4 and 2 to 3. Where these lines intersect a center point is established indicated by Point X in Fig. 1 on the original drawing. All measurements are made from this Point X and unless it is located in the *exact center* of the memorial as explained, it will be impossible to make a true enlargement of the original.

So that further procedure may be more clearly explained we have indicated each corner of the original drawing by letters A to S.

Now with the use of the triangle, rule or any instrument that will enable you to draw a straight line, direct lines from Point X to and beyond every corner in the original photo or drawing. The length

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Monumental Shades and Shadow

By Jerome Aske

ARTICLE II.

The method of shadow delimitation with which we are about to deal in the present article, reduces the problem of shadow projection to its ultimate degree of simplicity. On first thought this is contrary to the text of the last chapter, but it must be remembered that the so called "conventional ray" (Ray Z-Fig. 1 Article I) is cast downward, outward and to the right. From this it should be concluded that the ray dealt with in the introductory article is not to be used in practice, and that it was demonstrated for the sole purpose of simplifying the use of the standard Ray Z, which is directed on an additional angle of 45° backward of the object casting the shadow. The backward direction of the Ray Z assumes a front plane upon which the shadow is cast.

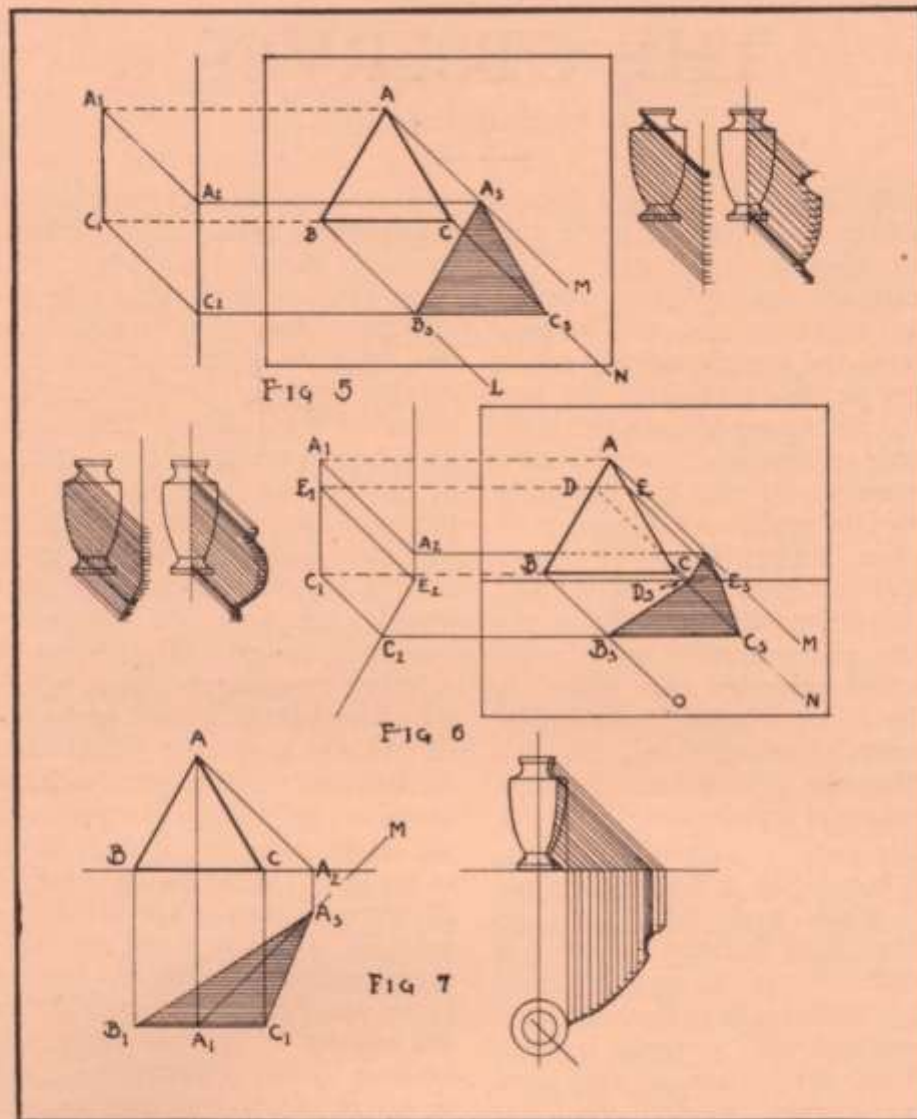
To throw the shadow of the triangle A-B-C (Fig. 5), construct the front and side elevations of the object as shown. The shadow points of the form are located forward from the plane (side elevation) upon which the shadow is thrown. To cast the shadow project the points A1-C1 downward and to the right angles of 45° to the points where they meet the plane at A2-C2 respectively. B1 is on the line with C1. Similarly draw the 45° lines AM-CN-BL. By carrying the point A2 to the right until it meets the line AM at As, and by treating

C2 (and, therefore, B2) in the same way, with respect to the lines CN-BL, the three points As-Bs and Cs which determine the shadow outlines of the triangle are obtained.

From this example it becomes obvious that when the shadow is cast on an ideal front plane, the shadow is a simple oblique projection of the object casting it, for the fact that only 45° angles are involved eliminates any necessity for considering "lengthening" and "shortening" shadows. This is one of the main reasons for constructing the Ray Z on angles of the degree used.

Figure 6 shows the shadow of the same object thrown on a broken surface. In this case it is necessary to find the points D-E on the front elevation by working from E2 to E1 and then to the points just mentioned.

The method of casting the plan of a shadow thrown by an object in the path of the Ray Z is shown in Fig. 7. The elevation of the triangle A-B-C resting on the ground plane is projected to its plan B-A-C. Conventional 45° lines are directed from the shadow points A-(B-C) to the ground plane. Note that the points B-C are normally on the ground plane and, therefore, cannot be and need not be projected. To continue, draw the 45° line A1-M. The shadow



point A_s is determined by drawing the line A_2-A_s which is perpendicular with the ground plane. B_1-C_1 correspond to the points $B-C$ on the ground plane and consequently determine that line of the shadow.

The Urns shown in the various figures are used here to demonstrate the drawing of shadow lines of curved objects according to the system just considered. The

Urns in Figs. 1 and 2 are not treated properly according to the theory of the Ray Z since the shadow points used are drawn from the simplest corresponding outlines of the front and side elevations, the points of tangency of the sun's rays being disregarded for the reason that the methods of finding the points of tangency have not yet been treated, and, if mentioned

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THE OBSERVER

By G. A. NICHOLS

In the issues of July and August last year the subject of profit was dwelt upon at some length. The economic explanation already given might be reviewed in considering the present writing and it would be well to look in the future to the matter of costs and book records of details of your business because these things are as closely related to profit as the nose is to the face. A knowledge of cost must precede an intelligent understanding of selling price. With the proper selling price there is profit; with a selling price too low there is either no profit at all or else there is actual loss sustained. In this writing the selling price is given the place of prominence.

Any dealer who knows his costs and knows the difference between pure profit and actual charges against doing business should have no difficulty in determining upon a fair selling price. Bear in mind throughout that no profit is made until all charges against sales have been figured; a mere return of these charges does in no sense constitute a profit. Profit is distinct and separate from these items; it must be a return over and above them. A salary for a proprietor's services is an expense, not a profit.

Percentages are sometimes hard to understand; they are too abstract. Figures at all times are more readily understood because they are concrete. When one understands the sources of cost fig-

ures then percentages applied to selling prices take on more definite meaning. Mention is made of this point because in the past percentages have been used in a more or less arbitrary manner in this connection. Because of this fact the Observer was deeply impressed with a comprehensive presentation of the question of selling price in the retail memorial field, given by Mr. John K. Batchelder of Dixon, Illinois before several state conventions this year. Mr. Batchelder has kindly furnished facts based on a survey covering numerous retailers with whom he is well acquainted and who gave only actual facts relating to their respective businesses in confidence. The source of his information has been disclosed to no one. The following schedule of figures is used as an hypothetical case. There is room for criticism because many of the expense items are far too low considering the volume of business done and because many legitimate and necessary items are omitted. In other words, the business in question has been given the benefit of the doubt all the way through. Think what the result would be if accurate accounting records were kept and all costs figured as high as they should be, to say nothing of the omissions!

"Suppose a dealer has a \$12,000.00 stock and desire to keep his inventory at about that point. In 1926 he does a \$25,000.00 volume of business and collects the

full amount. Let us arbitrarily say that he is entitled to at least 10% of this figure as profit, allowing all the rest of this income to be used to defray the expense of doing

business. What is the relation between this aggregate sales price and the aggregate quarry cost price?"

INCOME FROM SALES:	\$25,000.00
10% of Income deducted as PROFIT	2,500.00

TOTAL AVAILABLE for operation, Mdse., etc.	\$22,500.00
--	-------------

AMOUNTS PAID OUT DURING YEAR:

Mechanic's Salary (one man)	\$2,000.00	
Extra Labor, Setter and etc.	800.00	
Salary to Proprietor	2,500.00	
Commissions (20% on \$10,000.00)	2,000.00	
Heat, Light, Power, Tools, Office Supplies, Designs,		
Postage, Tel. and etc.	750.00	
Proprietor's Automobile Expenses	500.00	
Truck Expenses or Drayage	500.00	
Rent (or return on property invest.)	400.00	
Incidentals	300.00	
Foundation Expense	900.00	
Freight Bills	1,000.00	11,650.00

BALANCE TO PAY COST OF MDSE. AT QUARRY	\$10,850.00
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"Under conditions as stated above the quarry cost would have to be multiplied by about two and one-half to yield the income from sales stated. But consider only a few obvious omissions: Interest on the investment which amounts to \$720.00 in the case of a \$12,000.00 stock and money worth 6%; Insurance; Taxes; Advertising; Donations; Association Dues and other Business men's club dues; Depreciation; and Bad Debts. If all these items were figured in—as they should be along with expenses listed above—the result would be a figure so small with which to buy merchandise that it is doubtful whether a selling price based on three times the quarry cost would yield a profit."

Mr. Batchelder submitted figures

on a specific business in which the total returns from sales equaled three times the total quarry cost, yet that proprietor declared himself that his business had not netted him a profit in 1925.

In the hypothetical case above there is room for much discussion on relative figures and specific expense items. For instance, it is reasonable to suppose that expenses for cutter and setter are low in relation to the volume of work turned out. The supposition is that the proprietor did over half of his own selling. *His own profit is actually \$500.00 less than he would have paid a salesman had such salesman sold this merchandise for him.* Where is his reward for the risk and enterprise? It is shown that

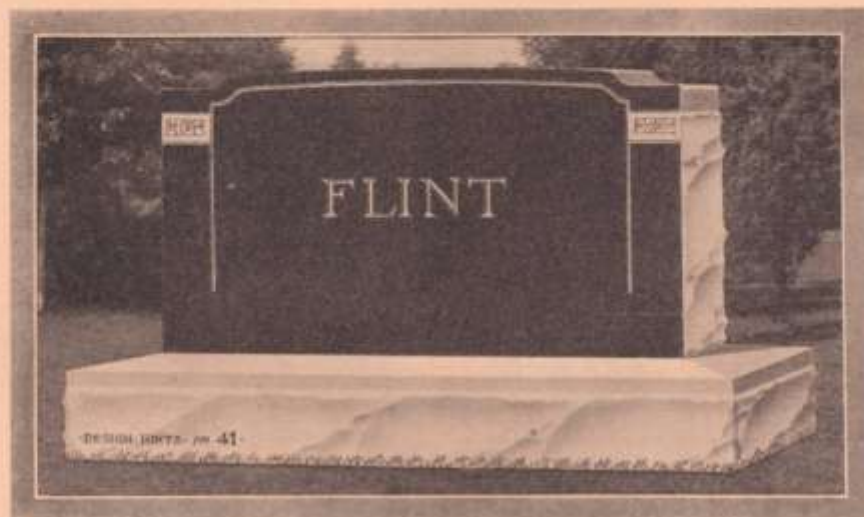
(Continued on page 21)



MILTON

The Milton Design shows a novel treatment of ornament that is practical, attractive and distinctly modern. The incised lines serve a threefold purpose in their support of ornament, thereby creating not only a pilaster effect but a panel for the family name as well.

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



FLINT

Sandblast treatment of ornament is again displayed in the Flint design. If simplicity is the keynote of modern trend in design this work should appeal to the most exacting buyer. Note the graceful curve to the hammered top, decidedly new and unusually interesting.

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

GRANITE CHIPS

GRANITE MEN MEET

At the regular annual meeting of the Northwestern Granite Manufacturers Association held in St. Cloud on Friday, March 5, the following officers were elected for the ensuing year:

PRESIDENT: Arthur V. Ahlgren, Secretary of the Granite City Granite Company. **FIRST VICE PRESIDENT:** John Campbell, Secretary of the North Star Granite Corporation. **SECOND VICE PRESIDENT:** George Simmers, partner in the firm of A. M. Simmers & Sons. **SECRETARY:** C. J. Hemberger, Vice President of the Royal Granite Company. **TREASURER:** Alex Simmers, of the firm of A. M. Simmers & Sons.

The retiring officers were President: Olaf Frick, who has held that office for the past three years. He was given a vote of thanks for his creditable administration of the affairs of the association during his tenure of office. Secretary: Arthur V. Ahlgren. First Vice President: C. J. Hemberger. Second Vice President: John Campbell.

A letter written to *Design Hints* by the new secretary following the meeting states in part as follows: "The association has approximately one hundred per cent membership of the active manufacturers in the St. Cloud district. I might report that the St. Cloud district is enjoying a flourishing business and that the prospects for the balance of the year are very encouraging."

BUSINESS SOLD

January 1926 witnessed the passing of another of the oldest retail memorial firms in the state of Iowa. The business established in 1860 and operated in Ottumwa ever since, under the name of M. B. Root and Son, has been purchased by the New England Granite Works of that city. In 1891 the business was taken over by Mr. F. L. Root, son of the founder, but the original firm name continued in use to the end. At the time of the recent transfer this was the oldest firm in the city. The stock has been removed to the premises of the New England Granite Works.

The closing of the doors of M. B. Root & Son marks the end of two fruitful and well rounded careers in the business and the many hundreds of memorials erected by that firm in the period of 66 years remain as memorials to the untiring effort and progressive spirit of the father, now deceased, and the son. *Design Hints* joins with the host of friends of Mr. F. L. Root in wishing him happiness and contentment in his retirement and well merited rest from the strain of active business.

The New England Granite Works is a progressive institution with branches in Pella and Knoxville. The Ottumwa branch is under the management of Mr. A. DeLano. "Art", as we know Mr. DeLano, is too modest to say that this expansion of his firm is simply a healthy sign of business growth.



For over 30 years the North-eastern Iowa Memorial Co., Monona, Iowa, shown above, has been rendering the highest type of service to its patrons. The above cut is an example of a well arranged out-door display. Floodlights on the left side of the building light up the display platform and make it more prominent at night than it is in the light of day.

Mr. Briar is capitalizing the opportunity offered by the sandblast in giving his memorials striking individuality. This is an institution of which the owner might well be proud. Inside are modern offices and a beautiful consultation room. The latter is shown in cut below. This room is unsurpassed in beauty

and dignity as a place in which to bring a prospect for the study of commemorative art. The spell of the place is truly impressive, the atmosphere of quiet refinement is ideal to put the memorial prospect into a receptive mood and to impress him with the scope of the field of memorial art. Here is opportunity to give feeling tone to the appeal in a sales talk.

In addition to his sales efforts in the studio and in the field, Mr. Briar carries on an effective direct mail advertising campaign that is in keeping with the dignity and progressive spirit of his establishment. He is deserving of the progress and success he is making through his up-to-date methods.



MONUMENTAL DRAWING AND LETTERING

(Continued from page 16)

of these lines is determined by the size desired for the enlarged copy. In our example we have enlarged the original two times and three times. A pin placed in the paper at Point X, so that straight edge may rest against it while drawing lines through the corners, will enable the draftsman to handle this part of the matter quickly and accurately. It is necessary that these lines be drawn accurately because all points for the enlarged copy are established on them from Point X. It will be noted that there are eighteen points on our original drawing, hence eighteen lines drawn through these points from X.

Points for the enlarged copy are all located with dividers. We presume that the student will know what is meant by the term dividers. These are drafting instruments like compasses except that there is a sharp metallic point in place of the pencil.

The desired size of the enlargement being about determined we start by first placing one point of the dividers in X and as we draw from the top down, the other point of the dividers in corner A of the original. If the enlarged copy is to be twice the size of the original a point is located on the line drawn from X through Corner A so that it will be twice the distance from X to A in the original. If the copy is to be three times the original this point will be located three times the distance from X to A in the original, and so on through the other corners. Be sure that all measurements are made from

Point X to the corners of the original before attempting to locate points on the lines through the corners for the enlarged copy.

An exact enlarged copy of the original is then obtained by drawing connecting lines between these established points for the enlargement.

Details of ornament unless square in form should be squarely outlined before an attempt is made to reproduce them in enlarged form. For example, if a wreath were shown at the top of the die in the original sketch it would be best to outline it in the form of a square or rectangle and then direct lines from X to and through the corners of the outline. The same form would be reproduced in the enlarged copy and details drawn in accordingly.

In making drawings to be reproduced by mechanical processes such as for half-tone plates, zinc-cuts, and etc., the proportions of the design are determined by the size of the printed surface, but the size of the drawing may be such as best suits the draftsman. If the drawing is to be reduced, and this is very often the case because it is usually easier to draw large rather than small, the draftsman must first decide on the amount of reduction. A reduction of height or width by one-third is the usual amount.

Fig. 2 illustrates a method used by the writer in all drawing for reproduction. A rectangle the size of the *finished* plate is first drawn in the lower left hand corner of the paper. Now draw a diagonal line from the lower left hand corner through the upper right hand corner of this panel, extending it be-

yond the small panel boundaries. By taking various points on the diagonal, panels of any height or width but still of the proper proportions may be obtained.

Fig. 3 illustrates a method of making an enlargement of a small photo by triangulation. Very light lines are drawn through the photo as shown by the panel in lower left hand corner. The area of this panel is enlarged as explained in Fig. 2 and necessary construction lines filled in the same as shown in the small panel. These lines should be made as lightly as is possible because they must be erased before the drawing is completed.

The beginner will experience some difficulty with work as shown in Fig. 3. So that he may not become discouraged it is advisable for him to try only the most simple subjects for awhile or until he becomes quite proficient in the art of freehand drawing. Remember at all times that it is better to draw a simple subject well than a difficult one poorly. Do not attempt to draw a mausoleum until you can draw a hickey marker and draw it well.

MONUMENTAL SHADES AND SHADOWS

(Continued from page 13)

casually in connection with the solution of a problem, would confuse rather than enlighten. In Fig. 7 the shadow points have been drawn from the proper line of tangency of the illuminating rays. The subject just mentioned in passing, will be treated fully in the third article of this series.

THE OBSERVER

(Continued from page 15)

he paid a commission of 20% on two fifths of his total volume of sales. It is to be borne in mind that with all obvious omissions and ridiculously low expense items for granted—in other words, giving the business the benefit of the doubt in the matter of costs in order to avoid staggering figures—the above profit is the result when the retail price was about two and one-half times the quarry cost. *No merchant can get rich on this procedure.*

A monument purchased for \$100.00 f. o. b. cars at quarry and sold for \$250.00 does not yield a profit of \$150.00 as is sometimes supposed. On the above basis with apparently low expense items figured, the profit would be only \$25.00. If all costs were figured on a fair basis this selling price would yield no profit at all. The proprietor would be compensated for his time and service but would have no actual profit for his risk in business. The logical selling price should be \$300.00 to yield a profit in the neighborhood of ten per cent.

Too often there is a tendency to figure only in terms of quarry cost as the whole cost on any sale. The items of expense above listed are not apparent and it is a difficult thing to distribute these items in proper proportion among individual sales. Until such time as a uniform cost system is worked out and adopted by the craft the safest thing to do is to recognize the fact that such items of cost do exist and prepare for them by using a high enough multiplier on the

quarry cost to insure a profit. It would surprise many a merchant if he were to have down in black and white the actual cost of doing business.

The story told by the figures submitted is in comprehensive form and the argument is convincing. It will bear study and thought. In the case of some dealers it was suggested by Mr. Batchelder that it seems to be a matter of not caring rather than one of not knowing. He illustrated his point very effectively by the following story:

"Sambo bought a mule from Rastus with a warranty that the animal was sound in every respect. Next day the mule while grazing in Sam's pasture apparently deliberately walked over the edge of a jagged precipice and met instant death before Sam's very eyes. In a frenzy Sam rushed to Rastus to inform the latter that the deal was a fraud because the mule was stone blind. Rastus coolly replied: "Why man, dat mule ain't blind, he jes don' give a damn."

In the memorial business whether it is a case of not caring or not knowing, the "mule is close to the precipice." Yet, in looking around our own towns and cities how many merchants in other lines struggle and slave for years and years and have so little to show for their effort as the majority of memorial dealers?

Show me the man who does not make mistakes and I will show you a dead one. There is a wonderful amount of satisfaction in making a good mistake and then correcting it.

TWO FIRM CHANGES

We have just been informed of a change in two well known firms in Duluth, Minnesota. Mr. Ben Greene of the Greene-Grignon Granite Company has purchased the interest of Mr. Grignon of that firm. Mr. Grignon has purchased the interest of the A. M. Peterson Granite Company, also of Duluth. We understand that Mr. Peterson sold out because of ill health, and that it is not his intention to engage in the memorial business on the west coast, where he will locate shortly.

America's greatest undeveloped resource is the odd-looking spheroidal knob attached to the upper end of the spinal column of each of its citizens.

St. Cloud Iron Works Co.

St. Cloud, Minn.

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

Manufacturers of
Polishing Machines,
Polishing Wheels,
Surfacing Frames,
Cranes.

EDITORIAL

(Continued from page 9.)

was a one-man affair a year ago now requires the full time of three.

"Nic" brings to the partnership with him a wide acquaintance with the memorial trade in the middle west where he has been traveling for the past few years for the Melrose Granite Company. His knowledge of the business and his education and training fit him for his end of the work. He will still be in close contact with his host of friends on the territory.

It is hoped that the new combination will be ideal for the advancement of the publication and the increase in service to *Design Hints* readers and advertisers.

CONTEST NOTE

Owing to the fact that no definite closing date was given for the \$10.00 prize letter contest started in the February issue and that letters continue to come in, as a matter of fairness to all who enter we are keeping the contest open until April 15. All letters must be in our office by that date.

Some dandies have been received and the judges will have a difficult time selecting only one best letter. All are good and show considerable thought on the awkward sales situation. It is hoped that we shall be able to print all or parts of some that are not fortunate enough to win the \$10.00, at some future time. The winning letter will be printed in the April issue of *Design Hints*.

Who overcomes by force hath overcome but half his foe.

Our New Catalog

is just off the press. It is essential to everybody in the business of making or furnishing monuments. Send for your copy today—free on request.

Trow & Holden Company

Barre, Vermont

Stone Working Tools and
Supplies

IF IT'S TURNABLE WE CAN TURN IT

We have the largest lathe in the world.

Perfect workmanship guaranteed.

JOHN CLARK CO. ROCKVILLE, MINN.

Chicago Representative:

E. C. WILLISON,
Monadnock Building,
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Say you saw it in DESIGN HINTS

BEAUTIFUL CATALOG AVAILABLE

Trow & Holden Company of Barre, Vermont have just issued an exquisitely finished, bound volume in the way of their latest Catalog No.7. The book is invaluable as a ready reference for the busy man who needs information on stone working tools and supplies. Half tone cuts illustrate perfectly the hundreds of items listed. Prices accompany descriptions. A valuable table giving weight and strength of hand made dredge chains and hook sizes, a table giving weight per lineal foot in bar steel in different shapes, and a schedule of prices on drawing and making over old tools is given on the last pages. In all, this is a comprehensive publication and should be in every memorial shop. It is free for the asking. A card addressed to Trow & Holden Co., Barre, Vermont will bring it to your desk.

Health and disposition are the two most important things in life. Good health enables you to live with yourself; a good disposition to live successfully with others.

Laughing out loud may be an indication of bad taste, but it is also a sure sign of a good digestion. Man lives and is worth living with as long as he can laugh.

There never was anything made but what some one else could make it worse and sell it for less.

A genius is a fellow who shoots at something no one else can see, and hits it.

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GRANITE SUPPLIES

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Hardware
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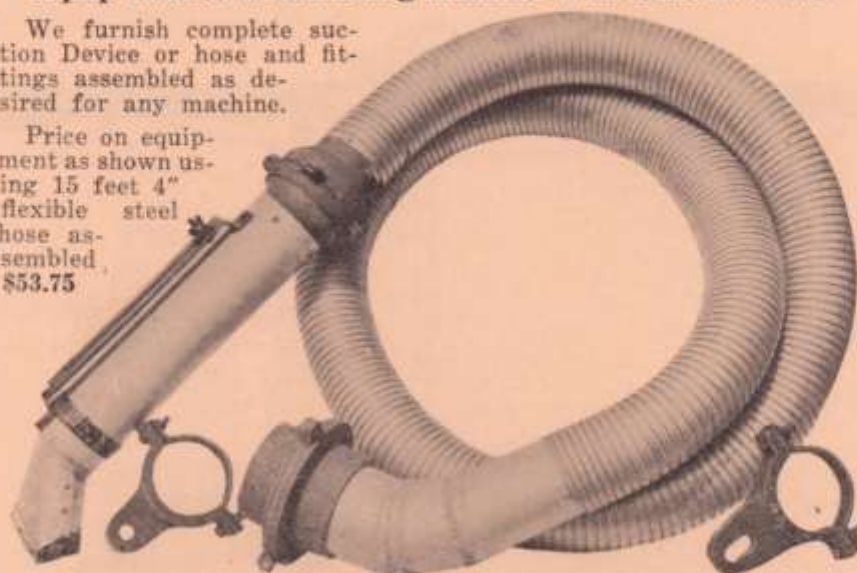
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Price on equipment as shown using 15 feet 4" flexible steel hose assembled, \$53.75



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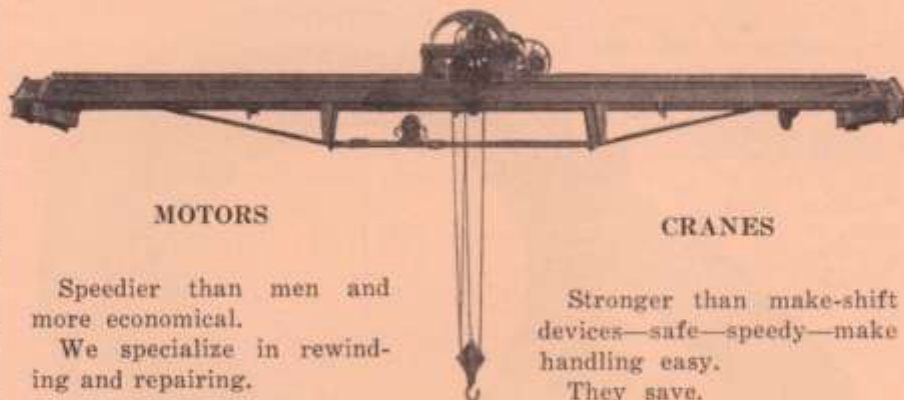
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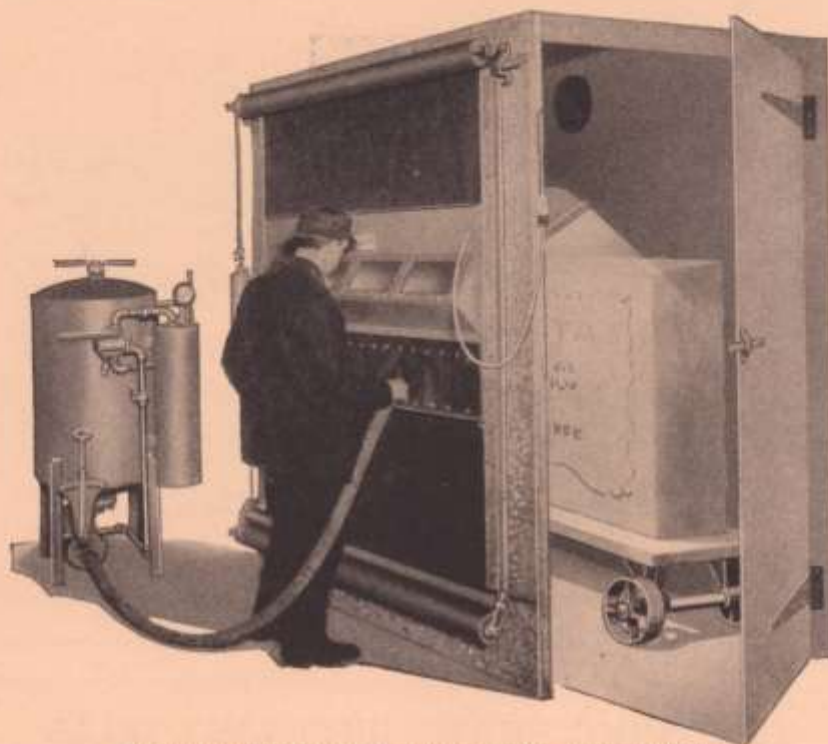
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\$178.00 is the cost of our SQUARE SHOOTER CURTAIN.

It's worth twice that amount in materials and workmanship alone.

Let us tell you more about *how the operator is protected—how the brilliant illumination eliminates shadows—how durable our curtain is on account of its construction of rubber and steel.*

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Write for information and prices on DUST FANS, DUST ARRESTERS, NOZZLES, GLUE, AIR COMPRESSORS, etc.

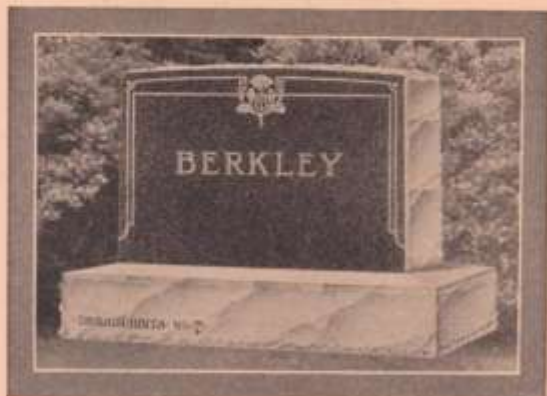
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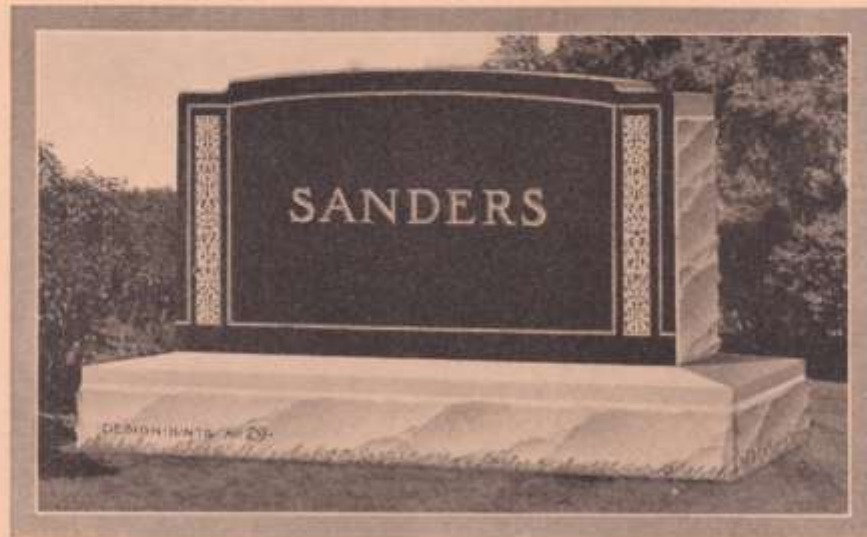
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We are prepared for your spring needs as never before. Fortune has favored us in providing splendid quarry conditions and a large quantity of our excellent stock.

In The Most Important Season

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With a subtle beauty that charms the most fastidious and a texture that is a joy to craftsmen, this granite that embodies all the qualities of excellence to be desired in any memorial is waiting to help you gain prestige in your trade territory—this spring.

If its to be Red St. Cloud granite, specify

RED PEARL

Get our prices on the Henderson memorial.

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No guess work about our methods and policies. Experience has taught us that by delivering the goods we don't have to worry about where the orders are coming from.

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Join the ranks of those on the safe side by writing us today for quotations on the beautiful and salable Kelly memorial.

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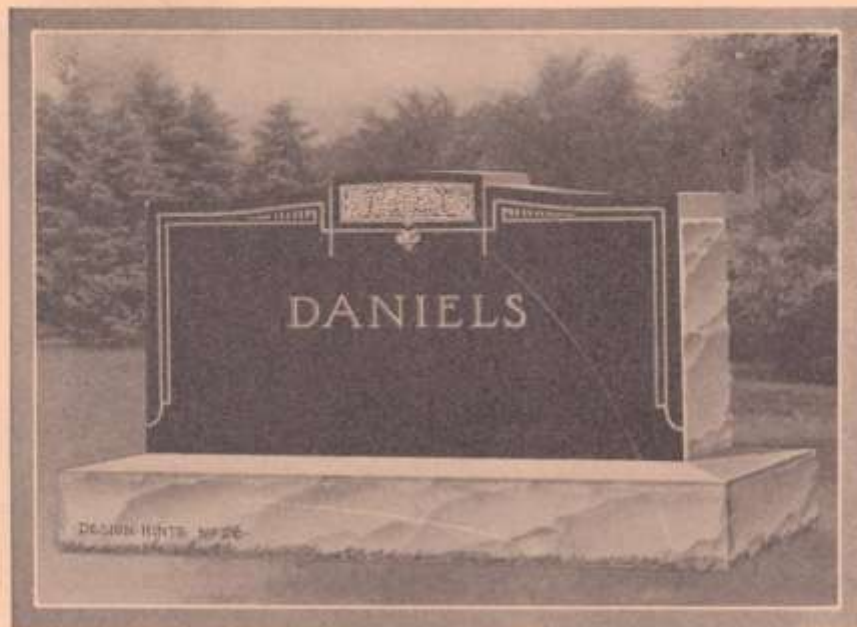
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We now have complete sandblast equipment and skilled operators; we are ready to execute in finest detail all sandblast designs.

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Is but another example of North Star Service of highest quality. Write us for prices on the beautiful sand carved design above. A winner for spring.

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We have it because of the excellence of our product.
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Plan on these fine St. Cloud Granites for your
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We haven't been exposed to the temptation or haven't had opportunity

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Because it has been our unfailing policy to stay in our own field and to co-operate with the retailer for our mutual profit rather than to compete with him, that

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We proudly invite you to investigate four leaders:

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