

Design Hints For Memorial Craftsmen

March 1929, Vol. 5, No. 9

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Dan B. Haslam, Editor and Publisher

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January 2013

DESIGN HINTS *for* MEMORIAL CRAFTSMEN



March, 1929

VOLUME 5

NUMBER 9



THE DEMAND FOR AND POPULARITY OF

REX

GRANITE, DESIGN AND SERVICE IS
GROWING DAY BY DAY---

WHY?

YOUR INQUIRY WILL BRING THE ANSWER



Rex Granite Company,
St. Cloud, Minn.





For a particular customer
PIRIE'S DARK BARRE

Using Pirie's Dark Barre granite eliminates your dissatisfied customers. It has a pleasing color, an even grain and endures forever. These facts prevent any costly experience by assuring a satisfied buyer, one who will always recommend it.



Ask for the Pirie Certificate

J. K. PIRIE ESTATE
BARRE, VERMONT

Say you saw it in DESIGN HINTS



UNUSUAL SERVICE

WRITE
TODAY FOR
DETAILS OF
UNITED
SALES AND
SERVICE

YOU WILL NEED A SUPPLY OF ATTRACTIVE AND SALABLE MEMORIALS TO TONE UP YOUR SHOW ROOM FOR YOUR MEMORIAL DAY BUSINESS. UNITED IS PREPARED TO TAKE CARE OF YOUR NEEDS. WE HAVE AN UNUSUAL SUPPLY OF SELECTED GRANITES AND MODERN DESIGNS TO SUBMIT TO YOUR CHOICE.

UNITED GRANITE COMPANY
ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



UNIVERSAL DEMAND
NIQUE MEMORIALS
NEXCELLED GRANITE
NIFORM TEXTURE

*The "U" that has made Universal
 memorials universally popular.*

Your inquiry will receive courteous attention.



UNIVERSAL GRANITE CO.

ST. CLOUD, MINNESOTA

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

Say you saw it in DESIGN HINTS



Waldron Shield Co., Inc. Design 4602

?

*The First Question After the Order--
"Now, When Can We Get It?"*

Equipped
For
Service

The Spring rush will be on you before you know it. Your customers will want action and you'll want to give them service—but you also want the quality to be there—you want that very much, because a memorial advertises you for too many years.

Send your orders to Waldron Shield Co. Inc., we'll deliver for you in every single particular.

WALDRON SHIELD CO., Inc.
BARRE, VERMONT

Say you saw it in DESIGN HINTS



How are you Judged?

A DEALER'S SUCCESS OFTEN DEPENDS ON THE APPEARANCE OF HIS SHOW ROOM. IF HE DISPLAYS AN ARRAY OF INFERIOR GRANITES AND OBSOLETE DESIGNS HIS PROSPECT JUDGES HIM A BACK-NUMBER AND PASSES ON TO LOOK UP A PROGRESSIVE DEALER. VICTORY EVERY MONTH OFFERS A NEW DESIGN, EXECUTED IN HIGH GRADE GRANITES. MANY PROGRESSIVE DEALERS ARE TAKING ADVANTAGE OF THIS SERVICE. ARE YOU?



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



That's That!

Don't spend Golden selling time talking about the granite. Simply say—"We'll do it in Wetmore & Morse Light Barre." When you've said that, you've said all you need to say about fine memorials. The certificate of merit accompanies every order.



Wetmore & Morse Granite Co.,

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

Say you saw it in DESIGN HINTS



THE ADAPTABILITY OF SMITH-BARRE
GRANITES FOR SUPERIOR MEMORIALS
HAS OFTEN BEEN DEMONSTRATED.
LEADING MEMORIAL DEALERS
ADD NEW INTEREST TO
THEIR SHOW-ROOMS
BY SPECIFYING

SMITH-BARRE



THE SMITH CERTIFICATE
OF GUARANTEE INSURES A
GRANITE PRODUCT RIGIDLY
INSPECTED AND FREE FROM IM-
PERFECTIONS.



E. L. SMITH & Co.
BARRE, VERMONT

Say you saw it in DESIGN HINTS



NEW thought in design, superior craftsmanship and a super granite, combine to make memorials executed in Crystal Gray, creations of balanced beauty. Specify Crystal Gray on your next memorial, it will add distinction to your show-room and assist in overcoming sales resistance.

Pyramid Granite Works

Incorporated

St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN. B. HASLAM, Editor and Publisher

Another Chance To Make Good,

Comes now the time of the year when young men's thoughts, etc., the season of poets and spring showers and pretty flowers. Ground hogs and other hibernating animals crawl out of their winter quarters and get to work. Man, too, shakes the winter out of his joints and starts out to build for a big summer and fall business.

It takes men of indomitable spirit to ride the high tides of progress, prosperity and advancement in these days of intense competition, legitimate and otherwise. In many a business we have seen one setback after another, two steps forward and three steps backward. Under a handicap of this sort the weak have given up the struggle and only the strong remain.

It is foolhardy, of course, for a man to go along with a business that is slowly draining itself dry and taking the heart out of him as well. It is foolhardy for the directing genius, or whatever he may be, of such a business to continue to fight with the same weapons. He must needs develop new weapons of attack and defense.

First he must tackle and analyze his expense; what can he do to reduce it? Then he must go about the business of developing

new thought in merchandising in this time of ever changing methods. He sees the advance and development of chain store merchandising. He sees massed production, massed buying and massed selling all around him. He sees the ultimate end of the chain store in a big chain to handle the smaller ones and one great monopoly in business to contend with.

With this kind of opposition the weak of spirit find it impossible to contend. To those who never say die, however, there is always a way or a series of ways to keep operating at the same old stand, but without the same old methods.

Constant advertising, in the right way, a better and higher grade of merchandise, new thought in the business and the right appeal to the people who might become customers are among the methods which may be employed to great advantage.

In these days we see the passing of the merchant who stood behind his counter and waited for the people to come in. If the people won't move in on him he must move out on the people and the "moving out" is significant in that he either moves out after them or moves out of his business ultimately.

How many dozens of prospects are there in the trade territory

(Continued on Page 14)

Something About Sundials.

By ARCHIE S. HILL

Designer, Stotzer Granite Co., Milwaukee, Wis.

For many years the sundial has been relegated to the limbo of things forgotten, the cheapness and accuracy of the watch and clock, and their independence of the weather or time of day having rendered it of little use as a time-keeper. Since the fine art of gardening has spread throughout the land, however, with ever increasing enthusiasm on the part of its devotees, the sundial has again come into its own. As a garden ornament it is unsurpassed; its old-world air, its inherent beauty and its associated thoughts are greatly to be desired.

Because of the recent improvement in cemetery landscaping and the advent of the garden type of memorial, the sundial has of late years been in some demand as a memorial in itself or as an adjunct thereunto. It is fitting that it should be so. The sundial, with its mute reminder of the passing of time, carries on in a more refined manner the solemn warning, so often to be found in old churchyards, that "Life is short and time is fleeting."

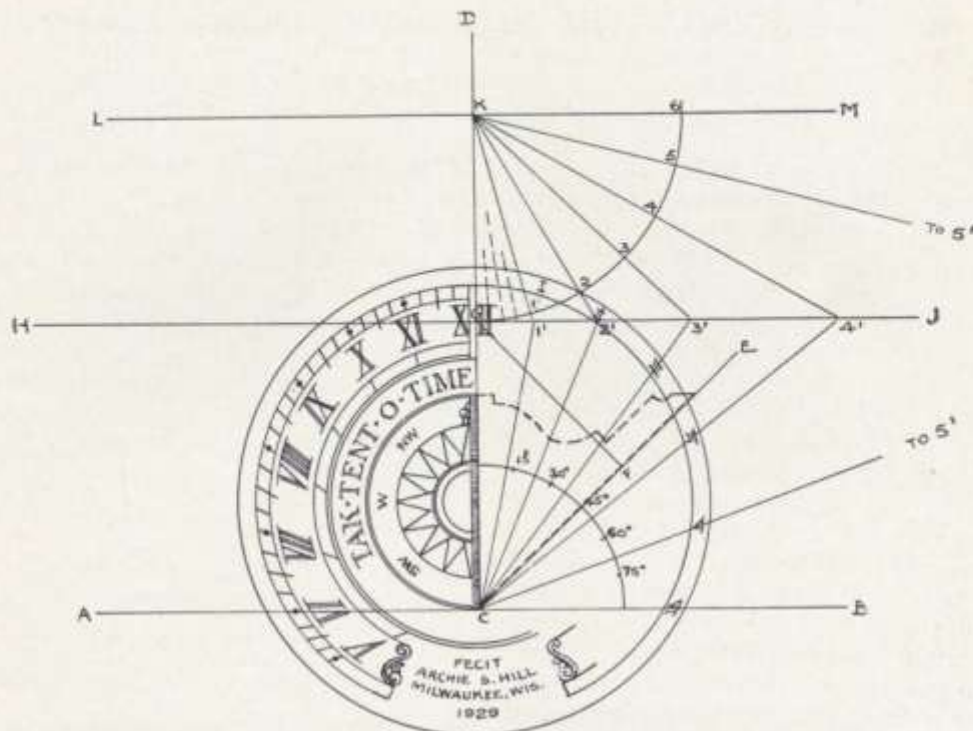
Contrary to the prevalent opinion, the sundial, unless accurately engraved for the spot in which it is to be placed, and only then when an equation table is used, does not tell the correct time. The reason for this is that the axis of the earth is not always at the same angle in relation to the sun but swings so as to describe a long figure eight. This causes a variation between sun time and standard time so that

only on four days of the year do the sundial and clock agree. These days are April 15th, June 14th, August 31st, and December 24th. At other times the variation may amount to as much as fifteen minutes. In addition to this discrepancy there is still another to contend with. Standard time is taken on a certain meridian and of course at all places in the zone east of that meridian the sundial will show noon before that of standard time, and to the west correspondingly later, greater or less according to the distance from the meridian.

Standard time in the Central zone is taken on the 90th. meridian and if we take as an example the city of Milwaukee, we find that it is on the eighty-eighth meridian and allowing four minutes to each degree, the sun time would be eight minutes ahead of central standard time; that is to say the sundial would be eight minutes fast on that account alone.

It is of course unnecessary in most cases that such accurate setting of the sundial should be made. It is usually enough if the dial is set with the clock at noon on one of the days on which sun and clock agree.

In engraving a sundial to be cut in granite, marble or stone, it is not advisable to show more than fifteen minute divisions, as otherwise the lines would be too close together to admit of cutting. Sundials of bronze may be readily purchased, but as these are usually planned to suit the vicinity of the nearest large



city, they are not of much use for another latitude. The laying out of a sundial is not a very difficult thing and anyone with a rudimentary knowledge of the use of drawing instruments should have no trouble in setting out the lines. The method is as follows:

On a sheet of paper describe a circle of the size of the desired dial and about half way down from the center towards the lower part of the circumference draw a horizontal line AB. Next draw two vertical lines one on each side of the centre, separated from each other by the thickness of the metal from which it is proposed to make the gnomon or pointer of the dial and exactly perpendicular to AB. At the point C set off the line CE, making the angle DCE equal to the angle of latitude of the site at which the dial is to be placed. Any good map will furnish this information. Sup-

pose in this case the dial is to be set in Minneapolis or St. Paul. If we look at the map of Minnesota we find that the 45th parallel of north latitude cuts right through these cities, therefore the angle DCE must be 45 degrees. This angle is easily set off with a 45 degree triangle but in other latitudes would have to be worked out as shown on the diagram, or by the aid of a protractor. This angle DCE also determines the outline of the gnomon, as indicated by the dotted line.

At any convenient point F in CE erect a perpendicular, cutting CD in G. Set off GK equal to GF. At G draw the horizontal line HJ and at K the horizontal line LM. With centre K and radius KG describe a quarter circle. Divide this into six equal parts 1, 2, 3, 4, 5 and 6 and from K draw lines through these points

until they cut the line HJ in points 1, 2, 3, 4, and 5. Lines drawn from the point C to these points will give the lines on the dial plate for the hours of one, two, three and so forth, respectively. The hours of six will be on the horizontal line AB. The morning hours may be found by setting off corresponding lines on the opposite side of the centre as shown. These require only to be traced or projected across. The hours of seven and eight p.m. or of four and five a.m. may be obtained by projecting across the lines of seven and eight a.m. and those of four and five p.m. respectively to the other side of the dial. The quarter and half hours should be marked off as shown by the dotted lines in the upper quarter circle. It will be seen that the morning hours are separated from those of the afternoon by a space equal to the thickness of the gnomon. This is to allow for the breadth of the shadow cast by the gnomon and the consequent change from one edge of the gnomon to the other.

This now finishes the laying out of the hour lines and there only remains the drawing in of the figures, motto, etcetera, which entails much more labor than that of the setting out of the hours, which really only occupies a few minutes time when one has mastered the method.

The gnomon should be fixed in the position shown, with its lower angle touching the line drawn from six a.m. to 6 p.m. and of course perpendicular to the dial plate. The dial plate must be set exactly level. It is best to set the pedestal with its sides parallel to the adjoining monument or other essential ob-

ject nearby and to make a cavity in the top in which the dial may be revolved for ease in setting.

The sundials of olden time usually bore, either on the face of the dial or on the pedestal, a motto or quotation. Many of these were of a somewhat doleful tone but others referred to the flight of time and to the sunlight and the flowers in a more cheerful fashion and a lengthy article could be written on these mottoes alone. Here are a few culled from various dials in Scotland and England:

Tak' tent o' time ere time be tint.

(Take heed of time ere time be lost).

Sine sole siles. (Without the sun I am silent).

Carpe diem. (Enjoy the day).

Tempus fugit. (Time flies).

Amid the flowers I tell the hours.

Let others tell of storms and showers, I'll only count your sunny hours.

Tyme wanes awaye

As floures decaye.

Perhaps the most apt quotation of all, except for its length, is the stanza from the Rubaiyat of Omar Khayyam:

The moving finger writes; and having writ,

Moves on; nor all thy piety nor wit

Shall lure it back to cancel half a line,

Nor all thy tears wash out a word of it.

A Letter from the Detroit Memorial Art Club.

Mr. Dan Haslam,
Design Hints,
St. Cloud, Minn.
Dear Mr. Haslam:

The enclosed letter is being sent to about one hundred and fifty of the leading manufacturers and quarrymen in the marble and granite industry. We desire to bring it before the attention of as many retailers as is possible and would appreciate it very much if you will publish it in it's entirety in your next issue of DESIGN HINTS, or, in the first issue after that. Our industry faces a serious problem and it is only thru cooperative effort that we will accomplish anything.

If you will oblige us in this request we will be very grateful to you. If every craftsman reads your publication with as much interest as I do it will reach many and do much good.

Very cordially yours,
A. M. RAISCH,
Secretary,
The Detroit Memorial Art Club.

Dear Fellow Craftsmen:—

This communication deals with a subject about which we have been talking for a number of years. It is now time to sidetrack talk for action, if we are to remain in business. The immediate danger and actual menace of the no-monument cemetery and community mausoleum to our industry call for immediate action. The sober and serious thought of the best minds in the industry is necessary. The day when any dealer, manufacturer, or quarryman could play a lone hand is ended. Co-operative ef-

fort in its most intelligent application is necessary.

We are living in a period of rapid change, more rapid than any in modern history. Our problem is not one of fighting promoters entirely, rather it deals with a change in custom rapidly taking place and for which we must design educational measures. Shall we permit the few promoters to bring about this change, or, will we unite our efforts to combat the change? If we do the latter, we can, in five or ten years, enjoy the triumphs of our efforts. If we do not, the customs which sustain our business will fall into disuse. Our business is deeply rooted and we do have an actual and real foundation for its necessity. This fact should spur us on.

We in Detroit are organized and are giving prompt action to the problems confronting us. Ninety per cent of the dealers operating in this area are participating. In no center do we believe there is an association actuated by the breadth of vision which we are displaying. We have practical, ambitious plans to sell the memorial idea nationally. We know that it is possible to sell the private memorial idea so strongly that a no-monument cemetery cannot operate profitably unless it modifies its restrictions on memorials. As early as Nineteen Hundred and Thirteen (1913) the National Association of Cemetery Superintendents made an investigation of community mausoleums. The report of the investigating committee was that a public demand for community mausoleums had been brought about by advertis-

ing on the part of the mausoleum promoters.

To the industry at large we throw the gauntlet. There is no limit to our power when we organize to sell the memorial idea co-operatively. There are plenty of practical plans by which the funds can be raised. No dealer, manufacturer, or quarryman can afford to remain outside the lines.

Consider this an invitation to call an immediate conference to devise ways and means for necessary action. Communicate your reactions and feelings in this matter to us at once. Shall we continue to overlook the danger, or, will we proceed at once to worth while and very profitable effort?

Most cordially yours,
The Detroit Memorial Art Club.

By A. M. RAISCH,
Secretary.

Memorial Art Club Organizes and Elects.

At an organization meeting of the Detroit Memorial Art Club, in the Statler Hotel, the following officers were elected: Oscar Eurich, president; W. S. Root, vice-president; A. M. Raisch, secretary; William L. Lemmer, treasurer. Otto F. Schemansky and the officers will comprise the board of directors. According to Mr. Raisch, the purpose of the new organization is to advertise the private memorial idea co-operatively, to raise the ideals of the trade to a higher level, and to promote the welfare of the business generally.

Keep trying—it is often the last key you try that opens the door.

Another Chance To Make Good.

(Continued from Page 9)

of every memorial merchant, folks who have a lot with only a wooden cross to mark the resting place of one they revered, who could be turned into buyers merely with a little education or the right kind of persuasion? Perhaps these folks think a memorial is much more expensive than it really is. Perhaps they do not know that as good financial risks they may buy a memorial on contract.

How easy it would be to sell these people! There is always the argument that one who was dearly loved in life was entitled to more than a bulging ground for a place to lie at rest. Then to show them how easy it is to purchase a suitable memorial and the deal is made. Scores of people who have put off until some more prosperous day the buying of a memorial might thus be turned into buyers. If they put it off a few years it becomes a great deal harder to sell them because the passing years take up the void of that particular loved one who has gone to the great beyond. Give your imagination a chance on those prospects. They are only waiting for you to make the sale.

Teach me to feel another's woe,
To hide the fault I see;
That mercy I to others show,
That mercy show to me.

Pope.

Have patience with all things,
but chiefly have patience with
yourself. Do not lose courage
by considering your own im-
perfections, but instantly set about
remedying them: every day begin
the task anew.—Francis De Sales.

GRANITE CHIPS



‡ The very attractive plant of the Piedmont Memorial Co., Oakland, California.

A Merger of Three Prominent Memorial Firms.

A merger of three prominent Milwaukee memorial firms was effected March 1. It will be known as the Badger Monument Co., with a capitalization of \$250,000.00. The business office will be at 417 - 423 North Ave., formerly known as the Cream City Granite & Marble Co.

The three firms involved in the merger are the Cream City Gr. & Mble. Co., John Zimmerman Co., and the Badger Monument Co.

The officers of the firm are J. J. Jansen, President and General Manager; Adolph Benzing, 1st Vice-Pres.; Otto C. Bittman, 2nd Vice-Pres.; John Zimmerman, 3rd Vice-Pres.; Arthur Potratz, 4th Vice-Pres.; and Omar A. Bittman, Sec'y-Treas.

All equipment will be moved to the manufacturing plant at 46th and State St., Milwaukee. This plant is 400 feet long, with

railroad trackage for carlot shipments. The locations of all the firms will be remodeled for show-room purposes, carrying full displays at all times.

It is probable that several other Milwaukee firms will enter this merger a little later.

J. F. Bloom & Co., Omaha, Neb. celebrate Fiftieth Anniversary.

We acknowledge with sincere thanks an invitation from J. F. Bloom & Co., Omaha, Nebraska, to attend their fiftieth anniversary exhibition of modern memorials at their show rooms March 4 to 9, 1929. This invitation was received in the form of a two-color printed letter that for artistic appearance and unique ideas surpasses any memorial advertising literature it has been our pleasure to see. The letter is profusely illustrated with pen sketches depicting the unusual experiences of the founder John F. Bloom

in conducting a memorial business before the salesman had a car for traveling and a truck for hauling work to the cemetery. A complete and most interesting history of the firm comprises the reading matter. Modern methods of merchandising memorials are also illustrated in connection with drawings of their show rooms and finishing shed. Clever pen sketches of the founder John F. Bloom and his two sons, Alvin F. and J. Roy Bloom complete the idea. Al. and Roy became associated with their father in 1910 and took over the management of the business at his death in 1918. "They have carried out the policies founded by their father, and have rendered the same friendly service and have given the same quality and value which meant success from the beginning."

Open Branch Shop at Elberton, Georgia.

The Granite City Tool Co., with main office and factory at Barre, Vermont, have recently established another branch shop, similar to the one at St. Cloud, at Elberton, Georgia. A complete line of tools and supplies will be carried in stock at this new location thus enabling this progressive firm to render a most complete and prompt service to their southern customers.

New Proprietor of Memorial Shop at Grafton, N. D.

J. A. Griffiths, new owner of the Grafton monument works, has announced the opening of the business located on West Third street.

Mr. Griffiths will spend part of his time on the road meeting trade. During his absence, the Grafton

office and shop will be left in charge of assistants. As soon as the roads open up, Mr. Griffiths will go to St. Cloud, Minn., to inspect the Minnesota quarries and spend some time at the stone shops. Before the end of the summer he expects to install a portable sand blast outfit.

The business was formerly owned by the late L. C. Gosselin, a relative of Mr. Griffiths. ■

Twenty-fourth Annual Convention.

The 24th Annual Convention and Design Show will be held in August in the West Baden Springs Hotel, West Baden Springs, Indiana. The dates for the meeting have not yet been decided upon.

This location affords outstanding advantages, among which are the following:

- 1—The convention and exhibit will be under one roof—the arrangement which proved so satisfactory in Chicago.
- 2—The exhibit will be in the finest exhibit hall in the United States. Imagine a room larger than the one used last year; a room that adjoins, and is on a level with the lobby of the hotel; a room over 100 feet high; and *without a single post to mar its beauty*. That's the exhibit room we will have this year.

Full details will be published in a later issue of DESIGN HINTS.

Very sincerely yours,
Memorial Craftsmen of
America,
Lester E. Harris,
Executive Secretary.

Owe ten dollars and you're a dead-beat; owe a hundred thousand and you're a financier.

Nation-Wide Memorial Contest!

\$2725 in Prizes!

Win also High Officer Ranking!
Boost Your Association!

Get Your Neighbors into the Course!
Who Can Enter?

1. Members of the M. C. of A. and their authorized representatives.
2. Quarriers and wholesale manufacturers and their authorized representatives.

What Do We Have To Do?

1. Sign up retailers for membership in the M. C. of A.; or Retailers, Quarriers, Manufacturers, and their representatives for enrollment in the Course in Memorial Salesmanship and Management; or both.
2. Send names and fees, as soon as secured, to Lester E. Harris, Executive Secretary, Memorial Craftsmen of America, 4750 Sheridan Road, Chicago, Illinois.

What Do We Get For Doing This?

1. Retailers and retail representatives win 50 points for each paid enrollment or membership turned in.
2. Quarriers, manufacturers, and their representatives win 20 points for each paid enrollment or membership turned in.
3. Everybody wins Officer Ranking for points on the following schedule:

For 100 points	CORPORAL
" 200 "	SERGEANT
" 300 "	LIEUTENANT
" 500 "	CAPTAIN
" 600 "	MAJOR
" 700 "	LIEUTENANT COLONEL
" 800 "	COLONEL
" 1000 "	GENERAL

For more than 1000 points, an additional "Memorial Award for Distinguished Service."

4. Special Sprint Prizes.

To the first "Captain" in each state—Handsome leather bound set of Units 1 to 12, in two volumes, with winner's name stamped in gold on the cover.

To the first "Major" in each state—Choice of special \$10 prize.

To the first "Lieutenant Colonel" in each state—Choice of special \$15 prize.

To the first "Colonel" in each state—Choice of special \$25 prize.

To the first "General" in each state—Choice of special \$50 prize.

5. Highest Point Prizes.

Special Grand Gold Prizes, in addition to the above: to the highest national point-winner at the end of three months, \$100 in gold; to the second highest, \$75 in gold; to the third highest, \$50 in gold.

Who Is to Judge the Contest?

Lester E. Harris, Executive Secretary, Memorial Craftsmen of America, 4750 Sheridan Road, Chicago, Illinois. All returns are to be made to Mr. Harris; and he will decide all questions.

When Does the Contest Begin and End?
It begins *at once*, and ends April 30.

Are There Any Special Rules?

Only These:

1. Dues and fees must be sent to Mr. Harris with the names entered for points—each membership must be accompanied by the first year's dues, and each enrollment must be accompanied by the fee of \$25.
2. Those who tie for prizes will receive the full prize for which they have tied.
3. Questions of priority will be decided by the date of the postmark at the office of mailing.
4. All questions of eligibility, points, awards, and other matters will be decided by Mr. Harris, whose decision shall be final.
5. The Grand Gold Prizes at the end of the Contest shall be awarded only to those who have attained the rank of "Colonel"—that is, for 800 points or more.



Your Sales Experience Is Worth Money

You are a progressive retail dealer. Your enrollment in the Memorial Training Corporation proves this.

One of the valuable features in this course is the actual sales made through its sales principles.

These personal experiences in your own industry should be worth thousands of dollars to every memorial retail dealer.

You have made one or two such sales; we want you to tell us about them.

Send in your story and become

(Continued on Page 24)

ALL FOOLS' DAY

Written for Design Hints by

Dr. Roy L. Smith

The first of April has long been dedicated to the fools. Each year the list lengthens. The year 1929 welcomes a few new recruits who should be officially introduced:

The fool who, being an expert and authority in one line, rushes in to express an opinion concerning matters upon which he is not informed and upon which he has no more right to speak than any other man;

The fool who, because the constitution guarantees him the right of freedom of worship, immediately interprets it to mean freedom from worship and thereby loses the inspiration of an hour spent in spiritual introspection and soul-strengthening;

The fool who, owning a Russian wolf hound, a country estate with a retinue of servants and an eight cylinder car, does not stop to count the cost of money that comes too easily;

The fool who, because someone holds a different opinion, rushes forth to call that one a Bolshevist, a hypocrite, a radical, an atheist, a malcontent or a plain outlaw;

The fool who, because one law is personally inconvenient, claims the right to break that law to suit himself and then demands that all other men shall observe the laws that are inconvenient to them;

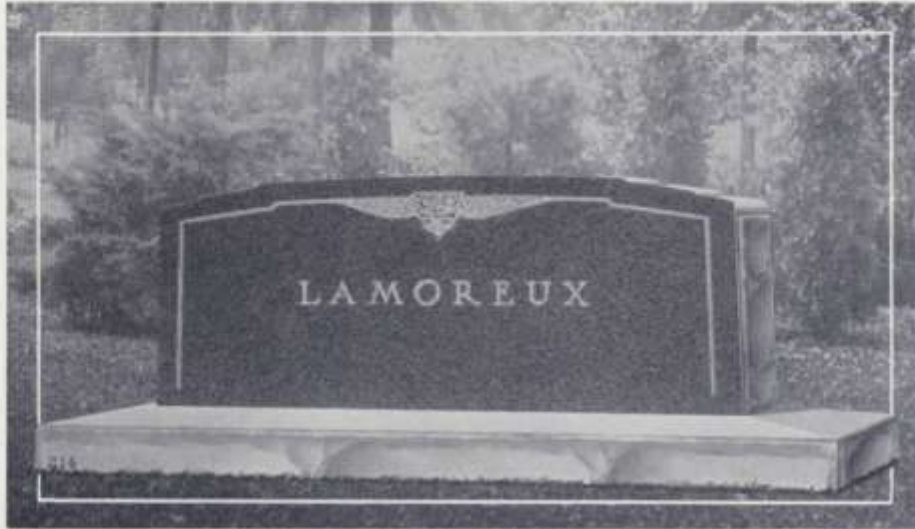
The fool who, having won an argument, thinks that he has established a truth or defended the faith against error;

The fool who, because a thing is profitable, thinks it is also moral;

The fool, who, because a thing is "the latest", wears it regardless of its appropriateness, beauty, convenience, economy or grace;

The fool who, because some man gets his picture in the paper, thinks that person is a success to be imitated;

And there are many others who will never know that the day is celebrated in their honor because the worst fooled man is the one who fools himself.



Design Hints No. 214

LAMOREUX

A commendable study in modern memorial design is shown in the Lamoreux tribute. The beautiful sand blast ornament, the graceful curves of the top and the long, low lines of the die and base create an appearance of beauty and stability that is generally found only in more costly design. The Lamoreux memorial is practical, modern and inexpensive.

Beautiful 11x14 photographs of the designs shown on pages 19 and 22 will be furnished by Design Hints for 75c each.

SERVICE THAT MADE MELROSE FAMOUS

**Prompt
Deliveries**



**Courteous
Service**

YEARS ago, Melrose, then an infant in the granite industry, adopted a policy of design service and sales helps to its dealers that proved a success. That this service was popular, that these sales helps were effective is proven by the fact that the infant of then has grown into the giant of now, the world's largest memorial establishment.

It is a pleasure and a revelation to step into a display-room, and to behold the design and beauty

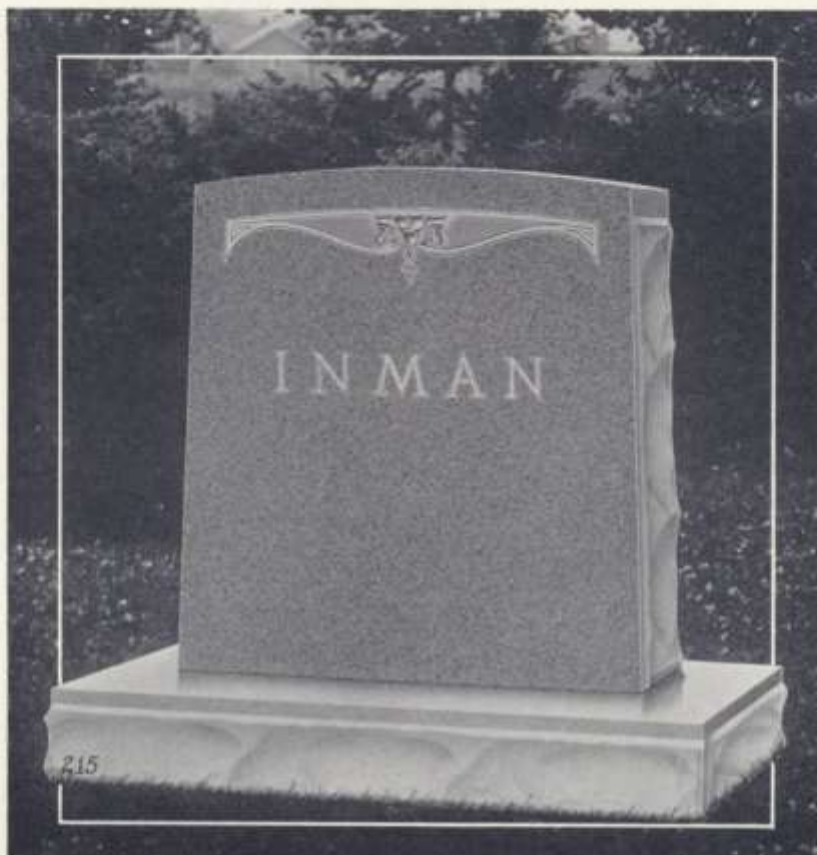
of Melrose memorials. The dignity and elegance of Melrose designs convey an impression of permanence and endurance, entirely free from the heavy, cumbersome appearance so often found in memorials of impractical design. Melrose carving and axed work are eloquent expressions of good taste and fine craftsmanship.

Melrose is prepared to take care of your Memorial Day problems. Submit them today.

MELROSE GRANITE COMPANY
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS

Say you saw it in DESIGN HINTS



Design Hints No. 215

INMAN

The Inman memorial is another splendid example of the inexpensive memorials produced especially for these pages each month. Not an elaborate memorial but one that is well proportioned, modern in outline and design of ornament and a good salable memorial. Photos are now available.

Please write the manufacturers listed in Design Hints for Sizes and prices on the designs shown on pages 19 and 22



We are glad to publish as many letters of dealers' appreciation as our space permits in this issue, as reports on Contests have crowded us somewhat. These letters are truly a continual inspiration to our greater efforts for the good of the Craft in all its ideals.

A VALUABLE ADDITION TO OUR LIBRARY.

We are enclosing our check herewith in payment for your wonderful book "Memorial Design."

This book is well worth the price you ask for it and is going to be a nice help to us and a valuable addition to our library.

Cordially yours,
G. W. Colwell,
The Colwell Granite Co.,
Pittsburgh, Pa.

A TRITE SIMILE

Enclosed is draft \$10.00 for that beautifully bound book of 58 chapters which we should have ordered long ago. "DESIGN HINTS" is to Memorial Craftsmen what "down" is to a duck.

Yours very truly,
Aubrey Cody,
Ed. Cody—Monuments,
Clay Center, Kas.

APPRECIATE DESIGN HINTS

We enclose herewith our check for \$10.00 (Ten Dollars) for your new book on Lettering, Drawing, Ornamentation etc.

We greatly appreciate DESIGN HINTS and know your book will highly please. With best wishes for you and yours we are

Very sincerely,
The Concordia Mont. Co.,
Arthur W. King,
Concordia, Kansas.

QUALITY MAINTAINED

Enclosed find my check for \$10.00 (ten dollars) which you will accept as payment for one of your design books.

You deserve success on this venture for having stuck to your ideals throughout the several past years.

The quality of your monthly periodical DESIGN HINTS assures me that your book will be up to your standard of quality.

Yours very truly,
Will Hope,
Burlington, New Jersey.

AGAIN CONGRATULATIONS

DESIGN HINTS is much appreciated, and we congratulate you on your publication.

Yours very truly,
Memorial Co. of Toronto, Can.,
Bert Creber, Manager.

POPULAR DESIGNS

The writer reads DESIGN HINTS with interest, and have purchased several monuments from the publication of designs.

Very truly yours,
Howard A. Cann,
Frankfort, Indiana.

APPRECIATION

The more I read "Memorial Design" the greater my appreciation for the service you have rendered.

Respectfully,
A. E. Martin,
The F. C. McColm Granite Co.,
Huntington, W. Va.

ENJOY DESIGN HINTS

Enclosed find check of \$10.00 for which please send us your book on

Memorial Design. We enjoy your DESIGN HINTS very much.

Yours respectfully,
E. C. Crooks Mem. Corp.,
Carthage, N. Y.

HELPFUL HINTS

I sure receive a lot of helpful hints from your magazine and it sure is truly a DESIGN HINTS.

Yours sincerely,
Terry Starlin,
Missouri Valley Granite Works,
Missouri Valley, Iowa.

THANKS

Enclosed please find check for \$10.00 for one copy of your book "Memorial Design."

I receive and greatly appreciate DESIGN HINTS every month.

Yours truly,
J. L. Scott, proprietor,
Marion M. & G. Wks.,
Marion, Kansas.

Your Sales Experience is Worth Money.

(Continued from Page 17)

eligible for one of the awards listed below, offered by the Barre Granite Manufacturer's Association.

THIRTEEN PRIZES

First Prize, \$100.00; Second Prize, \$75.00
Third Prize, \$50.00; 10 Prizes, \$25.00

RULES FOR CONTEST:

1. **ELIGIBILITY.** This contest is open only to those who are regularly enrolled in the Course in Memorial Salesmanship and Management.
2. **JUDGES.** Business Training Corporation of New York City will act as judges in awarding the prizes.
3. **OPENING DATE.** March 1st.
4. **CLOSING DATE.** All papers must be mailed before May 1, 1929. (No papers postmarked after April 30 will be considered in awarding prizes.)
5. **SUBJECT MATTER.** Every paper must include (1) an account of at least one actual sale, made directly through the use of ideas or methods recommended in the Course, (awards will be made not so much on the size of the sales as on the quality of the salesmanship used); (2) a statement of opinion of the value of the Course (awards will be made not for the finest English but for the most valuable and convincing ideas.)

6. **CERTIFICATION.** Every contestant must certify on his honor that the sale or sales he describes were actually sales made as he relates.

You may win not only one of the thirteen cash prizes—but as a result of the contest you will receive valuable sales ideas.

For we plan to compile the sales experience sent in and then send them out in booklet form to those enrolled in the course.

In this way you will get other tried and proven plans to put into practice in building up your own business.

If you are closing a sale or increasing the size of a sale, tell us how you accomplished it. Methods used in selling count—language used is immaterial. Tell it in your own words.

The aim of this experience contest is to raise the quality of our selling efforts. Better salesmanship will greatly strengthen our industry.

You will receive a cumulative benefit through the assimilation of the best ideas of many retail dealers.

Send your sales story to
THE BUSINESS TRAINING CORPORATION,
350 MADISON AVENUE, NEW YORK CITY.

Remember the closing date—APRIL 30th.

NEW ADDRESS OF

RUEMELIN MFG. CO.
MILWAUKEE, WIS.
589 Clinton Street

Complete Sandblast Outfits
Sandblast Generators
Sandblast Guns
Zig Zag Sand Sifters
Dust Collectors for Surfacers Machine
Dust Arresters—Fans



Outfit No. 5

Nozzles
Knives
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DESIGN,
CRAFTSMANSHIP
and SERVICE

—have spread the popularity of Johnson & Gustafson
memorials into the farthest corners of the country.
Submit us *your* sketches for estimate and give us the
opportunity of proving our claims to you.

*Rock of Ages for our polished work and E. L. Smith & Co.
and Wetmore & Morse Lt. Barre for aged and rustic work.*

Johnson & Gustafson
BARRE, VERMONT

EASTERN REPRESENTATIVES

Mr. Gust. Martenson
Mr. C. A. Arnold
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WESTERN REPRESENTATIVES

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

SOUTHERN REPRESENTATIVE
Alex. Duncan

Say you saw it in DESIGN HINTS

Boltless Surfacer Bush Chisel

This Trow & Holden tool will commend itself on sight to every stone-worker. Instead of being held in place by a nut and bolt, the cuts of this chisel are firmly fixed by a V-shaped key or wedge. They cannot work out; they have no bolt holes to weaken them, they will not break; they can strike a harder blow; and they can be taken out or put in in thirty seconds.

Send for catalogue.

TROW & HOLDEN CO.
Tools and Supplies
Barre, Vermont

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.

Junior Surfacing Machine and Dust Arrester

Manufactured by the

GRANITE CITY TOOL CO.

Highly recommended by users.

Granite City Tool Co.,
St. Cloud, Minn.

Gentlemen:

The "Victory Junior" surfacing machine installed in our plant is giving very satisfactory service.

A careful check of the work turned out by this machine as compared to our larger machines reveals the fact that it is producing fully as much work as the larger ones. We have also found that we are able to produce a better quality and more exacting work with it than with any other machine.

We recommend this machine most highly to anyone interested in the purchase of a surfacing machine.

Very cordially,

Liberty Granite Co., Inc.,

St. Cloud, Minn.,

By Frank N. Yogerst, Pres.

Machines in stock at Barre, Vermont, St. Cloud, Minn. and Elberton, Ga. Prompt shipment assured from either point.

Full line of tools and supplies.

Granite City Tool Co.

Barre, Vermont. St. Cloud, Minn.
Elberton, Georgia



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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**



The Largest Range For Less Money Style and Reliability

Red Swede
Red St. Cloud
Emerald Pearl
Millstone Point
Italian Statuary
Base Stocks
Mahogany Marble
Wausau Red
Standard Gray
Golden Pink
Black Swede
Buff Brown
Radiant Red
Elberton Blue
Pink Marble

Balmoral Red
F/C Black
Grecia Green
Light Barre
Beers Red
Blue Pearl
Snow White
Dark Barre
Gray St. Cloud
Crystal Pink
Extra Dark Quincy
Pink Pearl
Peerless Pink
Regal Purple
Winnabow Blue

Green Swede

NEW DESIGNS NOW IN STOCK AND ARRIVING IN IMPORTED GRANITES

STOCK SHEETS FREE

Monuments Dies Monoliths Ledgers Markers Rolls

YOUR SATISFACTION ASSURED

Low Prices Quoted on Your Sketches
by Return Mail

BURTON PRESTON & CO.

Mansfield, Ohio

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 special-
ize in motorized equip-
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industry

**GRANITE CITY IRON
WORKS**

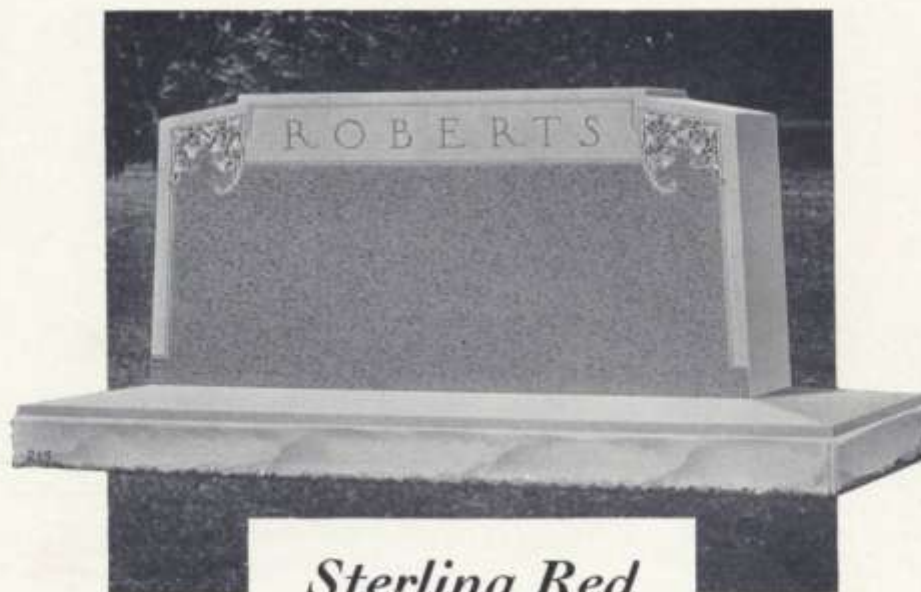
St. Cloud, Minn.

**GRANITE CITY ELECTRIC
COMPANY**

St. Cloud, Minn.

Overhead Cranes Reduce Overhead Costs

Say you saw it in DESIGN HINTS



Sterling Red

Grewe Red

Grewe Gray

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*It Pays to Work with
a Leader*

Dealers who send their specifications to Grewe, are through with worry. They know that the perfection of workmanship they have sold will be delivered.

They know that what the public calls "Fine Craftsmanship" and the trade calls "Good Workmanship" is the consistent characteristic of Grewe memorials.

When men wise in the trade reward other men with their business, it's a fair sign they've found a good thing. Find out for yourself. Send your next order to Grewe.

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G REWE'S
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RANITE

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

SUPERIOR
ALABLE
ANDBLAST
SERVICE

Say you saw it in DESIGN HINTS

MOST WONDERFUL TOOL EVER INVENTED!



Device Pat. Sept. 22-25

MOUNT BROTHERS, Memphis, Mo.

Rockville, Maryland, March 12, 1929
Mount Bros., Memphis, Mo., Gentlemen: Your "Air Take Off" Device is the most wonderful little tool for cemetery lettering ever invented. It paid for its self more than four times just on one job.

I take pleasure in recommending it to any one in need of such. Once you try it, you would not be without it.

Yours,

Montgomery Co. Marble & Granite Works,
J. M. Heagy, Jr., Prop.

GIVE IT A TRIAL BE CONVINCED

This "Air-Take-Off Device" is being used by hundreds of satisfied dealers. It gives more pressure than any other so-called air-take-off-device for cemetery lettering.

Device fits spark-plug hole of any motor, no tank required. Guaranteed 2 years; 10 day trial.

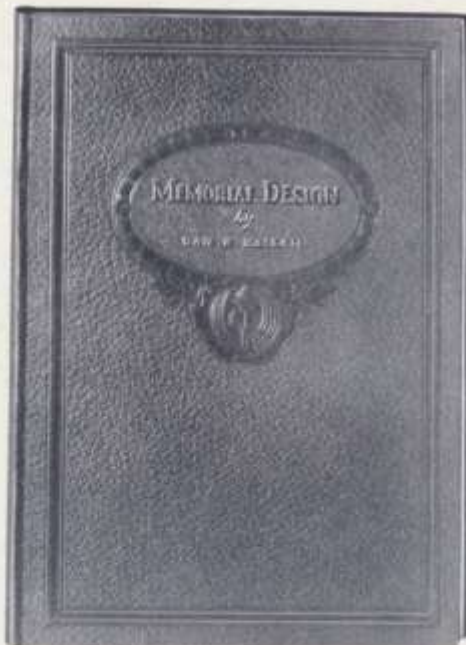
Be Sure to Specify Make of Car

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

Make of Car _____

Name _____

Address _____



If You Want One You'd Better Hurry!

The most complete book of instruction in Design ever published for the memorial industry. Lettering—Drawing—Design of Ornament—Perspective Drawing—Symbols—Mausoleum Construction—Historic Ornament—Greek Curves.

Price, \$10.00 Postpaid
Cash with order

Satisfaction Guaranteed.

Dan. B. Haslam,
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

Franklin Printing Company
Tower Building
Rockford, Illinois

Department of
BLISS DESIGN COMPANY



IMPORTANT ANNOUNCEMENT

Your DESIGN COMPANY has now made it possible for any prideful memorial craftsman to obtain exquisite stationery forms at a cost of very little more than he would pay his job printer.

WE OFFER

To submit to our clients a group of beautifully illustrated, aristocratic ideas for stationery forms.

On request these delightful forms will be submitted to you with complete information.

Your stationery is one of the first and most important mediums of public impression. Now that these artistic, modern forms are available to you at print prices, don't use inferior stationery any longer.

Color work, label work, varnish work, catalogues, and folders.



Address

Bliss Design Company,
Rockford, Illinois

Say you saw it in DESIGN HINTS



A selection of granites that will meet the requirements of
the most discriminating buyers.

Light and Dark Barre
Standard Minnesota Pink
Liberty Standard Red
Liberty Gray
Liberty Red
Belview Mahogany
Oglesby Blue

*Our design and sales service are at your disposal. Write for
details today.*



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

Say you saw it in DESIGN HINTS

RUSH!

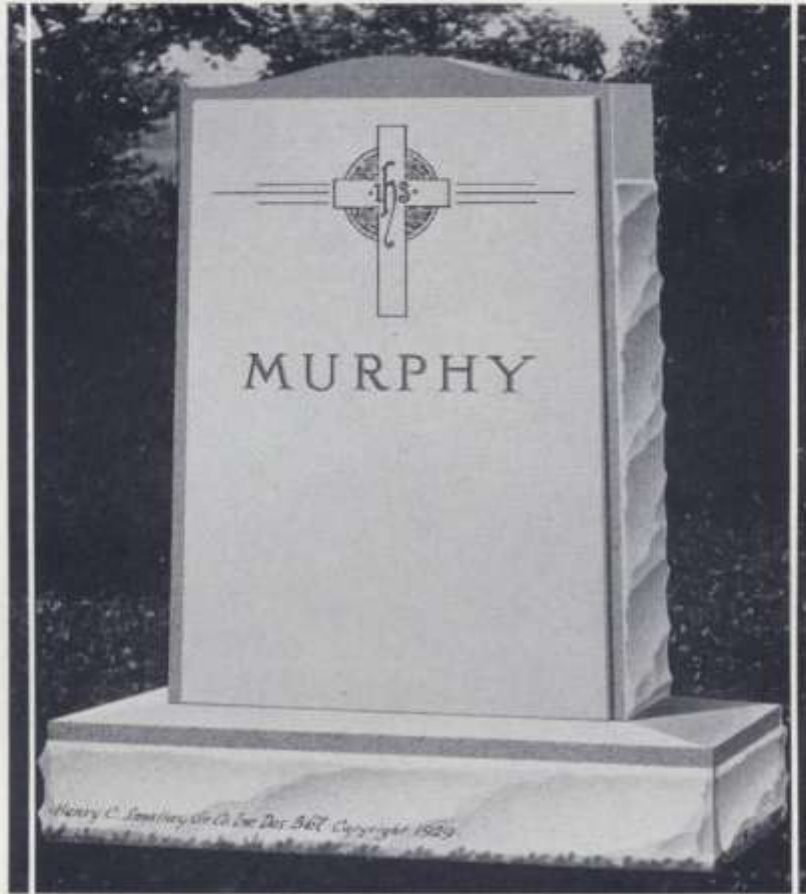
Thus you will instruct the manufacturers on all orders until Memorial Day.

If you rush your orders to North Star you can get delivery in from five to fifteen days even on all polished memorials.

Rush orders are what we want—they give us the opportunity to demonstrate our new type of service.

North Star Granite
Corporation
ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



Write for sizes and prices on Smalley Des. 367

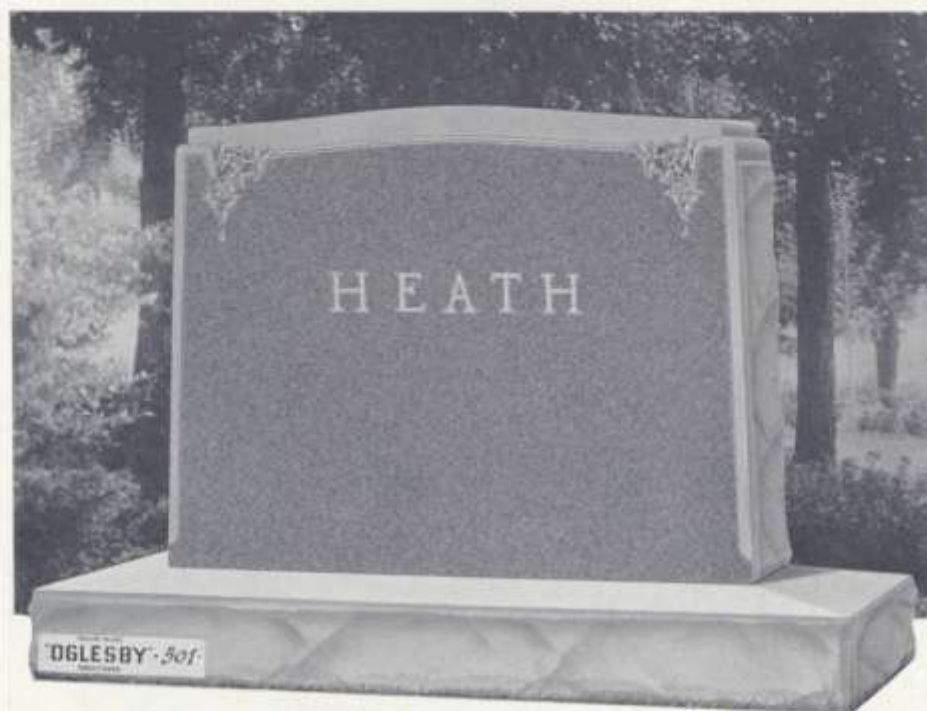
ANOTHER NEW ONE MADE EXCLUSIVELY FOR SMALLEY

The Murphy memorial is another exquisite creation by the designers of Smalley that will add new life and interest to your display rooms.

We suggest our Royal Blue-Gray for designs of this character. We welcome your inquiries for sizes and prices in our 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



SILENT SALESMEN

YOU WANT TO INCREASE YOUR SALES. WHY NOT ADD A MEMORIAL OR TWO OF OGLESBY GRANITE?

THE BEAUTY OF TEXTURE AND COLOR OF THE GRANITE AND THE MASTERLY EXECUTION OF DETAIL WILL BE APPRECIATED BY A DISCRIMINATING CLIENTELE.

MEMORIALS OF BLUE OGLESBY GRANITE VIRTUALLY SELL THEMSELVES-- IN FACT THEY ARE THE SILENT SALESMEN OF YOUR SHOW ROOM. MAY WE SUGGEST THAT YOU START THE RUSH SEASON WITH A MEMORIAL FINISHED FROM OUR HEATH DESIGN, AN EXCLUSIVE OGLESBY CREATION.

TRADE MARK
BLUE "OGLESBY" GRANITE
REGISTERED

OGLESBY GRANITE QUARRIERS
ELBERTON, GEORGIA

Say you saw it in DESIGN HINTS



TRIBUTES THAT WITHSTAND THE RAVAGES OF TIME AND ELEMENTS, THAT RETAIN THEIR ORIGINAL BEAUTY AND APPEAL AS GENERATIONS PASS BY ARE MADE FROM—

SUPERIOR

RED AND GRAY GRANITES

THE APPEAL OF A FEW SUPERIOR MEMORIALS IN YOUR SHOW ROOM WILL HELP TO INCREASE YOUR MEMORIAL DAY BUSINESS.




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

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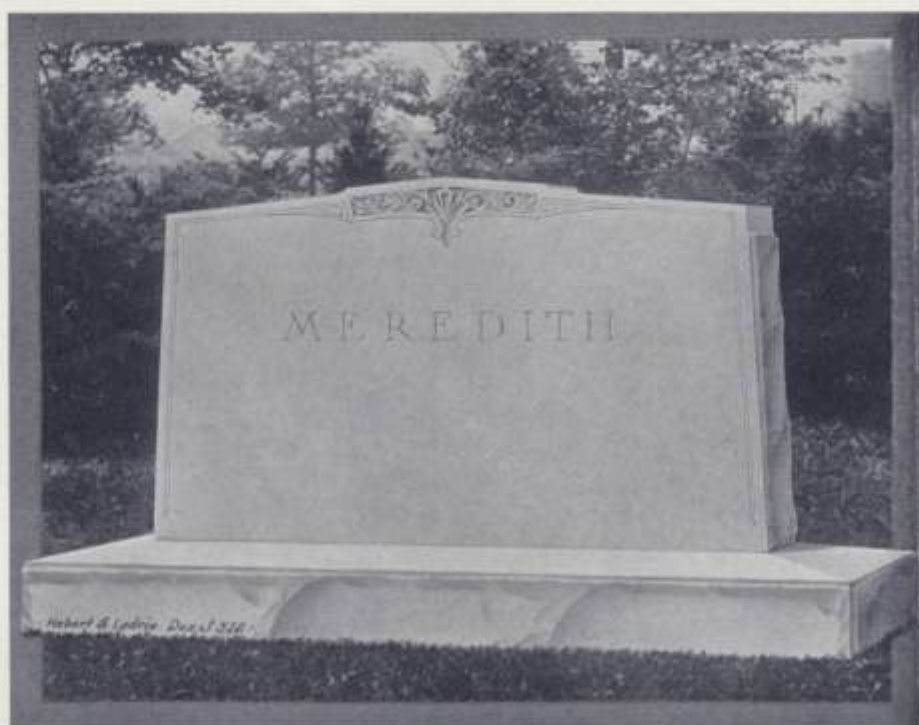


The Real Secret---

*of Pimmers success. Memorials of elegance
artistically conceived, courteous service and
prompt shipments.*

A. M. Pimmers and Sons
A. M. Pimmers L. W. Pimmers George Pimmers
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



Hebert & Ladrie Design No. S. 512

IF IT'S BARRE---

Send It To Hebert & Ladrie

HERE at Barre, in the Hebert & Ladrie plant, you'll find men who know their trade always busily engaged in producing Hebert & Ladrie quality. Great care is exercised in the finishing of every order and nothing is shipped until it passes the critical inspection of men who know the meaning of the words "skilled craftsmanship". There's a feeling of security in trusting your orders to this dependable source of supply.

If it's going to Barre—Send it to Hebert & Ladrie.

Our New

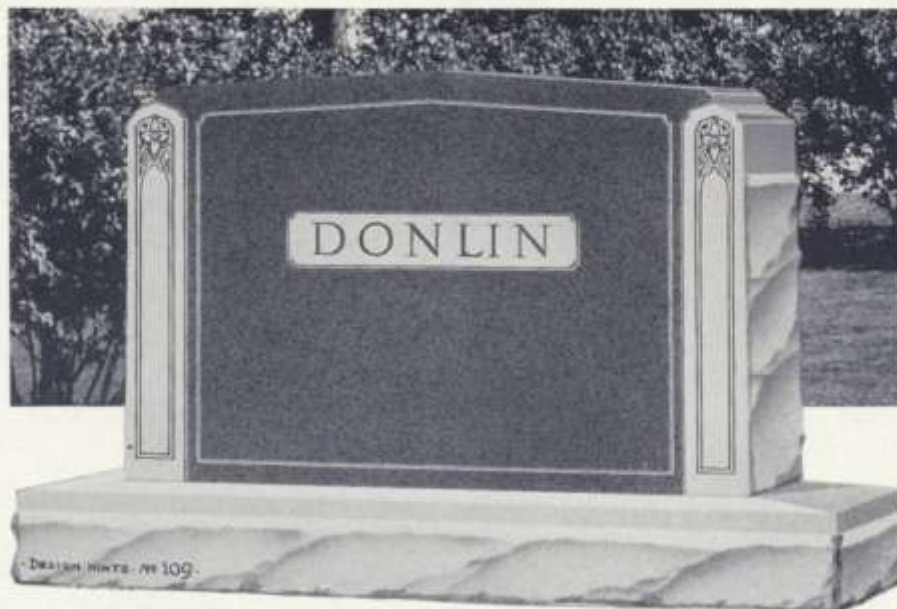


Trade Mark

THE EMBLEM OF RELIABLE SERVICE.

HEBERT & LADRIE
BARRE, VERMONT

Say you saw it in DESIGN HINTS



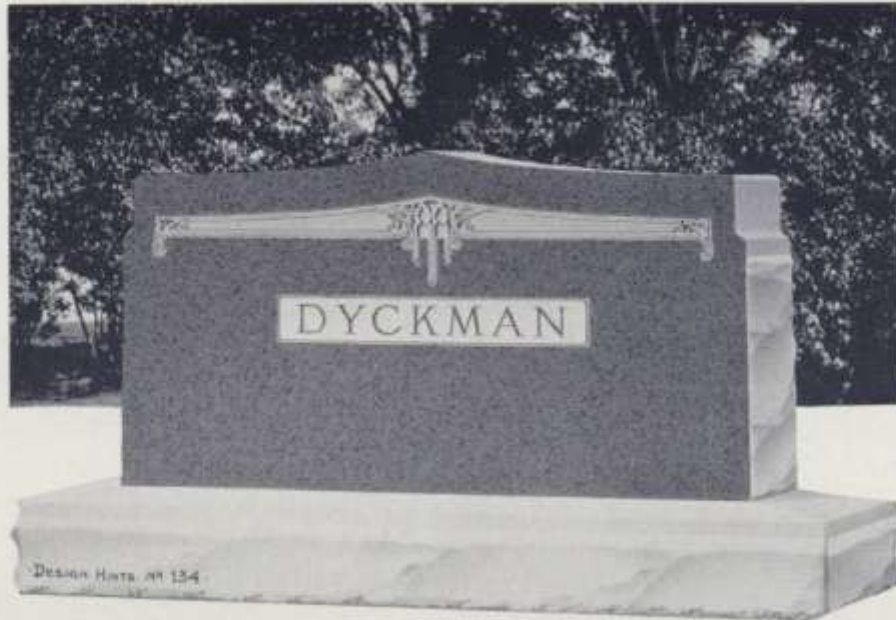
Going Fast

Territory for the new super granite, Emeraltone, is going fast. It is a dark granite that has been found very desirable for high-class memorials. Reserve your territory on the sale of this unusual granite today.

St. Cloud Granite Works

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



The pride of Dakota = = =

Many leading dealers are placing memorials, cut in "The Best in Mahogany", in their display rooms, in anticipation of the Memorial Day rush. They have recognized the desirability and sales possibilities embodied in Dakota memorials.

Your inquiry will bring full details of our design and sales service.

THE EMBLEM
OF QUALITY

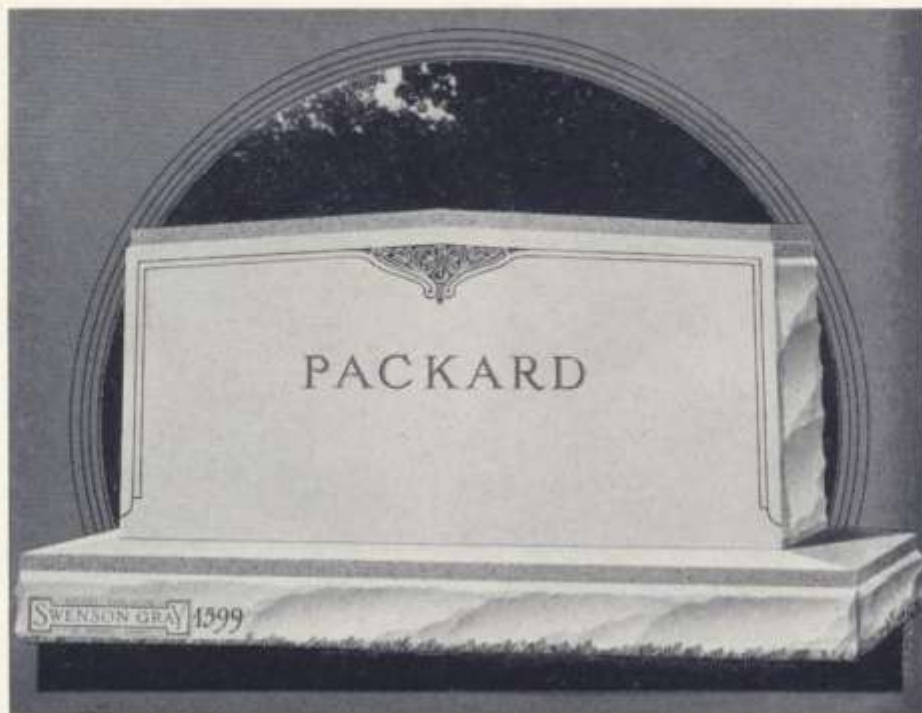


QUARRIERS
MANUFACTURERS

Dakota Granite Works

Milbank, So. Dakota

Say you saw it in DESIGN HINTS



SWENSON GRAY FOR

The Packard Design is one of our recent creations in fine hammered finish with carborundum edges.

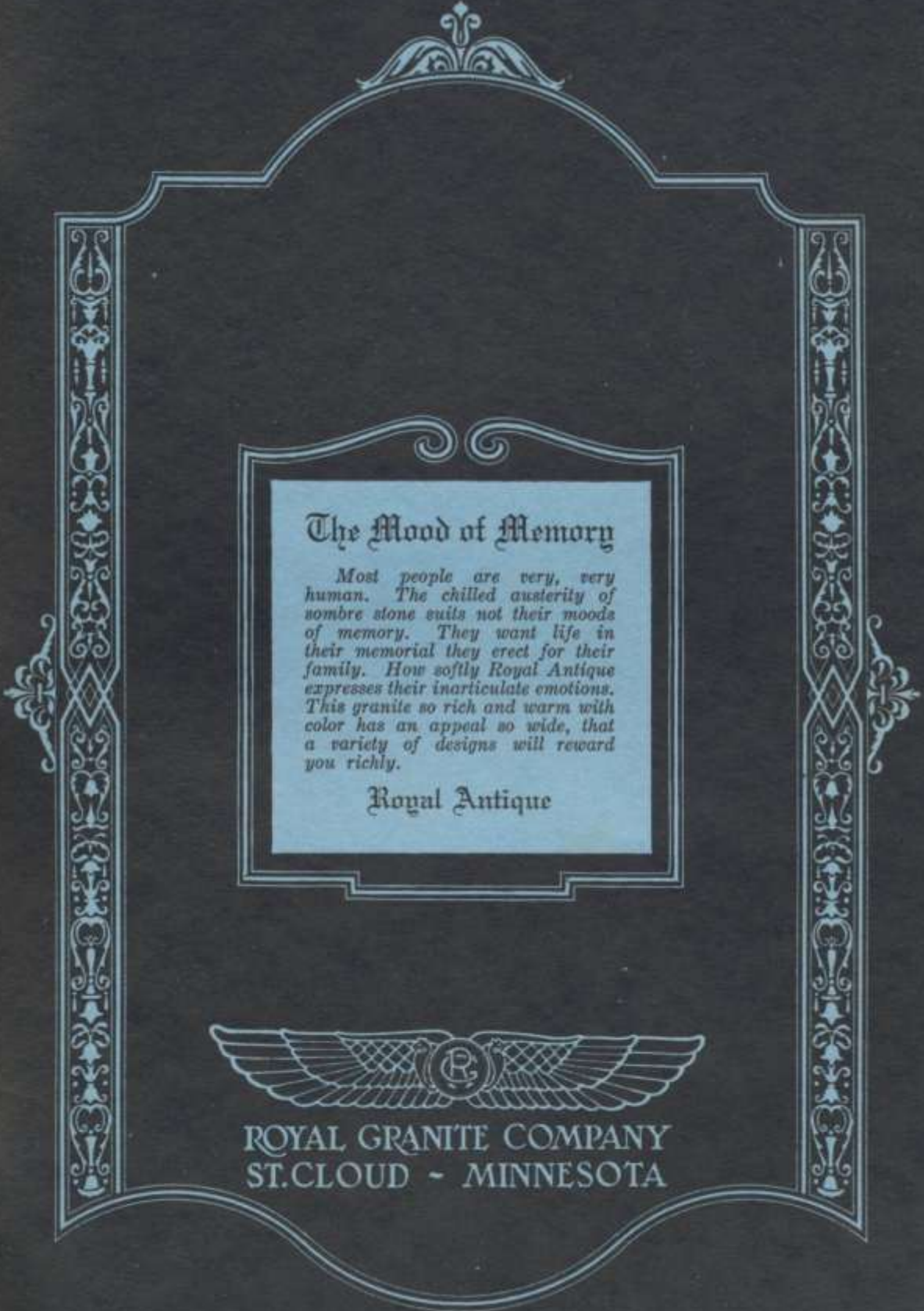
—dealers who appreciate the advantages of having memorials of exceptional character for display. Swenson Gray granite is a beautiful and enduring product that meets the requirements of the most exacting buyer.

We shall be pleased to submit sizes and prices upon your request.

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



The Mood of Memory

Most people are very, very human. The chilled austerity of sombre stone suits not their moods of memory. They want life in their memorial they erect for their family. How softly Royal Antique expresses their inarticulate emotions. This granite so rich and warm with color has an appeal so wide, that a variety of designs will reward you richly.

Royal Antique



ROYAL GRANITE COMPANY
ST. CLOUD - MINNESOTA

Results **PROVE** it -

The good granite is all good; the true picture is every bit true; the printed story must be right in every line.

To catch attention, to convey ideas, to tell the truth and convince the idling eye.

The ROCK OF AGES Spring Sales Aids for the dealers show how ideas are set on their feet to march forth and bring results. These booklets, signs, show cards and newspaper cuts are available to every Rock of Ages "Authorized Dealer." Write to The Service Bureau today and be prepared for the future.



Rock of Ages

"THE DISTINCTIVE BARRE GRANITE"

ROCK OF AGES CORPORATION
BARRE, VERMONT