

Design Hints For Memorial Craftsmen

March 1930, Vol. 6, No. 9

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Dan B. Haslam, Editor and Publisher

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March 2013

DESIGN HINTS

A MAGAZINE OF INSTRUCTION AND INSPIRATION FOR

MEMORIAL CRAFTSMEN

BLESSED IS THE MAN WHO FINDS
MORE PLEASURE IN DISCOVERING
THE GOOD IN A REPROBATE THAN
THE FAULTS IN A SAINT.

(SEE PAGE 18)

MARCH

1
9
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VOLUME 6

NUMBER 9

BUSINESS MILESTONES

THAT POINT TO ANNUAL SUCCESSES

EACH YEAR the Rock of Ages dealer finds himself at the peak of a higher success than he was the year before. He has had the satisfaction of another year of pleasing an increasing number of buyers.

His is a responsibility, too, for he must live up in all his craftsmanship to the nation-wide reputation which ROCK OF AGES has established for him for quality.

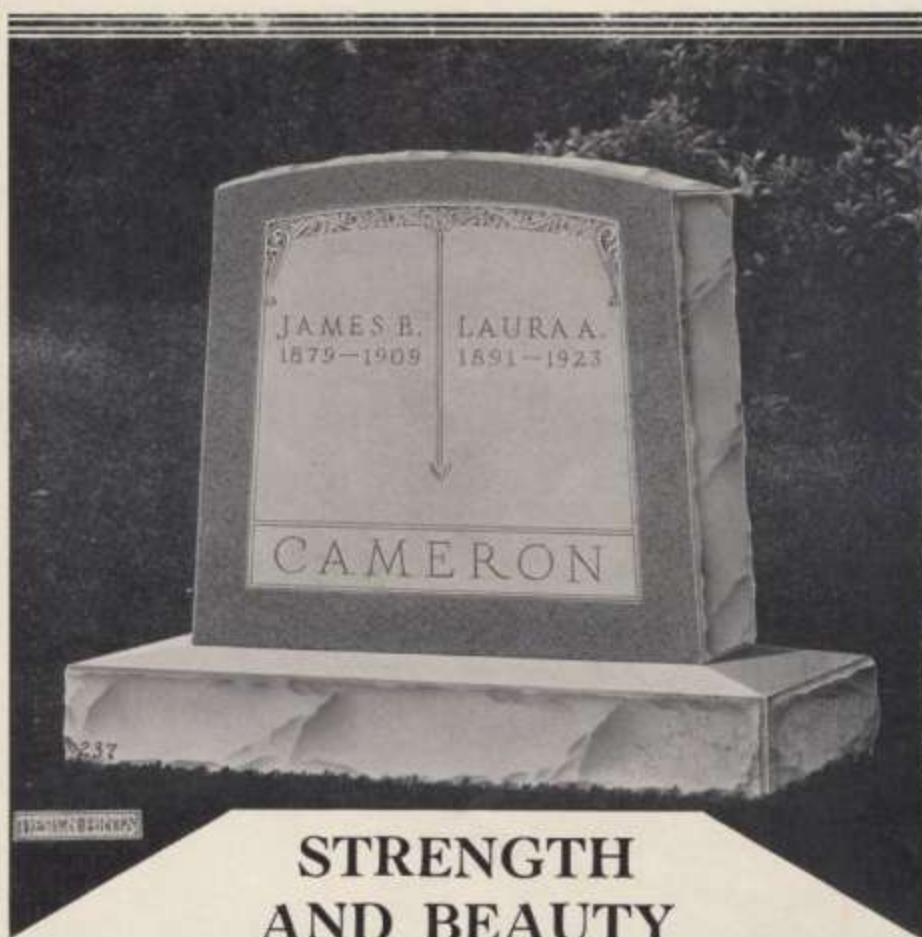
Living up to these standards rigidly he has no further difficulties because the business comes to his door from a class of people who know what they want and have the money to pay for it.



ROCK OF AGES CORPORATION

"QUARRIERS OF THE DISTINCTIVE BARRE GRANITE"

BARRE, VERMONT



STRENGTH AND BEAUTY

Hard, even-grained and durable, yet smooth, colorful, beautiful—such is said by those who have been specifying EMERALTONE on so many of their memorial orders.

We invite more progressive craftsmen to put a few memorials in EMERALTONE in their display rooms for spring inspection, confident that it will not be there in the summer.

Along with this we feature another faultless granite, RED PEARL, known over the country.

St. Cloud Granite Works, Inc.

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



Have You Seen Samples of Our New Dealer Mailadvertising

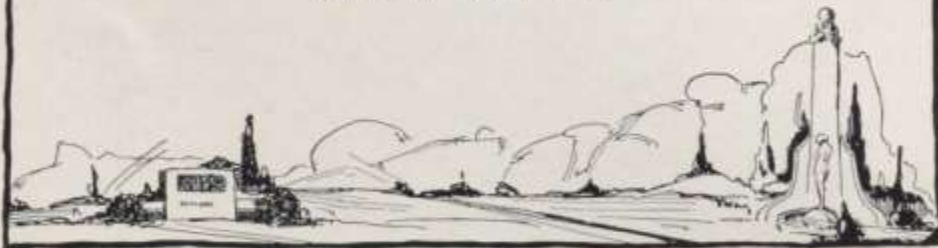
???

They comprise an outlay of advertising for the dealer which has been planned to give publicity to memorials already on the floor. They are supplied free of charge—a part of the North Star service. Just a line will bring specimens of the entire series to you. The designs they contain will alone be a surprise.

North Star Granite Corporation*

St. Cloud, Minnesota

**Behind the Benisch Plan.*



Say you saw it in DESIGN HINTS



H. C. Smalley Gr. Co. Inc. Des. 379. Copyright 1930

The Value of Talents

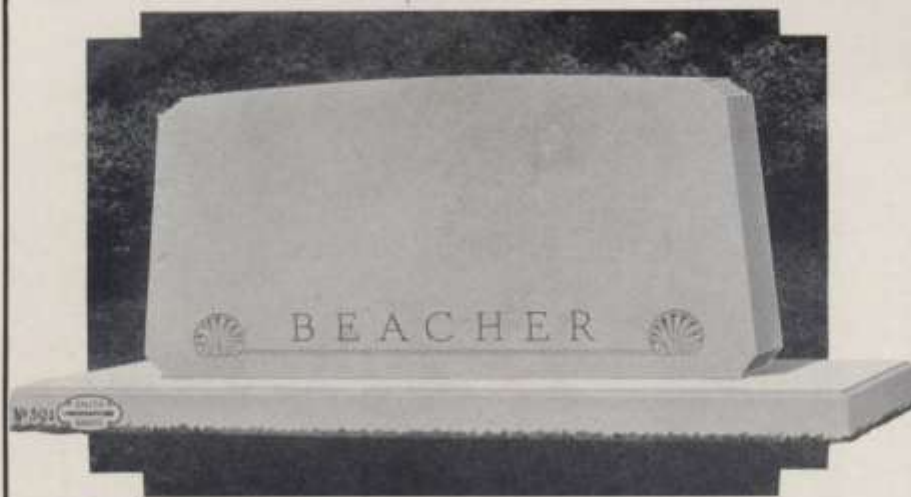
Not until the world buys oil paintings by the yard and books by the pound will it be time for the memorialist to sell his merchandise by the ton. There are still large groups of people who want only the finest and with this in mind Smalley memorials will always aim at the highest in perfection.

We are owners of the quarries productive of Royal Dark and Royal Blue-Gray from the old Souhegan Quarry; and Pink and Red Westerly Granite.

Henry C. Smalley Granite Co., Inc.

64-84 Penn. St. Quincy Adams, Mass.

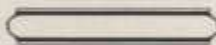
Say you saw it in DESIGN HINTS



The Beacher design was made especially for Smith-Barre granite. We shall be pleased to send you a photograph. Write for yours today

The Best

What is the best material? A material may be called "the best" because it contains more desirable or less undesirable substances by analysis. But such technicalities mean nothing to your customer and, therefore, nothing to you. The best granite is the one which meets with the approval universally given E. L. Smith Light Barre—even after many years of service in the cemetery. That's why Smith-Barre is always referred to as "the best". A specification of Smith-Barre is your guaranty of satisfaction.



E. L. Smith & Co.,
BARRE, VERMONT



Say you saw it in DESIGN HINTS



New Standards Are Set Up Every Day For The Seller

It happens whether or not you are in the clothing or memorial business, whether or not you are just selling or trying to help your prospect come to a decision that will please him in after years.

We recommend a display of SUPERIOR RED AND GRAY as a means of helping your prospect make up his mind and keep him satisfied with his purchase in after years.

Ask us about our new Persian Granite.

Granite City Granite Company

THE AHLGRENS

ST. CLOUD, MINNESOTA

REPRESENTATIVES

R. G. KOCH, 316 E 51st St., Kansas City, Mo.

O. A. RAIRDON, Box 423, Bellefontaine, Ohio

C. H. GRUNEWALD, 314 Eitel Bldg., Seattle, Washington

Say you saw it in DESIGN HINTS

OUR CERTIFICATE

ASSURES YOU THAT
IT IS GENUINE

STERLING MAHOGANY

THIS ASSURANCE OF PERFECTION
IS PLACED ON ALL **STERLING MAHOG-**
ANY. DO NOT ACCEPT IT UNLESS THE
GUARANTEE IS INCLUDED WITH THE
SHIPMENT.

ALSO FEATURING GREWE'S RED
AND GRAY ST. CLOUD.

“GROW WITH GREWE”

GREWE GRANITE COMPANY

WHOLESALE EXCLUSIVELY

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

The Office Boy Spills One

The Old Man is away this month. He can't help it. He had to go to the hospital for a separation. He had something taken out of him to make him better-natured. I think they call it a grouch. So while he is in the hospital I thought I'd give you the works and show how editorials should be got up.

They say when he comes back he'll be a new man. I hope they're right. Maybe, then, we won't be getting seven kinds of razzing around the office. We thought we were going to have things swell during the three weeks he was away. But he fooled us. He went to one of those swell hospitals, where they have a telephone in every room.

So all he had to do was lie there in bed and call us up and tell us what to do. And he told us plenty. First thing every morning when I got done sweeping and fixing the water and doing the other chores around the office I had to go down to the post office and get the mail.

If there were any envelopes that looked like they had money in it I was not to open them but had to hike up to the hospital three miles away. Then he opened them. If there wasn't any money in them I could see right there from what he said that the operation didn't do any good.

Then when I got back to the office I was full of orders. All from the bedside. There were enough of these to keep my mind off my own private interests for the day. If he would let me go ahead on this it would be all right. But he wouldn't. He would call me again in the afternoon to come back up with something else.

This was what I went through for three weeks. Lillums, that's our office girl and stenographer, had a swell time of it all right. She didn't get all the extra work and didn't have to do her own. She hiked out every afternoon doing window shopping. It ain't right.

When the Boss went to the hospital we thought it was going to be swell in the office. We thought we wouldn't have to do anything but loaf. But he seems to of had that all fixed before he went. And we got fooled—at least I did.

Well I hope now that he is in good shape and that he won't have to go again. The work is too darn hard. I hadn't any idea what amount of work he was doing until I started running the business myself. And even if the operation was not a success and he will have his same disposition I'm glad he's back. Not only because the

(Please turn to page 28)

Direct Mail Suggestions to Help You Sell Private Mausoleums.

By Harvey R. Kruse



With the Mausoleum type of Memorial gaining favor in all parts of the country and with the introduction of the Public Mausoleum threatening to reduce sales of the time honored individual Memorial, it is of high importance to consider all available means of thwarting this new competition.

In last month's issue of DESIGN HINTS we summed up the feeling of many leaders in the Retail Memorial field that the best means of combating this threat was to introduce the idea of the *Private Mausoleum* and show its distinct advantages. If the public is becoming "Mausoleum minded", give them this new form of Memorial—but show them that what they really want is the Private Mausoleum with its obvious advantage of intimate seclusion and freedom from crass association with undesirables.

Last month's article also suggested a series of four advertisements designed to help the Retail Memorial Dealer promote sales of Private Mausoleums. In this month's article we will suggest several pieces of direct mail which you can use in circularizing prospects to help your campaign.

Quite obviously we must keep each one of these pieces as distinctive and high class as we can. The entire campaign and your own sales efforts will be injured if you cheapen it in any way.

We will suggest here three

pieces to open the direct mail campaign:

1. Introductory Letter
2. Folder of Description
3. Folder of Invitation

The Introductory Letter makes the initial contact between yourself and your prospect. The Folder of Description tells the story of the Private Mausoleum. The Folder of Invitation urges direct inquiry on the part of the prospect and suggests that he inspect this new modern plan of the Private Mausoleum and learn its interesting story.

Now for the Introductory Letter:

Dear Friend:

We have not the slightest intention of approaching you on this intimate matter of personal interest unless you yourself are willing to have us do so. If you are, we will gladly call and explain everything in detail.

It concerns an old old problem that sooner or later comes to everyone and which forethoughted people are reviewing with the common sense attitude of our modern day,—the choosing of a Memorial and the distinct public trend towards the Private Mausoleum.

The Private Mausoleum is receiving more and more consideration. It is a sanctuary, sacred to the family who builds it. Down through the ages men have chosen this distinctive personal means of perpetuating a memory, and the same thought has been adapted with striking effectiveness to the smaller Private Mausoleum of our present day.

The advantages of the Private Mausoleum are instantly ap-

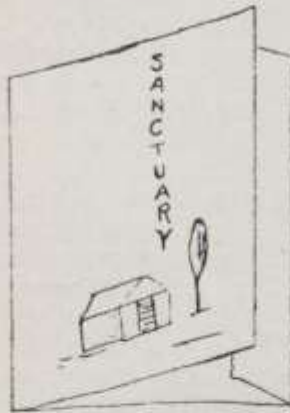


Plate 1

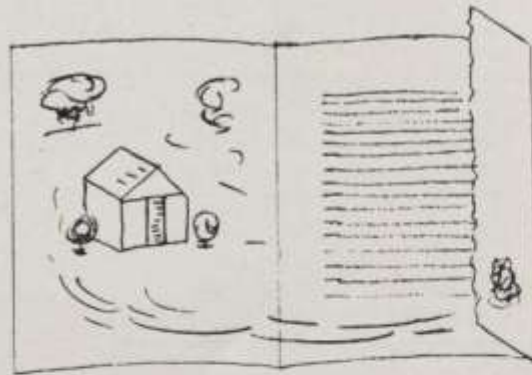


Plate 2



Plate 3

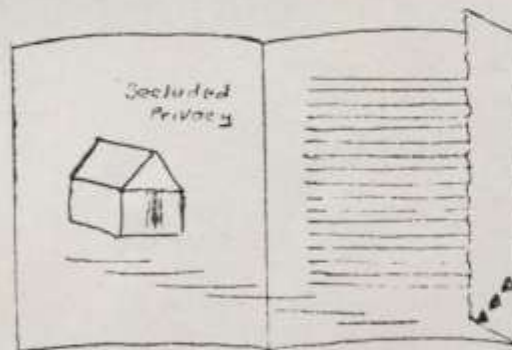


Plate 4



Plate 5

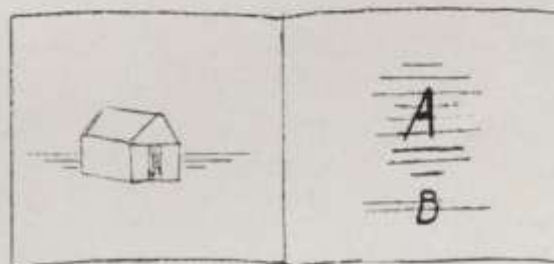


Plate 6

parent when one considers that it is intimately personal,—reserved for you and yours alone. No danger of forced association with undesirables who might purchase the vault space next to yours in a Public Mausoleum. Sensitive people rebel at such forced intrusions and welcome the quiet privacy of the individual Mausoleum.

We will gladly show you interesting sketches for family Mausoleums and suggestions for their construction and placement.

Respectfully yours,
(Your business name and
personal signature)

The fourth paragraph is to be used by dealers who have actual competition from Public Mausoleums. It should be left out of the letter if you are not being troubled with actual competition of the Public Mausoleum.

Now let's consider the first folder of the series,—i.e. the "folder of description". Two suggestions will be made here: In the first (see Plates 1 and 2) is a very high class folder using a good grade of paper stock and distinctive art work. If you can afford to go to this extra expense, it would be well to do so. The result will be a credit to your name and business.

But if you feel that the expense is too heavy, you can use the same copy plus printer's tricks with rules and slugs to get an effective folder just the same (see Plates 3 and 4).

As already suggested, Plates 1 and 2 show the "folder of description" in its high class form. An attractive piece of art work should be used for the front page (see idea on Plate 1) with the single word "Sanctuary" as the heading. (Don't take my rough sketch as an example of high class art work! Heaven forbid!)

Plate 2 shows the folder partially opened, with an interesting art sketch of a Private Mausoleum on location occupying the left page, and description on the right hand page. The little flap on the right is used to give distinction to the folder and also bears some kind of an art treatment at the bottom.

We recommend that the paper be of a high quality book finish with an interesting water-mark and a deckled edge to show on the small flap side. An ivory tint would be a very good shade for the stock. As to the art work, you can have it done by any good commercial artist in your city. If such an artist is not available, we are sure that DESIGN HINTS can put you in touch with a reliable artist or perhaps even arrange to have it done for you.

Copy for the "folder of description"
(inside page shown on Plate 2)

There is a distinct trend towards the Private Mausoleum type of Memorial today. Its majestic architectural beauty creates a feeling of dignity and reverence.

But more than that it establishes a Sanctuary for the family to whom it is dedicated. It offers . . . intimate . . . secluded . . . *privacy*.

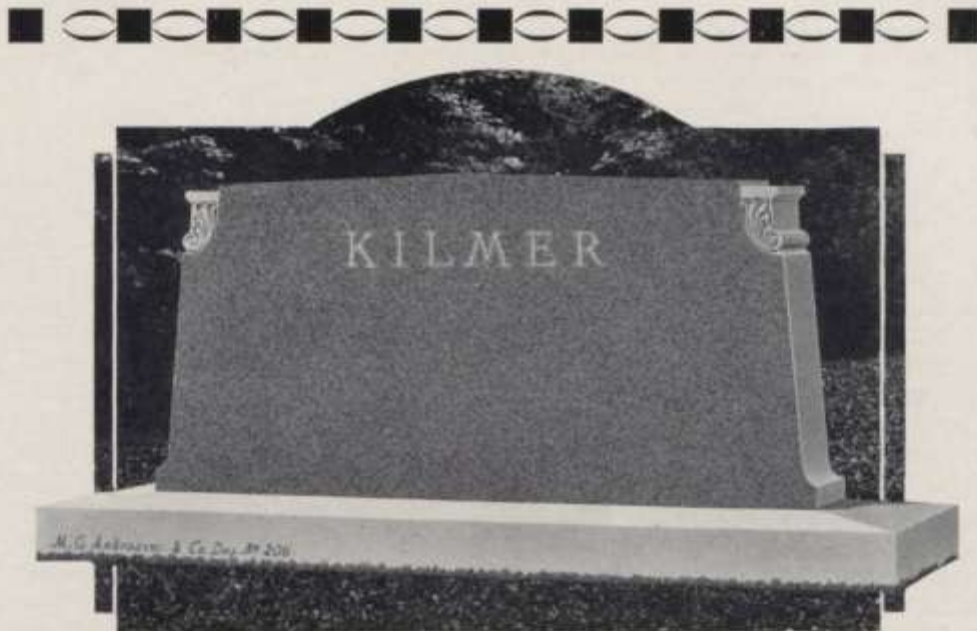
To the family whose ties of love and devotion are infinitely sacred, this personal intimate seclusion is priceless. It can never be invaded by undesirables.

Many beautiful architectural designs are available for inspection in our office. We assure you that an inquiry will not place you under obligation of any sort.

(Your business name
and address)

Do not set your business name and address in large black type.

(Please turn to page 00)



M. G. AMBROSINI & CO., DESIGN 206

L If its *Worth While* to show **G**
A Merchandise it's *Important* **R**
M to show the Right Kind **A**

O And with this thought in mind why not keep the right
I kind of variety in your display to be sure that you are not
wasting your time just following along one channel of business
thought and throwing together many of the same kind of
ideas in design and granite.

L Get before the public with all the new thought in crea-
L tion and granite and greater months and years of success
are yours.

L AMBROSINI offers you a fine variety of designs and
granites and a class of merchandise that can do nothing else
but win for you. Ask us about Lamoille Granite

E We also manufacture Barre memorials in J. K. Pirie,
E. L. Smith and Wetmore & Morse granites.

G
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M. G. AMBROSINI & CO.
CARVING - SAND BLAST WORK - STATUARY - MAUSOLEUMS
HARDWICK, VERMONT

Say you saw it in DESIGN HINTS

The New Orleans Tomb

PART VI

By Leonard V. and Albert R. Huber

The tomb illustrated this month is designed along Georgian lines. The angular lines of the roof have been softened by curves which are cut back a couple of inches and then merge into the flat surfaces of the roof stones. The ornament at the hip of the roof and also that on the front closure, (the festoon) are the only applied ornaments. The lines of this tomb are exceptionally good for a structure of its size; the batter employed is just enough to give the tomb a pleasing appearance. This tomb is set about a foot from the surrounding ground on a cement pavement having a platform. It should be set on a terrace of the same height if erected in a park-plan cemetery.

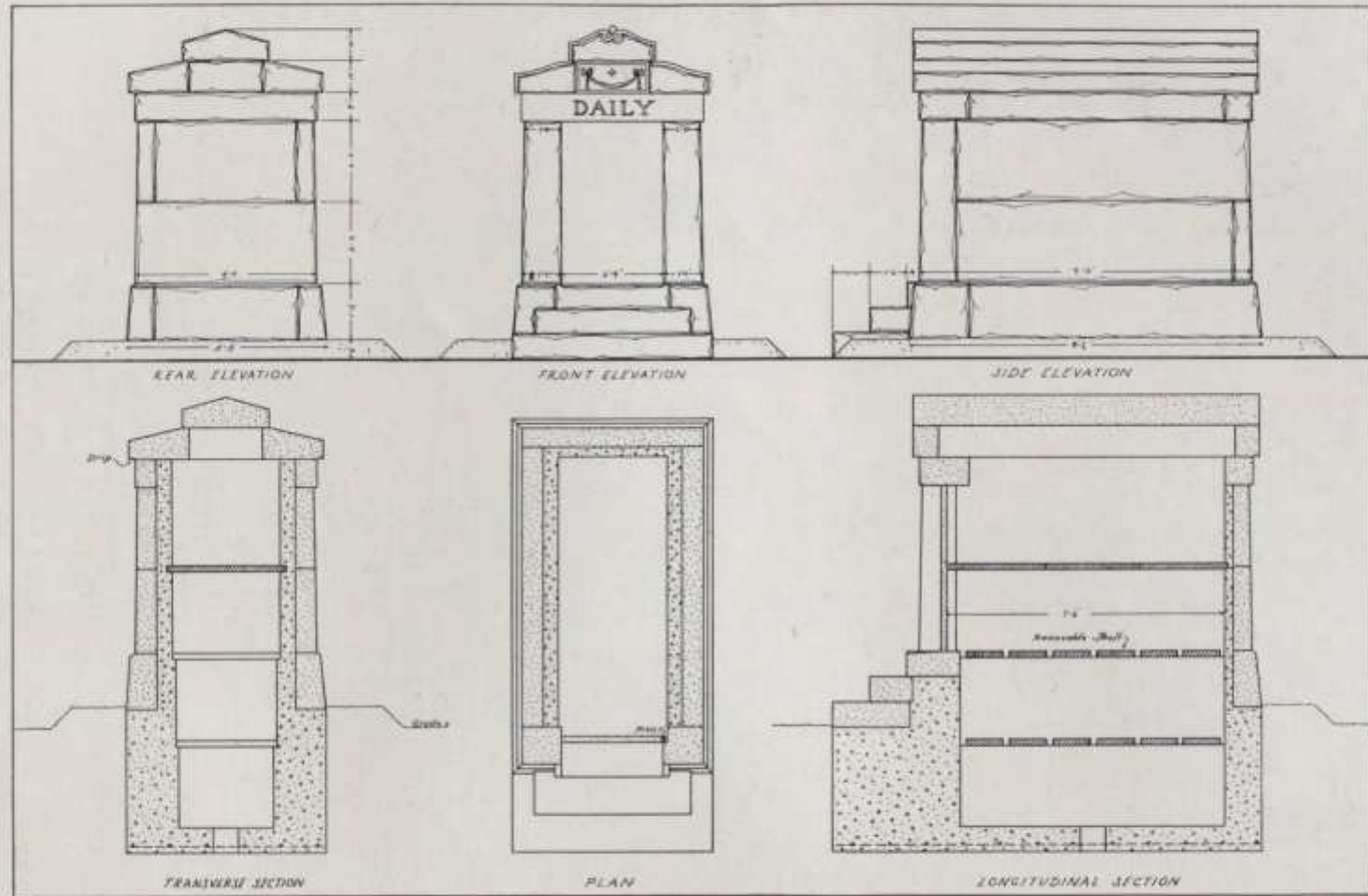
Ventilation is a problem that is dispensed with in the New Orleans tomb. As the tomb has no vestibule, it is not necessary to provide ventilation; in fact each vault is to be hermetically sealed after an interment has taken place. An aperture left in the bottom matte of the foundation will permit any moisture (which may accumulate from condensation due to rapid changes in temperature) to drain

off into the earth. It is important that the interior of the door be given a coat of waterproof paint, (R. I. W. paint for instance) which will prevent dampness due to condensation from showing through. The door, being the thinnest part of the tomb, will "sweat" the quickest if there is a sudden change from cold to warm and if it has been thus treated this moisture will merely roll down the back of the door to the sill and thus evaporate without causing damp spots to show on its surface. The door also serves as a memorial tablet and on it may be engraved the names of those buried in the tomb. Lettering should be incised on the door as the use of raised letters in a panel will mar the beauty of the slab after three or four inscriptions have been engraved.

This tomb can be sold for less than (*) at a fair margin of profit which price should make it an invaluable aid in meeting the competition of the community vault. It is more durable than the best constructed public vault and its individuality makes it far more desirable than space in the community mausoleum.

*Price upon request.





Memorial Types

By

CAPTAIN JOHN K. SHAWVAN

CHICAGO BRANCH MGR.

MULDOON MONUMENT COMPANY

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THE TABLET

The Tablet memorial, Egyptian in its origin, is one of the most extensively used types in the present era. The principal characteristic of it is an upright slab mounted on a base, taller than it is wide and of moderate thickness. A pleasing proportion to develop this effect would be to make the overall height one-half again as much as the width of the base across the front. Thus an example of 4'-0" width of base would be 6'-0" high. A Tablet memorial is rarely attractive if more than 7'-0" total height, and the die or upper piece should not exceed 1'-2" in thickness from front to back. In modest examples of this type a thickness of 10" or 1'-0" is ample.

The appeal of the Tablet memorial is essentially one of character and not one of mass. Its lines should verge toward the slender and graceful rather than toward an impression of solidity. It will be found that this effect is better obtained if the die is battered or tapered so that it is narrower across the top of the face than it is across the face at the base. Battering on the face and back is not necessary.

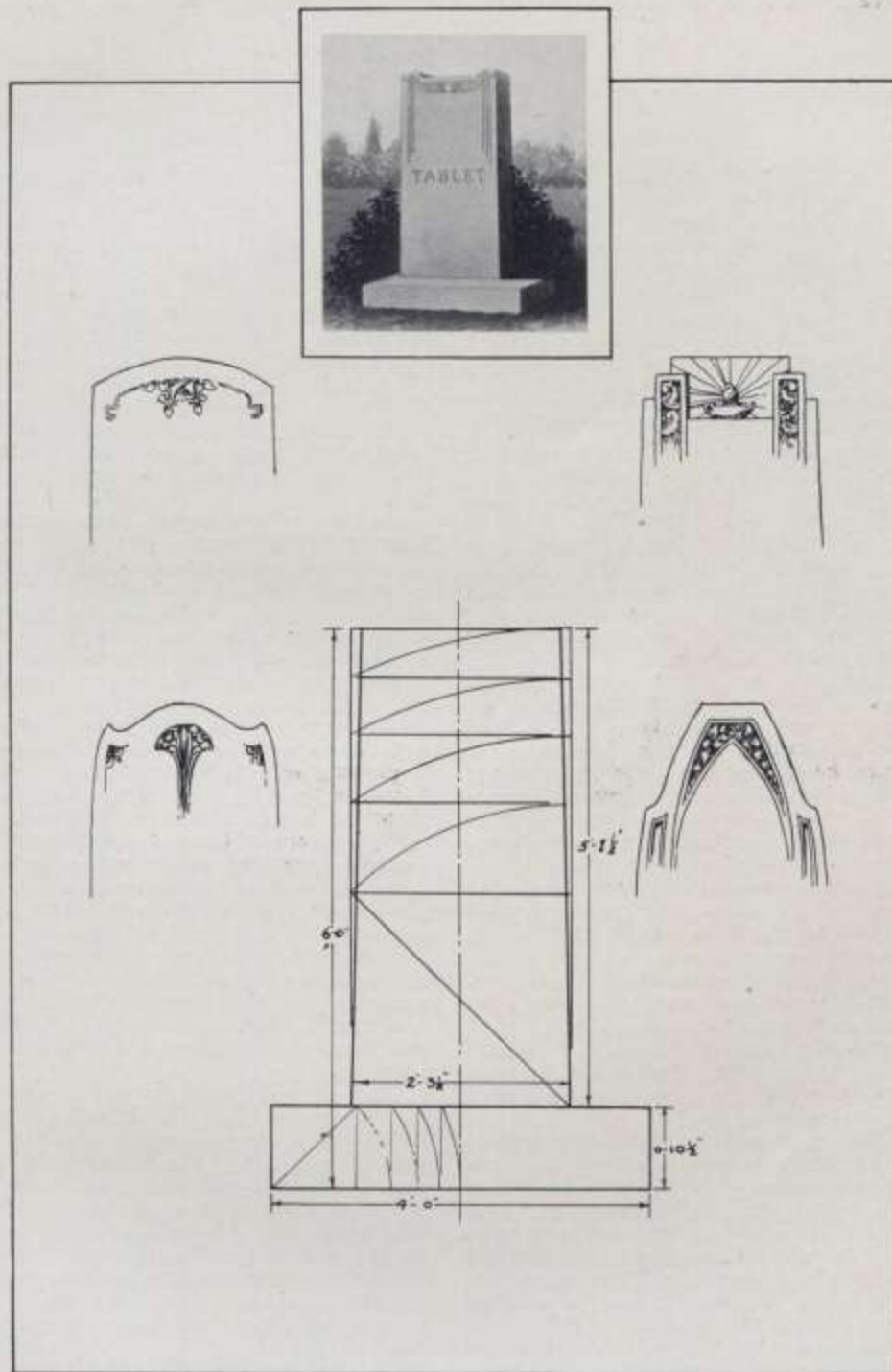
One or two bases may be used in the tablet, but rarely is an entablature or cap piece advantageous. It may be borne in mind that the use of an entablature or cap in solid memorial not of an architectural type is in most all cases limited to the simulation of

the cover of a sarcophagus.

The Tablet memorial is best adapted to mark a single grave or a four grave lot, two spaces in front and two spaces behind. When best situated it is surrounded by other memorials of a lower height such as the panel or sarcophagus types. In the case of the approach to a cemetery lot being down grade, a Tablet type is preferable to a Panel, as its height tends to offset the belittling of the memorial because of its being below the level of the eye.

Many of our American cemeteries are so surveyed in either four, six or eight grave lots that the distance between the rows of graves is quite limited. Much of the present use of the tablet as well as the panel types may be credited to this arrangement of space, for in each of these types the required thickness from the front to the back of the face is not great.

Almost unlimited ornamentation is available for selection on the face of the Tablet type. Care must be exercised not to overdo this feature. Usually a simple wreath or sunk line will suffice, although a more ornate treatment may be offered if the client so desires. Repetition of the ornament of the face on the back of the die is optional, and should be governed by the visibility of the back due to the location of the memorial.



Are You Satisfied or Dissatisfied with 1929?

Address delivered by MR. A. T. THOMSON, President Colorado Dealers' Association, at Denver, February 20, 1930.

Submitted by GEO. M. FIELD, Davenport, Iowa.

Fellow Craftsmen and those allied with our industry; the year 1929 is finished, and that record is established. The main objective has been yourself, and what is the verdict? Satisfied or dissatisfied. Thoughtlessly many would answer in a spirit of pride, "I am satisfied", but in checking up as to whether or not you really are, you will naturally have to consider what you "actually" have done—not what you are "going" to do.

You have, no doubt, accomplished many things of which you feel proud; put into your business special efforts and interest that have brought forth fruitful results; invested your spare time in constructive thinking and planning directed toward a goal of greater usefulness, and generally speaking, you may look back over the year and be proud of your accomplishments.

But, are you "satisfied"? I hope not, for I agree with the words of an editorial writer who says: "The man who is satisfied is sunk, his hopes of future happiness are gone glimmering, and his life will be as fruitless as a horse-fly on the iron horse".

Modern merchandising is the beneficiary and the direct heir of the education of the masses, as to the need of a product. Educating the masses to that need stirs them to desire that which they did not consider a need. It stimulates a craving for something distinctive. Industries that educate the public to need and desire their products are getting the big share of the peoples' money. Those not creating that desire are not getting enough business to make any large surplus profit.

Our business is to educate the public to become memorial minded. How are we to do this? Let every dealer stress this point in all his advertising. This past year some of our members have used radio. I know that Mr. Marvin, Mr. Watson, and myself have done so, and surely this has helped in a small way. Even the advertising of public mausoleums has helped to make the public memorial conscious. I venture to say that some of us sold monuments to people who were influenced by this advertising, but were not interested in

buying space in a public mausoleum. The purpose of advertising is to keep the public interested in what we sell.

The Benisch plan up to date has not been put in force. Just why I do not know, but Mr. Harris no doubt will give us this information. Perhaps one reason is the fact that this plan is sponsored by the Memorial Craftsmen of America, who comprise not more than one-sixth of the dealers engaged in our industry. I feel sure if more retailers were members of the Memorial Craftsmen the problem would be simplified.

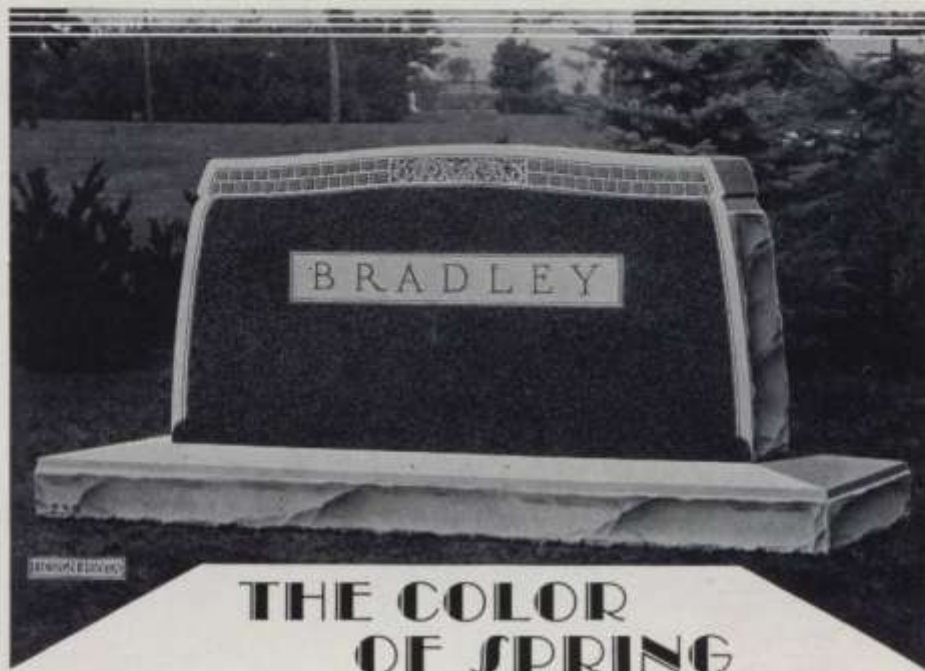
Let every member of the Colorado Memorial Craftsmen during the year 1930 exert a conscientious effort to bring in a dealer who is not a member. I am sure if our National Association would employ some field men to work in the different states with the co-operation of local dealers our membership could be greatly increased.

The year nineteen thirty has opened wide its doors, over which is written in glowing letters, "Opportunity", and if you enter those doors in the spirit of pride, hope, confidence, willingness, faith, and aggressiveness, you may rest assured when they close for that period that there will be fruitful results. Upon you—and you alone—rests the responsibilities of success or failure.

You will need encouragement, inspiration, and help. This is always available for the person who is not "satisfied", but is ever striving for better and greater things, not only for themselves but for others.

As we start this present year it behooves us to Stop, Look and Listen! Stop—where are you now? Ask yourself the question, "Am I on the right road"? Can I expect to reach a successful destination if I continue? Am I really following a vocation in life that fits me and do I really enjoy it? Am I following it with a definite purpose, with definite plans and determinations? If so, and you believe you are on the right road, then: Look—Keen vision is a great asset and you will need to look ahead of you if you would avoid the danger spots. Look into the future

(Please turn to page 26)



THE COLOR OF SPRING

Springtime suggests a glow of beautiful, soft colors, fresh in their appearance and inviting in aspect. It is a time of the year to think of color in whatever we do. Those resting places which are marked by REX GARNET are in tune with spring in all its glory.

Put some of this REX GARNET in your show room and see for yourself the splendid results it will bring.

Everyone likes Rex Shamrock too. Ask for a sample.



REX GRANITE CO.,

ST. CLOUD, MINN.



Say you saw it in DESIGN HINTS

Making Mole Hills out of Mountains

Written for Design Hints by

Dr. Roy L. Smith

Hats off to one of God's noblemen—the man who makes mole hills out of mountains.

When all the world is talking about the decadence of moralism, the wickedness of the times and the impending moral collapse of the generation, he comes smiling through with the assurance that no matter how bad the present days are, the "good old days" were worse and that we are really making progress.

When taxes are high, governmental expenses mounting, the cost of living soaring and hard times are almost upon us, he reminds us that we are getting better goods for the higher price, more service for the taxes paid and more comforts for the money expended than ever before.

When someone reminds us that one out of every eight marriages results in a divorce, he exults in the fact that that means that marriage is eighty-seven and a half per cent a success.

When the fervid orator screams that five out of every thousand boys get into the hands of the police, he gives thanks to God that nine hundred and ninety-five keep out of trouble.

When some cynic tells him that the church is failing, he counts the children in the Sunday school, the men in Bible classes and the women in missionary societies, the youths that are enrolled in church colleges every year, the sick and needy poor who are being cared for in church hospitals every year and the millions of worshipers who gather every Sabbath in their houses of worship to hear again some earnest man tell "the old, old story".

Blessed is the man who finds more pleasure in discovering the good in a reprobate than the faults in a saint.



Certificate



of Merit

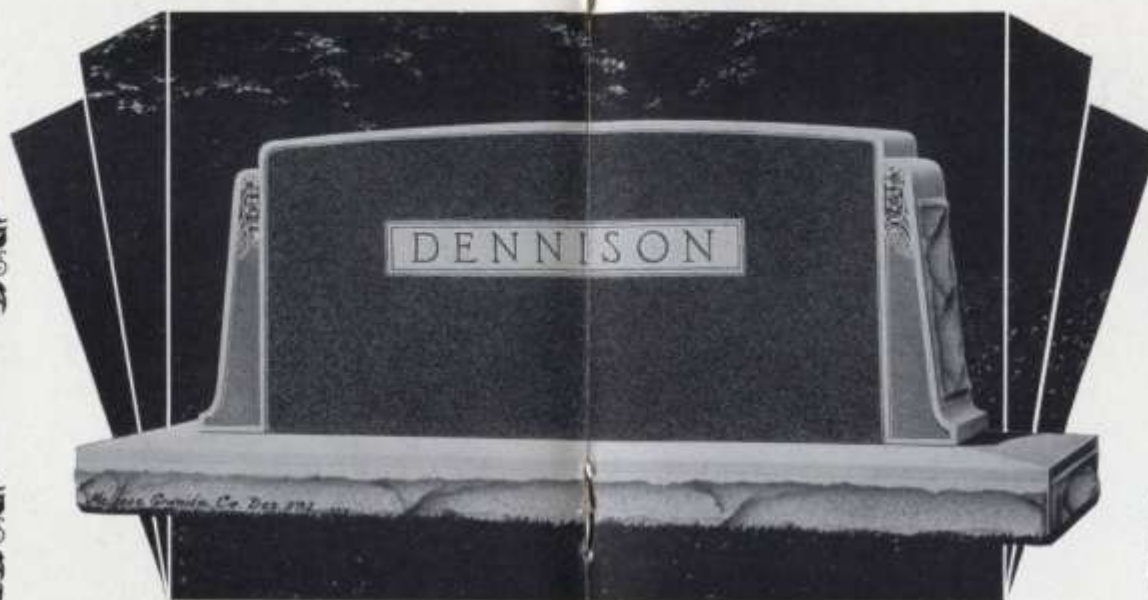
*M*ANY years of faithful and dependable service in the memorial industry have established *Wetmore & Morse* in a position of unquestioned leadership. But nothing we can say will show you so quickly how richly *Wetmore & Morse Light Barre* deserves its position, as your specifying it only once to your Barre manufacturer.

Wetmore & Morse Granite Co.

Quarries: BARRE, VERMONT

Main Office: MONTPELIER, VT.

Say you saw it in DESIGN HINTS



Facilities That Are Ample To Keep Every Spring Promise

SUCH may be said precisely of Melrose. We have the facilities for carrying on the tremendous business with which we have been favored during the past number of years. Quarries and operating sheds, where are assembled hundreds of the finest craftsmen in the industry, all working to one end—to set up new records of service and perfection for the name of Melrose.

The early spring has made it possible for us to get our various quarries in splendid condition and we can assure our friends now that the spring business which has been coming in during the past few weeks in a steady flow of new orders will be taken care of in the usual Melrose way.

Melrose Granite Company
St. Cloud, Minnesota



JUSTIN

The Justin design is decidedly different in contour and ornamentation and in creating it for these pages we feel that we have produced something really new without being costly. The memorial is simple in outline and ornamentation, modern in design and finish, and one that should prove very popular with our readers.

Photos are now available.



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



RANDALL

While the use of a semi-finished base with an all-polished die is severely censured by some critics this style is much more popular with the dealers than the all-polished base, if we judge the popularity of our designs from the sale of photographs. The design is not displeasing if the base is nicely finished and it also affords a splendid opportunity for showing keen contrast. The Randall base is made very attractive by the use of a polished pencil edge and wide hammered margin on the four sides.



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

Private Mausoleums

(Continued from page 10)

It would spoil the effect of the folder. Consult your printer on economical sizes of the folder. Something to fit inside a $4\frac{3}{4}$ " x $6\frac{1}{2}$ " envelope would be about right.

Plates 3 and 4 illustrate how the same folder can be made up without the use of elaborate art work. Your printer can set the front page heading and put in the decorative lines and objects with ordinary rules and slugs. The inside pages can be handled likewise with rules and decorative objects which he always carries in stock. You will need a good halftone illustration of a Private Mausoleum however.

The third piece in the series is designed to secure action. It can be handled in two different ways, depending upon—

- 1st. If you have actually erected a Private Mausoleum.
- 2nd. If you have not erected a Private Mausoleum but have interesting plans and pictures available to exhibit.

If you have already erected a Private Mausoleum, and it is something of which you can be proud, we want to invite the prospect to see and inspect this Private Mausoleum for himself. You are to make all arrangements, call for him, take him out to the location, explain the plan, let him see it for himself. That gives you your best chance to sell him.

If you do not have such a piece of construction available, however, we can do the next best thing by inviting him down to a "private showing" of new Private Mausoleum designs, pictures, materials, etc. Do you get the idea?

This little folder need not be

expensive, altho it should be attractively made. We recommend a small piece of art work on the outside as an ornament, (see Plate V) a halftone illustration on the inside (see Plate VI) and the invitation should be printed on the other inside page. The paper should be fairly heavy stock, at least 100lb. weight. The type should be very distinctive and in light face. Goudy Old Style or Kennerly would be good choices.

Copy for the "Folder of invitation" to inspect the Private Mausoleum (see Plate 6)

(Copy A)

You Are Invited
by the
(your Company name)
at Their Time and Expense
to Make a Brief Inspection of the New
PRIVATE MAUSOLEUM
just completed
at Lakewood Cemetery

(Copy B)

(You will be under no obligation by accepting, since this is merely by way of making public our new department of Private Memorial construction).

Copy for "folder of invitation" to see plans and pictures of a Private Mausoleum

(Copy A)

You Are Invited
by the
(your Company name)
at Their Time and Expense
to Make a Brief Inspection of Plans
and Photographs
Illustrating an Interesting New Type of
PRIVATE MAUSOLEUM
Which Has Created Unusual
Comment Wherever
It Has Been Shown

(Copy B)

(You will be under no obligation by accepting; since this is merely by way of making public our new department of Private Memorial construction).

Next month we will offer additional ideas and advertisements along this same line.



Johnson & Gustafson Design J-2

Knowing How; Then Doing It

These are underlying attributes of modern business success. Investigation on the part of the memorial dealers of the country will prove to them beyond doubt that Johnson and Gustafson know how. And they will learn, too, that they are doing it.

They will find that Johnson and Gustafson memorials, created and built by our own designers and craftsmen, are always in demand. And Johnson and Gustafson carry out the other important angle to the transaction by giving to the trade each month a new thought in design, a new plan for a beautiful memorial.

On polished work we use Rock of Ages and on axed work Wetmore and Morse and E. L. Smith Light Barre.



Johnson & Gustafson BARRE, VERMONT

EASTERN REPRESENTATIVES

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

WESTERN REPRESENTATIVES

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

SOUTHERN REPRESENTATIVE

Mr. Alex. Duncan

Say you saw it in DESIGN HINTS

Are You Satisfied or Dissatisfied with 1929?

(Continued from page 16)

with hope and confidence, backed up by a "will to do", and you can rest assured that if you are on the right road you will find your journey much shorter. Then again it is made easier if you Listen—Always remember that good listeners are good thinkers, and it is the thinking ones who generally succeed. Listen for the words of wisdom and counsel that are always available, both from personal contact and in the printed form. Take kindly to kindly advice. Apply it, and when occasion presents itself, pass good advice on to some one else.

I attended a meeting of Memorial Craftsmen not long ago and one of those present said "Memorial men ought to get better prices for their memorials. Prices are so low and have been for so long a time that no one can make a living at the business any more. They (meaning monument men) ought to get better prices". Speaking of low prices that monuments are sold for, (and we have that condition right here in Denver) brings to my mind that we appear to be in much the same situation as the southern darkey who was running a taxi from his home town to the railroad station ten miles away. He hauled passengers to the train and charged them only ten cents for the ride. A northern traveler once asked him how he could afford to make such a long trip for a dime, pointing out that even when loaded to capacity he could get only forty cents for the round trip of twenty miles. The negro replied, "Wal, sah, its like this, ah loses money on each trip all right 'nuff, but ah cain afford to do it because ah makes so many trips".

As the conversation drifted along, another dealer said, "Monument men ought to sell larger and better memorials. Why; it is getting so only markers and small tablets are all that are sold. They (meaning monument men) ought to all have the course in Memorial Salesmanship and Management, and they ought to study that course thoroughly. Then they ought to sell larger memorials".

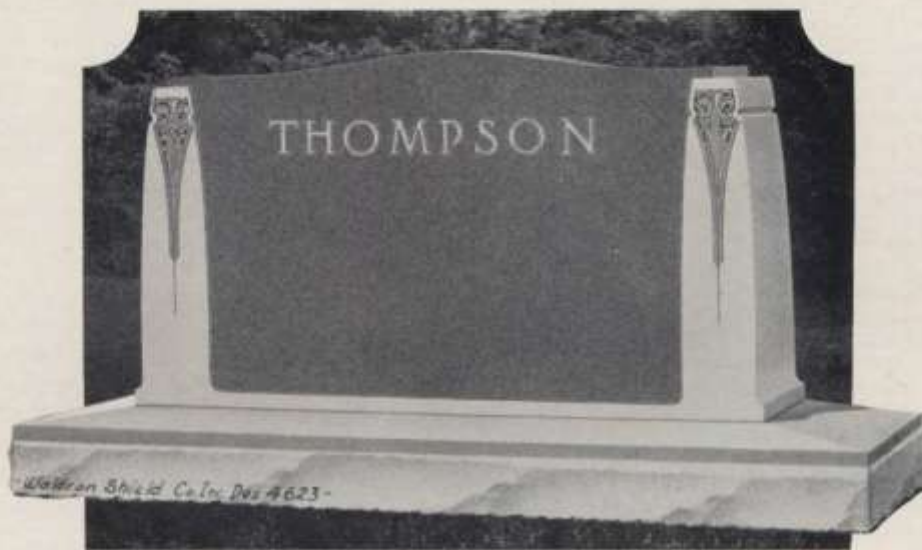
Before long another dealer spoke up and said, "They ought to put over the Benisch plan. They ought to do it". I began to smile at my fellow craftsmen. Who is this invisible somebody who

ought to fix everything? Who are, "they", these people who ought to do so many wonderful things? If the first dealer who spoke about prices had gone to a dance at the country club where he had taken a beautiful girl out on the veranda and the moonlight had got tangled up in her fluffy hair and she had moved over close to him so her shoulder had touched his, and he had looked down to find her big blue eyes looking up into his, he would never have said "they ought to kiss this girl. It's a shame to have her looking up expectantly like this. They ought to kiss her". Just as you or I, I'm sure that idea would never have come to him. He would have kissed her. His idea would have been, "Here is an important job to do, so I'll hop to it". If the dealer who spoke about larger and better memorials had seen a ten dollar bill in the hall as he came into this hotel, he never would have thought, "They ought to fix that. Ten dollar bills should not be left laying around on the carpets that way; they ought to pick them up". Being a poor monument man, he would have picked it up himself and there the matter would have ended. The third dealer who spoke about the Benisch plan; if he knew of a man who had an auto to sell for a thousand dollars and knew another man who wanted to buy that car for fifteen hundred dollars, he would never have thought, "They ought to buy that car from that man and sell it to the other fellow who wants it, for five hundred dollars more". He would have bought and sold it again instantly, making it a personal matter, doing the job himself.

But they would have done these acts because they are agreeable. Who should do all the disagreeable things? Who is this invisible somebody who ought to make it his business to right the wrongs of the memorial business, to put over the Benisch plan, stop the growth of no monument cemeteries, and public mausoleums. Perhaps the following story will better illustrate my point. In the vineyard country of France a certain priest had served a little village for fifty years; he had christened, married, and administered extreme unction for half a century. All the villagers loved him like a real father.

On his fiftieth anniversary they planned a big celebration in his honor. The program included a big festival after mass, to which, as a symbol of their love, they decided that each man would bring his finest bottle of wine.

*Put Your Trust In
This Type of Memorial*



WALDRON SHIELD CO., INC., DES. 4623

Then put the responsibility on Waldron Shield Co. If we fail in that responsibility we will be the losers.

Memorials by Waldron Shield have been recognized as the hallmark of quality in the industry ever since they made their appearance on the memorial market.

When you speak of distinctive Barre memorials you are just specifying Waldron Shield in a different way.

WALDRON SHIELD CO., INC.
BARRE, VERMONT

Say you saw it in DESIGN HINTS

They would pour all these bottles into a large cask on the village green; by mingling the finest wines from their vineyards, they would symbolize their mingled love and affections.

The day came, the mass was said, and on the village green they asked the good father to draw the first glass of wine. He turned the spigot, holding the glass, but only water came out. Each thrifty villager, thinking the others would bring wine, had brought his dark bottle filled with water. Each thought the other would "fix it". None of them had any sense of personal responsibility, which is exactly what is wrong with the monument men who talked about prices, about larger and better memorials, and about the Benisch plan.

It is the ambition of the Memorial Craftsmen of America to be the invisible somebody who fixes crying needs. It is the aim of the Association to change the expression "they ought to fix it" to read "we ought to fix it", and then get at it. As the weakest link fixes the strength of the entire chain, so does the efficiency of our state association depend on the ability of each member to develop a sense of personal responsibility to that association to which he belongs.

To change the initial program of "they ought to fix it" to "WE", the individual members must think in terms of "I ought to do my part to help fix it". I belong to this association. I am getting help and information from headquarters. I get my freight bills audited and refunds from them more than pay my dues each year. I get a course in Memorial Salesmanship and Management. I get many other things too numerous to mention. I owe something to this association of Memorial Craftsmen. When I see something which I can do to make it a better association to belong to, it is my duty and the duty of every other state association to hop to it. The invisible somebody is not "They". It is "I".

So, during this year and the years to follow let each and every one of us realize our responsibilities and firmly resolve to make an earnest effort to do our part.

Let us forget there is such a thing as "Passing the Buck", or "letting George do it". All work together for one hundred per cent membership in our association; greater cooperation; more publicity for our business, and then we will all be proud to be called a "Memorial Craftsman".

The Office Boy Spills One.

(Continued from page 7)

responsibility I had was heavy but because we don't think it's so swell when he's away.

He's all fixed up now and if there's anything wrong with this issue of DESIGN HINTS blame me for it. He didn't have much to do with it. From now on though, you can figure on good ones. And, believe me, I'm glad all over that that's over.

The Office Boy.

"Not only in politics are we open-minded. Without a scrap of jealousy we tolerate peculiarities of all sorts in each other's daily lives. We have no objection to our neighbor's following the bent of his mind."—*Pericles*.

PORTABLE SURFACER— SLIDING BAR TYPE

The last word in power, durability, efficiency, and economy of operation for the craftsman in stone. This surfacer is made in two sizes, and is fully described, together with its equipment, in our catalogue No. 7, sent free on request.

TROW & HOLDEN COMPANY

Stone Working Tools and
Supplies

Barre, Vermont



Marr & Gordon, Inc., Des. 2001 Copyright 1930

INVISIBLE FORCES THAT CREATE SALES

You can't sell every prospect the very finest memorial. But all of them like to know that you handle the finest. And if you have one or two of these in your display it is self evident, without sales talk on your part that you carry only a good line of merchandise.

Picture the buyer and his state of mind. He is thinking of a remembrance for one endeared. If within your group you have two or three Mastercraft Memorials to create an atmosphere of dignity it will give your prospect the lofty thought of getting something worth while.

Marr & Gordon, Inc.
Barre, Vermont

SALESMEN

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

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

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

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

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



Say you saw it in DESIGN HINTS



This *is* A Record

Universal has completed the installation of new machinery which doubles its capacity over last year. This means that during the past few years Universal's production has increased many fold. There must have been a reason for this, a very apparent reason—Universal products going out in increasing volume each year. The same policy which has brought Universal prestige up to its present standard continues today and Universal is still abiding by its policy of *giving more than we agreed to give.*

Be sure that you have a few Universal memorials on your floor for spring display.

7

Universal Granite Co.

"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota

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

7

Say you saw it in DESIGN HINTS

Many Others *Could Use It*

Every month VICTORY hears of new successes and triumphs among those dealers who have been using the VICTORY month-to-month idea, a new design for some particular prospect.

There are, perhaps, thousands of others who could use this service with as much success if they would but write us and ask for the benefit of this service.

Try the VICTORY design idea for an increased volume of business in your own enterprise. Others are using it monthly with splendid results. You may be able to do it also.



VICTORY GRANITE CO., INC. DESIGN NO. 384

Victory Granite Company, Inc.
Designers and Manufacturers of Barre Memorials
Barre, Vermont

Say you saw it in DESIGN HINTS

DRESS UP YOUR SHOW ROOM

**Color will attract Attention
Attention will bring Orders**

We offer Colored Granites

PINKS
REDS
GREENS
BLACKS
PURPLES

DOMESTIC and IMPORTED
STATUARY

PINK and MAHOGANY MARBLE

New Stocks Now Arriving

Stock Sheets and Samples on Request

Our Prices Save You Money

Fine Airbrush Designs at Low Prices

BURTON PRESTON & CO.

Mansfield, Ohio

Yes! We have it.

Headquarters for everything in the memorial
manufacturing line.

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

Lane Cranes, Edgers, Polishing Wheels and Supplies.

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



GRANITE CITY TOOL CO.

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

Motor Equipment Reduces Toil and Increases Profits**MAKES 'EM HAPPY**

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

DRIVING POWER

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

**GRANITE CITY IRON
WORKS**

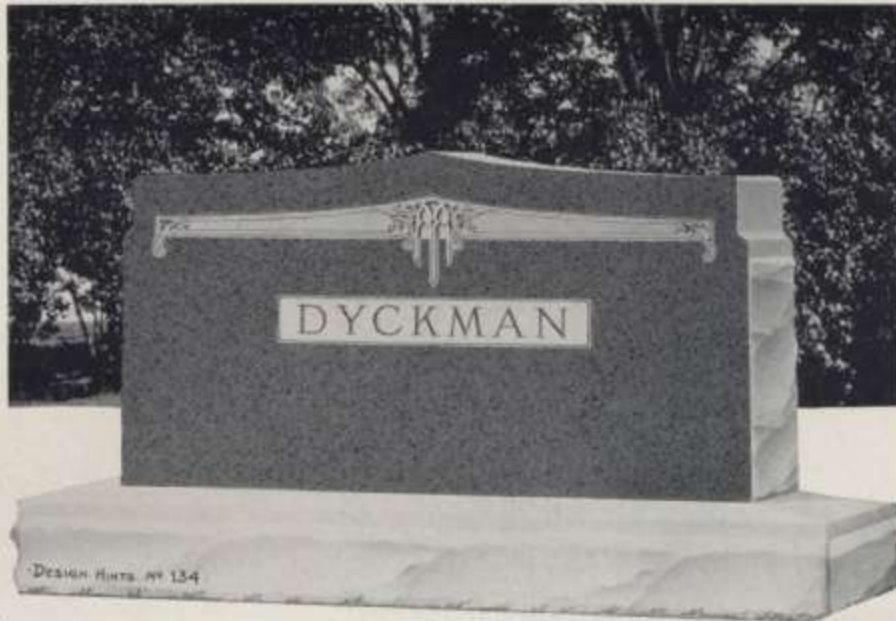
St. Cloud, Minn.

**GRANITE CITY ELECTRIC
COMPANY**

St. Cloud, Minn.

Overhead Cranes Reduce Overhead Costs

Say you saw it in DESIGN HINTS



The Spirit of Co-operation

Years ago, we realized that our success depended on the success of our dealers. Then and there, we adopted the policy of working shoulder-to-shoulder with them in creating more business and in solving the problems of existent business.

Couldn't you, as a progressive memorialist, profit by joining UNITED in its campaign of mutual co-operation?

UNITED GRANITE CO.,
ST. CLOUD, MINN.

Say you saw it in DESIGN HINTS

Use
Indiana Limestone
 For
Mausoleums
Roof Stones
Crypt Linings

Send in your designs
 for quotations.

*Ask for Indiana Limestone estimates
 for any one of the New Orleans
 Tombs shown in this
 magazine.*

**JOHN A ROWE RUSTIC
 MONUMENTAL WORKS**

Burton E. Hansen, Prop.

Drawer 317 - Bedford, Ind.

Take the Guesswork out of Carving

Spotlight illumination avoids shadows. Our Curtain is durably constructed of rubber and steel. No re-banking of large dies. Quick accessibility by the travelling panel. Increases Speed of Carving.



**SQUARE SHOOTER
 CURTAIN.**

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

Sioux City, Ia., Georgia Marble Finish-
 ing Wks., Canton Ga., Zenker Sons, Co-
 lumbus, Ohio.

Get our catalog on the most modern and complete
 line of Sand blast and Dust Arrester equipment.

Ruemelin Mfg. Co.,

398 Clinton St.
 MILWAUKEE, WIS

**St. Cloud Iron
 Works Co.**

St. Cloud, Minnesota

Manufacturers of

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

Agents for

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



GLOBE H. C. CHILLED SHOT

For sawing, cutting and polish-
 ing Granite, Marble and
 other hard stone

BEST BY EVERY TEST

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

Manufactured by

The Globe Steel Abrasive Co.

Mansfield, Ohio.

Write for Samples.

Say you saw it in DESIGN HINTS

Dakota;

a name

Expressive:

---of Prompt Service

---of Never Changing Quality

---of Durability

---of Warm Beauty

---of Satisfied Clients

---and always, of course, of

“The Best in Mahogany”

*Why not prove this to
your own satisfaction?*



Dakota Granite Works

Milbank,

:-:

So. Dakota

Granite You Can Safely Specify



Cut by Williamstown Granite Co. of Williamstown, Vt. for Densford Bros. of Scottsburg, Ind.

PIRIE'S DARK BARRE

The Ideal Memorial Granite

From the famous old walls of Pirie's Dark Barre quarry emanates some of the choicest memorial granite known. For nearly half a century retailers have been specifying it for memorials because they knew it would measure up to the standards required by even the most exacting customers.

J. K. PIRIE ESTATE

BARRE,



VERMONT

Say you saw it in DESIGN HINTS



*N the purchase of memorials, the difference
between the cheapest that can be bought
and the best that can be made is
pitifully little in terms of
dollars, yet it means
everything in the
appearance
of your
show room.*

*Hebert & Ladrie
memorials enhance the
beauty of any display.*



HEBERT & LADRIE

:: SANDBLAST SPECIALISTS ::

BARRE, UT.

Say you saw it in DESIGN HINTS



Put Pyramid Red on the List

It is time now to take inventory of your standing display for spring. In making up your list of memorials to attract buyers to your sales room be sure to include Pyramid Red. It will give the needed variety to your room to round out an attractive display.

We are also featuring a new GRAY, which is sold in Minnesota as CRYSTAL GRAY and in other parts of the country as PURPLE CRYSTAL, a beautiful granite worthy of your most careful consideration.

CRYSTAL GRAY

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

Pyramid Granite Works

Incorporated
St. Cloud, Minnesota

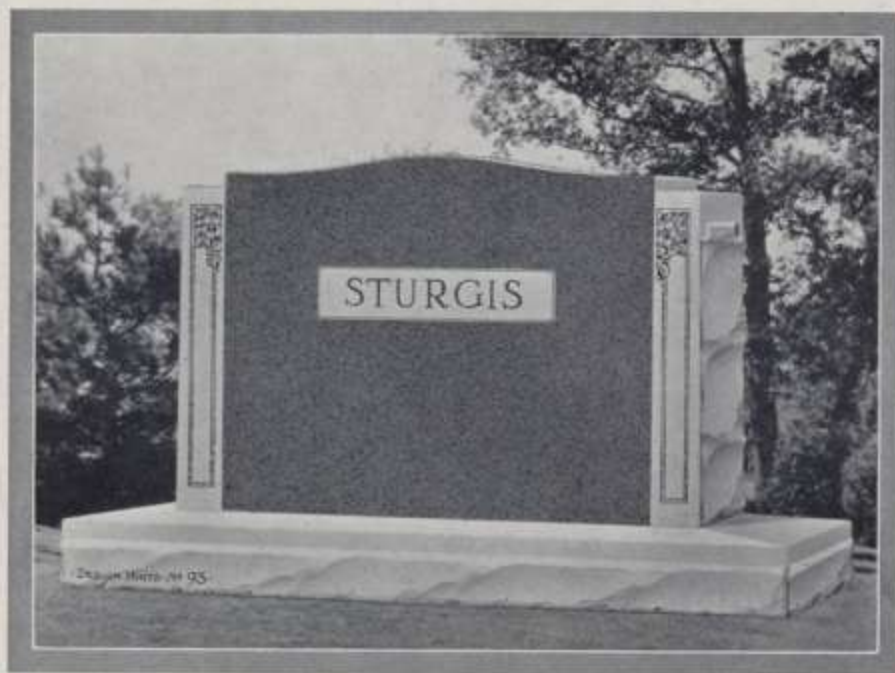
PURPLE CRYSTAL

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

Wm. M. Dodd and Son

Incorporated
Zanesville, Ohio

Say you saw it in DESIGN HINTS



It Takes Just One Word To Say "Best"

But it may require thousands to prove it to the other fellow.

And Simmers has been striving during all the years of his contacts with the memorial craftsmen of the country to have the other fellow say it for him.

The result of this effort has been an unexcelled quality of granite and workmanship and the commendation of those hundreds of Simmers' customers over the country who are willing to apply the one word—BEST.

A. M. SIMMERS & SONS

A. M. Simmers A. W. Simmers George Simmers

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



Advantages

Royal Antique has taught us something about the advantages of color now appreciated by many—soon to be recognized by all. Have YOU noticed how outstanding it is?—in the show-room, in the cemetery? How harmonious, how sympathetic it is—in ANY setting. And without being gaudy! These advantages are responsible for the great approval, the approval that amounts to popularity, that Royal Antique—the EXPRESSIVE granite—is receiving everywhere.

Royal Antique



ROYAL GRANITE COMPANY
ST. CLOUD - MINNESOTA

DEPENDABLE

from every angle



There will be no need for you to worry over spring deliveries if you will make use of the wide range of practical and salable designs and flawlessly beautiful granites that are banded together under the name of

LIBERTY

In this range your client will surely find the memorial that fulfills his desire.

For
Your
Selection

....

Liberty Red
Liberty Gray
Liberty Standard Red
Liberty Minnesota Pink
Damask ~ Oglesby Blue
Light and Dark Barre
Hoover Granite and
Belview Mahogany

....

LIBERTY GRANITE CO.,

INCORPORATED

ST. CLOUD, MINN.