Design Hints For Memorial Craftsmen

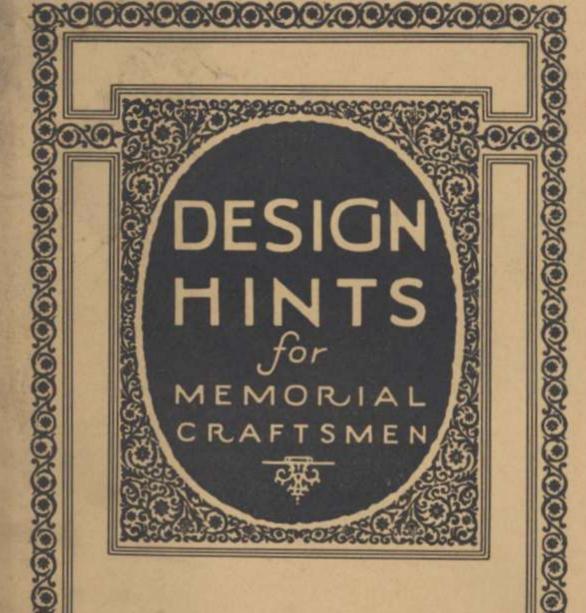
May 1928, Vol. 4, No. 11

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

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

http://quarriesandbeyond.org/

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



May, 1928

Volume IV

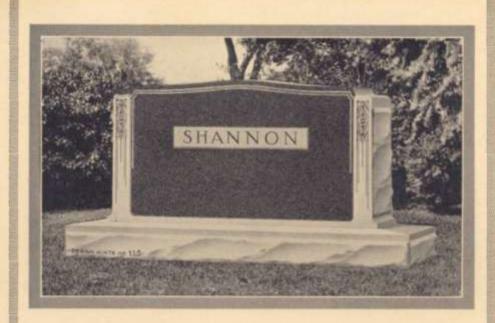
Number 11



By this Symbol you may know ...

Look first for this Symbol, our trade-mark, which is shown on all Rock of Ages memorials. You may be sure that every Rock of Ages creation represents the finest material and workmanship and a finish that will not yield to the corroding influences of time. Thus may you settle for all time the question of beauty, durability, value and satisfaction.

ROCK OF AGES CORPORATION
BARRE, VERMONT



If Simmers Hadn't Been Rendering A High Type Of Service

He wouldn't be able to report a greater volume of sales this year than ever before.

There is a very definite reason for this increase. The men who have been getting the benefits of it know.

When are you, who have not tried it yet, going to find out? We will welcome your inquiry.

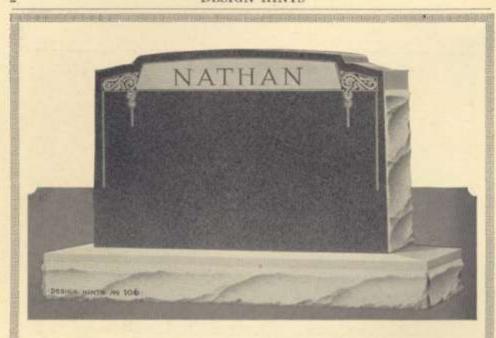
A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.



Six Big Chances To Win.

That is what you have with the complete Gopher line. There is an ample variety in these granites to give your most particular buyer an ample number of shades to select from.

Read them over:

Golden Pink, Light Gray, Diamond Black, Minnesota Red Mahogany, H-Red, Dark Gray.

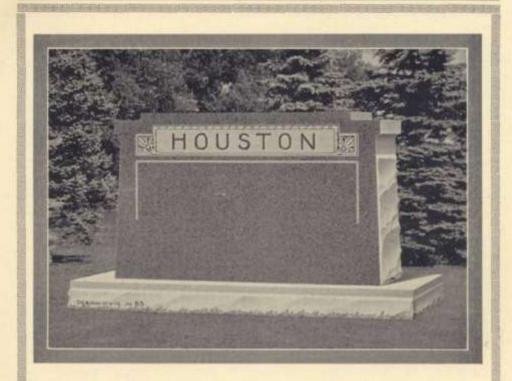
Every one a distinct granite within itself—every one holding a winning card for the sale that may be hard to make until they are demonstrated.

GOPHER GRANITE CO.

ST. CLOUD.

100

MINNESOTA



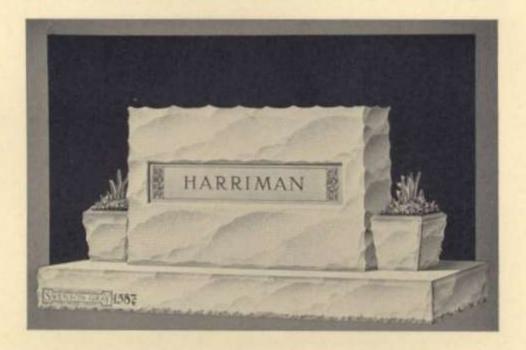
LASTING CHARM:

The beauty and brilliance of the polished surfaces of Pirie's Dark Barre granite can not fade. It retains its lustre in any climate and these enduring qualities are the foundation of Pirie's ever broadening market. Qualities which most dealers mention very frequently as the reason for their choice. You, too will appreciate the lasting charm of Pirie's Dark Barre.

Ask for the Pirie Certificate of Perfection.

J. K. PIRIE ESTATE,

Office: Campbell Block, Depot Square.
BARRE, VERMONT



The Vase Memorial In

Swenson Gray Granite.

Another new creation that is designed especially for our product.

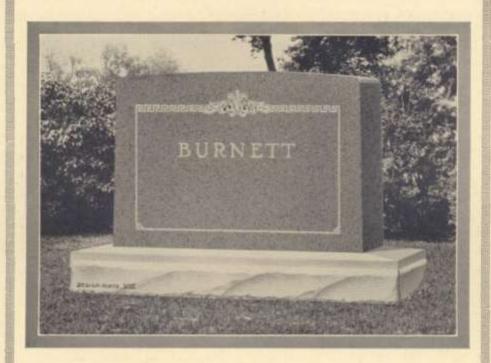
Vase memorials like our beautiful Harriman design are universally popular and when finished in Swenson Gray granite meet every requirement of good taste in modern memorial design. Write today for sizes and prices.

We shall be pleased to greet you in our booth No. 32 at the Chicago Design Show.

The John Swenson Granite Co.

Concord, New Hampshire

I. N. Strock, Baltie, Ohio: Ashmore Brothers, Zanesville, Ohio: Fred Hasiam, 4019 Kenwood Ave., Kansas City, Mo., U. G. Doran, P. O. Box 92, Dullas, Texas



Red Pearl Has Continued Its Pace As A St. Cloud Leader.

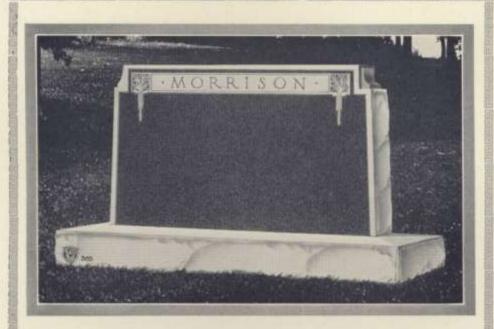
And with the Memorial Day rush practically over we are pleased to note that it has risen to new triumphs of selling volume and will give greater prestige to many new buyers.

We think it is because RED PEARL always has been the same—rich in beauty and color and enduring in quality—that has made this great demand possible.

And with this encouragement we will go on to bring it to newer heights of perfection by more beautiful creation and faultless execution.

St. Cloud Granite Works

St. Cloud, Minn.



From Memorial Day to Convention Is a Short Time For Preparation.

And while we are still running overtime to take care of the Memorial Day business which has been coming in during the late winter and spring, we are already looking ahead to the convention and getting prepared for it.

We think the House of Seven will have a little better dis-

We think the House of Seven will have a little better display, more unique and attractive, this year than ever before. We believe you will find this of benefit to you in making your choices for the summer and fall business.

If this design service, which we have been using, during the past year, has been a benefit to you then we are satisfied with the result.



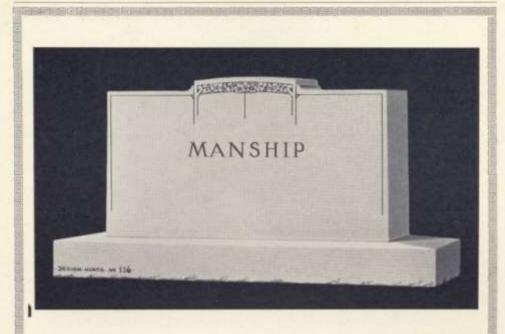
THE HOUSE OF SEVEN BROTHERS

Universal Granite Co.

St. Cloud, Minnesota

7

Illinois, Indiana, Michigan Representative, C. F. Carpenter, Box 715, Indianapolis. Indiana.



Sound Judgment----

The dealer or consumer who buys a Smith-Barre memorial mentions the fact with a certain satisfaction—knowing that his choice proclaims discriminating taste as well as sound judgment of fine things.

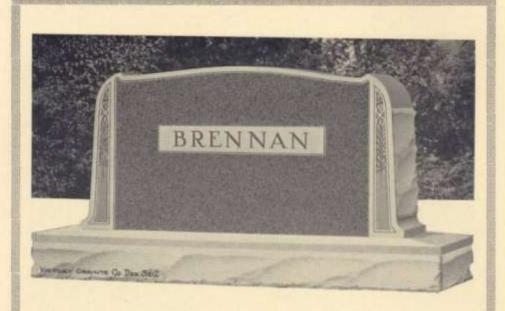
In Smith-Barre memorials you will find craftsmanship which is artistry indeed. Lovely in design, even and flawless in texture and so enduring time can never dim its beauty.

Specify Smith-Barre in your next order to the Barre manufacturers.

E. L. SMITH & CO.

BARRE, VERMONT





To Keep Up The Pace For The Summer And Make New Records

That's the wish of Victory to its customers for the season of 1928.

And because we believe that this can be done we have prepared to give you an extraordinary service during the months following the Memorial Day rush.

We believe that the men who keep up the spirit of aggressive salesmanship such as they have employed during this rush season are going to continue to do a big business during the year.

And we know you will find it better if you continue to go after it during the coming three or four months.

We should be pleased to render all the assistance possible.

Victory Granite Company, Inc.,

Barre, Vermont

SALESMEN: A. A. Hecht, 187-05 Jurdan 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.



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota DAN, B. HASLAM, Editor and Publisher

COMIN' FIVE

Well we're comin' five now and next month we'll hit the fifth milestone. It will be five years then, for Design Hints, five years in which we have gained a countless number of new friends in the industry, five years in which we have had a great deal of pleasure of delight in service to these and other friends.

Mothers say that boysand girls are beginning to get at the "smart" age then so we're going to be very careful what we say about ourselves in the fear that some of the older men in the industry might think we, too, were arriving at this stage.

During these five years we have seen some great changes in the industry—changes in which the industry has grown and developed, changes in which the prestige of the dealers has increased with the public as a whole and changes which have taken out of this life some of the most picturesque figures of the memorial business. Such is the toll of time.

We are happy because we have been of service to the industry, even though it has been in a small way. We are not reaching around and to pat ourselves on the back but are contenting ourselves with a few excerpts from our readers and while we know they are heaping undeserved praise on us we are glad to have them because it indicates that we have been a source of assistance to some of the people we are striving to serve. Here are two letters, selected at random, from some of the best dealers in the country:

"Your valuable periodical arrives regularly and its coming is anticipated with great interest each month. I believe it carries more valuable information to the dealers than the usual run of such literature. May you live long and your shadow never grow less, is the earnest wish of.

wish of,
Yours sincerely,
VIC VAN GEMERT, Proprietor,
De Pere Monumental Works,
West DePere, Wis."

And the other one:

"I really enjoy Design Hints as much as any trade paper we receive—if not a little bit more. Your designs and articles are good and you carry advertising from some very fine firms. Wishing you every success and with personal regards, I am

Very sincerely yours, C. N. CLARK, C. N. Clark & Co., Urbana, Ill."

We feel that when a reader takes time out to sit down and write us such complimentary letters that he must be well pleased and with this inspiration we are going to try to improve Design Hints each month, with the hope that at the end of another five years we will find as many boosters.

The tamer the parents the wilder the children.

Timely Hints

Suggestions for Advertising Copy. Copyrighted 1928 By Dan. B. Haslam.

IN OUR previous article we mentioned that we thought it advisable to refrain from openly expressing our opinions or criticisms regarding certain dealers advertisements sent to us for censoring. We stated however that we thought the excessive and varied manner of handling the word "Price" was exceedingly distasteful, unethical and unnecessions.

sarv.

Since publishing this article our investigators have discovered one of the most unfair and flagrant advertising of reduced prices at this particular and best Season in the year for our industry. The ads in question were displayed in half-page spaces in the little weekly and the larger daily papers, also handbills with regular Auction Sale headings and general type setup to inform the memorial prospect that A BIG REDUC-TION IN PRICE is in effect until June 2. Such unethical tactics can have but one effect detrimental-to all memorialists in that vicinity and its influence is also felt in territories 50 miles and more away because of the ease of transportation by autos these days.

This is not the logical season of the year for a reduced price sale, if indeed any such season does exist. It would be just as logical for a coal dealer to put on a reduced sale of coal in January, or an ice dealer to put on a reduced sale of ice in July.

This is the best season of the entire year for memorial business and we cannot do otherwise but severely condemn such methods, and in this attitude we are sure

of the united approbation of the Craftsmen.

We are unalterably opposed to the Price factor as the first consideration for a sale, for we believe that the design should be first in thought, then material for such design, and FINALLY the price, which should be correctly based on all the factors of carrying on the business so that the analysis at the close of each year will create a feeling of satisfaction and accomplishment.

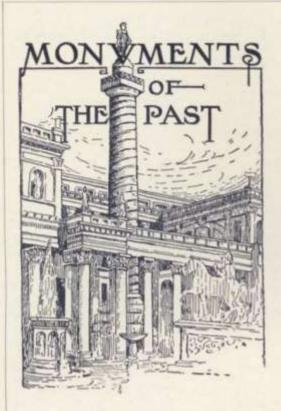
We plan to continue our campaign against any and all practices which tend in any way to place our industry in an adverse light when compared with any other product which must be sold on its merit and in the face of unfair competition and price on misrepresented or inferior materials.

In the majority of cases the bereaved call on the memorialist with all faith in his ability and knowledge of his profession to instruct and guide them in the proper selection. And it is well nigh tragic to see the results of misguided faith now so very evident in most of our cemeteries.

We maintain that cheap prices produce cheap work which is not desired by the majority of prospects who would erect a memorial to some loved one as a final tribute that exemplifies the tenderest human emotions and remembrance.

We have illustrated Trajan's Column as it must have appeared in the days of Rome's great glory as a suggestion for dealer newspaper advertising in connection with this article.

(Continued on Page 15)



Trajan's Column ---

As it must have appeared in the days of Rome's great glocy

Rome, the Eternal City, greatest Conqueror and Builder of the past, has given us many notable monuments among them being Trajan's Column. By a sheer caprice of Fate it has survived to this day while Temples and Colonnades crumpled around it. It is a shaft of marble 127 feet high graven in spiral form with the story of the Dacian Wars and surmounted by a mammoth statue of the conqueror whose name it perpetuates.

In the days of Rome's grandeur

In the days of Rome's grandeur it was surrounded by magnificent Colonnades on three sides and the lovely Basilica Ulpia on the fourth side, completing the Forum also named after Trajan. Today it stands alone, raising its weathered height in unconquered pride above the tragedy of broken

rains at its base.

In the days of ancient Rome, men erected huge monuments that sought through sheer size and magnificance to perpetuate a man's greatness and glory.

But today people seek rather to set up a memorial of modest size but of surpassing good taste that will live as a tribute forever.

We can show you a great number of such monuments with a profusion of designs to choose from. An attractive illustrated booklet that we know you will be interested in will be sent upon request.

Name of Dealer Here

Address

HINTS FOR THE DRAFTSMAN

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

Just a little something for your "Timely Hints" column that might bother some in the joint-

ing of an elliptical arch.

After all, from the ideas of fellow workers, we can find much, as from those individuals centuries past, we find reflected down through 'Time's broad highway, their day dreams of grandeur and dignity.

Yours truly, W. A. Murray, Vice-Pres. Novelli & Calcagni, Inc., Barre, Vt.

Editor's Note:—Credit where it is due.

When, nearly four years ago, I conceived the idea of publishing a course of drawing instruction through this little publication, I did not realize what a tremendous amount of work there was in store for me. I lacked experience in the publishing end of the business but I was too wrapped up in other ideas to give this side of the matter much thought or worry. I started out with a few preliminary plans and with my eyes and ears shut to everything which might in any way tend to discourage me in promoting them.

However, it did not take me long to realize how little one can write about a subject he thinks he knows so well and I am frank to admit that without the assistance of so many of my good friends in the industry, it would have been practically impossible for me to attain my objective. It has been necessary for me to devote

It has been necessary for me to devote all of my time to this work, but I have received much more than I have given and my task has been made easier and more pleasant because there are so many splendid men in our industry, who, like Mr. Murray are always so ready to cooperate.

I am sincerely grateful to Mr. Murray for his contributions and to other friends for their helpful suggestions and kindly

interest in my work.

D. B. HASLAM.

Drawing Arches By W. A. Murray

The type of any arch is determined by the curve of the intrados, or inner curve of the arch. See Fig. 3. The term Voussoir (voos-swar') is given the wedge shaped stones composing the arch and the center or highest stone is termed the keystone.

The span is the horizontal distance between jambs and the perpendicular distance from the springing line to highest part of the inner curve surface, termed

soffit, is the rise.

To Draw the Joints of an Elliptical Arch

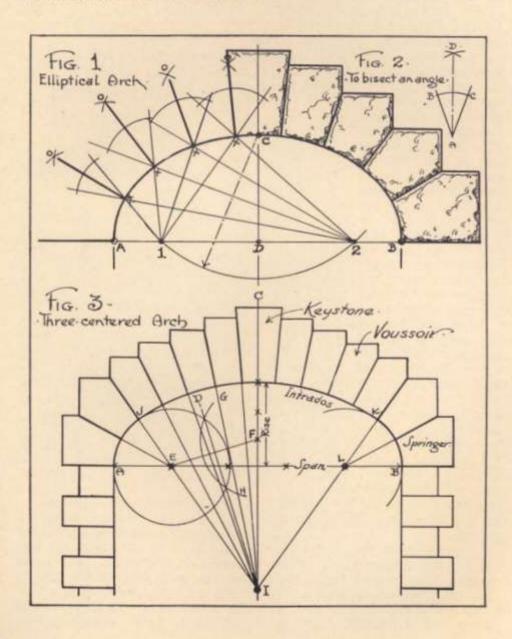
The span and rise having first been determined, the intrados in elliptical form is drawn. Mark the extreme width of the span A & B and the rise C & D. Take DA or DB as a radius from C and draw arcs cutting the span A B. Mark these points 1 - 2. Now divide the intrados into the necessary number of pieces forming the arch and mark each division X. Connect each division X with 1 and 2 to form angles. Bisect angles will be joints as 0-0-0-0.

Fig. 2. To Bisect the Angle (ABC)
With A as a center, draw an arc cutting the sides of the angle at B and C. With B and C as centers, and any radius, draw arcs intersecting, as at D. Draw D A the bisector.

Fig. 3. To Draw the Joints of a Three-Centered Arch

Lay off span and rise. Divide the rise into three equal parts and the span into five, thus locating points E L. Connect E & F and with radius E A describe a circle. Now with F as a center and same radius describe arc G. H. Through the intersection draw line D 1. Where this line intersects C 1 will be the center for the arc of the circle forming the crown of the arch. This arc continues to J and K.

The drawing of the joints in the three-centered arch is clearly illustrated in our Plate.



Successful Granite Salesmen.

Hand grasps at hand, eye lights eye in good friendship, And great hearts expand And grow one in the sense of this world's life.

-Robert Browning.

BOUT seventeen years ago, in 1911, to be exact, I was making my first trip on the road down through

Illinois. The trip was anything but successful for it seemed that every dealer I called on informed me that Omar A.

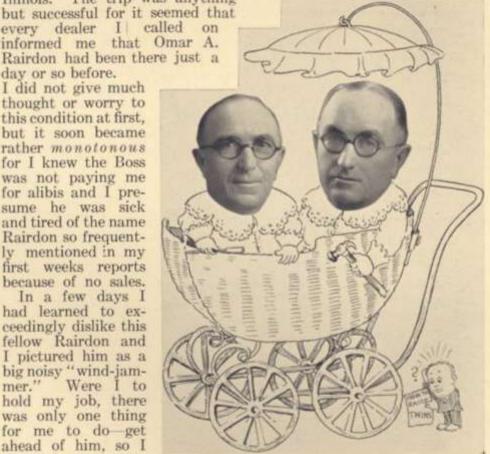
day or so before.

I did not give much thought or worry to this condition at first. but it soon became rather monotonous for I knew the Boss was not paying me for alibis and I presume he was sick and tired of the name Rairdon so frequently mentioned in my first weeks reports because of no sales.

In a few days I had learned to exceedingly dislike this fellow Rairdon and I pictured him as a big noisy "wind-jam-mer." Were I to hold my job, there was only one thing for me to do get ahead of him, so I changed my route

and hastened to Clinton, Illinois to see my good friend Daniel Boone.

Upon entering the fine showroom of this progressive Craftsman, I was greeted by a neat, pleasant, and quiet appearing chap who, perceiving my green appearance and actions, came forward and smilingly introduced himself as Omar A. Rairdon. It is needless for me to state



that the opinion I had formed regarding this courteous gentleman's personality immediately changed and I shall never forget my first short visit with him. His quiet manner and friendliness taught me more than anything else that it was not necessary for a man to be "noisy" fresh, loud-mouthed, or of the browbeating type in order to be a successful salesman.

A short time later I thought I saw Omar at a Convention and I immediately walked over to shake hands with him. He looked rather puzzled as he took my hand and noting this I said—"Do you not remember meeting me? I met you at Clinton, Illinois" "Oh you met my brother Omar there, I am Homer Rairdon." Well I'll be doggoned! I presume however I'm not the only one who ever got them mixed, so there is some satisfaction in this thought.

Homer W. Rairdon was born in DeGraff, Ohio, and attended the DeGraff High School. early occupation was a carriage builder. He began selling granite in 1900 for J.J. Baldwin, of Cleveland, O., and has since represented the following firms: Cook Watkins & Co., Boston, Mass., George Straiton, Barre, Vt., The Perry Granite Corporation, Waterbury, Vt., Deacon Brothers, Quincy, Mass., Granite City Granite Co., St. Cloud, Minn., also the British Granite & Marble Co., of Aberdeen, Scotland. His present address is 618 North Broadway Dayton, Ohio.

Omar A. Rairdon was born in DeGraff, Ohio, and attended the DeGraff High School. His early occupation was a carriage builder and he began his granite career in 1903 as salesman for J. J. Baldwin, of Cleveland, Ohio, and for the following firms: Waldron Shield & Co., of Barre, Vt.; George Straiton, Barre, Vt.; The William Milne Granite Co., Barre, Vt.; Deacon Brothers, Quincy, Mass.; The Granite City Granite Co., St. Cloud, Minn.; also the British Granite & Marble Co., of Aberdeen, Scotland. His present address is Bellefontaine, Ohio. (The

highest point in the State.)

H. W. and O. A. Rairdon are twins.

Omar is the one at the left in our picture, or maybe he is at the right, and Homer is the one at the left. We are not sure, so suggest that you ask which is which when Omar calls on you if you live in Northern Indiana, Northern Ohio, Southern Michigan and parts of Illinois, or Homer in Southern Indiana, Southern Ohio, Pennsylvania and Kentucky or maybe we have them mixed again. You ask them!

More Cigars to Buy!

I wish to announce that I arrived in St. Cloud, May 3, at 9:30 P.M. and according to my nurse I just 7½ pounds. weighed haven't seen much of my father since I arrived for they say he is so busy passing out perfectos and publishing design hints. I don't know much about his work yet but I suppose I shall for I heard him tell my brother that if neither of us "choose to run" for the Presidency we will have to be content with the next best bet, that of serving the Memorial Industry. Goodbye until about 1950 when I hope you will see and hear more of me.

PETER MARTIN HASLAM.

Timely Hints.

(Continued from page 10)

We have made our cut of such size that it may be shown in either one or two-column ad. A cut as shown in our setup may be purchased from DESIGN HINTS for two dollars and fifty cents.

All of us have some relatives we don't need.

GRANITE CHIPS



The Plant of Mandan Monument Works: Mandan, N. D.

The accompanying cut shows the personnel, display of memorials, and the cutting shed and derrick of the Mandan Monument Works, Mandan, N. D., Mr. Hynek Rybnicek, the genial proprietor, can be seen at the left of the marble memorial in the right fore-front of the above cut. This shop is well located on United States Trail No. 10, at the corner of Main Street, and Fifth Ave., in the business district of Mandan, and was established in 1915. Mr. Rybnicek is an artistic practical craftsman and utilizes considerable native stone obtained from the surrounding country. He owns this property also a nice bungalow in the residential section of the city. He has a sales force of four well trained men on the road continually.

Mr. Rybnicek's ability as a capable workman was described in the May 1926 issue of DESIGN HINTS which contained the article showing the execution of a tablet in native stone bearing the Great Seal of the State of North Dakota sponsored by the Daughters of the American Revolution and now placed in the famous Washington D. C. Monument. The careful detail so apparent in this tablet brought a letter of appreciation from U.S. Grant, III., as well as many newspaper commendations. He has one son, Ervin, age 8 years and a baby daughter Lubishka.

Truesdell-Mallon Company, Port Huron, Mich., to Build Modern Structure.

The Truesdell-Mallon company has purchased a location on the west side of Stone Street, 100 feet south of Holland avenue and Lakeside cemetery, where it will erect a modern display room and shop to be occupied about July 1.

The building will be of concrete equipped with labor-saving machinery of every description for the economical handling and finishing of cemetery memorials, including a travelling crane that will extend to the yard back of the building; sand-blast equipment; pneumatic tools, etc., and will be as thoroughly up to date as any similar estab-

lishment in the state.

An attractive display room 24 feet by 50 feet will afford ample accomodations for a complete new line of modern designs of monuments, grave markers, vases, etc., in all of the standard materials. Adjoining the display room will be a reception room, office and drafting room, all fully equipped to take care of any requirements in the furnishing of ceme-

tery memorials.

This concern was established about 1880 by the late Philo Truesdell and was conducted by him at the location now occupied by the Regent theatre at Grand River avenue and Michigan street, until his death in 1900. In January 1901, the Truesdell Marble & Granite Co., was organized and incorporated to take over the business which they have operated since that time. In 1924, the name of the firm was changed to the Truesdell-Mallon company to be more closely identified with Frank Mallon, who has been connected with the concern since 1896. At the time of the disastrous fire in 1911, the company moved to its present location at Beers and Clairmont streets.

On May 1st extensive changes were made in the organization of Marr & Gordon, Incorporated, following the resignations of Allan W. Reid and W. G. Adams as Treasurer and Sales Manager re-

M. W. Newcomb, Secretary of the Barre Association was appointed Vice-President in charge of sales and Robert J. MacLean. Secretary of the Company was

made Treasurer.

On June 1st, William M. Lyons of the staff of Archie M. Peisch & Company, Certified Public Accountants, will join the Company as Secretary. During the past year, Mr. Lyons has been doing cost and general accounting work for the members of the Barre Association. Mr. Lyons will assume active charge of the Company's cost system.

Marr & Gordon, Incorporated are extending their Sales Department under the supervision of M. W. Newcomb, who will make his headquarters at Barre. The close contact created by an adequate sales force directed from the Main office will result in efficient service to the retail deal-

In Memoriam.

Martin J. Feenan, memorialist since 1868, and founder of the firm of M. J. Feenan & Sons, Omaha, Nebraska, peacefully passed away on Friday May 18, at his home 1126 South Thirtysecond St. from the infirmities of old age. He was 87 years old. Funeral services were held the following Monday at the residence at 8:30 and at St. Peter church at 9 o'clock. Burial was in Holy Sepulchre cemetery, where Mr. Feenan selected a resting place for himself years ago, erecting thereon a monument that he carved himself. He chose for his epitaph a three-word inscription, A Union Soldier.'

"That stands for an enduring cause, and in my opinion is the greatest eulogy that could be carved into a monument" he said at the time he was carving it.

(Continued on Page 27)

The Minority Rules

Written for Design Hints by DR. ROY L. SMITH

URING one of Theodore Roosevelt's political campaigns a photographer from an opposition newspaper, after a long pursuit, secured a picture of the president which exhibited sufficient repulsiveness to discredit him in the eves of the voters.

"How long did it take you to get that photograph?" asked the president of the camera man, when they met some time

afterwards.

"Seven weeks," was the reply.

"Then I will not worry," said Mr. Roosevelt. "If I only look that way once in seven weeks I must not be so wicked. Yet thousands of people judged him by that one picture!

Flies always seem to get more attention than ointment. A preacher may have served his people helpfully for years. Then he makes one mistake and the majority of his helpfulness is

forgotten in the minority of his mistakes.

A city administration may give the city a good business administration, uphold high moral standards, and serve the interests of all the people faithfully, but if the mayor makes a political mistake in an appointment he is judged by his minority.

A governor of a midwestern state piloted his commonwealth through the war with consummate skill and faithfulness. Then one day he mistakenly pardoned a criminal who was serving time in the state prison. This one pardon killed him politically.

A great singer gave a recital not long ago which was a marvelous exhibition of musical art. Only one accident marred the evening. At one time, on a high tone, her voice broke. That one break occupied more space in the critics' reviews than all the beautiful tones.

One inconsiderate act is sometimes enough to ruin a friendship of a lifetime. One vulgar line in a book or play damns

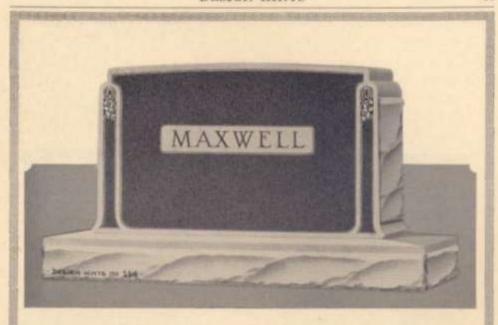
it in the minds of many.

Why not form the habit of judging by majorities?

Forget the one bad political appointment in the memory of the hundred good ones. Forget the one unkind remark in the thousands of kind ones. Revel in the beautiful tones and forgive the breaks.

Goodness is usually in the majority if we will look for it as

eagerly as we watch for the evil.



MAXWELL

A commendable study in inexpensive memorial design is shown in the Maxwell tribute. The hammered margins and incised lines follow the contour of the die, serve as a panel for the ornament and create a pilaster effect that is unusually interesting. Photos of this design are now available to the trade.

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

DESIGN HINTS DESIGN HINTS 21



There Is A Great Deal Of Satisfaction In Selling Mausoleums



YOUR customers gets something he has been planning on for years and something that will be a source of pride to him and his family for several generations.

The mausoleum also gives to the people in your territory a new idea of your business, it places a new dignity on it and brings about more than anything else the impression that there is a finer degree of craftsmanship and actistic conception in the business than would be otherwise realized.

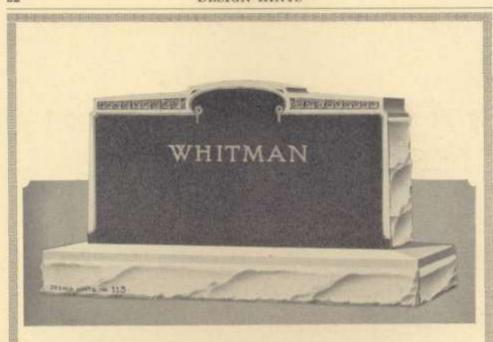
Melrose has the organization of designers, the crew of craftamen—more than 200 of them—and the source of materials in fine grades to give you the kind of mausoleum service you will need.

We will not be content to merely tell you of this and then let you take the burden of selling and servicing upon yourself, but if you will give us the idea of the prospects you have who need just a little more information and urging to buy we will be glad to render this additional help.



MELROSE GRANITE COMPANY
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



WHITMAN

Another interesting design in which graceful contour is accentuated by the use of hammered margins and deeply incised lines. The Ivy-leaf ornamentation symbolic of "Memory" also "Friendship" is neatly designed, skillfully executed and in harmony with the whole scheme of simplicity.

Please write the manufacturers listed in Design Hints for sizes and prices on the design shown on pages 19 and 22.

Design Show News.

DUCATION and entertainment on a bigger scale than ever before will be two of the predominant features of the 23rd Annual Convention and Design Show, to be held in the Stevens Hotel, Chicago, August 14 to 17, 1928.

Among the principal speakers, on subjects of intense importance and interest to memorial retailers, will be Howard Wisehaupt, of The Howard Wisehaupt School, Cleveland, Ohio, a representative of the Business Training Corporation, New York City, and C. N. Holmes, Memorial Craftsman of Tulsa, Oklahoma.

The addresses will be delivered in a clear, concise, understandable manner, so that every one present can make use of the subject matter presented for their use in business.

The Memorial Craftsman bringing the most progressive suggestions for progress of the Memorial Craftsmen of America in the year 1928, to be adopted by the organization, will be presented with a beautiful lamp, to be donated by a manufacturer for this purpose.

On Wednesday night, August 15, there will be a banquet in the hotel headquarters, to be followed by a moonlight boat ride from 9 to 12 o'clock, for all attending the convention.

A sight-seeing bus ride for the and children around Chicago, is scheduled for the entertainment program, and there will also be a theatre party at the Chicago Theatre, one of the city's great movie houses.

For the four afternoons and evenings of the Convention, a delightful musical program will be given by vocalists of note,

introducing a pleasant feature into the convention activities.

To make the members and visitors to the convention more welcome and at home, a Reception Committee, wearing badges to indicate their office, will be appointed to take care of all who will attend the Convention.

Everything possible is being done to make the 23rd Annual Convention a complete successs, and all children under 12 years of age will be allowed to register

at half price.

MAKE YOUR PLANS EARLY TO AT-TEND THE 23RD ANNUAL CON-VENTION AND DESIGN SHOW, AND BRING THE FAMILY.

For more than one reason the 23rd Annual Design Show should be the most worth while display yet held in connection with Memorial Craftsmen of America's Annual Conventions.

Exhibitors are eagerly arranging and planning their Design Show memorials, and are putting great effort into the work that is necessary to produce artistic monuments, beautiful in line and design, fit to bear the blue ribbon award to contain the following words: AWARDED BLUE RIBBON AT 23RD ANNUAL DESIGN SHOW OF THE MEMORIAL CRAFTSMEN OF AMERICA, HELD IN THE STEVENS HOTEL, CHICAGO, ILLINOIS, AUGUST 14, 15, 16, 17, 1928"

Added impetus to Design Show attendance will be given because of the valuable attendance prizes

to be offered.

Memorial retailers, living in and near Chicago, will be able to bring their clients with them to the Design Show sessions, and close good sales, due to the impressiveness of the memorials on

display.

The evergreen trees, this year, will be planted in tubs, and arranged to set off the beauty of the monuments in the finest manner possible. These decorations help to give a natural atmosphere to the memorial settings, and lend dignity to the display.

The lighting effects will be taken care of to give the utmost satisfaction, and no detail will be overlooked to help the effectiveness

of the Design Show.

Attend the 23rd Annual Design Show, prepared to make the most of the opportunities offered, and thus insure an increased volume of sales for the remainder of the year.

Chicago, the city beautiful, the city progressive, the city that has accomplished so much in such a short span of time, destined to be the world's greatest city in population and activities.

The winding, lovely boulevards, extending for miles and miles along the lake front, disclosing to view a panorama of sheer, breath-

taking grandeur.

Vast stretches of bathing beaches, sandy and inviting, parks of shady lanes, glistening lagoons, and cool, restful, green patches, through which the boulevards turn and twist, are all a part of Chicago.

From north to south are automobile routes, bus routes, straight, specially prepared paths for horseback-riders, in fact, Chicago offers everything to make the longest stay there but too short.

The historic Field Museum, only a short distance from the Art Museum, are both near to the Stevens Hotel, convention head-quarters. Those without cars can secure the best traveling service through the hundreds of

busses running daily past the Stevens Hotel. The shimmering lake front faces the hotel, as does also Grant Park, where the famed Buckingham Fountain cascades in the sunshine and gleams with a myriad of colorful lights at night.

The white outline of the Wrigley Building stands out straight and graceful. The towering sky-scrapers, the renowned stores, the other many public buildings,—all speak

of progress and success.

To Chicago the honor will be given to hold the next World's Fair, another indication of Chicago's recognition by the rest of the world.

Places of amusement of all kinds dot the city—theatres the like of which no other city possesses, lecture halls, museums of natural history, the famous Zoological Gardens in Lincoln Park, everything to delight visitors seeking entertainment and education.

Chicago Calls You! August 14, 15, 16, 17, 1928, in your chance to see the wonder city, grown from a wilderness of marshes and forests.

It is customary for the Vice-President of the Memorial Craftsmen of America to take charge of the details in connection with handling the Annual Design Show, but this year, as it is being held in Chicago, the Executive Secretary, and F. C. Fredrickson, prominent Chicago memorial retailer, have been delegated to care for this work.

Mr. Fredrickson, who is a member of the firm of the J. H. Anderson Monument Co., is recognized as one of the leading, successful retailers in the memorial

(Continued on Page 28)

The Memorial Survey and Course in Memorial Salesmanship and Management

From address delivered by Dr. H. Robinson Shipherd at St. Cloud, Minn., May 18, 1928.

THE Memorial Survey and Course in Memorial Salesmanship and Management is the first great national movement on which all parts of the industry have solidly united for the good of the whole industry. That is, the Memorial Extension Commission, which is sponsoring the Survey and publishing the Course, is made up equally of leading quarriers, manufacturers, and retailers.

What is the Survey? What is its purpose, and how is it conducted? Its purpose is to learn the facts about the way memorials are sold (or not sold) and memorial establishments are managed (or mismanaged). This is being done by means of "shopping" in representative establishments in all sections of the country, interviews with progressive successful retailers, manufacturers, and producers; and interviews with sold and unsold customers.

What real use is made of this material? It comes in to the offices of the Business Training Corporation of New York, who are conducting the Survey and the Course for the Memorial Commission. Extension mass of material is there studied, analyzed, and organized by experts who have been handling similar material for years. The results are then organized into the twelve units of the Course, which are sent out about a month apart. All the published material is submitted to the Commission, approved by it, and issued under its copyright.

What will the Course include?

The twelve parts or books in the course will include every important phase of memorial selling and management: starting sales with the right attitude and procedure, the use of design, materials and workmanship to interest the customer and advance the sale, presenting the proposal in the right way at the right time, handling difficulties and competition, getting the sale satisfactorily closed, winning new business with dignity and propriety as well as success, figuring costs and



Dr. H. Robinson Shipherd, Business Training Corp., New York

making up estimates, handling accounts and making collections, making and holding good relations with customers, manufacturers, cemetery officials, and the public generally,—and so on.

How will the Course be carried on? Once a month from now on

the current Unit will be mailed to each person enrolled: to be thoughtfully read. After each chapter are questions to be checked by the reader for his own use. At the end of the Unit is a "Problem" to be read, and a sheet of questions to be checked over and mailed to the Business Training Corporation; who will then review these checked answers carefully and return them with a full and careful analysis of the whole Problem. A group dis-cussion-meeting will be held wherever three or more persons taking the Course are available. and the chairman will be furnished with a detailed program for each meeting, to show him how to make it interesting and fruitful. At the end of the Course every person who has followed through his work successfully will receive a handsome certificate for framing.

What results is it likely to have? The Course will tend to give retailers and customers alike a truer and higher appreciation of the importance and value of good memorials; draw retailers nearer together in better understanding and cooperation; draw nearer together all factors of the industry in a consciousness of their mutual interdependence; make for more business and better business through the raising of the level of the whole industry, within its ranks and in the public mind.

What is the likelihood that retailers will use the Course, understand it, and apply it?

The Course from first to last is written directly and exclusively for the memorial business; it is not general, but specific; unique, and built to order for this business. It is written throughout in a plain style instantly readable for anyone. It is filled with interesting incidents and bits of conversation taken from the real life. It is based throughout on the actualities of the business—not theory or generalization but conditions as they are. It makes available to all who enroll for it the actually successful ideas and practices tried and proved in this business. It follows training methods which for years have been used with unfailing success by the Business Training Corporation for its many other client companies.

What useful experience can the Business Training Corporation bring to bear on the problems of the

Memorial Industry?

It has achieved notable success in sales and business training to overcome the evils of price-cutting, price-competition, haphazard sales talk, and the rest, for national trade associations and large corporations in many different fields. Prominent among its enthusiastic clients are the United Typothetae of America, the National association of Master Printers; the Automotive Equipment Association; the Sterling Silversmith's Field of America; the Associated Business Papers; the Studebaker Corporation; the Kelvinator Corporation; the Williams Oil-O-Matic Heating Corporation; the American Piano Company; the Hammermill Paper Company; the Willard Storage Battery Company; and numerous others.

What is the next step necesary to make the Course an unqualified success?

Every quarrier and manufacturer should at once enroll himself, his associates, and his salesmen and field men; and send his representatives out definitely instructed to recommend it strongly to all the retailers they call upon. The Course will succeed best if it has the widest use and influence; personal contact is the best means of spreading it; the representatives already in the field are the best possible means of personal contact. Therefore the Commission at its recent meeting urged all quarriers and manufacturers to give this inexpensive but valuable cooperation.

The fee is now half of the cost—that is, any person in the industry may enroll for \$25 while the first thousand enrollments last. (The Commission pays the other \$25.)

All enrollments, fees, and correspondence should be sent to the Secretary of the Commission, Charles J. Benisch, 825 Jamaica Avenue, Brooklyn, New York,

Avenue, Brooklyn, New York. For two reasons it is desirable to act quickly: because the first thousand enrollments are nearly gone; and because Unit I of the Course is now ready, and it will be an advantage to start in step with the rest of the industry and not be behind.

The biggest forward step ever taken by the Memorial Industry is now begun.

Are you in the procession?

In Memorim.

(Continued from page 17)

He chose a spot in the cemetery where civil war veterans would be his near neighbors.

On one face of his memorial Mr. Feenan carved flag and sabre. He instructed his sons, Martin J. Jr., Edward Creighton and Elbert F. to engrave name and date on that epitaph after his death.

Besides these three sons, Mr. Feenan is survived by two daughters, Miss Clara Feenan, and Miss Emma Feenan, also associated with him in the monument busi-

His wife, who died in 1883, shares with him the honor of the monument. Her side of the stone was engraved shortly after her death.

"A Union Soldier."

That is the line Marty Feenan graved for himself. In memory of the days when he toted a musket, slept in the mud, plowed through the dust, choked with powder smoke on the field of battle, sustained all the shocks incident to the terrible turmoil of the great war that held the Union really to be "one and Slowly the events indivisible." of that strife dissolved in the mist of an ever-receding past, but always Sergeant Feenan kept alive the one central thought.

He followed his great leader to "With malice the very end. toward none, with charity for all, let us firmly press forward in the right as God gives us to see the right." Sergeant Feenan fought for the preservation of the United States of America. To him the flag was a sacred symbol, not of liberty alone, but of an undivided country. His nature was such that when the clash of arms was ended, he could become a quiet but useful citizen in a new home. Omaha knew him since 1867. Always as a man worthy of citizenship, because he was devoted to the highest ideals of citizenship.

Maybe there would be little loss to the general good if for a moment thought were given to Martin J. Feenan's life and the words he cut on his tombstone, so full of significance:

"A Union Soldier,"

He gave his honours to the world again His blessed part to heaven, and slept in peace.—Henry VIII.

Design Show News.

(Continued from Page 24)

industry, and his experience will assist materially in accomplish-

ing the desired ends.

Both Mr. Fredrickson and the Executive Secretary will work in conjunction with Charles J. Armitage, Manager of the Peoples Cartage & Storage Co., the company awarded the contract for handling the 1928 Design Show.

This paves the way for a successfully prepared Design Show, serving the exhibitors and visitors to the Show to the best ability, both in efficiency and in the expertness of the setting up of the memorials.

EXHIBITORS AT THE DESIGN SHOW TO BE HELD IN CONNECTION WITH THE 23rd ANNUAL CONVENTION OF THE MEMORIAL CRAFTSMEN OF AMERICA, INC., CHICAGO-ILL., AUGUST 14, 15, 16, 17, 1928.

	Be	ooth 2	Numl	NET .
American Steel Abrasive Co., Galion, Ohio Anderson Bros. & Johnson Co., Wausau, Wisconsin				
Anderson Bros. & Johnson Co., Wausau, Wisconsin	95			
Anderson-Friberg Co., Inc., Barre, Vermont Anderson & Johnson, Barre, Vermont Barday Brothers, Barre, Vermont Bliss Dusign Company, Rockford, Illinois Bliss, Harry A. Inc., Buffalo, N. Y.	35			
Anderson & Johnson, Barre, Vermont	36	100		
Barcay Brothers, Barre, Vermont	0.9,	100		
Dins Dinigh Company, Recitord, Uninos	2014,	110		
Bliss, Harry A. Inc., Buffalo, N. Y. Carborundum Company, The, Niagara Falls, N. Y.	20			
Carporundum Company, The Nurses Paul, N. Y.	- 22			
Chester Granite Quarries, Inc., Chester, Mass. Cold Spring Granite Co., Cold Spring, Minn.	34	1000	100	
Cold Spring Granite Co., Cold Spring, Minn.	84,	81,	84	
Cook Working & Brook Tree Woods Voters	86,	88		
Cook, Watkins & Patch, Inc. Barre, Vermont Cross Brothers Co., Northfield, Vermont Dakota Granite Works, Milbank, South Dadota	18,1	9		
Urbash Carella William Carel Va. 1	80,	81		
Dagota Grante Works, Milbank, South Dadota	31			
The state of the s	10.77	00		
From C. Phone W. Mary	200	28		
Dawson-MacDonald Co., Inc., Boston, Mass. Dodds Granite Co., The, Milford, Mass. Dunn Co., Thomas W., New York, N. Y. Finneman-Kalusche, St. Cloud, Minn. Plorence Granite Co., Quincy, Mass. Georgia Marble Co., Tate Ga	200			
Planeman Cambo C. College Stran.	441			
Georgia Marble Co., Tate Ga	959	and.	70	211
Georgia marone Co., Tate Ga	77	75,	76,	2.5
Collegenson & Co. Outcom Many	100	79		
Golbranson & Co., Quincy, Mass. Granite City Granite Co., St. Cloud, Minn. Granite Manufacturers Association, Barre, Vt. Grearson & Lane Co. Inc., Barre, Vermont Harris Granite Quarries Co., Salisbury, N. C. (J. M. Batchelder, Dixon, B., Agent.)	-0.0			
Grande Manufactures Association Day Va	0.0			
Granus & Lang Co. Inc. Days Vonest	2019			
Warnin County Charles Co. C.	40			
ANALYSI AND ANALYSIS CO. CALISDIERY, N. C.	00			
Harriage Statemby Co. Los. Reather Mars	900			
Hunter Genite Co. Bohert Millert S. Dale	76			
Harris Granite Quarries Co., Salisbury, N. C. (J. M. Batcheider, Dixon, Ill., Agent.) Harrison Supply Co., Inc., Boston, Mass. Hunter Granite Co., Robert, Milbank, S. Dak. Johnson & Gustafson, Barre, Vermont Jones Bros. Co., Inc., Barre, Vermont Liberty Granite Co., Inc., Montpelier, Vermont Liberty Granite Co., Inc., St. Cloud, Minn. Marr & Gordon, Inc., Barre, Vermont Melrose Granite Co., St. Cloud, Minn. Metcalf, Chas. A. & Co., Zanesville, Ohio. McBee-Ladewich Co., Mansfield, Ohio. North Barre Granite Co., Inc., Barre, Vermont North Star Granite Corp., St. Cloud, Minn. Ortonville Monument Works, Ortonville, Minn. Pangborn Corporation, Hagerstown, Md. Pike River Granite Co., Marinette, Wisconsin. Pirle Estate, J. K., Barre, Vermont Preston, Burton & Co., Marsheld, Ohio Pyramid Granite Works, St. Cloud, Minn. Rex Granite Co., St. Cloud, Minn. Rock of Ages Corporation, Barre, Vermont Royal Granite Co., St. Cloud, Minn. Rock of Ages Corporation, Barre, Vermont Royal Granite Co., St. Cloud, Minn. Rock of Ages Corporation, Barre, Vermont Royal Granite Co., St. Cloud, Minn. Rock of Ages Corporation, Barre, Vermont Royal Granite Co., St. Cloud, Minn.	10	45		
Junes Brost Co. Inc. Burry, Vermont	-90	23,	24	
Lane Manufacturing Co. Montaglier Vermont	27	-	(用作	
Liberty Centite Co. Inc. St. Cloud Mine.	200			
Marc & Cordon Inc. Brown Vermont	4179			
Melrone Granite Co. St. Clottel Mine	20	71.	72,	73
Metralf Chas A & Co Zanswille Obio	22	424	324	1-0
McBar-Ladowich Co. Manefield Obio	RE	67		
North Barre Granite Co. Inc. Barre Vermont	99	44		
North Star Granite Corn. St. Cloud. Minn.	55	27		
Ortonville Monument Works, Ortonville, Mine.	4594	(69)		
Paneborn Corporation, Hagerstown, Md.	7	8,	9	
Pike River Granite Co. Marinette Wisconsin	89	100	- 00	
Pirie Estate J. K. Barre, Vermont	90			
Preston, Burton & Co., Mansfeld, Ohio	37			
Pyramid Granite Works, St. Cloud, Minn.	44			
Rex Granite Co., St. Cloud, Minn.	85			
Rock of Ages Corporation, Barre, Vermont	15			
Royal Granite Co., St. Cloud, Minn.	59.	61		
Ruemelin Manufacturing Co., Minneapolis, Minn.	-6	1000		
Sauk Rapids Granite Co., Sauk Rapids, Minn.	17			
Shield & Co., Waldron, Harre, Vermont	121.	14		
Simmers & Sons, A. M., St. Cloud, Minn.	34	-36		
Sauk Rapids Granite Co., Sauk Rapids, Minn. Shield & Co., Waldron, Barre, Vermont Simmers & Sons, A. M., St. Cloud, Minn. Spacerite Company, Wollaston, Mass. St. Cloud Granite Works, Inc., St. Cloud, Minn.	1			
St. Cloud Granite Works, Inc., St. Cloud, Minn.	41			
		42		
Swenson Granite Co., John, Concord, N. H.	32			
Universal Granite Co., Inc., St. Cloud, Minn.	50,	52		
Swenson Granite Co., John, Concord, N. H. Universal Granite Co., Inc., St. Cloud, Minn. Vermont Marble Company, Proctor, Vermont.	47.	49,	51.	53
	58,	60,	62,	64
Whitacre, Inc., H. A., New York, N. Y.	20,	21		
Woodbury Granite Co., Inc., Burnington, Vermont	92			
World Granite Co., East Barre, Vermont	87			



The Carver's Art

Adaptability to the carver's art is one of the chief attributes of Wetmore & Morse Light Barre. Its fine-grained texture permits delicacy and grace in line as well as strength and dignity in mass. That is why Wetmore & Morse Barre is chosen by leading craftsmen for expressive memorial design.

Ask your Barre manufacturer for our Certificate of Merit



Wetmore & Morse Granite Co.,

Quarries: BARRE, VT.

Main Office: MONTPELIER, VT.

AFTER DECORATION DAY

AND EVERY DAY

KEEP

ON

GROWING

WITH



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

SALABLE ANDBLAST ERVICE



We Are Still Turning Out Rush Orders On The Leighton Design

It is the one which we showed last month in Design Hints and which made such a distinct impression all over the country.

This month we are offering another design, the Seland which we think will have its own appeal.

You, no doubt, have noticed something a little different, something of an original character, in all Sanguinetti designs and we think it has been of assistance to you.

We know our efforts to produce a better type of designs have not been wasted.

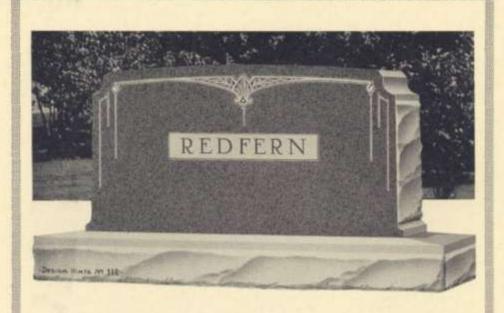
Monuments Mausoleums Carving Statuary

Sanguinetti Brothers, Inc.,

GRANITE MANUFACTURERS

Barre, Vermont

SUPERCRAFTSMANSHIP IN GRANITE



New Names on Our Ledgers is Proof That Old Customers Are Satisfied.

That is what we find in looking over our increased sales for the Memorial Day needs of the retailers of the country.

Rex has been able to render the kind of service the retailer expects, both in standpoint of the quality of the granite and workmanship and the service given and selling policy back of it all.

We have the granite—REX RED—a little different than any other and the craftsman to shape it in the best possible manner. We welcome the inquiry of new customers and assure the old ones of our desire to give them everything they expect.

> Rex Granite Company, St. Cloud, Minn.

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



FOR A SMALL COMPRESSOR

This Junior
Generator operates
with only 8 or 16
ft. of compressed
air.
Ideal for small
shops, for portable
use or as an auxiliary for use with
special abrasives.

Get our latest catalog on the famous Ruemelin line of perfected sandblast machines large and small.

RUEMELIN MFG. CO.

2101 N. E. Kennedy, Minneapolis, Minn.

SERVICE Is

A NECESSITY WHEN YOU WANT IT.

We have

A COMPLETE LINE OF DOMESTIC GRANTE Rock of Ages or Pirle's Dk. Barre, Wetmore & Morse or E. L. Smith Lt. Barre, Quincy, St. Cloud, Westerly, F-C Hlack, Elberton Blue, Winneshoro Blue, Concord, Ryegate, Chester, Hallowell, Woodbury, Wansau Red, Connecticut White.

READY TO SHIP IMPORTED GRANITE
Balmeral Red, Grecia Green, Cheviot, Blue
Pearl, Emerald Pearl, Black Swede, Ben More
Beers Red.

DESIGNS

That are artistic, Up-to-Date, Practical. Air Brush Designs at Reasonable Cost.

Send us your Sketches for Estimates. Stock Sheets on Request

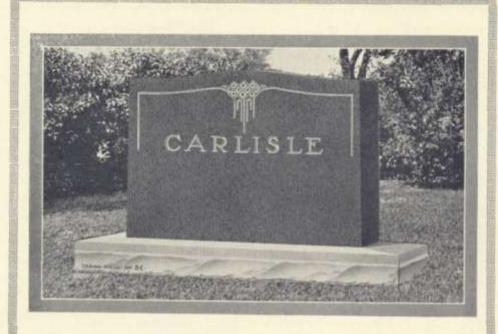
EPITAPH

Here lies Anne Mann; she lived an Old maid and died an old Mann.

BURTON PRESTON & CO.

MANSFIELD, OHIO

BULL SETS—The heads of our Bull Sets do not hatter over or split through the eye. Weight 8 to 16 lbs. STRIKING HAMMERS—Under our process of tempering, our Striking Hammers have gained the highest reputation. Weight 6 to 16 lbs. Granite City Tool Co. Barre, Vermont St. Cloud, Minn.



A New Record Of Service

Never before has United handled the business just preceding Memorial Day as it has this year.

And never before have we handled it with the same kind of service. We have been able to make quicker deliveries and keep our customers satisfied.

We are in shape to carry on with this if there are some of our friends who received belated orders for summer deliveries.

Write and ask us about the selling service offered by United.

UNITED GRANITE CO.,

St. Cloud, Minn.



SURFACER TOOTH CHISEL

This long-lasting tool comes in two sizes and two grades, illustrated and described in our catalogue which is free on request.

Trow & Holden Co.

Surfacing Machines, Pneumatic Hammers, and a complete line of Tools

GLOBE H. C. CHILLED SHOT

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

BEST BY EVERY TEST

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

Manufactured by

The Globe Steel Abrasive Co.
Mansfield, Ohio.

Write for Samples.

Motor Equipment Reduces Toil and Increases Profits



MAKES 'EM HAPPY

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

GRANITE CITY IRON WORKS

St. Cloud,

Minn.

DRIVING POWER

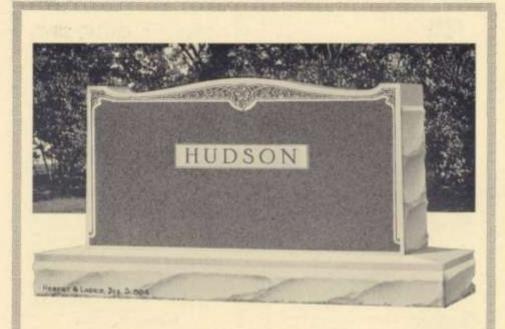
is needed to keep bulky machinery in profitable motion. We specialize in motorized equipment for the granite industry.

GRANITE CITY ELECTRIC COMPANY

St. Cloud,

Minn.

Overhead Cranes Reduce Overhead Costs.



Master Craftsmen

Only the same processes which are employed by all master craftsmen are applied to the making of Hebert & Ladrie memorials, giving them that subtle individuality which can be obtained in no other way.

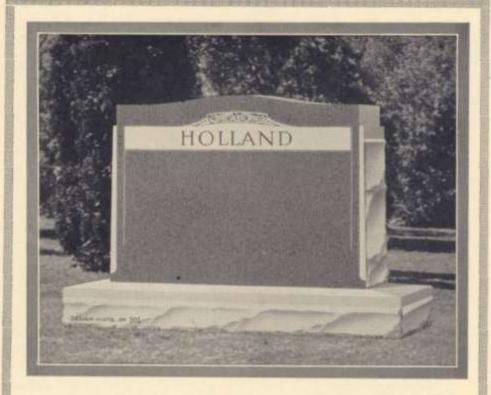
Hebert & Ladrie memorials may be had in a splendid variety of pleasing, artistic and moderately priced designs.

We shall be pleased to send you sizes and prices on the beautiful Hudson design, one of our recent, exclusive creations.

Direct a letter today to

HEBERT & LADRIE

Sandblast Specialists BARRE, VERMONT



Pyramid's Quartet Is Enough If Sales Effort Is Present

The Pyramid quartet would seem to be ample in any of the medium sized sales rooms if the sales effort was behind them.

They are shaped in all the latest types of design and offered for display with the thought that they can increase the sales of those who would offer something a little more than the ordinary line of granites.

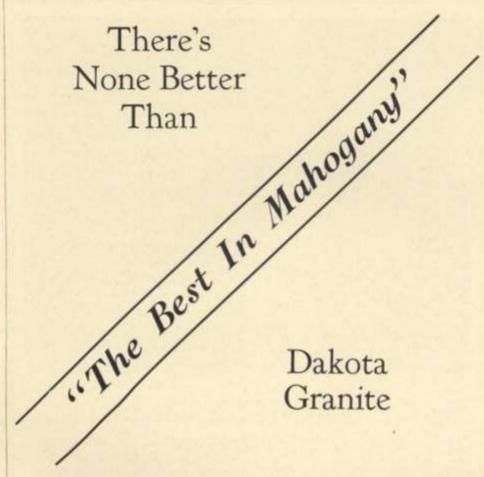
The new CRYSTAL GRAY of the Pyramid line has been finding favor wherever it has been placed on display and we will welcome inquiries on it in the future.

Our organization is at your command for the asking.

Pyramid Granite Works

Incorporated

St. Cloud, Minnesota



We welcome the opportunity of proving this to you.

Quarriers



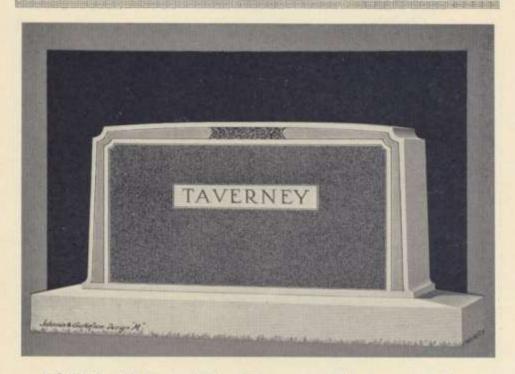
Manufacturers

Dakota Granite Works

Milbank,

200

So. Dakota



If We Were To Have a Contest of J-G Designs All Would Be Firsts.

That seems to be the reaction to the designs which we have been offering from month to month. We would find that the Randall, the Goodman, and other designs which have been offered by us to the trade would all have an appeal.

It is interesting to note how each design has its followers in a different part of the country and among a different class of buyers.

With the encouragement we have been receiving from the retailers we are inspired to continue with this service in the hope that it will continue to be of such far-reaching benefit to the retailer as it has been in the past.

We use E. L. Smith's and Wetmore and Morse granites for axed and rock work and Rock of Ages for polished work.

Johnson & Gustafson

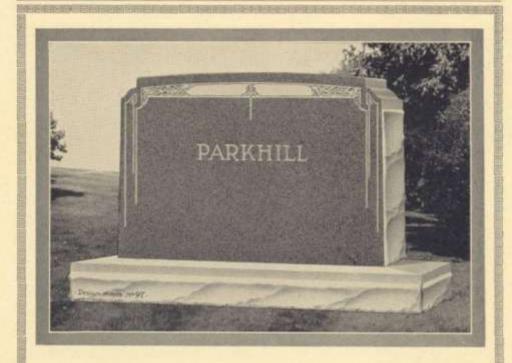
BARRE, VERMONT

EASTERN REPRESENTATIVES

Mr. Gust. Martenson Mr. C. A. Arnold

WESTERN REPRESENTATIVES

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



And We Meant It, Too.

When a representative of Design Hints called on us recently and asked us how the 1928 business compared with 1927 during the Memorial Day season we said it was the best year we have ever had.

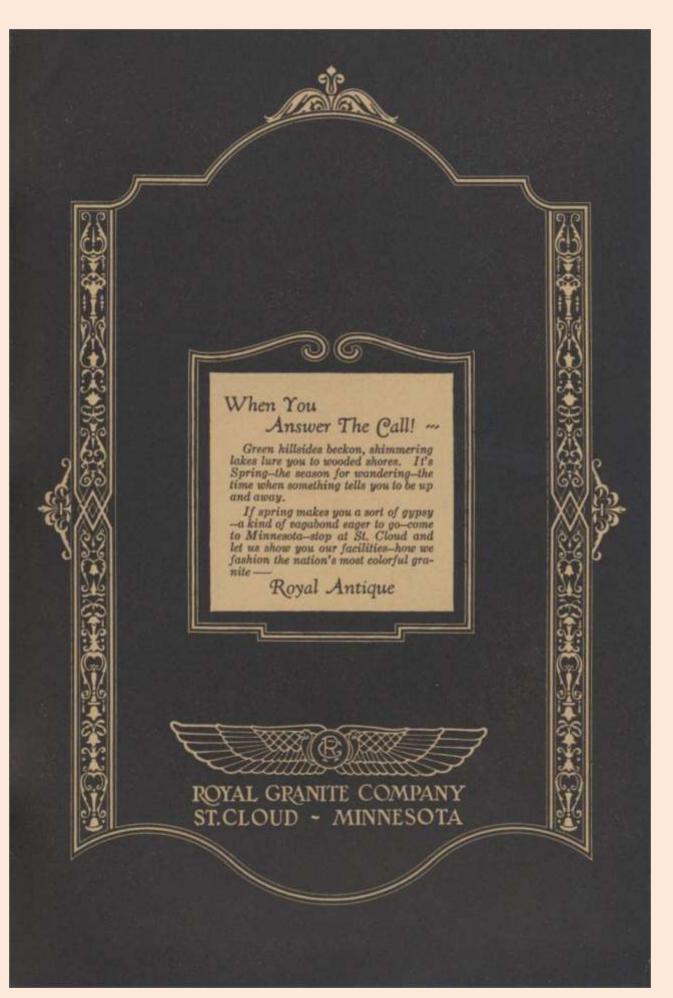
And we meant every word of it. We think you will find the truth of the assertion by looking around the cemeteries of the country. In many of them you will see new monuments, just placed and these of SUPERIOR RED and GRAY.

We know all the old and new customers are going to be satisfied with the work and service this year because we already have enough letters from them to assure us of this fact.

Granite City Granite Co.

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



North Star Red Costs More ...

OR years and years North Star Red has commanded a higher price than other granites in its general colored granite field. And the demand for it grows continually.

No claim that we might make for it could so clearly prove its superiority as this fact.

Dealers who do not sell on a price basis; who prefer to handle quality at a small additional cost; find in North Star Red a granite they can back up with all their enthusiasm and pride.



NORTH STAR GRANITE CORP. ST. CLOUD, MINN.