

Design Hints For Memorial Craftsmen

May 1929, Vol. 5, No. 11

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

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January 2013

DESIGN HINTS *for* MEMORIAL CRAFTSMEN



May, 1929

VOLUME 5

NUMBER 11



Quarriers
Manufacturers

"THE BEST IN MAHOGANY"

—will appeal to
the prospect who
knows the value of
something out of the
ordinary.

The deep, quiet tone of "The Best in Mahogany" makes it eminently fit to express man's most reverent thought of love and remembrance. Memorials designed and finished in this unusual granite have a dignity and impressiveness not often found.

Your request will bring sizes and prices of "The Best in Mahogany" memorials in attractive, modern design.

Dakota Granite Works

Milbank,

So.

Dakota



Victory exclusive designs and efficient service are yours to command. Write for details today.

When in the Cities of the Dead = = =

—you pause to look around, how many memorials will you see that compel attention by their dignity; that attract the eye by the harmony of their artistic design and proportion? There are a few outstanding memorials in every cemetery and Victory takes pride in the fact that most of the best in every cemetery are Victory Designed and Victory Manufactured.

Victory Granite Company, Inc. Barre, Vermont

SALESMEN:—A. A. Hecht 187-65 Jordan Ave., Chapel Gardens, St. Albans, L. I., New York; E. O. Stander, 1313 16th Ave., Altoona, Penna.; J. Perry Greene 1617 Third Ave., West, Birmingham, Ala.

Say you saw it in DESIGN HINTS



What Price Perfection?

The dignity of skilled craftsmanship loses its meaning when applied to inferior granite. Satisfaction in its fullest sense comes to those who choose WETMORE & MORSE Light Barre Granite to bear their standard of perfection. In all the world, no finer medium is obtainable than this even textured, colorful, superior Granite. Use it. Let the satisfaction of others sing your praises.



Wetmore & Morse Granite Co.,

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

Say you saw it in DESIGN HINTS

You Don't Need An Alibi

—if the memorials you sell are backed by your reputation and the guarantee of a reliable manufacturer.

Simmers' craftsmen faithfully reproduce the designer's ideas into memorials of subtle beauty and charm. Simmers' made memorials need no alibi, they sell on their merits. Give Simmer's Memorials a trial and be convinced.

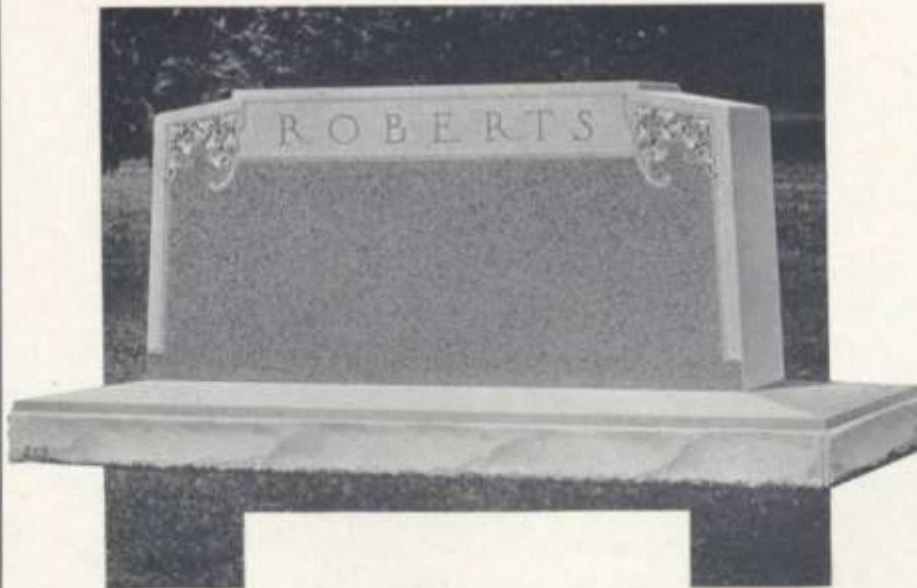
A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.



Say you saw it in DESIGN HINTS



Facts, Not Words!

Pyramid Red - Gray - Crystal Gray

OUR unprecedented volume during the Memorial Day season has again vividly proven the popularity of Pyramid granites and Pyramid craftsmanship. Pyramid granites are finished by experienced hands into rugged sentinels of memory, whose beauty and attractiveness is seldom equalled.

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

Pyramid Granite Works

Incorporated

St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN. B. HASLAM, Editor and Publisher

New Features In Design Hints.

Our gift to the memorial craftsmen of the country during the summer months will be a series of articles on advertising, the first of which appears this month. This new series is the result of careful study on the part of your publisher and it comes after we have had many inquiries from the trade concerning this very subject.

In these articles we will discuss all forms of advertising, newspaper, magazine, direct mail and others, and we will attempt to outline for our readers an idea of layout and proper methods for presenting your subject to the reading public, or to those people who may be thinking of memorials at the time your messages are sent out for circulation.

Harvey Kruse, an experienced advertising man whose talents are too well known in his profession for us to attempt to detail them here, is the author of this series. His first article appears in this issue and we commend it to your earnest attention. We hope you will derive a great deal of benefit from these articles.

Because of this new series, together with the other features which we have added recently

we find ourselves unable to print our regular installment on historic ornament in this issue. We will continue this series next month, however.

We have had a number of complaints from readers advising that they do not receive their copy of Design Hints regularly. We are trying to keep our mailing list as free from errors as possible and the only way we can be sure that it is correct will be in the manner in which you co-operate with us to do so.

If, therefore, your name or address appear wrong or if for any other reason there is danger that you may miss a copy of our publication we hope you will advise us at once so that we may be able to correct it before the next issue is published.

Send in the envelope you are now receiving and write plainly your correct name and address thereon, pointing out to us our mistake.

We hope you have enjoyed a very substantial spring and summer business and that you have been the source of pleasing large numbers of people because of your thoughtfulness and help to properly mark the resting places of their beloved departed.

How to Plan Your Advertising to Get Definite Results.

(A discussion of the different kinds of Advertising)

By Harvey R. Kruse.

Advertising is the greatest force in business today. Its application is just as important to the smallest retailer whose gross business is just a few thousand dollars as it is to the huge manufacturer whose balance sheet reveals hundreds of millions. The difference is merely proportional and the means of application is different.

Every memorial dealer has undoubtedly asked himself one or more of these questions:

1. Should I advertise?
2. How should I advertise?
3. What should I say in my advertisements?
4. How much should I spend for advertising?
5. Will advertising increase my business?
6. How can I advertise to get results?

Design Hints has made arrangements to secure a series of practical articles on advertising, dealing with all of these subjects so important to every memorial dealer. They will discuss in common every-day language the applications of various different types of advertising to the memorial dealer's business. We hope they will help you answer many of the questions that may have bothered you in the past. Practical examples of advertisements will also be published. These are by way of additional helps given you by Design Hints since you are welcome to them for your own use.

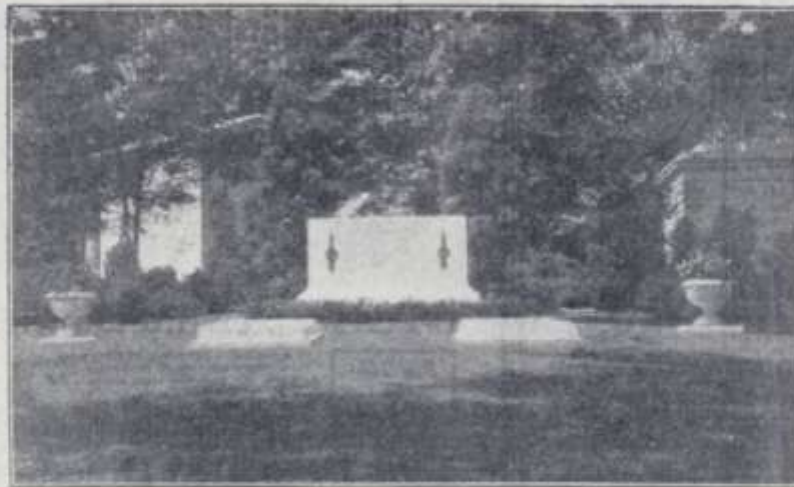
We have already spoken of advertising as being the greatest single asset to business today. One of the great automobile production heads is quoted as saying that the automobile industry would have required thirty years of struggle and effort along ordinary means of business promotion to accomplish the progress it has made in the last five years by using effective advertising.

Advertising has a certain and definite place in the business program of every memorial dealer. The problem is how to make it effective with the small amount of money available to the individual dealer.

First of all is the need of *planning* your advertising. None of us would think of building a fine home without giving careful thought and consideration to the needs—construction—materials—location, etc. And yet many men will spend sums of money—blindly—on advertising with little or no information on what they are attempting to do.

There are hundreds of ways of spending money on advertising. There are probably a scant half dozen ways that really pay dividends. Among these comes your newspapers, first of all.

Newspapers are accepted as the best possible means of reaching the great masses of people who are your potential customers. Nearly 60% of all money spent for advertising is used for newspapers:—proof of their effective-



Through the Memorial

Co-operating to emphasize the value of individuality in the culture of memory

ANDREW GRANITE CO.
1000 East River Ave.
Detroit 10, Mich.

BROOKLYN GRANITE WORKS
1000 East River Ave.
Detroit 10, Mich.

CARL BRIGGS & SONS
1000 East River Ave.
Detroit 10, Mich.

DANIEL GRANITE CO.
1000 East River Ave.
Detroit 10, Mich.

PETER CHILDREN GRANITE CO.
1000 East River Ave.
Detroit 10, Mich.

GRAND EVELY GRANITE CO.
1000 East River Ave.
Detroit 10, Mich.

CHARLES E. GIBSON CO.
1000 East River Ave.
Detroit 10, Mich.

EDWARD LEONARD & SONS
1000 East River Ave.
Detroit 10, Mich.

THE CLAY & SONS CO.
1000 East River Ave.
Detroit 10, Mich.

E. H. HARTMAN & SONS
1000 East River Ave.
Detroit 10, Mich.

HANDSOME GRANITE CO.
1000 East River Ave.
Detroit 10, Mich.

JOHN M. HODGES CO.
1000 East River Ave.
Detroit 10, Mich.

JOHN KAGAN & SONS CO.
1000 East River Ave.
Detroit 10, Mich.

JOHN M. GRANITE WORKS
1000 East River Ave.
Detroit 10, Mich.

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1000 East River Ave.
Detroit 10, Mich.

JOHN M. GRANITE WORKS
1000 East River Ave.
Detroit 10, Mich.

men and women have always found it possible to give their devotion the distinction and the durability they crave for it.

Sometimes they have erected chaste temples of remembrance; sometimes they have incorporated their loyalties in a bit of carving whose theme and whose workmanship have represented the individuality they strove to keep alive.

But whatever the work, in their determination that its character should be true and worthy they have made the world's records richer in beauty and memory.

Memorials Perpetuate Memory

The Memorial Craftsmen's Association of Greater Detroit

A Group of Memorial Craftsmen

who are working together for the attainment of the highest memorial ideals

This is the first of a series of advertisements prepared by the Memorial Craftsmen's Association of Greater Detroit and published in The Detroit News, Sunday April 28, 1929. Similar advertisements will appear weekly, and the move is supported by 19 out of 26 dealers of Detroit and vicinity in their program to combat the Community Mausoleum and No Monument Cemetery menace.

ness. They reach your own local community from which you draw your customers. Even though you may be skeptical about the value of newspapers, yet it is true that they *are read* and when you appear in them with some degree of regularity, you will secure results. Rates are generally reasonable and it is the fastest available means of telling your customers about your plans. If you should decide this afternoon to spring a special sale tomorrow, the newspaper will carry your message to thousands of potential customers tomorrow morning before your competitor even has a hint of your plans.

Direct by mail advertising has a definite place in promoting business. Its advantages consists in the fact that it is *selective*. In other words you can choose your audience and concentrate on them. In your town you can generally pick out a pretty fair list of prospects. Even the simplest kind of letters, if written in the right manner, will take your story to these prospects with a considerable degree of result-getting. Small folders, pamphlets, and leaflets are even more effective if you can afford them and if your mailing list is large enough to justify such an expense.

Billboards and Painted Signs should be regarded as auxiliaries only. To begin with their cost is fairly high, and secondly their advertising value for your use is questionable. Billboards constitute what is called "reminder" advertising. The monument dealer has a real sales story to tell and this cannot be done on billboards where you have only a fleeting second's time to engage the observer's attention.

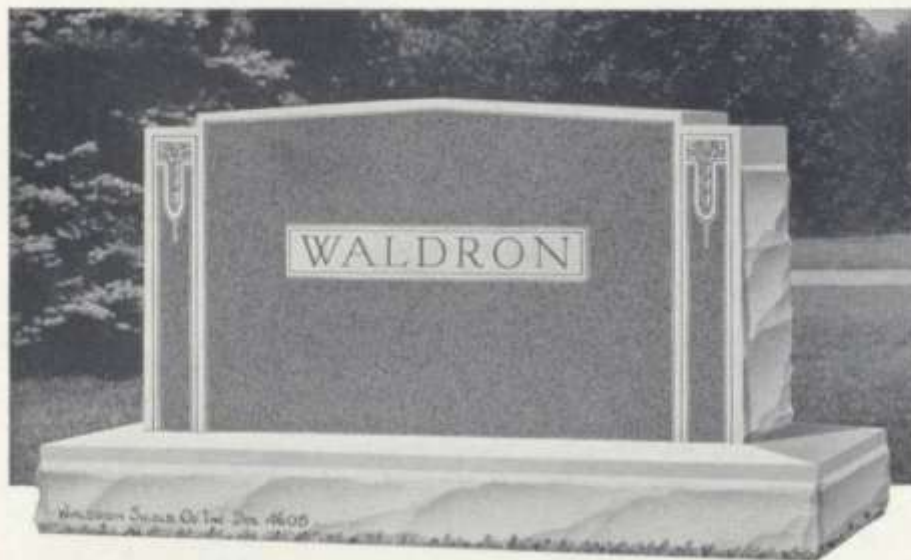
Street Car Cards have a definite value in larger cities but are out

of the question of course in smaller towns. The problem of cost again enters here since this kind of advertising is pretty expensive. If you should consider car cards, however, do not fail to use several colors in your cards. Tests have proved that such an advertisement with color has three times the attention value of cards printed in one color (black) alone. Remember that you are in competition with dozens of other cards around you—practically all of them in color. Several colors may cost you a little more, but having once decided to spend the money on car cards, do the thing *right*. The same observation holds for your printed folders and pamphlets.

Display Rooms and Windows may not seem exactly like advertising, but it is a very important medium. The day of the dark unattractive display room died with the one Horse Shay. The progressive monument dealer recognizes the value of bright cheerful clean display rooms as much as does the dealer in gowns and confections. Your modern American public likes to buy its merchandise in an air of cheerfulness and quality. Walk into some of your good automobile agencies and if it weren't for cars on the floor you'd think you were in the foyer of a big hotel. Even plumbers are building display rooms that would do credit to a beauty salon.

Take two monuments of identical material, finish and price: Put one in a dirty back store room and the other in a light airy display room, walls artistically finished, nice rugs on the floor, several potted palms in the corners, comfortable new wicker furniture for clients to sit on and see who gets

(Please turn to page 28)



Ask for Waldron Shield Co., Inc. Des. No. 4605

Precision and Promptness Hand in Hand

A hurry order. An exacting design. Here's where speed and skill must stretch to their utmost. But there's no need to worry if your Barre business is executed by WALDRON SHIELD.

Ours is a plant keyed to the needs of modern production. Fine artisans and modern equipment combine to assure your absolute satisfaction.

Depend on us for delivery as ordered and *when* ordered.

*IF IT'S A RUSH ORDER—IF
IT'S GOT TO BE JUST
RIGHT—SEND IT TO*

WALDRON SHIELD CO., Inc.
BARRE, VERMONT

Say you saw it in DESIGN HINTS

Architectural Scale Models

By Stanton B. Coffin.

While people generally are in the habit of considering the use of accurate and attractive scale models for either architectural or advertising purposes something rather new, the actual history of models is nearly as old as that of civilization. From the ancient tombs of Egypt come models, not only of the homes of the people, but of almost all of their daily pursuits and pleasures. Although the "business" that made use of these models was religious in nature, the duty of the models of those days was the same as that required of a model of the present; to present in the best possible and clearest method and in a way which all can understand, the idea which the model represented. Carved from wood and painted in brilliant colors, the Egyptian "Companions of the Dead" are today considered works of art. Yesterday they were the ancient Egyptians guarantee that the future life would not lack the good things of this earthly existence because of lack of knowledge of those good things in the life after death.

In the more recent times of the middle ages, models came again into their own. Occasionally they were used for architectural study of some church or public building, more commonly in the ship building industry. At this time we note that the model is put to two new uses. Instead of being a record of the past, it is a study for the future, as when the model is constructed to study some form of proposed construction, whether a ship or a building. In addition, we find

many ship models hanging in the churches. These were votive offerings, either of thanksgiving for the safe return of that ship or as a special appeal that some ship might return safely.

Today, models are required to perform in four different fields, all arising from the nature of the model, as the best, the most accurate and graphic, and the most readily understood method of presenting any large three dimensional project before that work has been undertaken.



Cardboard Model of proposed entrance of Lake-wood Cemetery, Minneapolis.

The primary use, and actually the most valuable use of a model is for study by a designer, whether those designers are architectural, engineering, naval or aeronautical. Secondly comes the presentation of the planned idea by the trained worker to the untrained purchaser. Thirdly there is the similar use of presentation of an idea to large numbers of people and lastly there comes the use of models as a record in museums or other collections of historical buildings, etc., that have been destroyed or are in far distant places.

From the stand point of structural composition models divide themselves into the three following classes: Plaster models which are originally made in clay, or plaster and then cast; Wood models that are constructed of wood



Another Precious Stone . . .

—has been added to the crown of Rex, the King.

Rex Shamrock

A new dark granite decidedly different from anything you have ever seen. Adaptable to sandblast carving. Reveals keen contrast between axed and polished surfaces. Available in any size, absolutely free from imperfections.

May we have the opportunity to tell you more concerning this superb dark granite?

Rex Granite Company
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

and such other materials as are needed and finally Paper, which uses a heavy cardboard as the basis of construction, using all other supplementary materials needed to obtain the desired effect.

Upon analysis of these three methods we find that they have the following advantages and objections. The plaster models have the advantage, that the original is easily changed in its minor details, which can be carved away or added to at will while the model is being constructed. After the final plaster cast has been made, however, it is no easier to change than any of the others. This method has been very much used in the past, especially among architects because the plaster modeller who made architectural detail happened to have the equipment to do this work also. Plaster models also have the advantage of ready duplication when this is wanted, although this advantage is usually limited in use to the duplication of detail on the model itself rather than duplication of models.

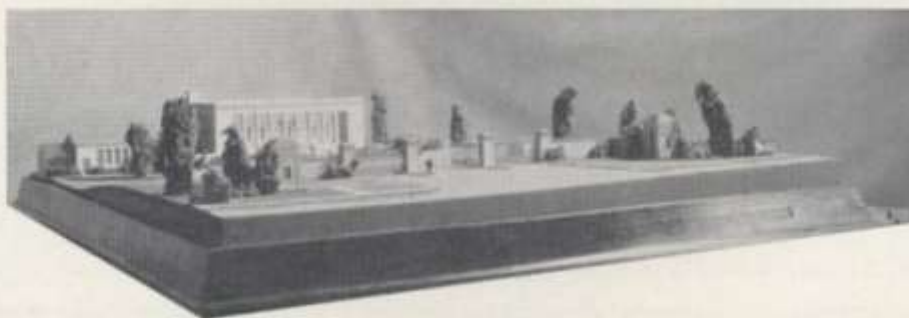
Opposed to these advantages, plaster models present quite a few limitations. The finished models are very heavy, and as plaster is easily broken they are hard to move from place to place.

In working up the original, it requires a very skillful workman to produce a job that is at all accurate, and clean cut. For this reason, good plaster models are usually expensive. Owing to its nature, plaster models are not readily colored to represent the finished materials, and so are usually left in the white. For this reason, trees and shrubbery which can be naturally used on the other two methods of modelling, are not usually seen on plaster models.

Wooden models have the distinct advantage of being strong and very permanent. They can be built very accurately to scale and are usually colored to represent the finished materials. They also however, require a skilled workman in their manufacture and take considerable time and labor in the construction. They are therefore expensive. They are usually heavy and bulky and so hard to move about.

Paper models, so called from the fact that heavy cardboard is the basis of their construction very nearly combine all the advantages of the former two types of modelling with none of their disadvantages, the material itself proving to be a great advantage over the other methods of constructing models.

(Please turn to page 14)



Another model of entrance to Lakewood Cemetery, Minneapolis



A New Display Room Suggestion From Swenson

This Boulder Design offers a plan for an agreeable change if placed in your show room as a contrast to the regulation memorials ordinarily displayed.

It also is another proof of the wide range of adaptability of

SWENSON GRAY.

The John Swenson Granite Co.
Concord, New Hampshire

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

Say you saw it in DESIGN HINTS

In making a model under this method, the modeller can lay out and color his model in flat sheets before assembling. This gives him greater speed and accuracy. By using cardboard of varying thicknesses he can build up all detail quickly and correctly. As a sharp knife and a pencil are about the only "tools" required for this work, efficiency is readily acquired by one who has the "feel" for doing this work. The models are neatly glued together and cross braced with wood when they require it. This results in a model that is accurate, colorful as well as artistic, is strong and light so that it can be moved about without fear of damage, and is easily handled.

In the field of granite work for mausoleums and other monuments, models can prove decidedly useful in at least two of the present methods of use. First, in studying and showing a prospective purchaser, in a way that that purchaser can understand, a proposed design. The use of these models gives the purchaser as well as the designer, a chance to study and experiment on a material that is inexpensive and easy to work until they have arrived at the design which most correctly expresses the wishes of those concerned. And it is done in such a manner that when the final "O.K." is placed upon the design, all parties can be assured that the final work will be exactly what they expect.

The secondary use of models, is by the manufacturer who wishes to display his work publically. With a model, many designs and styles of work can be shown in a manner that will assure to the manufacturer that the public will really become acquainted with his work.

Granite Chips

Accomplishments of the Association.

The regular quiet routine work of the Association secures benefits to the Memorial Business almost daily.

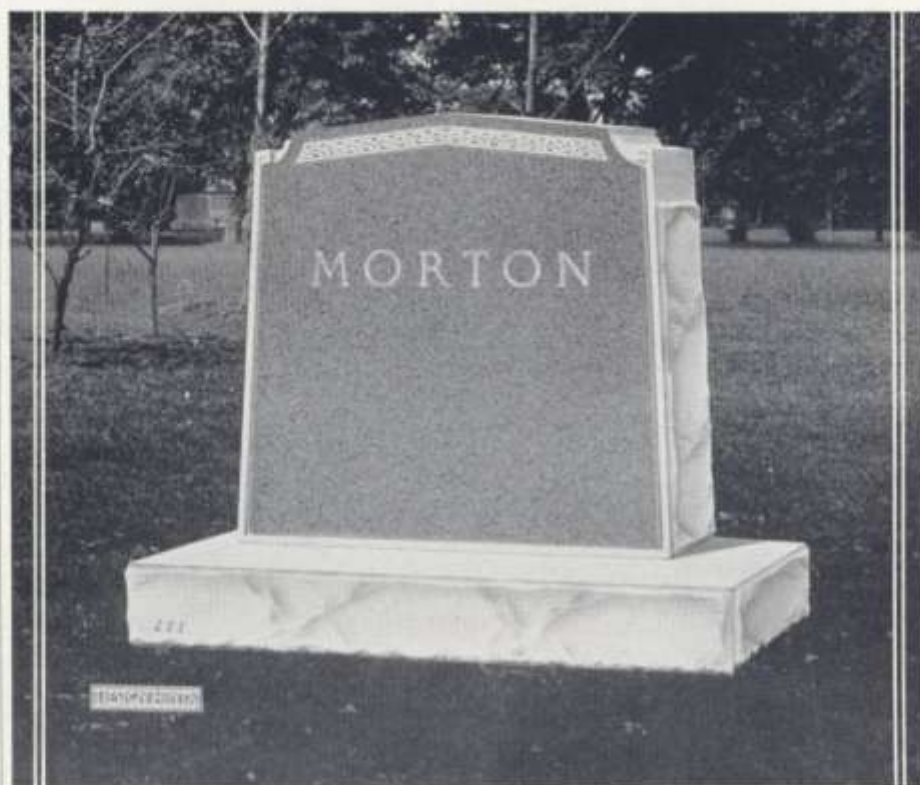
Thousands and thousands of different freight rates apply to traffic shipments. They vary according to distance, class of commodity shipped, changes ordered by the Interstate Commerce Commission, etc. Whole volumes have to be published by individual railroads containing the rates of perhaps just one commodity. You can, therefore, see how easy it is for errors to creep in without skilled traffic service.

John M. Gessler's Sons of Philadelphia, are believers in the Association. They pay to the Association the maximum dues, \$100 a year. A hundred dollars is a lot of money if it didn't bring anything back, but it brings many things back to John M. Gessler's Sons.

The Association is forwarding John M. Gessler's Sons a check for \$108.84, secured through the efforts of the traffic bureau in connection with an overcharge on one of their freight shipments.

The Traffic Bureau is but one of the valuable services of the Association. It is working six days a week for the members. Are you using it?

Word has come to us that the Standard Monument Co., of Jacksonville, Ill., has purchased the Geo. Halpin Mont. Wks. This has been the first time in 80 years that a Halpin has not been in the stone cutting business in Pittsfield.



Exceptional Ability

THERE is no limit to the ability of United Craftsmen. Nothing within the category of fine memorial conception and execution is beyond their skill. Hundreds of artistic memorials throughout the country bear testimony to the truth of this claim.

WHETHER YOUR REQUIREMENTS ARE FOR A LARGE MONUMENT OR A MODEST MARKER, UNITED IS PREPARED TO SERVE YOU.

UNITED GRANITE CO.,
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

Plan to Attend the Convention

Make your plans now to attend the 24th Annual Convention & Design Show at the West Baden Springs Hotel, West Baden, Indiana. You have the assurance that the convention and exhibit itself will be held under conditions as near ideal as any convention ever held by the craftsmen.

The idea is trying to be promoted this year that this convention is a combined convention and vacation for the members. What our industry needs is friendliness. The reason that the officers of the Memorial Craftsmen of America put the convention in West Baden was because they saw in that method a way of making all the people in the industry association together where there would be no outside distraction. It was their belief that living together at the convention would get everyone acquainted. It would remove suspicion and thereby perform a most needed improvement in the memorial business.

The Association has secured the use of the hotel facilities free for the members. Things that are always paid for like golf will be free. Also, such things like swimming, pool, billards, dancing, horseshoe throwing, tennis, base ball and mineral water. The rates at the West Baden Springs Hotel on the American plan will run from \$7.00 a day up. The meals are fine. Most of the rooms are \$7.00 and \$8.00; \$7.00 being the rate for an inside room and \$8.00 for an outside room. A few are at higher prices. If a person doesn't want to stop at the big hotel, though we sincerely hope he does, he can stop at the Homestead Hotel. This is a

European plan hotel, just outside of the grounds of the West Baden Springs Hotel. It is very comfortable and nice and the rooms range from \$1.50 a day up. There is a cafeteria in connection. This putting of the convention in a small town is something which will have to be thoroughly explained to the members. It is a new kind of convention for them. Our end of it is going to be a success. The exhibit will be wonderful. The program will be splendid. The entertainment will be first class. Everyone who comes will be satisfied. The problem remains to convince the members of these facts so that they will be there. We want a tremendous crowd to take advantage of this opportunity.

The registration fee, through the courtesy of the association will entitle both members and non-members to all the advantages of the convention and the facilities of the hotel. It is a public spirited effort on the part of the Memorial Craftsmen to share the results of their work and efforts with outsiders who have not yet seen fit to come within our ranks.

—From *Memorial Crafts News*.

Hotel Rates for the Convention at West Baden Springs

The West Baden Springs Hotel, the official convention hotel, is one of the finest in the country. For our convention, rates for rooms and three meals can be secured for \$7.00 a day and up.

For those who prefer a European plan hotel, the Homestead Hotel, 600 feet from the entrance

(Please turn to page 26)



Sales Resistance

EXPERIENCE has proven that Superior Memorials in Superior Red and Gray granites are efficient in reducing sales resistance. Granite City offers the best kind of selling service to dealers who feature Superior Red and Gray Memorials in their show-rooms. Our Sales Records prove that Granite City dealers are successful. Join the ranks of progressive dealers and tie up with Superior Granites and Memorials.

Granite City Granite Co.

The Ahlgrens
St. Cloud, Minn.

REPRESENTATIVES

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

Say you saw it in DESIGN HINTS

The Moral Value Of 'Dressing Up'

Written for Design Hints by

Dr. Roy L. Smith

"How would they treat me if I went to their church some morning dressed in my working clothes?" said a man sneeringly on the streets of our town as a couple of clergymen passed by.

"Exactly as you would be treated if you were to appear at the plumber's ball dressed that way," replied his friend.

Dressing up one's best is not a sign of snobbishness. It is a fine evidence of self-respect. The man who takes pride in his personal appearance is merely giving expression to his desire to be his best.

There is great moral value in dressing up. The man who comes home from work, shaves, cleans up and puts on his best clothes, will go out on the street with his head a little higher, his eye a little clearer and his heart a little nobler.

Clothes do not make a man but they do give some indication of the respect in which he holds himself. The man who is willing to appear in a crowd of his fellows, dressed untidily when they are dressed up in their best, shows that he is lacking in a fine sense of self-respect.

No matter how cordially the dowed may be treated, it will not change his attitude toward himself.

Many a down and outer has been started on "the road back" by being dressed in a new clean suit. He has been given the outward evidences of self-respect and feels the old impulses and ambitions stirring again within him. There is much salvation in being "dressed up."

Sunday is not a day for letting down but one for toning up.

The man who spends Sunday in a cast-off suit, rummaging through the basement, painting screens or tinkering with the old bus finds that the day shows a deficit.

He who turns the key in his desk on Saturday night, arises on Sunday and dresses his best, thinks great thoughts, cleans out his mind and gives his soul an airing, has been profited by dressing up.



S MITH-BARRE IS THE CHOICE OF E
THE MAJORITY BECAUSE
OF IT'S EVEN TEX- R
TURE, PERPETUAL R
COLOR AND A- A
DAPTABILITY B
TO INTRICATE
CARVING.

FLAWLESS  GRANITE

H B
T A
I R
M THE SMITH
S CERTIFICATE OF
GUARANTEE INSURES YOUR
SATISFACTION. E

SPECIFY SMITH-BARRE IN YOUR NEXT ORDER TO THE BARRE MANUFACTURER

E. L. SMITH & Co.
BARRE, VERMONT

Say you saw it in DESIGN HINTS



MELROSE BUILT

MELROSE GRANITE COMPANY

ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS

Melrose Will Help You Develop Mausoleum Sales.

THERE is no time like the present to start going after big business. The Mausoleum field offers great opportunities. It is true that it is a little more difficult to sell a mausoleum than a "hickey" marker. But, then, that's where Melrose comes in.

Melrose has an experienced staff of mausoleum designers that are prepared to help you in questions of design and construction.

Melrose has its own large quarries from which to select flawless granites in any size required.

The sales helps of Melrose's highly efficient sales organization will be of aid to overcome sales resistance.

Melrose welcomes an opportunity to help you develop mausoleum sales. But you must make the start. Your efforts may result in several profitable mausoleum sales during the summer months.

Say you saw it in DESIGN HINTS

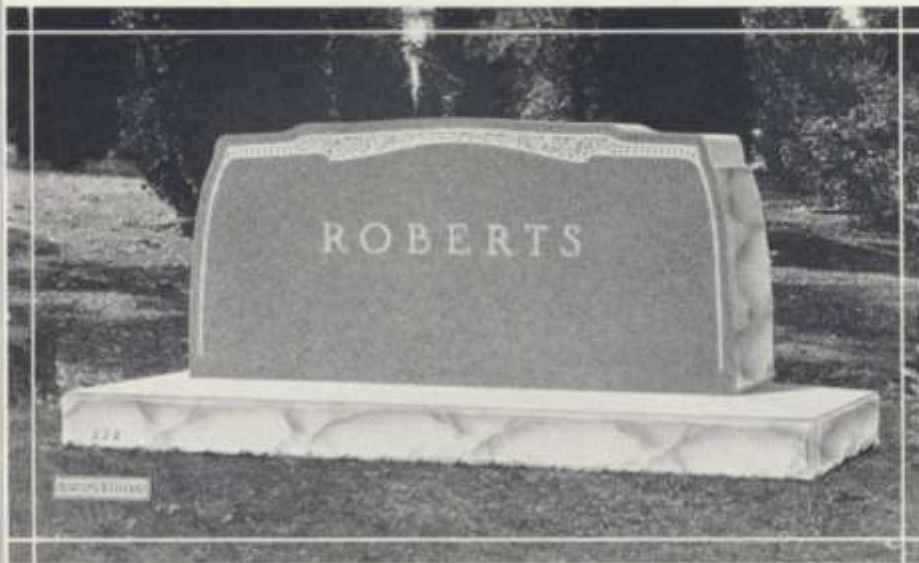


Design Hints No. 220

HALVORSEN

The Halvorsen memorial another inexpensive horizontal type design should prove as popular as the other tablets of this style which have been made especially for the Design Hints' line. This memorial will appear attractive in very small sizes and by placing the inscriptions in panels above the family name, markers are not necessary. Photos are available to the trade.

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



Design Hints No. 222

ROBERTS

The Roberts design is another very attractive example of modern ideas in inexpensive memorials. The beautiful sandblast carved detail is carefully designed, skillfully executed and fits in nicely with the gracefully curved top and convex ends of the die. The low base with wide washes greatly adds to the substantial proportions of the long, low die.

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

IN MEMORIAM

William M. Dodd, Zanesville, Ohio

Leaving hosts of friends to mourn his passing William M. Dodd aged 74 of Zanesville, Ohio, died suddenly and unexpectedly on May first, nineteen hundred twenty-nine. His death occurred at 11:20 on Wednesday morning at his home, 1246 Blue Ave., as the outcome of a heart attack suffered the day before. Rallying somewhat from the stroke he retained consciousness almost to the last moment.



The Late William M. Dodd

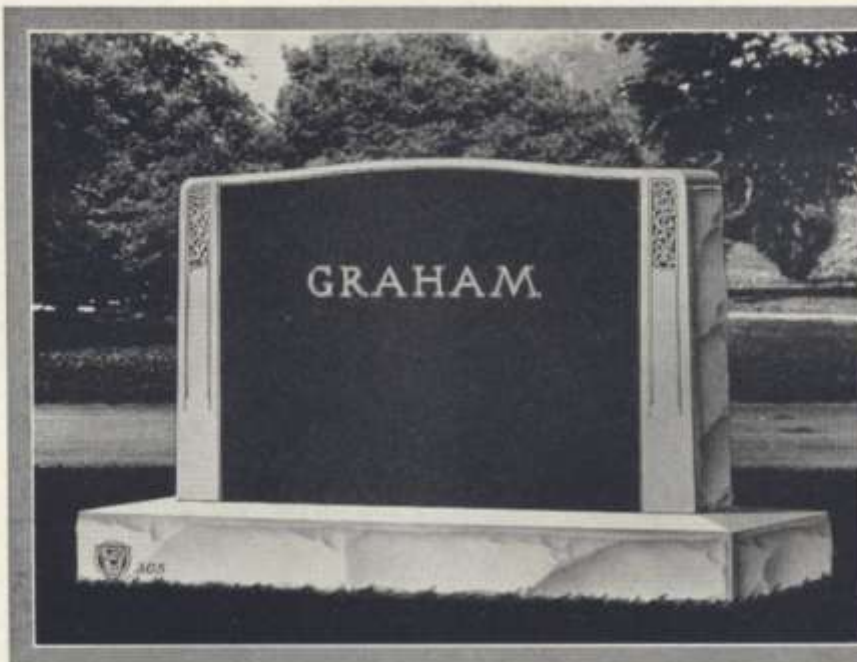
Mr. Dodd had been prominently identified with the business and social life of Zanesville, Ohio, for many years. A man of exalted ideals and unusual attainments he won the warmest respect of all with whom he came in contact. He always felt a keen interest in the religious and civic developments of his community.

On June 21, 1854, Mr. Dodd was born in Jacksontown, Licking County, Ohio; the son of Nathan and Eliza (Griffith) Dodd. His parents came to Ohio as children with their respective parents. In 1850 Nathan Dodd who was a cooper by trade, married Eliza Griffith whose family resided in Pickaway County, Ohio. Wm. M. Dodd attended the Thornville public schools, the Lebanon Normal College and when 16 years of age was engaged in teaching. He later (in 1880) went to Zanesville where he accepted a position as traveling salesman with Wm. C. Townsend, dealer in granite and marble. He assumed half interest in the business five years later and took over the general management of the Company which is the oldest wholesale granite and marble concern in the United States having been established in 1856.

He was married to Miss Myra Anderson, of Lancaster, Ohio, on Christmas Day 1876. He was a member of the Methodist Episcopal Church and took great interest in denominational activities. As a member of the Exchange Club, Chamber of Commerce, a Director of the Home Muskingum Savings Company; Masonic affiliations with Amity Lodge F & AM and all the higher Bodies and Aladdin Temple Shrine, he was naturally a very busy and prominent citizen.

Surviving him are his wife and four children, Stanley A. Dodd, Mrs. Guy C. Fergus, Roy S. Dodd, Zanesville, and Mrs. Richard B. Kahle of Stamford, Conn. Funeral services were held on Friday, May 3.

(Please turn to page 26)



EXTRA PROFITS . . .

*Universal is ready
to serve you. May
we have the privilege
to help you please
your difficult pros-
pect?*

—have come to dealers who tied up with Universal service during the Memorial Day season. Originality in design, and the subtle touch of Master Craftsmen, give to Universal Memorials that appearance of dignity, of fitness, that strikes a chord of appreciation in the mind of the prospect.

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

To them in their sorrow we extend our deepest sympathy, knowing personally how great a loss they have sustained in his sudden passing.

To the Craft he was always on the square, and a just and a charitable employer: he was always the warm hearted friend and the superfine gentleman.

*And thus our loss is personal
and deep
And with his loved ones who mourn
we too must weep
And ever in our hearts a memory
keep
Of this one man we knew
Whose life was open as a sunny
brook
A man who gave more than he took
Upon his like we shall not often
look
He was a Man, good, kind, and
true.*

*Martin J. Feenan, Omaha,
Nebraska.*

Martin J. "Bert" Feenan, 55, partner in the M. J. Feenan and Sons Monument Co., 4724 Leavenworth Street, Omaha, Nebraska, passed away Wednesday afternoon, May 8th, at his home, 1126 South 32nd Street, after an illness of two weeks.

With two brothers, Edward C. and Albert F. Feenan, Mr. Feenan operated the monument business founded by his father, the late M. J. Feenan.

Mr. Feenan was born in Omaha.

Besides his brothers, he is survived by two sisters, the Misses Clara and Emma Feenan, both of Omaha.

Funeral services were held Friday, May 10th, from the residence and St. Peter's church and burial was made in Holy Sepulchre Cemetery.

Mr. Feenan was a most promi-

nent member of the State and National Associations of the Memorial Craftsmen and was well and favorable known to all members of the industry. He was a familiar figure at every meeting of the National Association.

"Bert" was beloved by all who knew him and his passing is a distinct loss to the industry. We, who knew him best, loved him most and our deepest sympathy is extended to his brothers and sisters in this hour of their bereavement.

*J. H. Marsteller, Roanoke,
Virginia.*

J. H. Marsteller of the Marsteller Marble and Granite Works, 827 Church Street, Roanoke, Virginia, passed away Tuesday, May 7th. Mr. Marsteller was a very prominent craftsman and a valued member of the National Association for many years. He has always been very active in all the affairs of the Association and he will be greatly missed by the members of the industry.

Hotel Rates for the Convention at West Baden Springs

(Continued from page 16)

to the West Baden Springs Hotel, and controlled by this hotel, will give rates of \$1.50 a day and up. There is a cafeteria in connection with the hotel.

Amusements will cost you nothing at West Baden. The Committee has arranged privileges at the West Baden Springs Hotel for all who register for the convention. Free golf, billiards, pool, baseball, quoits, bowling, dancing, swimming, mineral water, etc.

**YOU CANNOT SPEND ANY MONEY
FOR AMUSEMENTS AT WEST BADEN.**



The Metzger Memorial was finished in Pirie's Dark Barre by Anderson-Friberg Co. of Barre, Vt., for the Knoetgen Bros. of Middle Village, Long Island, New York.

An Immortal Tribute

[A MEMORIAL WHICH WILL
COMMAND RESPECT FOREVER]

The superior qualities in Pirie's Dark Barre make the Metzger Memorial a worthy tribute, notable for dignity, beauty and endless durability.

**PIRIE'S
DARK
BARRE**

Seldom will a Memorial granite produce such striking effects. The brilliant polish and dark color typify Pirie's Dark Barre standards.

[*The Quality Never Varies*]

J. K. PIRIE ESTATE
BARRE, VERMONT

Say you saw it in DESIGN HINTS

How to Plan Your Advertising to Get Definite Results.

(Continued from page 8)

the order! This doesn't mean that every dealer must scrap his present equipment and spend a lot of money on display rooms, but perhaps a little inventory-taking would do some good. Remember that appearances give rise to the best sort of advertising—"word of mouth."

Advertising Novelties such as pencils, rulers, calendars, etc. are all of doubtful value. People may ask for them and even appear to appreciate them, but in the last analysis their mind is more on the pencil or the knick knack than on you. When it comes time to buy a monument they are more likely to buy from the man who has been using good solid sales arguments in newspapers and letters than from the pencil or calendar man. Sales arguments *impress*. A pencil is after all—only a pencil.

Your business by its very nature, is dignified. Therefore any means of advertising that is undignified tends to detract and is not quite worthy of the subject. Furthermore it must be sympathetic—not slavishly sentimental—but at least understanding and refined. People don't buy monuments as they would a can of beans and they are much more likely to go to a place that has established an air of refinement and dignity than to one who advertises and sells monuments as he would garbage cans.

Planning your advertising is therefore the first step to make. Decide how much you can afford to spend, choose the best means of reaching your prospects, and then set out to do this persistently

and energetically. Don't expect too much from your first advertisements. Remember that *consistency* counts most of all in getting results. Two or three ads a year are practically wasted. You might just as well save your money. *Planned Advertising* means choosing your best means of advertising, using the right appeals, and then keeping at it consistently.

(The next article in this series will be concerned with the subject of "Writing Newspaper Advertisements To Get Results.")

FOR SALE

Monument business including Real Estate, fine location, County seat, 8000 population. Good time to buy now when stock is low. Stock will invoice about \$2000. Reason for selling, interested in other business, cannot handle both. For further particulars write, N. W. care of Design Hints.

WANTED:—Commission Salesman in New York State, Massachusetts, and Connecticut, to represent one of the leading Barre Manufacturers. Address reply to Box 455, Barre, Vt.

WANTED:—Commission Salesman to sell Barre Granite in New York City, and immediate vicinity, for one of the leading Barre Manufacturers. Address reply to Box 455, Barre, Vt.

MAKES MONEY AND FRIENDS FOR THE RETAILERS

Bright, Pink Tennessee marble will add beauty, distinction, and color to your show room. And prices are most interesting too. Send your sketches and specifications for prices to,

FRANK HARDING

2448-N. Broadway, Knoxville, Tenn.



Liberty Granite Co., Inc., Des. 103

Liberty's Specialty Designs

3
on
1
Photo



Liberty Granite Co., Inc., Des. 104

We will be pleased to send you sizes and our special prices on these three exquisite little tablets in the group or singly. And don't overlook the fact that we have a splendid variety of granites for your selection. Write today!



Liberty Granite Co., Inc., Des. 105

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

If it's Liberty Finished---IT'S FINISHED

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

Say you saw it in DESIGN HINTS



The Famous Twain

EMERALSTONE—A new dark granite of superb beauty that has won immense popularity within a few short months.

RED PEARL—A distinguished red granite, whose adaptability to artistic memorials, has made it a leader among fine granites for many years.

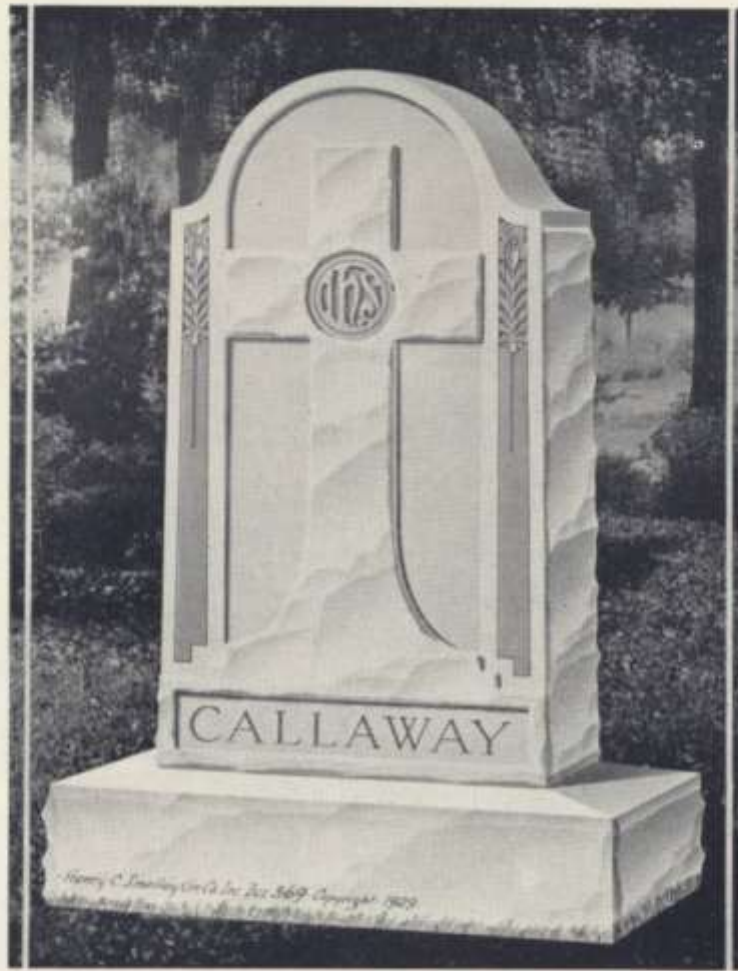
It will be to your advantage to investigate the merits of these superb granites. Write for exclusive territory.



St. Cloud Granite Works

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



ALWAYS SOMETHING NEW

You will always find something pleasingly new in the SMALLEY line of exclusive designs. And there's a vast difference in the SMALLEY granites too. We welcome your inquiries for our sizes and prices on the CALLAWAY CROSS an exclusive SMALLEY creation.

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

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

Say you saw it in DESIGN HINTS

A Word Picture of Designs

Designs

Better Designs

More Designs

More of Better Designs

Designs that Sell

Exceptional Designs for Unusual Clients

Special Designs

Designs showing True Color and

Texture Value of Materials

Cemetery Views

Art Designs

Non-Competitive Designs

Copyright Designs

Pocket Designs

WHAT MORE CAN OUR
ORGANIZATION DO?


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

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

Bliss Design Company,

Rockford, Illinois

Say you saw it in DESIGN HINTS



THE sensational response
we are receiving from
dealers who are using our
New Type of Service is ir-
refutable testimony of its
dependability and value.

— • —

*A reduction in stock, quick turn-
over, and subsequent quick profits
are advantages accruing to any
dealer utilizing this super-service.*

— • —

North Star Granite
Corporation
ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



GUARANTEED TOOLS

We guarantee our
**SURFACER TOOTH
CHISELS**
against breaking or
jumping in the shank.

We are manufacturers
of Pneumatic tools in-
cluding *Surfacers*,
Frames and Heads, Pol-
ishing Machines and
all accessories, making
up a complete line of
Granite Working Tools.

We also carry a line of
bar steel, hollow steel
and shot.

Prompt Shipment
Inquiries Solicited

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

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.

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 spec-
ialize in motorized equip-
ment 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 Kluge mausoleum executed by Chas. Bianchi & Sons for the Otto Reich Monument Co., Forrest Park, Illinois and erected in Waldheim Cemetery.

MONUMENTS

MAUSOLEUMS

No cold and measured mechanics mark the execution of Bianchi cut memorials. They give a lifelike appearance of an eternal presence ever accessible. They keep the memory green by fitting naturally into the sylvan aspect of their surroundings.

*We are sole agents for SALISBURY (N. C.)
PINK the perfect granite.*

CHARLES BIANCHI & SONS

BARRE,

Manufacturers

VERMONT

Say you saw it in DESIGN HINTS

OUR CATALOG NUMBER 7

Should be in the hands of every monument dealer. It is essential to everybody in the business of making or finishing monuments. Send for your copy today—free on request.

Trow & Holden Company
Barre, Vermont

Stone Working Tools and Supplies

OUR GENERATOR IS "A BRUTE FOR POWER"

Quickest Control, Simplest in Operation. "Stays Put" without Repairs or operating troubles.

Proven practical in hundreds of factories and dealers' shops.

Rubber Sand Valves, Funnel Bottom Tank, Quick Sand Filler Valve and other features fully described in our catalog.

Send for your copy.



RUEMELIN MFG. COMPANY

598 Clinton St., :: MILWAUKEE, WIS.

St. Cloud Iron Works Co.

St. Cloud, Minnesota
Manufacturers of



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

Agents for

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



IMPORTED GRANITES

THE FOLLOWING IN OUR WAREHOUSE READY-TO-SHIP

<i>Balmoral Red</i>	<i>Black Swede</i>
<i>Grecia Green</i>	<i>Emerald Pearl</i>
<i>Blue Pearl</i>	<i>Beers Red</i>

MONUMENTS-DIES-MARKERS-ROLLS

STOCK SHEETS FREE

MODERATE PRICE AND HIGH CLASS

FINE SERVICE AND QUALITY
ON DOMESTIC GRANITES

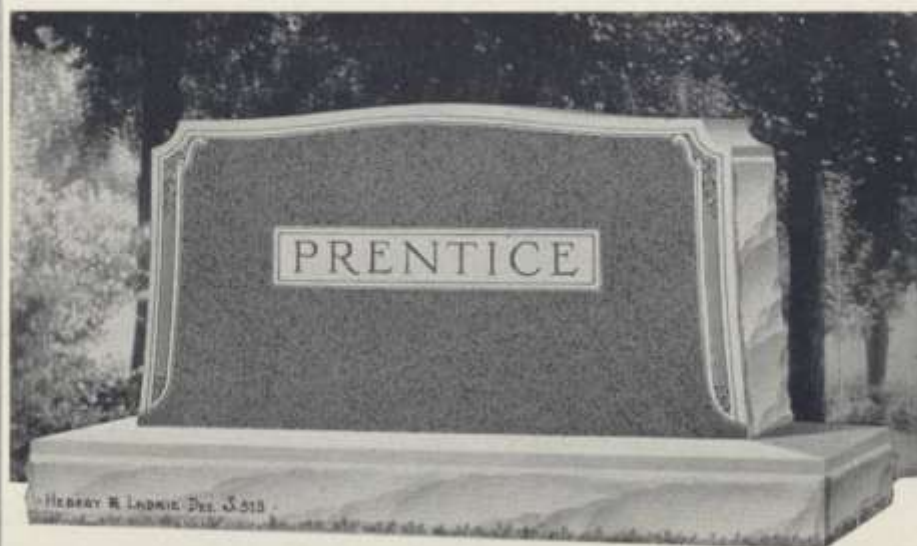
Send Your Special Sketches For
Low Prices

Quotations by Return Mail

BURTON PRESTON & CO.

MANSFIELD, OHIO

Say you saw it in DESIGN HINTS



Love For The Art.

Perfection is not acquired by mere mechanical skill and the deft handling of the artisan's tools. Combined with these priceless qualities, there must be feeling, and love for the art. Its presence or absence determines the true value of the accomplishment. Such results are obtained only where mechanical equipment and morale of personnel approaches perfection. That is why dealers have come to Hebert and Ladrie with highest expectations.

Our New



Trade Mark

THE EMBLEM OF RELIABLE SERVICE.

HEBERT & LADRIE
BARRE, VERMONT

Say you saw it in DESIGN HINTS



Johnson & Gustafson Design "Y"

Here's Another One---

—of Johnson & Gustafson's new and attractive designs. Its simple, dignified lines, artistically carved ornament and mirror-like polish blend in beautiful harmony. Yet this very attractive memorial, executed with the usual Johnson & Gustafson thoroughness is inexpensive. Built for the man who appreciates fine design and skilled workmanship.

We shall be pleased to send you sizes and prices on the Bowman memorial.

Johnson & Gustafson
BARRE, VERMONT

EASTERN REPRESENTATIVES

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

WESTERN REPRESENTATIVES

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

SOUTHERN REPRESENTATIVE

Alex. Duncan

Say you saw it in DESIGN HINTS

MAHOGANY	STERLING
STERLING	MAHOGANY
MAHOGANY	STERLING
STERLING	MAHOGANY
MAHOGANY	STERLING
STERLING	MAHOGANY
MAHOGANY	STERLING
MAHOGANY	STERLING
STERLING	MAHOGANY

Grewe Granite Company
ST. CLOUD, MINN.

Say you saw it in DESIGN HINTS

INTRODUCING!

“another new creation” made by our
designers, especially for

TRADE MARK
BLUE “OGLESBY” GRANITE
REGISTERED

If you like the picture—the artist’s rendering
of this dainty little tablet—you will be
more than satisfied with Blue Oglesby
in the finished memorial. Oglesby
designs are made especially
for our superior product
—None other
will do.

**Rough Stock
Finished
Memorials**

**Sawed Slabs
Polished
Slabs**

Oglesby Granite Quarriers
Elberton, Georgia



Say you saw it in DESIGN HINTS

OPEN SEASON

ROYAL is prepared to welcome it's friends who visit St. Cloud and Minnesota's 10,000 lakes where fish abound. The glad-hand of friendship awaits you.

Look for the three snow-white sheds — exclusively ROYAL—home of ROYAL ANTIQUE.



ROYAL GRANITE COMPANY
ST.CLOUD - MINNESOTA

The Reward of Public Service...

LEADERSHIP!

*Get in touch
with the Rock
of Ages Ser-
vice Bureau
today—there
are many
business
building
ideas here
that will prove
of value to
you.*

For many years the public has conferred Leadership upon **Rock of Ages**. This confidence, established through ceaseless national advertising, is worth dollars and cents to you.

Those to whom you speak of memorials, already know the interesting story of the blue-gray color, sparkling grain, the matchless polished brilliance and the soft, warm shade of hammered **Rock of Ages**.

Make the prestige of this well known granite work for you. Tell it. Sell it. **Rock of Ages** will close more business for you.



"THE DISTINCTIVE BARRE GRANITE."

Rock of Ages Corporation
Barre, Vermont