

Design Hints For Memorial Craftsmen

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Dan B. Haslam, Editor and Publisher

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March 2013

DESIGN HINTS

FOR
MEMORIAL
CRAFTSMEN

THE IMPROVEMENT OF THE UNDERSTANDING IS FOR TWO ENDS; FIRST, FOR OUR OWN INCREASE OF KNOWLEDGE; SECONDLY, TO ENABLE US TO DELIVER AND MAKE OUT THAT KNOWLEDGE TO OTHERS.

—LOCKE

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VOLUME 6
NUMBER 11

ACHIEVEMENT

“The Best in Mahogany”

acknowledges a new high level of sales, far in excess of anything previously reported for its Memorial Day business.

We thank our friends and hope they will get as much satisfaction in selling it as we have in designing and executing memorials in—

*“The Best
in Mahogany”*



DAKOTA GRANITE WORKS

MILBANK,

:--:

SO. DAKOTA



LIBERTY
MANUFACTURED

LIBERTY
MINNESOTA PINK

Front and Back Alike

"Largest two-piece monument ever erected
in the history of Virginia"—is

Liberty Manufactured in Liberty Minnesota Pink

What is believed to be a record by the old timers in handling heavy all-polished work was accomplished by that veteran craftsman, Charles E. Loewner, Pres. of the Loewner Granite & Marble Company, Inc., Harrisonburg, Virginia in the setting of the Weller memorial, Thorn Rose Cemetery, Staunton, Virginia. This memorial is considered the largest two-piece monument ever erected in the history of Virginia, and the setting was accomplished by Mr. Loewner with the use of only three men and without mechanical equipment.

The base of this memorial is 12'-0" x 5'-6" x 1'-4" and the die 10'-0" x 1'-4" x 4'-0". The assembly also included the erection of twelve 1'-0" square posts, four urns and one marker.

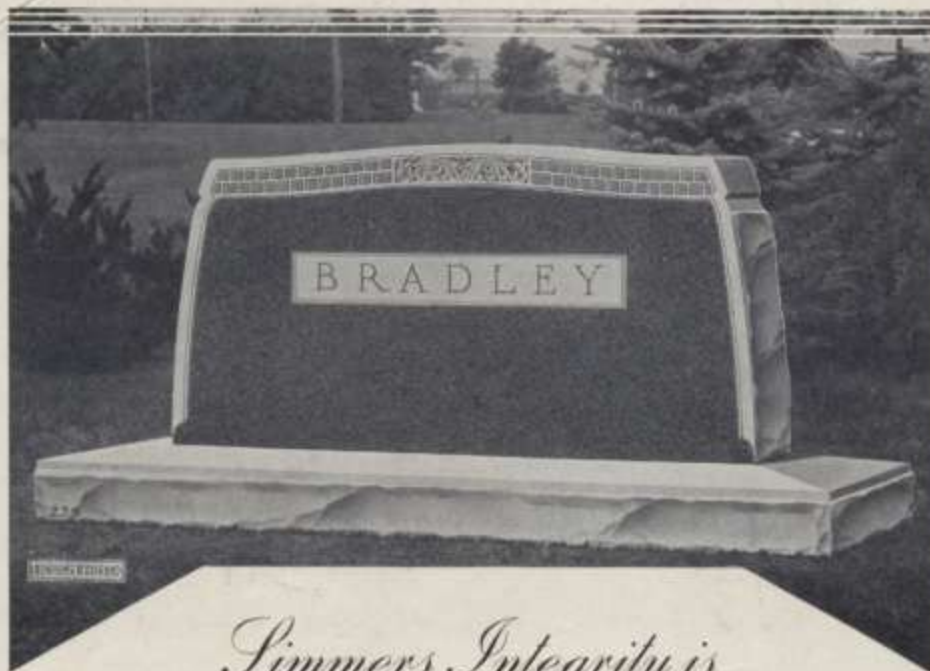
Mr. Charles E. Loewner is highly pleased with the Weller Memorial and states that his firm has received many fine compliments on its beauty of design, excellent granite and fine finish.

THERE'S A GRANITE FOR EVERY PROSPECT IN THE LIBERTY LINE.

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

Liberty Granite Co., Inc. St. Cloud, Minn.

Say you saw it in DESIGN HINTS



*Simmers Integrity is
Traditional*

It is the proud realization that we have a fine tradition of integrity to carry on that makes us ever endeavor to manufacture monuments of integrity and character.

We are proud that the symmetrical perfection, dignity and gracefulness of Simmers-made memorials have come to be taken as a matter of fact by those in the craft.

Obtain Simmers' memorials for your show room. The character and integrity exemplified by them will do much toward more and better sales.

A. M. SIMMERS & SONS

A. M. SIMMERS

A. W. SIMMERS

GEORGE SIMMERS

ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



The Price Bogey Has Been Given A Sock!

Not dignified language but a truth which has been established in these days of changing merchandising ideas. Price seemed to be an important element in days of reconstruction. People who know values are now weary of substitutions. They seek more quality.

Mastercraft Memorials will answer the demand of the most exacting taste for genuine quality. They are created and built in answer to a demand for something really worth while in memorials.

Marr & Gordon, Inc.

Barre, Vermont

SALESMEN

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

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


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

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

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

William C. Smith,
Room 1258 Graybar Building,
420 Lexington Ave.,
New York City.

C. Lenwood Moore,
3205 Drexel Drive,
Dallas, Texas.

MASTERCRAFT  MEMORIALS

Say you saw it in DESIGN HINTS

STERLING MAHOGANY

Built
By
Grewe



TALENT for beauty and originality in design—a purpose to build finer memorials—a painstaking effort to leave no part of the memorial unfinished—a careful scrutiny of every shipment that leaves our shop—

—these are a part of the elements that enter into a monument executed by the Grewes.

Your future growth depends on your present performance.

“GROW WITH GREWE”

Grewe Granite Company

WHOLESALE EXCLUSIVELY

St. Cloud, Minnesota

Red St. Cloud

Gray St. Cloud

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Say you saw it in DESIGN HINTS



H. & L. DESIGN

H. & L. POLISH

BARRE GRANITE

AN UNEXCELLED TRIO

Hebert & Ladrie Designs, Barre Granite and H. & L. Polish form an unbeatable combination. Hebert & Ladrie exclusive designs are all made for Barre granite and when the polish is done the H. & L. way—nothing finer could be expected or desired.

We invite you to take advantage of our designs and service.

Hebert & Ladrie memorials are designed to aid you.

HEBERT & LADRIE

:: SANDBLAST SPECIALISTS ::

BARRE, VT.



*The
Symbol of
Dependability*

Say you saw it in DESIGN HINTS

INTEGRITY.— A CORNERSTONE

NO ORGANIZATION can prosper without the quality of integrity apparent in its administration, and Rock of Ages attributes its present position to a firm adherence to that principle. . . .

Rock of Ages program of national advertising pioneered the movement toward the winning of public confidence in the memorial idea.

Rock of Ages Certificate of Guarantee was a precedent step in the present widespread practice of memorial insurance.

Rock of Ages prospect literature acted as an early influence in the education of the public to service of the granite industry.

These are evidences of integrity, an integrity conveyed to a product and reflected in the dealer who merchandises it. That integrity is the sound cornerstone upon which the equally sound Rock of Ages organization has been built.



"THE DISTINCTIVE
BARRE GRANITE"

**ROCK OF AGES
CORPORATION**

BARRE, VERMONT



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN. B. HASLAM, Editor and Publisher

KEEP UP THE DRIVE

The human machine, delicately constructed, has its many frailties. Chief among them are the traits of mind to be satisfied at certain accomplishments and the tendency to relax after a rather active period of work or business.

During the weeks preceding Memorial day there is always a rush in the memorial industry. Every institution, manufacturer or retailer, is at the height of his business for the year. It requires the skill of a cool guiding hand to keep sales and production in balance.

It also requires those elements within us that make for success—a certain driving power. There is a mental psychology about this that is refreshing. The man at the head of a business which is flushed with success gains a personal satisfaction in this accomplishment.

Why not keep this same enthusiasm up at high gear in the days AFTER Memorial day? Why not keep this driving power about us to use during a time when it is most needed?

We can all be successful in the days when things are, figuratively speaking, handed to us. It takes more than the ordinary man to keep up this activity in the days when the going is a little rough.

All that is necessary is the right mental attitude, to keep ourselves in the same frame of mind as we were during the days of the Memorial day rush.

A careful plan, well thought out and well executed, will carry the momentum of the Memorial day business over into the summer months. Instead, then, of letting a few months in the spring make our whole year's profit and carry the business during the balance of the year we will have six or eight months just like them.

What are you doing to help your sales during the dull months? What are you doing to carry on this Memorial Day drive and keep it functioning during July and August and September? These are all good months. They should be made equally as good as those preceding Memorial Day.

A business well planned is a successful business. It shows year round profits and a greater satisfaction to its owners. Let's make the summer months good ones, too.

Two Sales Letters With Accompanying Inserts To Help You Sell Private Mausoleums

By Harvey R. Kruse

Sometimes one form of advertising will get results and sometimes another form does the job. But in all cases it's a smart thing to plan your campaign so that all methods used will work together for a common good.

In this series of articles we are trying to discuss the relative merits of the many forms of advertising available to the Memorial Dealer. And as the different forms are discussed, suggestions are being made to show how they can be adapted to the Memorial Dealer's business. We do not say that you should use everything suggested. Merely choose what you want.

For example, there's the matter of *inserts* with letters. An insert is a small piece of advertising literature sent along with a letter. It has many forms and is adapted to many uses, but regardless of its form it serves a valuable purpose because it is often picked up and read even before the letter is examined. Often it secures much better attention than the letter itself because it carries a curiosity appeal and is easily handled. Frequently it causes the reader to examine a letter that he might otherwise have thrown away. Of course the message on the insert must be sharp and to the point. And it must be *interest-provoking*.

Plate No. 1 shows a very simple form of an insert that we can use. Merely a slip of paper perhaps 3 inches wide by 5 inches long. The interest-provoking story here is based on the curiosity appeal of "Questions that may interest you". Everyone is curious about the answer to a question and by this means we hope to start the reader to thinking along our lines.

Naturally the thing we want to do next is to answer these questions and this we proceed to do in our letter! In other words we get team play into this mailing! The insert works in harmony with the letter.

Suppose we set down some of the questions which we can put into the first insert (see Plate No. 1).

QUESTIONS THAT MAY INTEREST YOU

Does an intimate personal expression of devotion mean very much to you?

Concerning the strictly intimate things of life, do you consider privacy essential to their protection?

Have you ever realized that one of the truly great needs of privacy is in the last tribute we pay to the memory of those we honor?

(The accompanying letter answers these questions).

Then in the letter we can answer the questions in something of the following manner:

Plate
#1Plate
#2

Letter No. 1

Dear Mr. Brown:

Sometimes there are so many things to occupy our attention from day to day that we must have pretty deep questions put to us before we begin to think about other things not immediately in our minds.

Our families DO mean a great deal to us and everyone instinctively finds an expression for that devotion. It is something entirely apart from the humdrum things of daily life, and when one plans a Memorial to that devotion it must always be something of lasting beauty.

Folks everywhere are choosing the Private Mausoleum because it seems ideally suited as a symbol of the love they want to protect and preserve forever. The Private Mausoleum is their own; devoted to their exclusive use. The public cannot intrude. It is dedicated to one use only. It is personal and private.

We should like to tell you more about our Private Mausoleums and how they can be constructed. May we?

Cordially yours,
(signature)

This letter can be typewritten on your regular stationery. But never mimeograph such letters. It is a personal message and it should be treated as though it is highly important. The recipient will think more of it when he gets it.

Plate No. 2 shows the second insert which you can use with the second letter (to follow the first by about 10 days).

(Please turn to page 24)

The New Orleans Tomb

PART VII

By Leonard V. and Albert R. Huber

Ventilation of above-ground sepulchral structures is a much argued question. It is a question that has caused our friends the community-vault builders many sleepless nights. You can hardly find a promoter of community vaults who hasn't at least one patent on the ventilation of vaults and generally the patent is about as impracticable and as perfectly useless as a flagpole sitter's record. That community vaults present a far greater problem in ventilation than the private mausoleum or the small tomb is a fact; goodness knows that even with the fandangles built into some community vaults they still smell a bit er-stale, to say the least. This "atmosphere", one can be quite certain, is not the "atmosphere" mentioned in the expensively printed brochure that the salesman left in your hands.

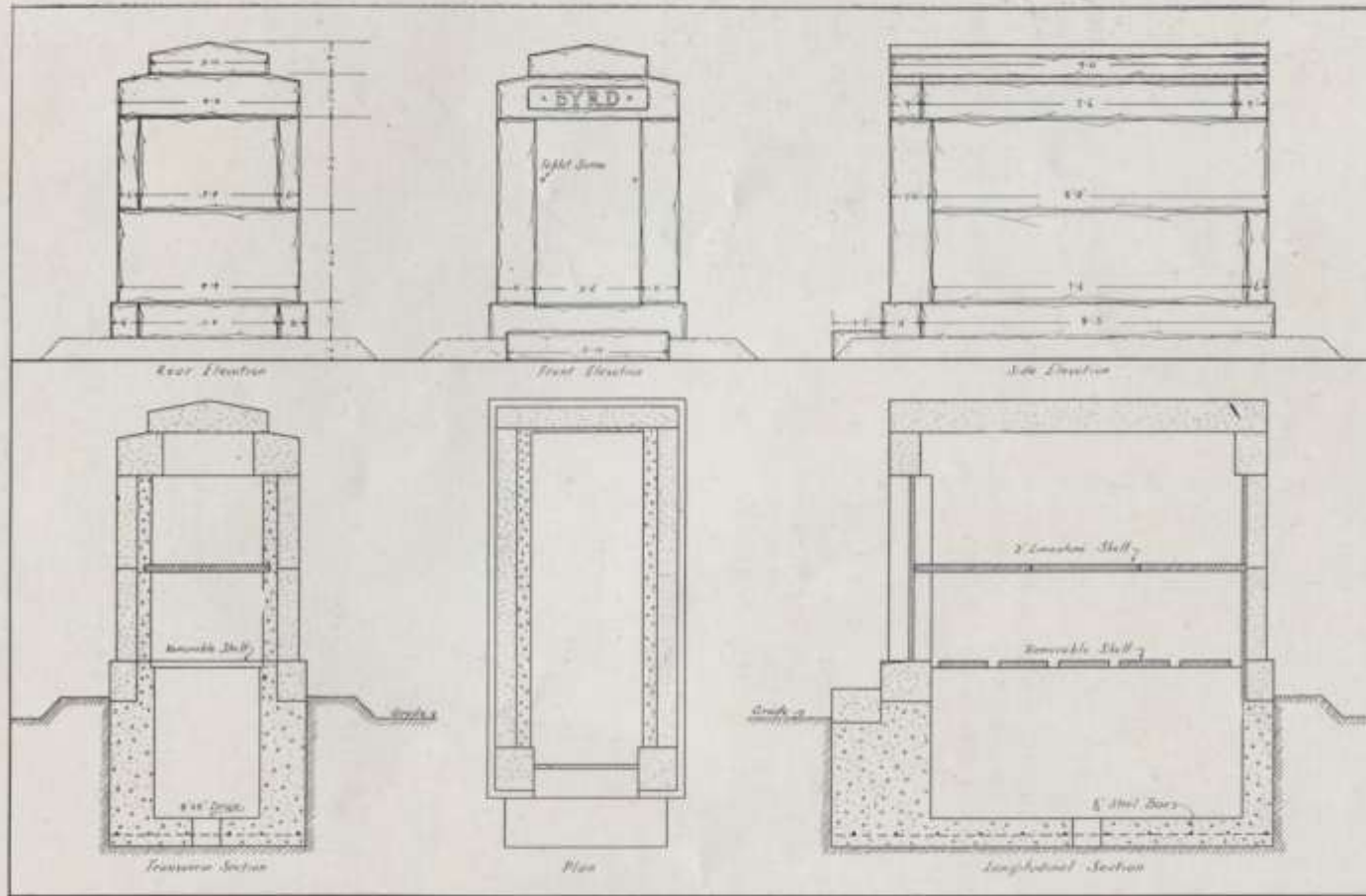
The New Orleans tomb has no ventilation provisions and needs none. The vaults in the tomb are individually sealed up with brick and lime mortar directly after an interment has taken place. These vaults are perfectly dry under all conditions. The lower part of the tomb, (where the receptacle is located) has a drain, (an 8" x 8" aperture) in the matte or bottom slab of concrete on which the tomb is built. This permits any moisture which might condense in the lower part of the tomb to find its way into the ground. The upper vaults of the tomb are always dry; the receptacle by reason of its contact with the

earth may be a little damp but the drain will not permit moisture to accumulate.

In mausoleum construction ventilation between crypt wall and building wall and ventilation of the vestibule are customary. In both the case of the tomb and the mausoleum there is no ventilation of the crypts; these must be hermetically sealed. There are some authorities who declare that mausoleum ventilation as mentioned above is not necessary; while we will not be so unorthodox as to agree with the statement absolutely, we will state that it seems to us that the ventilation of the vestibule is vastly more necessary than the ventilation between crypt wall and outside wall. However, as we have never patented a "sure" system of ventilation we dare not pose as authorities on the subject of mausoleum ventilation. We do know that while New Orleans never has zero weather, its climate changes from warm to cold or vice versa with bewildering frequency during the winter months, the tomb crypt is perfectly dry under all conditions.

The "BYRD" tomb illustrated this month is a very inexpensive tomb which can be erected for customers who want above ground burial at low cost. The design is not at all pretentious as can be readily seen, but the construction is durable and it should fill the need for a low-priced design. This tomb has no swing-

(Please turn to page 24)



Memorial Types

By

CAPTAIN JOHN K. SHAWVAN

CHICAGO BRANCH MGR.

MULDOON MONUMENT COMPANY

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THE STELE

The Stele type, Egyptian and Greek in its origin, is the classic predecessor of the modern Tablet type. In fact, the Stele is purely a Tablet example, but because of its unique classical perfection it is unquestionably worthy of type distinction. Its usual form is an upright slab crowned with a cap, extensively ornamented in bas-relief, surmounted on one or two bases or occasionally rising direct from the ground without a base structure. If used with bases, the best character of the Stele type is brought forth by making the entire composition about twice as high overall as the width across the front of the bottom of the base. The form of the crown ornamentation might vary the height to some extent.

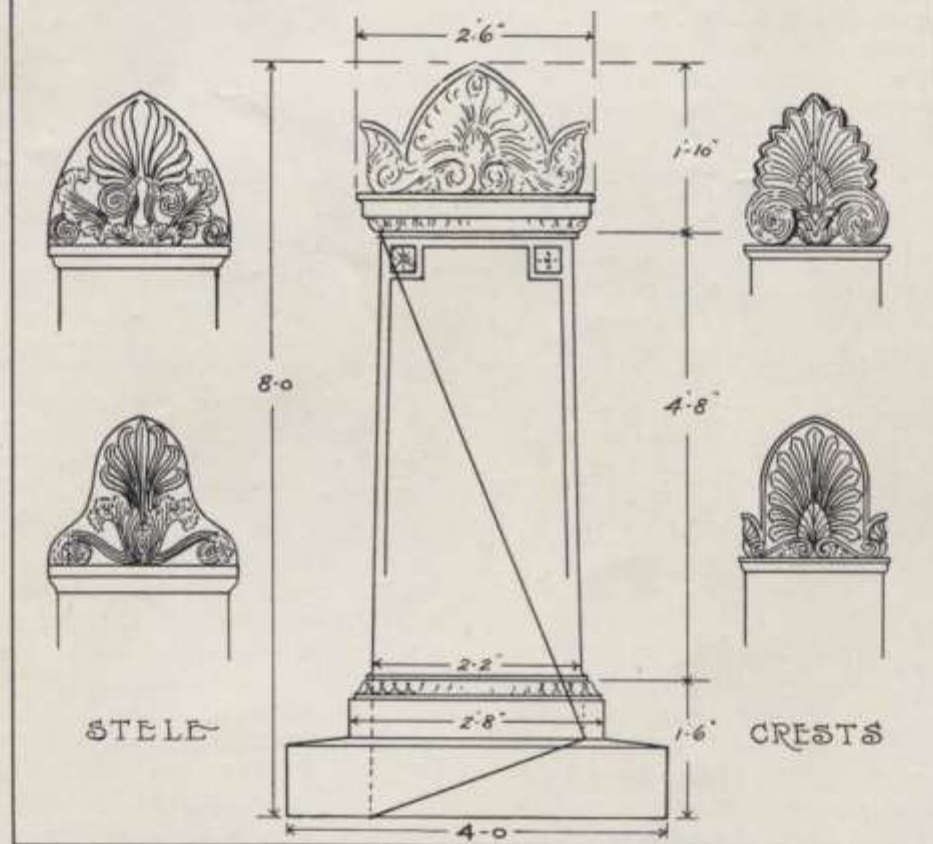
In many of the ancient examples of the Stele, events of the life or death of the person to whom it was erected are depicted in bas-relief carving on the upright slab in the surface below the crown. The Stele should not be greater in thickness from front to back than stability requires. Its appeal, like the Tablet and Panel types, is by virtue of character and graceful lines rather than mass. The ornamentation of this type should be extensive and creates an unusual opportunity for the sculptor to display his skill.

Either double, single or no bases at all covers an extensive range of the ethical in the design

of the Stele. In some very beautiful examples of the Stele type, the die, in which case it is taller in proportion to its width, rises up from the ground without underplacing of a base structure. In many cases, the die and crown are carved solid, but modern commercial economy has caused the recent examples to be executed in separate pieces. The weight of the crown is usually quite sufficient to insure stability, and in the interest of economy, it may be considered quite proper to develop this particular structure in a separate piece.

The principles of environment and application set forth in bulletin regarding the Tablet type are equally applicable to the Stele type. It is best adapted to mark a single grave or a four grave lot, two spaces in front and two spaces behind. When best situated it is surrounded by other memorials of a lower height such as the panel or sarcophagus types.

The cresting ornaments shown in the accompanying Plate are just a few of the many designs used by the Greeks to finish off the tops of their monumental stelae. The Greeks devised a great variety of ornaments for this purpose, all similar in type to the ones here illustrated; but the four examples reproduced may be considered as fairly representative of some of the best general types.



Granite Chips

Announcement has been made that there will be a prize awarded for the best memorial design submitted to the Memorial Craftsmen at their convention in Buffalo this year. J. J. Carroll, Secretary of the Memorial Craftsmen of Philadelphia, has issued the following notice:

"It was decided to award a prize of \$50.00 for the best design of a memorial monument, to be submitted at the National Convention at Buffalo, the only restriction to be that the wholesale cost of the monument is not to exceed \$500.00. Competition is to be open to anyone in the industry or outside of it. Selection is to be made by a committee selected by the National Association."

The officers of the Memorial Craftsmen of America will designate the committee of three to pass on the merits of the various designs submitted. One of the men of this committee has already been appointed. He is one of the popular Past Presidents of the Association, Mr. Robert H. Warner of Raleigh, North Carolina.

Designs may be sent to the Memorial Craftsmen of America, 4750 Sheridan Road, Chicago, Ill.

Designers who intend to submit drawings for the exhibit will be pleased to note that Mr. Warner has been selected as one of the judges. It is hoped that the other men on this committee will be as well capable in judging both design and particularly price. We recall another contest held

by one of the trade magazines a few years ago in which wholesale prices were mentioned and over two hundred designs were submitted. No one could question the ability of the men selected as judges in this contest but not one of them was connected directly with the memorial business and, because of this, apparently paid no attention to the price of \$1000.00, which was to be the retail selling price of the design submitted. Of the five designs awarded prizes we doubt very much that any one of them could have been erected for \$1000.00.

We have no intentions of furnishing designs for this contest but we believe many designers will try for the honor of winning. The \$50.00 prize is not enough to induce many outsiders to enter the contest but it is hoped the memorial designers will be interested enough so that the plan will prove successful.

OBITUARY NOTICE

We recently received the very sad news of the death of John F. Cargill of Chicago, who was designer for Charles G. Blake & Company. Mr. Cargill died May 8th at the age of 72 years.

Mr. Cargill was well and favorably known throughout the industry and his name was quite familiar to Design Hints' readers for he contributed many splendid articles for our publication. John Cargill has passed on but the results of his efforts will live forever and his name will never be forgotten by the men who owe

(Please turn to page 26)



Nature's Everlasting Fine-Grained Granite
SWENSON GRAY

This beautiful fine-grained granite is adaptable to any finish. It permits the designer to exercise all the wonderful phases of his art. It permits him to play upon any note in the scale of design.

That is why we can offer you an infinite variety of designs in all sizes for this exquisitely beautiful granite.

To enable you to win more business is our constant aim, and we have the granite and the designs to forward that aim.

May we work with you?

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



Memorials That Will Never Be Erected—By Robert E. Haslam

No, the gentleman immortalized this month is neither the "Boogie Man" (who frightens children at night) nor is he a dancer of the "Black Bottom". This, dear reader, is the chap who originated the slogan, "Not a Cough in a Carload"



SO SMOOTH---SO FLAWLESS

Beauty alone does not make a granite dependable. There must be intrinsic qualities of strength and purity to support beauty.

Memorialists have learned to respect these qualities in *Red Pearl* and *Emeraltone*. Both of them are salable, colorful granites. But equally important is the fact that monuments in either of these two granites will be a source of satisfaction long years after they have been erected.

For your own satisfaction you should try them.

St. Cloud Granite Works, Inc.
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

Narrow the Road and Lengthen the Snake

Written for Design Hints by

Dr. Roy L. Smith

Two friends, one a woodsman and the other a plainsman, were exchanging experiences. The woodsman was relating a thrilling story in which he came upon a rattlesnake that stretched clear across the road.

"That's a good story, but rattlesnakes do not grow that long. I have lived on the plains in the rattlesnake country all my life and they do not grow more than three feet long," exclaimed the plainsman.

The argument continued with considerable heat for some time until each discovered that both were right. The woodsman was thinking in terms of timber snakes which grow long and timber roads which are narrow. The plainsman was thinking of prairie roads which are wide and prairie snakes which are short.

As they began to get one another's viewpoint one man lengthened out his snake and the other narrowed up his road and they were soon in agreement.

The average town feud, church quarrel, family squabble and even the labor dispute could be amicably settled if one party was willing to lengthen his snake while the other narrowed his road.

It is not always a sign of strength to stand determinedly by a position. Honest convictions and pure stubbornness are frequently confused.

The resilient spirit that will bend under pressure and give under necessity is a very useful bit of equipment for the individual who must work in the busy world of today.

Many a friendship could be saved if we took time to get the other person's viewpoint.

The average man is honest if we can discover the principle upon which he is basing his contention. He is reasonable if we can get his viewpoint.

It is seldom the case that a settlement of any serious difference can be hoped for if we require a lengthening of the snake with no corresponding narrowing of the road.



Why go to Buffalo?

The forthcoming National Convention at Buffalo in August will place before attending dealers an outstanding array of superb craftsmanship. The round-table of discussions—a feature of the convention—will serve as an intensely interesting melting-pot for the mutual exchange of ideas. The non-monument cemetery, the community mausoleum, Benisch Plan, price-cutting, advertising, design, and countless other issues of prime importance to every craftsman will here receive the fire of intelligent, informal argumentation. Between the vast display and the meetings and discussions lies an enjoyable medium for the nation-wide improvement of the industry. What improves others will improve you. Your experience may be the guidance for others.

You owe it to yourself and to your industry to attend the National Convention if you possibly can.

*TO THOSE DEALERS ATTENDING, NORTH
STAR EXTENDS ITS HAND IN CORDIAL
WELCOME AT SPACES . . . 1 . . . 2 . . . 3.*

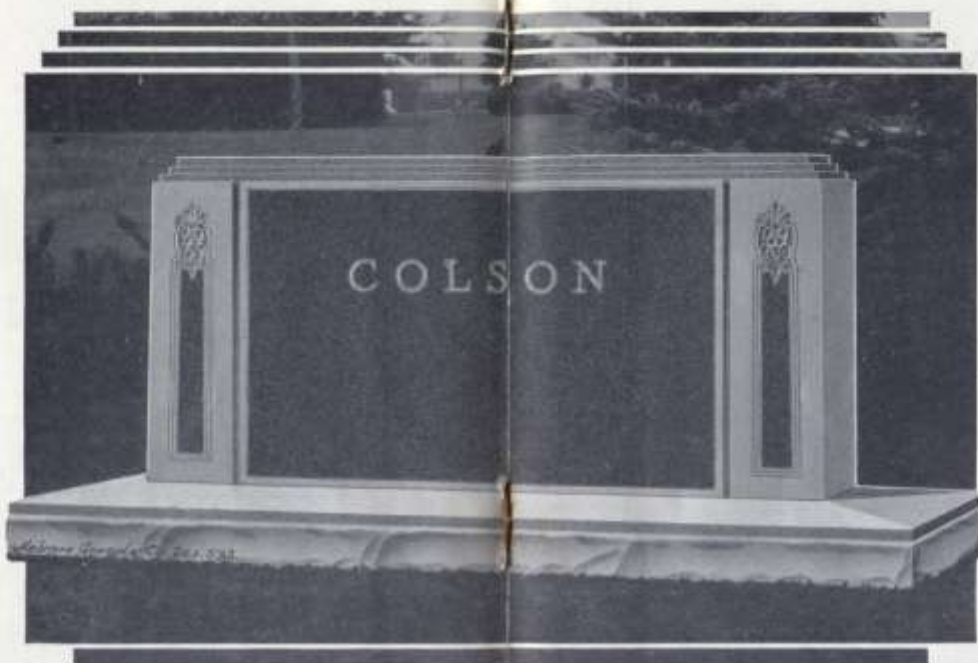
North Star Granite Corporation*
St. Cloud, Minnesota

**Still an enthusiastic supporter of
the Benisch Plan.*



Say you saw it in DESIGN HINTS

**"OR ELSE"
WON'T
DO**



**YOU
NEED
MELROSE**



IN THE driving markets of today many are tempted to take on something "just as good". There is no substitute when you are buying the things you THINK the public wants.

Your customer and yourself, for instance, are not to be denied the value of Melrose service, complete as it is worth while, for this something else.

Melrose maintains its own design department for your assistance. It also has sales suggestions and other dealers' helps, all for your greater achievement in selling more memorials of an established standard of excellence.

We welcome your inquiry and will be happy to give you the benefit of this service, bearing in mind that your most knotty sales problem belongs to us.

MELROSE GRANITE COMPANY
ST. CLOUD, MINNESOTA



ARLAN

Tall type memorials were very popular with the dealers about ten years ago but since that time and until recently very little interest has been shown in such designs. Modern ideas in design and modern machinery have done much to enliven interest in this style within the last year and we believe tall memorials are here to stay. We believe our readers will like the Arlan design, a new Design Hints' creation. Photos are now 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.



THOMPSON

The Thompson design will appeal to those who like the more massive type of design although the contour and ornament are adaptable to smaller sizes as well. The sandblast ornament is well designed and beautifully executed. The hammered margins and incised lines follow the contour of the top and ends and serve to link the two panels of ornament together as a unit. An attractive and inexpensive design that should appeal to all.

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

Sales Letters With Accompanying Inserts

(Continued from page 9)

HAD YOU EVER THOUGHT ABOUT THIS?

- that a time will eventually come when present days will be mere memories?
- that a suitable expression of appreciation should be planned to commemorate those memories?
- that the more intimate, private, and permanent such an expression can be, the more fitting the effort?

(The accompanying letter has some information of interest and value on this question).

Letter No. 2

Dear Mr. Brown:

Of course no one likes to be reminded that present days of happiness and pleasure may sometime come to an end. It is not our intention to approach you with a pall of gloom, but only to remind you that there are certain well defined duties in life that any forward-thinking person considers seriously at some time.

It is often the happiest families who plan early in life for the erection of a permanent Memorial to commemorate the ties of home and love that have made life so worth living.

It is true too, that many of these self same families are building Private Mausoleums—a new and modern expression that deserves its wide spread popularity because it offers intimate secluded privacy. It is probably the most fitting and beautiful monument to family ties that can be erected today.

The Private Mausoleum dedicates itself exclusively to your own intimate needs. It is an effort distinctly qualified to carry your family name down thru the ages. Plans for two, three, and four crypt Private Mausoleums are now available in our office. May we show them to you?

Cordially yours,
(signature)

A suggestion is made that these inserts be printed on faintly tinted paper of heavy weight, perhaps 100lb paper stock. Use a small halftone in each one, arranged as shown in the layouts (see Plates 1 and 2). An "outline" halftone would look the best, since it is

cleaner and the rules could be brought up close to the edges of the structure. (Consult your printer about securing the halftone).

Rules set at an angle as shown in the plates will give your layout a distinctive air. If you care to spend a couple dollars more, have these diagonal rules printed in a second color. For instance if you have chosen a pastel shade of yellow (just a tint only), you might print the rules in a deep blue while the rest of the matter is printed in black. Thus you can secure an attractive combination and dress up the appearance of the insert considerably.

A suggestion is also made to set the headline in a distinctive type face such as Goudy Old Style. The questions should then be set in an italic, smaller size type of course. The explanatory note at the bottom should be set in ordinary Caslon lower case, smaller than any of the other type. Enclose this explanatory note in parentheses. This will give you a dignified and attractive insert to work in cooperation with the accompanying letter.

The New Orleans Tomb

(Continued from page 10)

ing door but the entrance is closed with a 1" thick granite or marble tablet on which may be engraved the inscriptions of those buried in it. This tablet is held in place by 2 brass tablet screws.

Next month's article will show a tomb designed along classic lines for the discriminating customer who doesn't mind an expenditure of about five thousand dollars.



“Rex - - The King”

In the kaleidoscope of swiftly shifting events, it is necessary for anyone claiming leadership to prove the ability to lead.

We have claimed leadership and proven it—first with SHAMROCK—then with GARNET. To test either one of them is to convince yourself of our right to say:

Rex - - The King

Lead With The Leaders

Rex Granite Co.
St. Cloud, Minn.



Say you saw it in DESIGN HINTS

Granite Chips

(Continued from page 14)

a great deal, if not all, of their success to him.

December 5, 1929 Charles G. Blake and Company held a Silver Anniversary Banquet in honor of Mr. Cargill, who on that date had served twenty-five years with them as Chief Designer.

Such men as John Gould, of Farrington, Gould & Hoagland; Chas. G. Blake, founder of Chas. G. Blake Co.; Messrs. Cottrell, Tainter and hundreds of others owe their knowledge and their preliminary foundation work to the tutelage of Mr. Cargill when he was chief draftsman of the old Smith Granite Company at West-erly, R. I.

Mr. Cargill designed and supervised the construction of more than one hundred Mausoleums in New York City alone, and in Chicago, he designed and supervised the construction of nearly three hundred Mausoleums, all for Chas. G. Blake Co. He has either designed or collaborated such Memorials or Mausoleums as Marshall Field, Potter Palmer, Judge Elbert H. Gary, John F. Jelke, and thousands of others which he and Mr. Chas. G. Blake have worked out together. He collaborated with such famous architects as the late Henry Bacon, Benjamin Marshall, the late Stanford White and many an architect, from coast to coast, has called on Chas. G. Blake Co. and Mr. John Cargill for information on the proper construction of Mausoleums.

His widow, one son and three daughters survive. The funeral service was held on Saturday, May 10th, with interment in Fairmount Cemetery in Chicago.

Yes! We have it.

Headquarters for everything in the memorial manufacturing line.

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

Lane Cranes, Edgers, Polishing Wheels and Supplies.

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



GRANITE CITY TOOL CO.

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

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.

Mount Brothers' "Air Take-Off Device" For Cemetery Lettering



Device Pat. Sept. 22-25

A FEW SATISFIED USERS

Cedar Creek Monument Shop, Clear Creek, Ind.; William H. Secor, Poughkeepsie, New York; Manchester Gr. & Mble. Co., Manchester, Ohio; W. E. Dorman & Son, East Union, Maine; Liberty Memorial Art Stone, Liberty, Missouri; Yoder Monument Works, Goshen, Indiana; W. F. Shaffer's Son, Somerset, Penna.; G. T. Reinhard Granite Works, Hanford, Calif.; A. G. Yawger, Lebanon, New Jersey; Jackson Monument Corporation, Elkhorn, Wis.; Roof and Son, Marion, Indiana; Ralph P. Cochran, Derby, Vermont; Doran Monument Works, Anthony, Kansas; Dees Monument Works, Greenville, N. C.; John E. Dohner, Reading, Penna.; Birmingham Memorial Co., Birmingham, Ala.; Houlton Granite & Marble Works, Houlton, Maine; Klinefelter Bros., York, Penna.; Waterloo Granite Works, Waterloo, New York; E. J. Roggensack & Son, Waukon, Iowa; H. L. Minter, Pottstown, Penna.; M. Charnock, Hutchinson, Kansas; A. E. Snyder, Pittsburgh, Penna.; J. H. Collins, Letts, Iowa; A. D. Frets Monument Co., Bellingham, Wash.; Ironside Brothers, Hastings, Mich.; H. A. Burgan, Higginsville, Mo.; Montgomery Co. Mbl. & Gr. Works, Rockville, Md.; Henry G. Laird, Steelton, Penna.; Nagel Brothers, Fredricksburg, Texas; John H. McCarty Monument Co., St. Louis, Mo.; Warner Brothers, Raleigh, N. C.

"Your Air Take-off Device is all and more than you claim for it"—one dealer writes and we have hundreds of such testimonial letters from other dealers who have purchased this wonderful little tool. The device fits the spark plug hole of any motor. It delivers compressed air to your hammer without need of Air-Tank. Any length of hose can be used.

Try It Out—Be Convinced.

Your Neighbor Recommends It.

Write today for one on trial.

Mount Brothers

Memphis, Missouri

Be Sure to Specify Make of Car

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

Make of Car _____

Name _____

Address _____

Say you saw it in DESIGN HINTS



Persian....New...Different

PERSIAN GRANITE is not an old granite with a new name. It is definitely different. It has the quiet beauty of a placid lake at sundown, if such beauty can be compared. It is *the* ideal granite from both a selling and a working viewpoint.

Investigate its possibilities—you will be delighted with it.

We also quarry those two famous granites, Superior Red and Superior Gray.

Granite City Granite Company

THE AHLGREN'S

ST. CLOUD, MINNESOTA

REPRESENTATIVES

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

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

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



Say you saw it in DESIGN HINTS



LET'S GO TO WORK!

By the time you get this message Memorial day rushes will be over. After this period of good business let's go to work to make it an all-year business. The depression following the Memorial day rush may be due to your own laxity. Put the Pyramid line on the job and then see if they don't help make the ordinarily dull summer months a little more brisk.

In addition to our regular line we feature a new GRAY, sold in Minnesota as CRYSTAL GRAY and elsewhere as PURPLE CRYSTAL, the color and texture of which will help you bring about a better year-round business.

CRYSTAL GRAY

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

Pyramid Granite Works

Incorporated

St. Cloud, Minnesota

PURPLE CRYSTAL

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

Wm. M. Dodd and Son

Incorporated

Zanesville, Ohio

Say you saw it in DESIGN HINTS



*Write today for your photo of the Krueger design.
An exclusive Smith-Barre creation.*

SURFACES of BEAUTY

THERE are memorials that seem to invite the touch. Their surfaces are smooth, faultless, finished. They make art of ornament—present an ideal canvas for the craftsman to paint deeply upon. You remember them because it is only natural to do so.

You find these monuments of beautiful surface throughout the country. In cemetery after cemetery they stand, shapely and stately things, creations of Smith-Barre's decided distinction.

E. L. Smith & Co. are proud of them and proud of the recognition they have won. For Smith-Barre is recognized—recognized for surfaces of ultimate beauty over depths of guaranteed perfection.

E. L. SMITH AND COMPANY

Barre, Vermont

Say you saw it in DESIGN HINTS

❖❖❖

**Big
Joe
Caught
A
Big
Fish!**

❖❖❖



16 pounds of Muskellunge

He is proud of it and so had it reproduced so you could see what they are like in some of his favorite Minnesota lakes.

He told the advertising department to tell his friends that there is a big family of them just like this one where he spends his idle hours.

He invites his friends in the industry to come up to St. Cloud and help him land these big fellows. He guarantees to take you to places where this kind are in the ordinary days fishing.

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

ROSS SCRATCH BOARD

Sample of work done on Ross Scratch Board. Letters and lines were scratched on with a small, stencil knife.

MEMORIAL DESIGNERS USE ROSS SCRATCH BOARD

—exclusively in the making of fine airbrush drawings. V-sunk lines, letters and high lights on carvings can be scratched in the surface. No need for Chinese white—more effective and saves time.

All the drawings in this issue were rendered on Ross Scratch Board.

Write for samples and prices.

Chas. J. Ross Co.,
1525 - Fairmount Ave.
Philadelphia, - Pa.

"--I Have Used Them All, But I Find 'Trow & Holden' Best"

Could you ask for a better testimonial than this kind of customer-satisfaction?

Our customers' satisfaction is the result of over 30 years' uninterrupted effort on our part to produce the finest tools that can be made and render the best service possible.

Write for Illustrated, 64-Page Catalog.

TROW & HOLDEN COMPANY

Stone Working Tools and
Supplies
Barre, Vermont.

Motor Equipment Reduces Toil and Increases Profits



MAKES 'EM HAPPY

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

DRIVING POWER

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

GRANITE CITY IRON WORKS

St. Cloud, Minn.

GRANITE CITY ELECTRIC COMPANY

St. Cloud, Minn.

Overhead Cranes Reduce Overhead Costs

Say you saw it in DESIGN HINTS

PIRIE'S DARK BARRE

THE IDEAL MEMORIAL GRANITE

A PLEASING COLOR, AN EVEN GRAIN, AND ENDLESS DURABILITY ARE ESSENTIAL FACTORS TO CONSIDER IN SELECTING AN IDEAL MEMORIAL GRANITE. AND IN PIRIE'S DARK BARRE YOU WILL FIND ALL THESE RARE ATTRIBUTES, RESPLENDENT IN THEIR SUPERIOR QUALITY.

THE PIRIE CERTIFICATE ASSURES THE BUYER OF PERFECTION IN MATERIAL AND WORKMANSHIP. SPECIFY IT WITH YOUR ORDERS TO THE MANUFACTURER.

SUPERIOR IN
COLOR, TEXTURE,
DURABILITY

J. K. PIRIE ESTATE

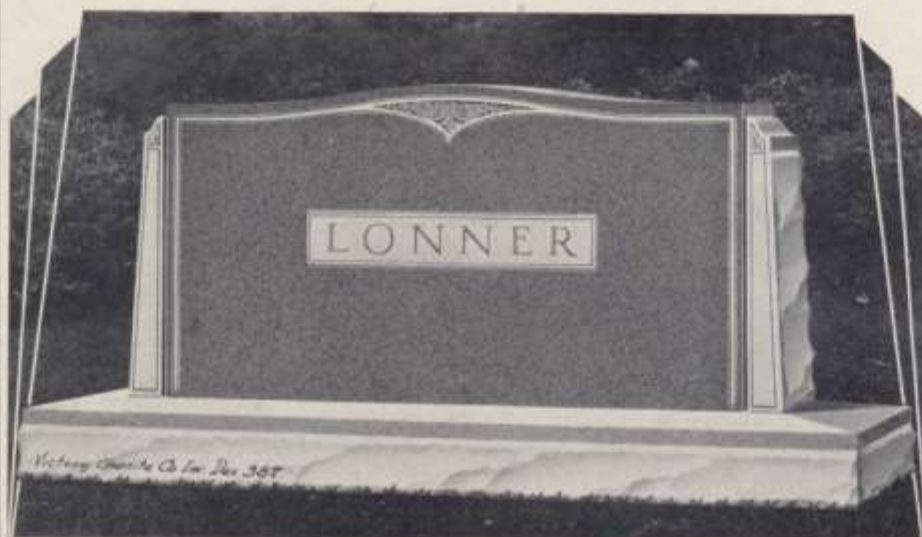
BARRE,



VERMONT

Say you saw it in DESIGN HINTS

Reflect On This:

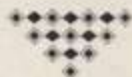


Victory Granite Co., Inc. Des. 387

Have you ever found it difficult to satisfy a client's wish for something strikingly new in design? Perhaps even failed to make a sale because of it?

VICTORY realizes that design plays an important role in the selling of memorials. That is why our designers so earnestly strive to lighten the dealer's burden through the medium of new and better designs.

May they help you to make your selling less arduous?



Victory Granite Company, Inc.

Designers and Manufacturers of Barre Memorials

Barre, Vermont

Say you saw it in DESIGN HINTS



An Essential...



A design may be beautiful, yet its creation into an actuality may result in a commonplace appearing, undistinguished memorial. Too, a skilled worker may apply his talents to the production of a monument, and yet the finished work may achieve no striking manner or appeal.

Neither design or skill can be fully utilized unless they be given a granite worthy of them, a granite receptive to their enhancements.

It is, when Wetmore and Morse Light Barre is specified. A host of dealers will tell you that!

Wetmore & Morse Granite Co.

Quarries: BARRE,
VERMONT

Main Office: MONTPELIER,
VERMONT

Say you saw it in DESIGN HINTS

MODEST IN PRICE
EXCELLENT IN QUALITY
VARIETY OF DESIGN
SUPER SERVICE
OFFERED IN THE FOLLOWING

Saint Green	Brocade
Radiant Red	Wausau Red
Elberton Blue	Linn O'Dee
Green Swede	Oglesby Blue
Regal Purple	Red Missouri
Red St. Cloud	Gibraltar
Millstone Point	Excelsior
Base Stock	Pink Pearl
Crystal Pink	Banner Black
Grecia Green	Blue Pearl
Winnboro Blue	Black Swede
Red Swede	Premium Pink
Buff Brown	Light Barre
Westerly	Peterhead
American Black	F. C. Black
Gray St. Cloud	Extra Dark Quincy
Dark Quincy	Beers Red
Balmoral Red	Coopersburg Black
Peerless Pink	Emerald Pearl
Bothnia	Prize Pink

PINK & MAHOGANY MARBLE
ITALIAN STATUES IN STOCK
IMPORTED GOODS READY-TO-SHIP

BURTON PRESTON & CO.
MANSFIELD, OHIO

Get the GENUINE



The Ruemelin Square Shooter Curtain combines the durable qualities of steel and rubber with practical operating features that make possible maximum speed of carving.

"Takes The Guesswork Out of Carving"

Shadowless Spotlight Illumination. Full Accessibility. No Rebanking. Ease of Operation. (Ball Bearings).

NOZZLE TROLLEY: At small additional cost our practical nozzle carrier may be attached to this curtain. The carrier supports the nozzle at right angles to the work.

(Ask for catalog No. 14-A)

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

"PATENT NOTICE: Ruemelin curtains are fully protected by patents. All infringers will be prosecuted. Beware of cheap imitations".

Ruemelin Mfg. Co.,

598 Clinton St.
MILWAUKEE, WIS

Send in Your Designs for

INDIANA LIMESTONE

Estimates on Your
Mausoleums
Roof Stones
and
Crypt Linings

We will be pleased to send you quotations for any of the New Orleans Tombs shown in Design Hints.

JOHN A ROWE RUSTIC MONUMENTAL WORKS

Burton E. Hansen, Prop.

Drawer 317 - Bedford, Ind.

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



Say you saw it in DESIGN HINTS

ADVERTISING-

THAT SELLS MEMORIALS!



Memorialists in all parts of the country (*) have found a solution to their advertising problems. They come to this organization for their complete programs—*from design to mailing.*

Designers, writers, artists and print-craftsmen, all of them with experience, training and genuine ability—in one great organization—are here to serve you.

Advertising that is carefully planned, intelligently written, artistically illustrated and perfectly printed *will* sell memorials. It is this kind of advertising we offer to our large clientele, and which we are prepared to offer you. Write us for facts about what this interesting organization has available for you. No obligation.



FRANKLIN PRINTING COMPANY

✦ TOWER BUILDING ✦

✦ ROCKFORD, ILLINOIS ✦

MEMORIAL ADVERTISING HEADQUARTERS

(*) The memorialists whom we serve conduct businesses in every state in the Union, several of the provinces of Canada and in foreign countries.

Say you saw it in DESIGN HINTS



Waldron Shield Co., Inc., Design No. 4646

When a dealer is really interested in the complete satisfaction of his patronage he chooses both with an eye to the reliability of the producer and the reliability of that producer's product.

When that dealer happens to be familiar with the service of Waldron Shield, his selection is made right there.

Waldron Shield is equipped to produce any order in only one way, the way of excellence.

**WALDRON
SHIELD
COMPANY**
INC.

BARRE, VERMONT

Say you saw it in DESIGN HINTS



Marker or Monument?

TOO OFTEN, in our cemeteries, one finds a marker where there should be a monument. It is a condition which should not exist, for a marker is just what its name implies, while a monument is a visible tribute of love and veneration.

Johnson and Gustafson memorials constitute one of your greatest aids in the fight against this condition. Use them and see how often you convert *marker prospects* into *monument buyers*.

*We use Rock of Ages for our polished work,
and Wetmore and Morse and E. L. Smith
Light Barre for our axed work.*

Johnson & Gustafson BARRE, VERMONT

EASTERN REPRESENTATIVES

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

WESTERN REPRESENTATIVES

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

SOUTHERN REPRESENTATIVE

Mr. Alex. Duncan

Say you saw it in DESIGN HINTS



Henry C. Smalley Design No. 381

ENTHUSIASM...CONFIDENCE

Enthusiasm opens the way to sales, but confidence closes them. Confidence in the product, confidence in the manufacturer and confidence in the seller. Unless the buyer has confidence the sale is never made regardless of the favorable inducements.

Those dealers who for years have placed their confidence in Smalley are successful for they know Smalley never fails to deliver everything demanded by the most exacting tastes and requirements—

Write for our sizes and prices on the Carson memorial in any of the following granites.

ROYAL DARK and ROYAL BLUE-GRAY from the old Souhegan Quarry; and PINK and RED Westerly Granite.

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

Say you saw it in DESIGN HINTS



That
peculiar
element in the
abstract structure of
man, known as fancy,
contributes a govern-
ing potency to the phy-
chology of salesmanship.



What pleases fancy, pleases
man. And what pleases man,
awakens his desire. Royal Antique
owes its popularity to that condition.
For Royal Antique appeals . . . appeals
unfailingly and irresistably. It commands
with the command of conscious color and
pleases with the pleasure of perfect beauty.
Royal Antique is the granite for the tasteful, the
monumental material that fancy has elected to favor.



ROYAL GRANITE COMPANY
St. Cloud, - - - Minnesota



UNITED DOES NOT FOLLOW A ONE-WAY STREET

Its steady rise in business has been due largely to the fact that in every department there is a person of responsibility in charge, an owner in the business, who is sure that the work of his department is correctly done before your memorial leaves it.

That is why United buyers *know* they are going to get just what they ordered when the purchase order is sent in.

Try this out yourself.

**UNITED
GRANITE CO.
ST. CLOUD, MINN.**