

# *Design Hints For Memorial Craftsmen*

**May 1931, Vol. 7, No. 11**

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<http://quarriesandbeyond.org/>

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June 2013

# DESIGN HINTS

## FOR MEMORIAL CRAFTSMEN

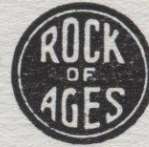
Volume 7, No. 11

May, 1931

*Sales Contract*







## *The Average Customer*

The average customer—keep him in the picture! After all, our financial success is dependent upon him.

What does this average customer ask when he purchases a memorial? Often, he quite definitely wants a Rock of Ages memorial. He knows that Rock of Ages memorials are guaranteed for all time. He knows that he can purchase them under a deferred payment plan. He has been pleased by illustrations of Rock of Ages designs. He has formed the conclusion that the memorials and service identified by the name Rock of Ages are what he would like to have. He is a ready-made purchaser for the Rock of Ages dealer.

*With advertising we have tilled the soil; it is for established dealers to reap the harvest.*

*Rock of Ages Corporation*  
*Barre, Vermont*





## Builders...

To advertise memorial building without false claims is to take into consideration all the elements that constitute the finest in the industry, which include: Creative Art, carefully selected Materials, faultless execution as to size and symmetry, Polishing, careful Sandblast and high grade superior Carving. Those memorials which have been

### ---Built By Grewe---

have all these distinctions, because this company has a growth behind it that is conclusive proof of effective workmanship in every respect, and it has produced the kind of memorials that have sent the same people back for more, year after year.

Your inquiry will receive prompt attention.

## GREWE GRANITE CO.

WHOLESALE EXCLUSIVELY

ST. CLOUD, MINNESOTA

*Say you saw it in DESIGN HINTS*

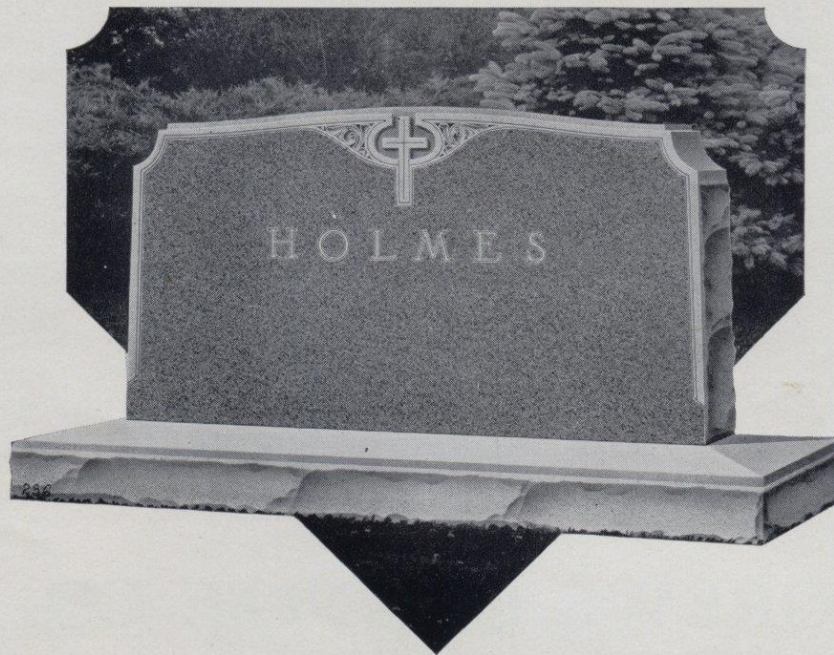


A little word  
with a big meaning....

## Quality

To often in the rush of modern business, that big-little word gets but scant consideration. And yet, where quality is missing, all else matter little.

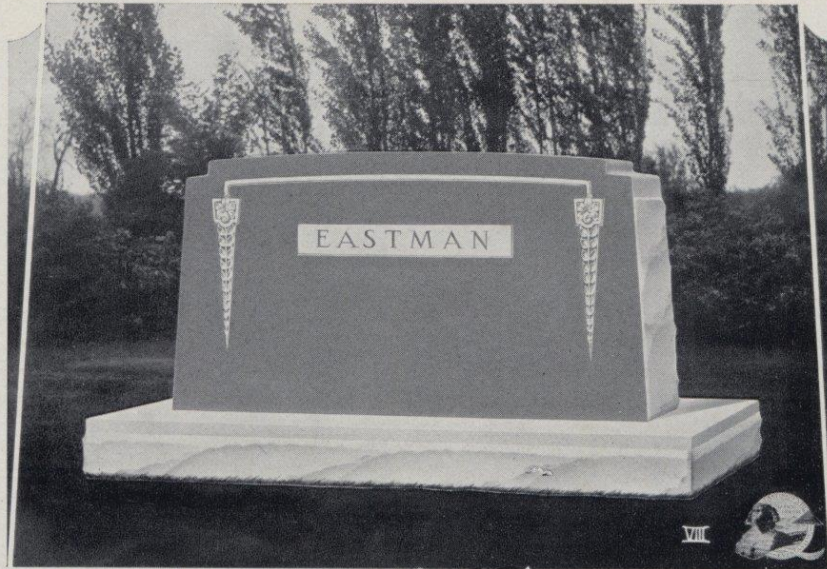
We of UNITED insist on quality. We believe that the quality of UNITED memorials cannot be bettered—and to our knowledge, it never has. We make our bid for your support solely on the basis of quality at the fairest possible cost. The quality of UNITED memorials has been of real benefit to others. Surely it can help you.



United Granite Co.  
St. Cloud, Minnesota

*Say you saw it in DESIGN HINTS*





## "Who's Who"

The list of the users of Quincy granite is a veritable "Who's Who" of the memorial industry. Manufacturers who stand high in the estimation of the craft give it their full support. Memorialists who are known for their progressiveness and reliability invariably specify it for their finest work.

Identify yourself as a memorialist who believes in giving full value to his clients—specify Quincy granite.



Your Quincy manufacturer will gladly send you sizes and prices for the Eastman design, a special design for Quincy granites. A letter to him will bring a prompt reply.

## Granite Manufacturers' Association



1535 Hancock Street

Quincy, Massachusetts

*Lasting  
until  
Everlasting*

*Say you saw it in DESIGN HINTS*





A photo of this interesting design is yours for the asking. Hurry a letter to us and we'll hurry it to you. Ask for

Design No.  
515

GREATER  
WORTH

GREATER  
CHARM

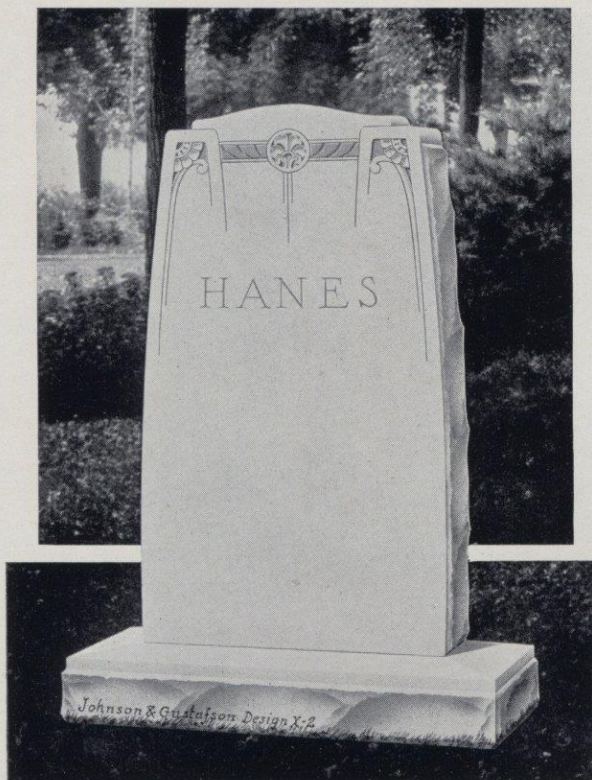
True to the traditions of the line to which it belongs, every *Smith-Barre* design makes an indelible impression upon the minds of those who view it. It is pleasingly original yet well suited to its mission and in perfect harmony with the lovely granite for which it was created — *Smith-Barre*. *Smith-Barre* designs and *Smith-Barre* granite quite naturally produce memorials of greater worth and greater charm.



E. L. SMITH & Co.  
BARRE, VERMONT

Say you saw it in DESIGN HINTS





*Singular Designs*

»«

*Fine Granites*

»«

*Expert Finishing*

**EASTERN REPRESENTATIVES:**

MR. GUST. MARTENSON  
MR. C. A. ARNOLD  
MR. W. L. ROGERS  
MR. J. COMOLLI

**WESTERN REPRESENTATIVES:**

MR. H. H. ABRAHAM  
MR. FRED HASLAM  
MR. JOHN L. MARSH

**SOUTHERN REPRESENTATIVE:**

MR. ALEX. DUNCAN

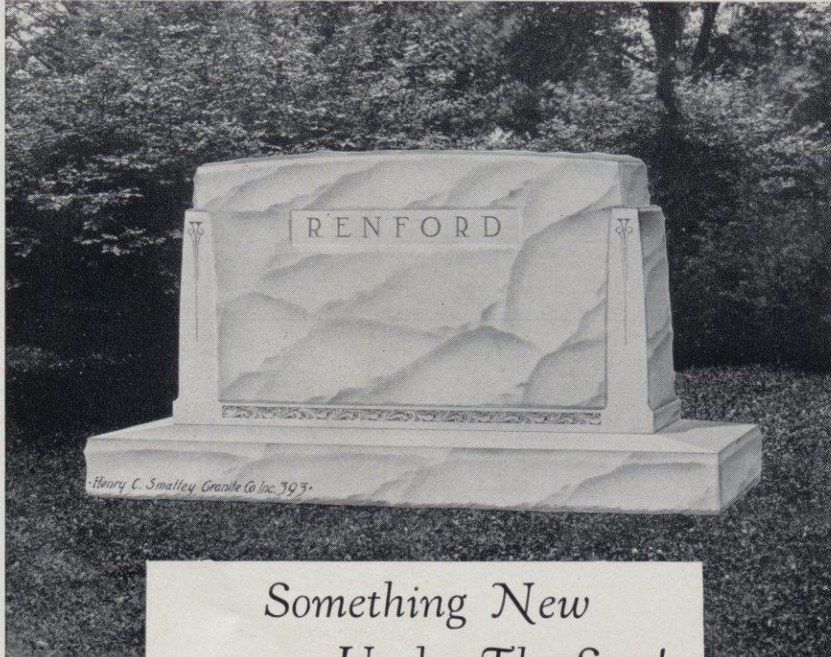
It is with good cause that we are proud of the work turned out of our shops. The patience and care necessary to turn out monuments of the high quality of Johnson & Gustafson creations is amply rewarded by the result and the manner in which dealers welcome them.

A glimpse of their beauty can be seen in the design pictured above. Let this newest Johnson & Gustafson design mark the beginning of our business association with you if you haven't ordered from us before. Your inquiry for sizes and prices will receive prompt attention.

**JOHNSON & GUSTAFSON**  
**BARRE, VERMONT**

*Say you saw it in DESIGN HINTS*





Something New  
Under The Sun!

Smalley designs are the proof of the old saying, "there's always something new under the sun". Every Smalley design presented for your approval is brand new. If it's a Smalley design, you've never seen one quite like it before. And the Smalley memorial patterned after the Smalley design is not one bit inferior to that design. Smalley welcomes an opportunity to prove to you that there truly is something new under the sun—and that Smalley has it.



*Royal Dark and Royal Blue Gray from the Old Souhegan Quarry . . . Pink and Red Westerly granites Extra Dark . . . Dark . . . Medium Quincy. All Imported Granites.*

HENRY C. SMALLEY GRANITE CO.

INCORPORATED

6484 Penn Street

Quincy Adams, Mass.

Say you saw it in DESIGN HINTS



# DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

PUBLISHED MONTHLY AT SAINT CLOUD, MINNESOTA

M. F. MURRAY

## Let No Man Default

"There will be wars and rumors of wars."

Mankind is in a turmoil. Industry, creator of the machine, is about, so it seems, to be consumed by the machine.

Massed production, losing all sight of consumer dollars, has stumbled headlong into chaos.

The price element, fostered in many instances by short-sighted business or commercial tricksters, has run rampant over the land and now does not know where to go.

Twenty per cent. of the army of American producers, the folks who keep up the circulating media, are out of work.

Men high in the councils of government and finance appear to be bewildered.

Rumors of radicalism are heard, and dictatorships or the rule of the proletariat are discussed, in many instances by glib-tongued folks who know not the consequences of their speech.

Moratoriums are recommended to relieve our gigantic interest bill of nine billions of dollars.

A world at peace a year ago now talks openly of another European war.

Charges of increasing monopoly of the necessities of life, of finance and business, are made in our official life and on the street corners.

Men are asking, after 150 years of success, if our form of government is faltering, if civilization itself is tottering.

Ah, say you, another attempt to solve our business woes—another cure for depression.

Is it? Are we getting preachy? To this point in our story you may read

nothing but gloom.

And yet, what's the answer? Can we arrive at the solution without admitting the evil?

Can a constructive plan for the solution of this crisis of finance, of commerce, of spirit or man, be formed unless the evils themselves are diagnosed?

What are the evils? What is the cure?

Economists tell us that the normal circulating media of the country is about four billions of dollars daily.

This means, of course, that this amount of money, passing through many hands, is used to transact the business of the country.

So, during normal times, when any part of this money is taken out of circulation, there is less spending.

Business feels it. Conditions tighten. Expenses are curtailed. In the heat of competition prices strike a downward trend. Then men are laid off, because profits are cut. Banks close and business failures are on the increase.

Wages are cut. Credit tightens up. The small operator, with limited finance, is in a death grip with the large corporation—properly financed.

Mergers and monopolies are formed. The small business man begins to lose his spirit. He is afraid. His vision is clouded. Somehow he tries to blame someone for his troubles.

And what must he do? He must first revive his waning spirit. He must get back to the old enthusiasm, the old fighting spirit, the old habit to work—and work hard.

He must study the causes and with others apply the remedy. He may curtail

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# MEMORIAL TYPES

By

CAPTAIN JOHN K. SHAWVAN

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All rights reserved.

## The Combination Type

The general characteristics of the Combination type are that it is composed of the basic elements of two or more separate and distinctive types. Thus a central tablet structure when flanked by joining seats would primarily be classed as a combination although its component parts are quickly recognized as the exedra and tablet.

A proper authority for the accomplishment of a combination type of memorial might well be cited as the combination of architectural orders in some of the classical structures of the Romans. In examples of the combination of the classical orders, usually one above the other, the more massive of those used is always the lowest and the lighter ones applied in rhythmic diminution, as the elevation travels upward. This definite method of combining basic element in elevation need not govern in the case of the individual family memorial as a horizontal form of combination often produces a meritorious effect.

A combination of basic types into combination type examples gives a great latitude of possible accomplishment in variety to the memorial art field, the loss of which would be great. However, the utmost care and precision must be exercised in planning a memorial of this nature and only abstractions used that formulate themselves into an unified composition more pleasing to the eye than either of the examples of the basic types involved when studied alone. The resultant composition should always score higher on the points of unity, duality, trinity, rhythmic diminution, variety of unity and radiation than either of the examples of the basic types

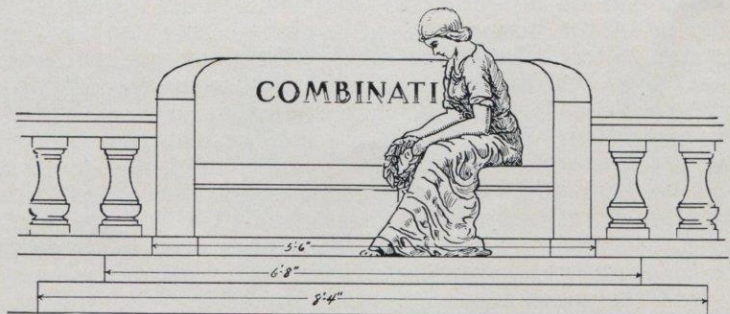
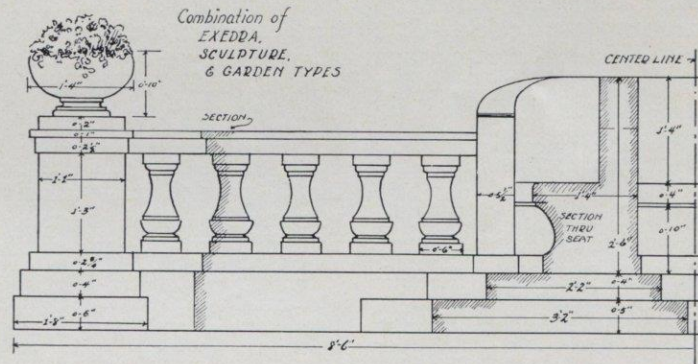
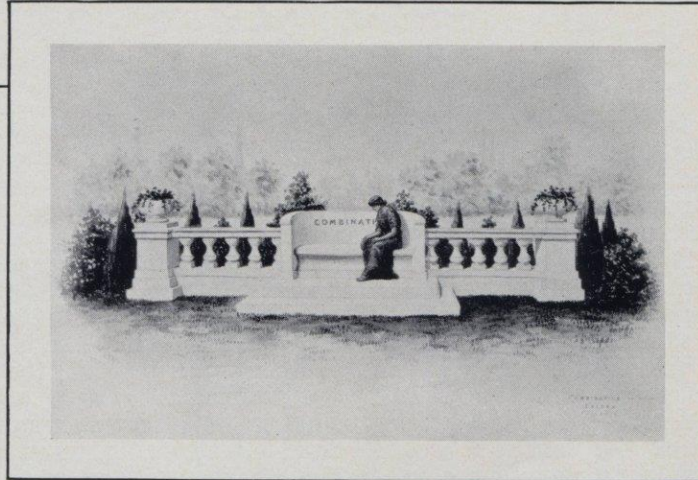
used. If, by this scoring method, the resultant composition is found to contain more intrinsic beauty than the basic examples the conclusion may be properly drawn that the combination in question is ethical.

In the example illustration given, the Exedra, Sculptured and Garden types are chosen and the resultant form blends these three types into such harmony that their individuality is lost and does not come to the mind in viewing the whole.

The symbolism of the combination type is, by the very nature of the composition, varied in direct relation to such of the basic types as the designer may choose to use. The great variety of the resultant form, that is possibly due to the considerable number of basic types that the conceptions may be drawn from, varies the size and adaptability of the composition so that suitable examples may be developed for any particular cemetery lot.

The values of the combination type are greatly controlled by the material used, and careful thought should be given to their selection from an engineering standpoint. Statistics on crushing strength, thermal expansion and moisture absorption must be studied carefully in the selection of a proper material and in all cases where perpendicular or mortized perpendicular joints are involved, thermal expansion is the governing qualification of the material specifications. The choice of a proper material is probably more important to the success and permanency of the combination type than in any other type except the mausoleum.







## Curly Q's

BY GLANVILLE SMITH

A botanist is a man who knows all about plants and flowers; but I think there are some flowers and plants of which the botanist is ignorant. There is, for example, the legendary amaranth, which never fades. Then there are those flowers which bloom so profusely on the wall-paper in hotel bedrooms—what memorial salesman has not awakened startled to find himself in a jungle of these, vines that sprout roses and tulips from the same twig, with grapes and pineapples on the next? It would baffle your botanist to classify such unnatural vegetables. It would baffle him no less to classify the vine shown on the Plate illustrating this article—that vine so familiar to all sand-blast carvers and memorial designers. Since it baffles him and he has no name to give it, we shall have to name it ourselves, and the first name that comes to mind is:—the Curly Q.

Our vine, the Curly Q, resembles the vine that grows on hotel wall-paper in this respect: its parts seem familiar. Its leaves are in general long and narrow, gracefully curving, and pointed. These remind us of the lily-leaf, of the iris-leaf especially. But very frequently the tips of these leaves curl up in scroll or spiral, reminding us of the young fern-leaf. When we stop to think how handsome the iris-leaf is in nature, or the fiddle-head scroll of the fern, it becomes obvious that their lines must make the basis of a beautiful type of ornament. The blossom of the Curly Q can be anything at all—a rose, a daffodil, a three-lipped arrow-head flower; it seems to be whatever flower fits most naturally into the space available. As a matter of fact the flower of our Curly Q is not so important as its leaves. These leaves, and the way they branch and fan out or curl into spirals, are what give the ornament its character.

The Curly Q is valuable in memorial

ornament for two reasons. These are, first, its flexibility, and second, its *effectiveness when carved by sand-blast*.

Sand blast carving (to discuss the second of these points first) is not just another way of doing the older hammer-and-chisel type of carving, as any man who has ever wielded the hose will at once agree. Where the old method was slow but unhampered, the new is rapid but restricted to more or less uniform sinkages in a more or less flat surface. Sand blast carving, when cut economically, that is, without tedious re-glueing, must avoid the attempt to model or carve in relief, and restrict itself to surface ornamentation. Though some may moan at this restriction the truth is, that within it brilliant carving-effects can be obtained, lace-like or richly flowing patterns of light and shadow. Now our Curly Q's are a surface ornament purely and simply. For this reason the sand blast artist can do wonders with them. They naturally suit the tool he is using. The flowing or fanning lines, the decisive twist of the spirals, create a liveliness and play of light without the aid of modeling. For additional emphasis and greater richness of effect the carver will "scoop" the leaves: this doubles the number of lines of shadow, and without introducing confusion seems to make the ornament more elaborate.

The fact that the Curly Q is so well adapted to sand-blast methods of carving recommends it at once to the memorial designer. He has to take account of such things even if his drafting-table is far from the grit of the sand blast room. But something else will recommend it to him even more strongly, and this is, as I have already said, its flexibility. The Curly Q is more elastic than a rubber-plant. It stretches to fill any sort of space. A glance at the plate will show this,—squares, semicircles, oblongs,



triangles—it makes no difference to this accommodating vine. It can be pulled out into narrow bands, or cramped and twisted in upon itself so as to fit around a monogram or symbol. (See the Chrismon XP at the center of the plate). If some odd corner of the space to be ornamented must be filled our Curly Q sprouts another leaf, or pushes a fern-scroll into it.

Designing such ornament is not, however, as easy as eating Pie, as I must harshly remind my readers. It requires ingenuity for one thing, and an eye for the graceful line. But there are a few rules which will prove helpful when tackling the task:

First and most important: Keep the lines *flowing*. Make each leaf

grow smoothly out of the one it sprouts from. Avoid sharp bends in the stem of the vine.

Second: Remember that the spaces between the leaves are a part of the design too. Their shapes should be pleasing. A “green” designer is likely to forget this. For instance: in making a spiral, see that the space which winds in with the leaf makes a clean smooth spiral likewise. This is ticklish business, but makes the task very interesting.

Third: Establish a pleasing line for the main stem of the vine. This is important especially when the ornament is elaborate. In the large lunette illustrated on the plate this stem-line is easily seen: it rises from the bottom-

(Please turn to page 30)





# Memorial Contracting

By JOHN K. SHAWVAN

DIRECTOR OF CHICAGO MODEL LIBRARY



## The Sales Employment Contract

The business rule seems to be that the large majority of Companies engaged in the industry of Memorial Art are destined to be small business institutions, rather than to grow into the large institutions so characteristic of other business enterprises in our country. If a reason could be found for this, it might then be possible to devote some effort towards the correction of the difficulties.

One contributing cause seems to be that monument companies do not provide suitable affiliations of a permanent character for employed salesmen. With the passing of time, many men who have been salesmen in our industry have broken away or have been driven away from their employed connections and literally forced into starting business for themselves. This has resulted in a number of small monument shops competing against each other. The same cause might also be cited in connection with shop employees. If these men had been properly provided for and properly taken care of in the parent Companies that first employed them many of them would have been content to remain employees, and in this manner there would have been fewer small independent firms in existence, which

in turn would have reduced the amount of price cutting now existent.

The first step that might be taken to correct this situation is to improve the conditions of employing salesmen in our industry. If the employer of salesmen would realize that the success of the employment agreement can only be created by setting forth his own share of the effort instead of placing a one hundred per cent burden on the salesman, better results could be obtained. The first step in this direction is to draw a suitable contract covering the operation of the union, and this contract must be fair to both parties and must be of such a nature that all misunderstandings will be avoided.

The following form of contract is designed to operate towards the fair end for both parties, and is sufficiently elastic to cover most all contingencies that may arise. A universal basis of ten per cent is recommended in all cases, and it may be considered a great error to employ a salesman on a higher basis of commission and then Jew him down when he makes a close sale. The Jewing process will sooner or later drive him out of the door, and the next thing of note will be that he will have a hole-in-the-wall shop of his own and join the price cutters.

### SALES EMPLOYMENT AGREEMENT

WITNESSETH THIS AGREEMENT: by and between the SMITH MONUMENT COMPANY, a corporation of Illinois with principal offices in the City of Chicago the first party, and Mr. John Doe of the City of Chicago the second party, entered into this..... day of..... 1931.

WHEREAS the first party is engaged in the selling and erecting of cemetery memorials of all kinds in the City of Chicago and elsewhere and desires to obtain

(Please turn to page 14)





## One of "Our Boys" Says:

"It would surprise you to find out how many dealers buy Emeraltone when they want to give their customers something extra special in a granite. Dozens of good granites on the market that they COULD buy—by they don't; they buy Emeraltone. Why? Seems to have something no other stone's got—something they want. Best way to find out what a grand granite it is, is to use it. Next time one of YOUR customers wants something extra special, you'll know what it is. It's Emeraltone and you can get it from us—in a hurry!"

ST. CLOUD GRANITE WORKS, Inc.  
ST. CLOUD, MINNESOTA

*Say you saw it in DESIGN HINTS*



## Memorial Contracting

(Continued from page 12)

the services of salesmen for the purpose of soliciting contracts for the sale and erection of said memorials.

AND WHEREAS the second party is a salesman of experience having sold memorials of the above mentioned character and desires to enter into the employment services of the first party for the purpose as herein set forth.

THEREFORE THIS AGREEMENT: The first party hereby employs the services of the second party and the second party hereby accepts employment in the services of the first party under the following terms and conditions to-wit:

### SECTION I.

1. The second party hereby agrees to devote his entire time and attention towards soliciting of contracts for the supply and erection of cemetery memorials of all kinds for the first party and agrees to extend the most careful and thoughtful attention and courtesies to the clients and prospective clients of the first party.

2. The first party hereby agrees to supply the second party with automobile transportation and the first party agrees to pay two-thirds (2-3) of the operating expense (gas and oil) of said automobile while used in the City limits, and all of the operating expense of said automobile when the second party is traveling out of the city limits on company business. The first party hereby agrees to cover said automobile with proper insurance policies.

3. The second party hereby agrees to work in such areas of the City of Chicago, State of Wisconsin, State of Illinois, State of Michigan, and the State of Indiana as he may from time to time be directed by the first party, and the second party further agrees to abide by all rules and regulations governing sales work that may from time to time be established in the institution of the first party.

4. The second party hereby agrees to receive all such orders and contracts for memorials on the basis of "subject to the written approval and acceptance of an officer of the Company, and any orders and contracts that he may solicit shall not be binding upon the company until duly accepted by them.

5. The second party hereby agrees not to obligate the company of the first party to any monetary expenditure of any kind whatsoever except as shall be herein provided for or shall be from time to time further authorized in writing by the first party.

6. The second party hereby agrees to go under bond of the American Surety Company for the sum of one thousand dollars (\$1000.00) to the first party, and to submit to the examination of the American Surety Company for said purpose, but the first party shall pay all of the charges for same.

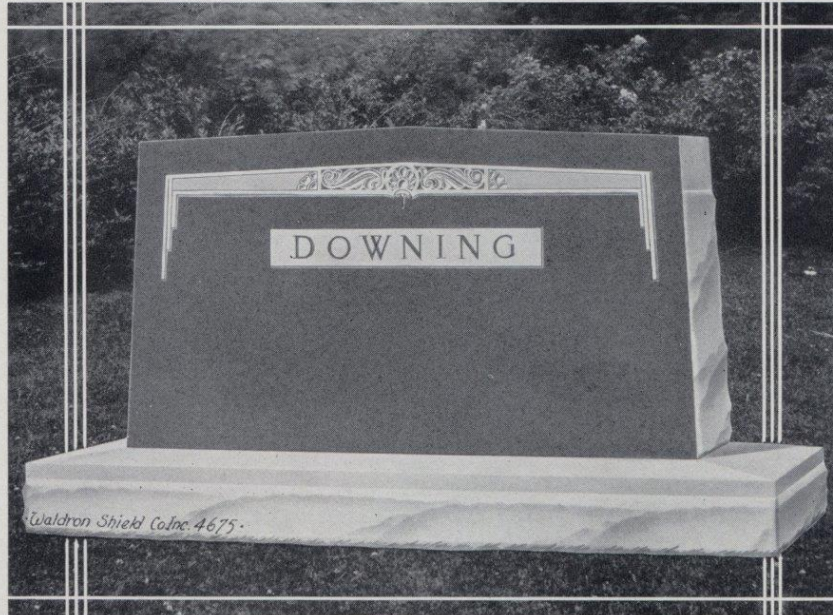
7. The second party hereby agrees that all moneys collected by him from clients either before or after the erection of memorials sold shall be collected as agent only and he shall have no equity of any kind therein, but he will surrender same in full amount immediately after collection thereof to the first party.

### SECTION II.

1. Now in view of the faithful performance of the foregoing by the second party, the first party hereby agrees to pay the second party without compromise in any case the sum of ten per cent (10%) commission, to be paid on each and every order or contract that the first party may accept after same has been solicited and obtained by the second party. Said money to be due and payable at the time that there is at least an equal amount of money collected from the client on deposit or on account.

(Please turn to page 22)





## The Voice of Authority...

When busy men speak, we know how to answer. They don't want words, they want action—and they get it!

Waldron Shield's reputation for service weathers every demand put upon it. It follows our unswerving determination to give prompt and meticulous attention to every order, large or small. Make a test; send us an order, a large one or a small one, it makes no difference. Just say you want to see some real service. You'll get it!

OUR AIM—SATISFIED CUSTOMERS

Waldron Shield Company, Inc.

Barre, Vermont

Say you saw it in DESIGN HINTS



## Some Life Preservers

WRITTEN FOR DESIGN HINTS BY

DR. ROY L. SMITH

*In a generation equipped with self-starters, accelerators, high-test gas, high blood pressure, high pressure salesmanship, speed indicators, one way traffic and high frequency, there seems to be a distinct need for some good serviceable life preservers, therefore the following recommendations are made.*

*Learn to laugh when there is no joke. A hearty laugh is a mental vacation, a spiritual relaxation, a moral tonic, and a physical restorative. Don't wait for the arrival of a humorist; start your own laughs and be independent of the comic strips, the movies or the humorous magazines.*

*Learn to ride a hobby through your worries. William Herschel was a court musician who made astronomy a side line and his side line made him immortal. The author of "Alice in Wonderland" was a professor of mathematics who took to story telling to save his life.*

*Earn the gratitude of some friend who has nothing else to give. Nothing cures ennui, boredom, anxiety, worry, irritability, nervousness or exhaustion like remembering a kindness done to someone who could do no kindness in return.*

*Play a game that hypnotizes you—that wraps you in oblivion, that absorbs all your energy, interest, attention ability and skill. Give yourself one-half hour a day for play purposes. Schedule it, defend it, guard it, use it with the same devotion that you would use in offering prayers.*

*Surrender yourself once a day to the hypnotism of baby arms about your neck, baby fingers in your hair, baby laughter in your ears. Cut a lodge meeting once a week, if necessary, to sit by your child as he goes to sleep. Counsel with your girl; tussle with your boy, visit with your wife. Keep the home fires burning.*

*Build a home where you can shut trouble out. Lug into it no scandal, slander, suspicion, envy or jealousy. Make the atmosphere thereof so clean and wholesome that no moral miasma nor spiritual contagion can develop. Make it a temple in which to be your best, not a house in which to exhibit your worst.*

*Cultivate a faith that depends, not upon tradition, doctrine, ecclesiastical mandate or clerical dictum, but roots deep in a personal experience of friendship with God. Doctrines may then die, theories may perish and churches may fall but your life-preserver will not fail.*





## An Appreciation



As Memorial Day for 1931 passes into history we want to express to our loyal old friends, and the scores of new ones, an appreciation for the part they took in making this a record year for Rex—Through them we were busy all year, from the beginning, and because of their thoughtfulness in placing orders in time we were able to have every order out on time.

Rex Garnet and Rex Shamrock  
found new places of distinction during the year.

REX GRANITE COMPANY  
ST. CLOUD, MINNESOTA



Melrose

## TAPESTRY

Down through the ages, tapestry has been the symbol of rich, warm beauty and distinctiveness. In the castles of medieval kings, it was tapestry that gave warmth and color to the sombre coldness of the great stone halls. And in our own age it still lives, giving expression to man's innate desire for beauty. What more fitting title for a granite of such glowing beauty, such rich distinctiveness as Melrose Tapestry! To view it is to recognize at once the aptness of that name.

Why not learn more of this beautiful granite? We have unbounded confidence in its ability to stimulate your sales and so will you have, once you see it. Won't you write to us or question one of our field men?

... WE WILL BE IN BOOTH 38 AT CHICAGO ...

## Melrose Granite Company

St. Cloud, Minnesota

*Say you saw it in DESIGN HINTS*





*Say you saw it in* DESIGN HINTS



## Melliner

To lend artistic merit to the inexpensive memorial has always been the designers aim and in the Melliner design we feel this has been achieved.

The unpretentious ornamentation, sparkingly modern in itself, lends a sense of richness and retains the simplicity of construction necessary to the average priced tribute.



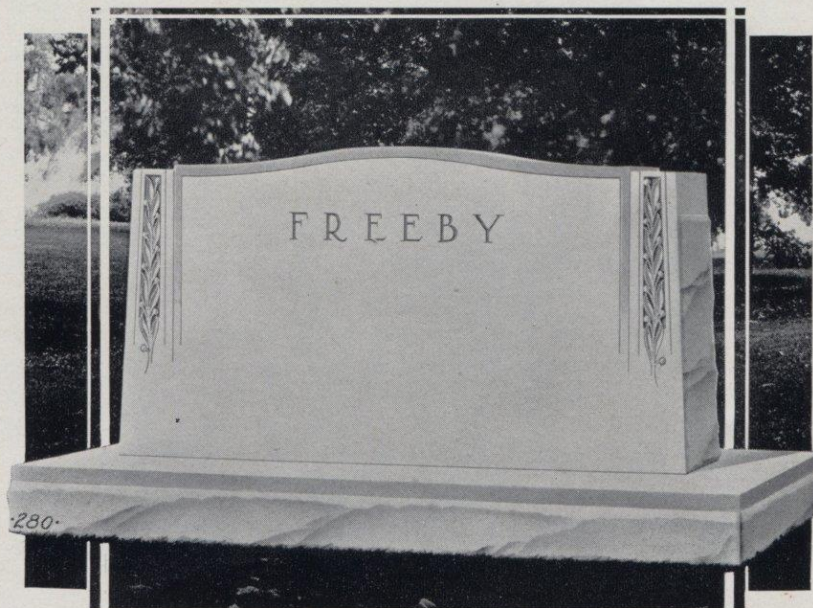
Please write the manufacturers listed in Design Hints for sizes and prices on designs shown on pages 20 and 21.



## Freeby

Design Hints offers the Freeby design this month to that clientele whose tastes run to the chaste simplicity of the axed tribute.

The paneled sprays of laurel form an effective ornamentation while the two-toned band across the top imparts just the necessary touch of contrast.



Beautiful 11x14 photographs of the designs shown on pages 20 and 21 will be furnished by Design Hints for 75c each.



## Memorial Contracting

(Continued from page 14)

2. The first party hereby agrees to extend to the second party a drawing account of forty dollars (\$40.00) per week payable weekly, the first payment of which shall be due the first Saturday after the first complete week of the operation of this agreement, and said advance drawing account is to be deducted from the accumulated earnings of the second party on the basis of the ten per cent (10%) commission herein provided for.

3. The first party hereby agrees to extend all possible sales cooperation and assistance to the second party in the accomplishment of his work, such as photographs, correspondence service, special designs, blue prints, estimates and the use of the services of the model equipment of the Chicago Model Library.

4. The first party hereby agrees to recompense the second party over and above and in addition to his drawing account and commission payments for the following expenses: The exact amount of the cost of oil and gasoline used in his automobile in the City of Chicago, or two-thirds (2-3) of said amount if car is supplied by the company, and all of the cost of oil and gasoline when traveling elsewhere on company business. The exact expense account incurred on traveling on company business out of Cook County providing said trips are undertaken on express orders of the first party such as hotel bills, meals, gasoline, oil, storage, punctures, laundry and incidentals. Said expenses to be paid weekly upon accurate statements rendered in standard weekly expense book from the second party to the first party.

5. The first party hereby agrees to supply the second party with a blue print of each memorial, except markers and headstones, that the second party may sell, and to supply the second party with a certified copy of each contract for each memorial that the second party may sell. Said blue prints and said contract being supplied to the second party for the purpose of his personal files and records.

### SECTION III.

BE IT FURTHER AGREED BY BOTH PARTIES HERETO: That any and all designs or special designs of memorials contracted for by the second party for the first party are the joint property of both parties hereto, and either party may use same in any manner that he may see fit thereafter either during or after the existence of this contract without recompense to the other.

6. Be it further agreed by both parties hereto that this employment contract shall remain in full force and effect until cancelled by two weeks notice in writing, delivered by either party to the other. Said written notice containing the expression of the desire of the party issuing same to terminate this agreement.

### SIGNED AND AGREED

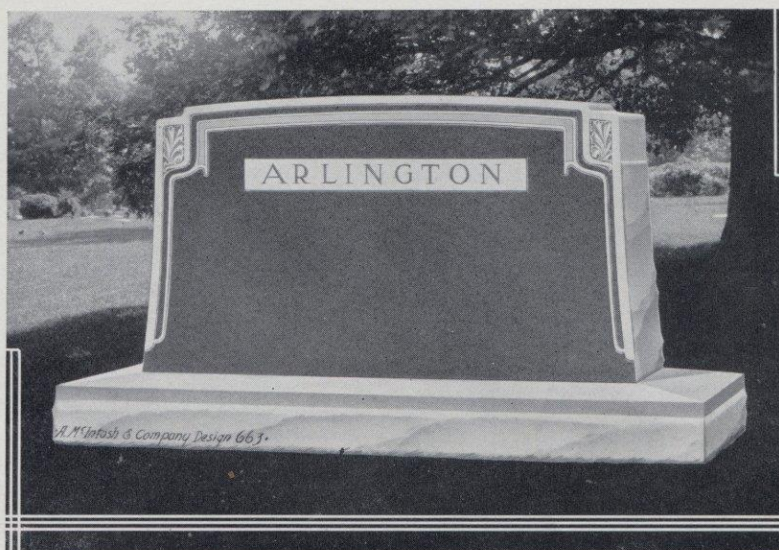
Second Party,

First Party, SMITH MONUMENT CO.

NOTE: Paragraph Two provides for the supply of the automobile by the first party and the salesman pays one-third of the cost of oil and gasoline to recompense the company for the personal use of the car for evenings, Sundays and holidays. The salesman should also pay the home garage bill as part of the recompense for personal use of the car. If the salesman owns his own car paragraph Two should be revised and the company should pay all of the expenses of oil, gasoline and repairs and upkeep.



## *The Guiding Thought*



Our guiding thought in selecting granites we sponsor, is that we are buying for you. We know that beautiful and durable granites greatly accelerate your selling, that your reputation largely rests upon these granites. And for that reason we sponsor the granites listed below.

McIntosh designs, too, are prepared with *your* needs and convenience uppermost in view. Practicable and salable—all of them. The ARLINGTON design is a striking example of this. It will be a pleasure to quote prices on sizes to you.

*Extra Dark Quincy - Light Quincy - Smalley's Pink  
Westerly - Sullivan's Blue White Westerly  
Golden Pink - Beers Red - Balmoral  
Red - Black Swede - Barre  
Milford N. H. Granite*

### **A. M. McIntosh & Company**

David S. McIntosh

Alexander Diack

119 - Columbia Street - South Quincy, Mass.

*Say you saw it in* DESIGN HINTS



## Convention News

### Excursion Rates to Craftsmen's Convention at Chicago, Aug. 11-14.

Excursion rates to the convention of the Memorial Craftsmen of America at the Stevens Hotel, August 11, 12, 13 and 14, 1931, have been secured on the certificate plan. These special rates will be available for members (also dependent members of their families) of the Memorial Craftsmen of America, the Granite Manufacturers Association of Barre, the Northwestern Granite Manufacturers Association of St. Cloud, Granite Manufacturers Association of Quincy, the Elberton Granite Quarriers & Manufacturers Association, the American Granite Association, Granite Council of the New Hampshire Mfgs. Assn., and the Memorial Extension Commission.

A reduction of one and one-half for the round trip will be made, provided 150 certificates are presented showing the purchase of one-way tickets from points from which the one-way fare is 67c or more.

The railroads submit the following rules for guidance in obtaining the concession:

1. Tickets at the normal one-way tariff fare for the going journey may be bought on dates from August 3rd to 13th (the exact dates applying to the railroad you expect to use should be ascertained from your local ticket agent).

2. Be sure when purchasing your GOING TICKET to ask the ticket agent for a certificate. If it is impossible to get a certificate from the local ticket agent, a RECEIPT for fare paid will be satisfactory and should be secured WHEN TICKET IS PURCHASED. See that your certificate is stamped with the same date as your ticket. Sign your name

to the certificate or receipt in ink in the presence of the agent.

3. Call at the railroad station for ticket and certificate at least thirty (30) minutes before departure of train.

4. Certificates are not kept at all stations. Ask your home station whether you can procure certificates and through tickets to the place of meeting. If not, buy a local ticket to nearest point where a certificate and through ticket to place of meeting can be bought.

5. Immediately upon your arrival at the meeting, present your certificate to the endorsing officer, Mr. LESTER E. HARRIS, as the reduced fare for the return journey will not apply unless the required number of certificates is presented and validated.

6. NO REFUND OF FARE WILL BE MADE ON ACCOUNT OF FAILURE TO EITHER OBTAIN A PROPER CERTIFICATE, OR ON ACCOUNT OF FAILURE TO HAVE THE CERTIFICATE VALIDATED.

7. When your certificate has been validated, you will be entitled to a return ticket via the SAME ROUTE as the going journey at one-half the normal one-way tariff fare from place of meeting to point at which your certificate was issued up to and including AUGUST 18, 1931.

Members are urged to use the railroads which, considering safety, speed, comfort and convenience, provide a service not equalled by other methods of transportation. Those who travel to the convention by other means cannot be classed as certificate holders. This works to the disadvantage of those in attendance who have paid the regular one-way fare with the hope of securing one-half fare on the return trip, in that it LESSENS THE POSSIBILITY OF OBTAINING THE NECESSARY MINIMUM NUMBER OF CERTIFICATES to qualify for the reduction.

(Please turn to page 26)





## RELIABLE AS "OLD FAITHFUL"

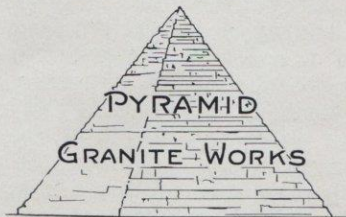
Year after year, the famous geyser, "Old Faithful", has with uncanny reliability continued to spout at unvaried intervals.

Pyramid memorials parallel the reliability of this scenic wonder. Year after year, their flawless granite and masterful workmanship continue to earn the admiration of the industry. When Pyramid's qualifications are considered, the cause of this iron-clad reliability becomes apparent. For instance; consider the granites:

CRYSTAL GRAY  
PYRAMID MORTON

PYRAMID MAHOGANY  
ST. CLOUD GRAY

These granites are reliability itself. We recommend them without hesitation for every need. Experience leads us to expect fine results where they are used.



ST. CLOUD, MINNESOTA

*Say you saw it in* DESIGN HINTS



## Convention News

(Continued from page 24)

The special fare has been authorized at our request. It is only fair that we should reciprocate by making use of the railroads.

The exhibit list for the convention is continuously growing and in addition will contain firms who have heretofore not been represented at the conventions of the Memorial Craftsmen of America—at least the recent ones. One of the new exhibitors is the Smith Granite Company of Westerly, Rhode Island. Another one is the Lincoln Granite Company of St. Cloud, Minn. Then there is the Salida Granite Corporation of Salida, Colorado.



## Growing Interest in Chicago Convention.

Interest in the Chicago convention is growing. New names are added to the list of exhibitors in each mail. Most of the space is now subscribed and many of the old time and familiar names are to be seen.

We are indebted to Secretary Harris for the following paragraphs concerning the convention:

Every endeavor will be made to promote friendliness and acquaintance at the coming convention of the Memorial Craftsmen of America at the Stevens Hotel in Chicago, August 11, 12, 13 and 14, 1931. The Association is planning, in addition to the regular features, to have a kind of a quickly arranged, informal get-acquainted dance on the first night of the convention. It is hoped through this to get many of those who attend the convention to know each other, who perhaps otherwise might remain strangers.

The Marquette Granite Company of Montello, Wisconsin, who had an exhibit at Chicago when the convention was held there in 1928, has taken good sized space and will be represented at the convention this year.

Leonard Braun, secretary of the Memorial Craftsmen of Illinois, was recently made sales manager of the Marquette Granite Company.

The Universal Granite Company, Inc., St. Cloud, Minnesota, has just concluded a contract for exhibit space at the coming convention at Chicago, August 11, 12, 13 and 14, 1931. Mr. Joseph F. Trebtske, President of this concern, expressed his belief when taking space that the facilities at Chicago were better than any place that could possibly have been selected for a convention by the association.

The association has decided to award blue ribbons to monuments exhibited at the convention this year whose wholesale price is \$200 or over. This is similar to the blue ribbon awards of previous years. Dealers over the country state that these ribbons are a splendid sales argument which aids them in making profitable resales of the monuments which they may have purchased while at the convention.

A great deal of attention is devoted by retailers at the Memorial Craftsmen of America Conventions to those displays that exhibit tools and accessories used in memorial work. New exhibitors of these articles are coming into the field this year in addition to those that are represented each year at the conventions.

Space has just been allotted to Brunner and Lay, Chicago, Illinois, who are dealers in jacks, trucks, derricks, chisels, hammers, mallets, etc. This firm is reputed to be one of the largest tool sharpening firms in the country. Tools are shipped to them by monument dealers from all over the United States for attention.

Another interesting exhibit is promised by O'Neill's Magic Sand Blast Method, a firm located at Hillside, Illinois. It is stated by this firm that it has a new and startling method in the preparation that preceeds sand blast work. The O'Neill method renders it unnecessary to the stencil with a knife.

The Abendroth Studio of Chicago, which makes a specialty of photographs burned into china for monumental pur-

(Please turn to page 28)





## We'll Say We Can Give You Service!

Each day finds us better prepared to give immediate, efficient attention to every memorial need you may have. A wide and carefully chosen selection of granites is always ready for prompt delivery. A select line of designs is constantly being added to. Capable workmen are on their mettle to give you the best of their talents in making every Liberty memorial outstanding.

Everybody from the president to the office boy is up on his toes, ready to do his best to give you the best of service and the finest of memorials. We'll say we can give you service! Try us. We'll be glad to prove it.

### ✦ Liberty Representatives ✦

HARRY BENSON  
P. O. Box 11 St. Cloud, Minn.  
Minn., Wis., Northern Ill.

CHAS. E. FENELON  
Apt. 201 - No. 1 W. 28th St.,  
Indianapolis, Ind.,  
Western Ohio, Ind., Southern Ill.

L. M. GARRETT  
Masonic Temple, Zanesville, Ohio  
Eastern Ohio

GEO. W. CARY  
833 Maple Ave., Zanesville, Ohio  
Pennsylvania

DANTE H. CORTI  
Box 471 Batavia, N. Y.  
State of N. Y.

## LIBERTY GRANITE CO.

Incorporated

ST. CLOUD, MINN.

### ✦ Liberty Granites ✦

Liberty Red

Liberty Gray

Liberty Standard Red

Liberty Minnesota Pink

Damask-Oglesby Blue

Light and Dark Barre

Hoover Granite

Liberty Mahogany

Say you saw it in DESIGN HINTS



## Convention News

(Continued from page 28)

poses, is one of the firms which has never exhibited before and which has now taken space.

The list of exhibitors at this time is as follows:

The Abendroth Studio, Chicago, Ill.; Anderson Bros. & Johnson Co., Wausau, Wisconsin; Anderson - Friberg Co., Barre, Vermont; Berkeley Granite Co., Atlanta, Ga.; Harry A. Bliss, Inc., Buffalo, New York; Brunner & Lay, Chicago, Illinois; Carborundum Co., Niagara Falls, New York; Chester Granite Quarries Co., Inc., Chester, Mass.; Cook, Watkins & Patch, Boston, Massachusetts; Cross Brothers Co., Inc., Northfield, Vermont; Dawson - Macdonald Co., Boston, Mass.; Design Hints, St. Cloud, Minnesota; Thomas W. Dunn Co., Inc., New York City, N. Y.; French Creek Granite Co., St. Peters, Pa.; Georgia Marble Co., Tate, Georgia; J. P. Gilman Granite Co., Kansas City, Kansas; Golbranson & Co., Quincy, Mass.; Granite Manufacturer's Association, Barre, Vt.; Guy Memorial Design Co., St. Cloud, Minn.; Harris Granite Quarries, Salisbury, N. C.; Holes Advertising Press, Inc., St. Cloud, Minn.; Robert Hunter Granite Co., Milbank, S. D.; Johnson & Gustafson, Barre, Vermont; Jones Bros. Co., Inc., Boston, Mass.; Lincoln Granite Co., St. Cloud, Minnesota; Marquette Granite Co., Montello, Wisconsin; Marr & Gordon, Inc., Barre, Vt.; Melrose Granite Co., St. Cloud, Minn.; North Star Granite Corp., St. Cloud, Minn.; O'Neill's Magic Sand Blast Method, Hillside, Ill.; Ortonville Monument Wks., Ortonville, Minnesota; Pangborn Corp., Hagerstown, Maryland; Pike River Granite Co., Marinette, Wisconsin; Burton Preston & Co., Mansfield, Ohio; Pyramid Granite Co., St. Cloud, Minn.; J. K. Pirie Estate, Barre, Vermont; Rock of Ages Corporation, Barre, Vt.; Ruemelin Manufacturing Co., Milwaukee, Wisconsin; St. Cloud Granite Works, St. Cloud, Minnesota; Salida Granite Corporation, Salida, Colorado; Waldron

(Please turn to page 32)

## 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—

**We Have No  
Memorial Designs**  
*but*

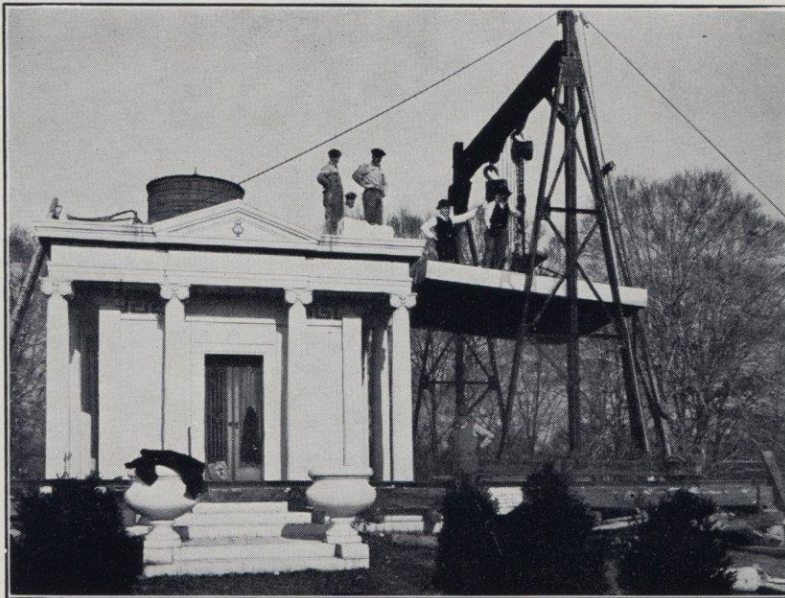
**TROW & HOLDEN  
BARRE TOOLS**

are designed to give satisfaction. They are made of the finest steel available, and are guaranteed.

... SEND FOR CATALOG ...

**Trow & Holden Co.**  
Barre, Vermont





The WEBBER mausoleum, executed by us in Light Barre Granite, in process of erection at Baltimore, Maryland, by James O'Meara, special mausoleum setter. The roof stone being put in place weighs sixteen tons. The mausoleum has twelve columns and four pilasters.

## A Practical Demonstration

To have been the creators of the beautiful WEBBER mausoleum is a matter of no little pride to us. It is another practical demonstration of our ability in every phase of memorial creation. It proves again that large or small, the Cook, Watkins & Patch creation shows a nice regard for precision and beauty that certifies satisfaction. . . . .

Memorials beautified by Technacraft Carving will certainly more than satisfy your clients. Our Gold Bond of Perfection guarantees the permanence of that satisfaction. . . . .

## Cook, Watkins & Patch

221 Columbus Ave.

Boston, Massachusetts

Plants: Barre, Vermont

*Say you saw it in DESIGN HINTS*



## Let No Man Default

(Continued from page 7)

within reasonable limits, but never to the point of affecting seriously the purchasing power of the country—never to the point of failing to advertise his merchandise.

For some these may be dark days—seen partly through smoked glasses. We had other dark days in this country. When, for instance, a poorly equipped, poorly clad, underfed army, exposed to the rigors of a hard winter, contended with an army well equipped, comfortably clothed, well fed and housed in warm barracks—and the army of Washington won—after dark days. That was in '77, and the place was Valley Forge.

There was such a thing as Gettysburg during the Civil war—dark days, too.

And during the world war as America went in the ocean was infested with destructive submarines, a long range gun was shelling Paris from a safely hidden place in the woods 18 miles away; the country broke out in the scourge of influenza, when thousands lost their lives.

These were dark days, too, and they would have been our finish if it hadn't been for one thing: SPIRIT—the spirit to win.

America is going through another crisis now. Whether it will pass over to ignorance and chaos rests on, not only the SPIRIT but the intelligence of the people.

A government is no stronger than it's people. If the people are weak, the government is weak. If wrongs are being committed in our country let's correct them. If greed is responsible for our business ills then let's expose greed.

But let no man in business—independent business—shirk his duty. Let no man give up weakly and let the enemy of orderly existence take his trench.

Business never needed fighters more than it does today. It needs the kind of fighters that keep on going in its

darkest hours. It may be eating the crusts of last year but it is telling the world it is doing business at the same old stand.

This applies to all business men, large or small. It applies particularly to the independent operator, whose initiative and enterprise, built up this country town by town.

Let business then keep everlastingly at it. Fight hard to keep your business up: through salesmen, through yourself, through your advertising, your constant contacts with your customers, and above all KEEP UP THE SPIRIT.

With this kind of a program the dark days will become lessened, the shafts of a bright morning will be seen, and the day of uncertainty will pass.

Soldiers of commerce, Carry on!



## Curly Q's

(Continued from page 11)

center to left and right, branching smoothly after it has passed thru a "whorl" or circlet of lilac-shaped leaves.

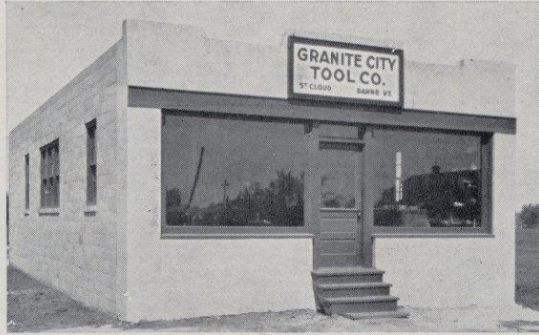
Fourth: In a large-area or elaborate piece of ornament, introduce the variety of other shapes. A useful device is the whorl just mentioned, this relieves the monotony of too many long and slender forms. Or the flower at the center of the bottom panel on the plate (designed to fit an "oval-top" die) provides this welcome note of contrast. The palmette or anthemion occupying the principal and upper part of the lunette, with its palm-like fronds, can hardly be said to offer a contrast to the Curly Q, in fact it blends in with our Curly Q's with great naturalness. But its strength and formal balance make it a welcome and invigorating addition.

Last: Remembering the flexibility of the ornament, experiment with it until it fits the space to be ornamented naturally, every line free and flowing.

An examination of the plate will reveal a number of small tricks tedious to describe in words but useful to know.



## THE PUSH OF PROGRESS



Forced because of the increasing use of our NEW PORTABLE POLISHER, and other pneumatic tools to increase our floor space we erected this modern manufacturing plant and we are now comfortably located and giving a better service than ever before.

### ...WE MANUFACTURE...

Pneumatic tools; including Surfacers, Frames and Heads, and all accessories, making a complete line of Quality Granite Working Tools.

...Also Agents For...  
DUNN'S GLUE  
Sold in any quantity

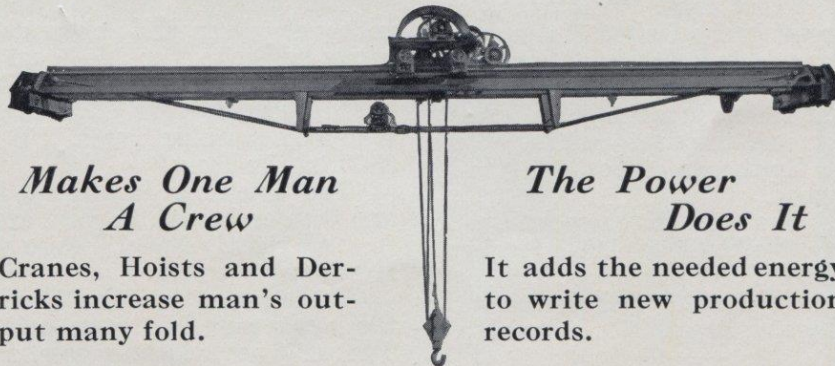
## GRANITE CITY TOOL CO.

BARRE, VERMONT

ELBERTON GA.

ST. CLOUD, MINN.

## *Long Profits and Happy Workmen With Motor Equipment*



*Makes One Man  
A Crew*

Cranes, Hoists and Der-  
ricks increase man's out-  
put many fold.

*The Power  
Does It*

It adds the needed energy  
to write new production  
records.

**Granite City Iron Works**

St. Cloud, Minnesota

**Granite City Electric Co.**

St. Cloud, Minnesota

.....*Overhead Cranes Reduce Overhead Costs*.....

*Say you saw it in* DESIGN HINTS



## Convention News

(Continued from page 28)

Shield Co., Inc., Barre, Vermont; Henry C. Smalley Granite Co., Inc., Quincy, Mass.; Smith Granite Co., Westerly, Rhode Island; Spacerite Company, Wollaston, Massachusetts; Vermont Marble Co., Proctor, Vermont; H. A. Whitacre, Inc., New York City, N. Y.; Wholesale Granite Co., Atlanta, Ga.

\*\*\*

## Texas Craftsmen in Annual Meeting.

The Memorial Craftsmen of Texas have held their state meeting in June for the past few years, but this year are making a change in both the city and the date. After a great deal of discussion, it was decided that it would be a good plan to move the state meeting to different cities in Texas—and thereby make it easier for the dealers in certain sections to attend the meeting.

Therefore, this year the June meeting of the Memorial Craftsmen of Texas at Llano will not be held; but instead they will meet at Dallas on October 12th and 13th. The choice of Dallas is especially desirable on these dates, owing to the fact that the state fair will be in progress at that time. This fair is one of the largest in the United States and is sometimes said to have an attendance of a million visitors. Substantially all the monument dealers in the state are present at the fair and the next meeting of the Memorial Craftsmen of Texas should be a rousing one.

The officers of the state association are: Marvin Collier, Lubbock . . . . . President  
Elmer Zirkel, San Antonio . . . Vice-Pres.  
U. G. Doran, Box 92, Dallas, Secretary  
Arthur Osgood, Amarillo . . . . . State Rep.

## WORDS OF WISDOM

Some motorists think that the whistle blast of the locomotive approaching the crossing is a signal to start the race.

It's a queer world. Remain silent and others suspect that you are ignorant; talk and you remove all doubt of it.

## PA DIDN'T LIKE IT

A minister was seated in his study in a small town when he heard a small boy crying in the street. He went out and found a boy standing alongside a hay wagon from which the load had upset. The hay was lying in a heap in the street.

"Don't cry, my lad," said the minister. "We'll see that your hay is all picked up. Have you had your dinner? No? Well, come inside and have some with me."

"Pa won't like it," said the boy.

"Oh, that will be all right," said the minister. "Your father will not mind if you have dinner with me. Come in."

Again the boy said, "Pa won't like it," but the minister insisted, so they went in and ate dinner.

"Have another piece of pie," said the minister, but the boy only replied, as before, "Pa won't like it."

Finally the minister took him out again, and said, "Now we'll go about getting the hay back on the wagon. I'll see that no harm comes to the hay, while you go and tell your pa to come here."

"Pa's under the hay," said the boy.

## NOT SO GOOD

The stranger was playing euchre with a drummer, and at one stage of the game he looked at his hand and remarked:

"If you give me a queen and turn this into a poker game, I'll bet you \$100 on the hand."

The drummer looked at his hand and then exclaimed, in great excitement:

"All right! And I'll raise you \$100. Here's your queen."

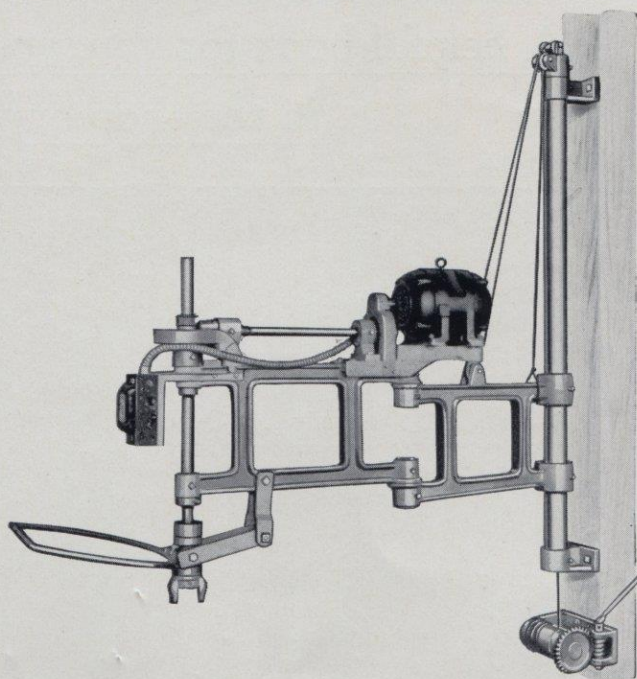
The stranger accepted the raise, and the hands were laid down on the table. The stranger held four aces, the drummer four kings. The loser, showing signs of great mental distress, separated himself with some difficulty from the \$200.

Then he looked at the stranger in some bewilderment and said:

"Say, vot in hell did you vant that qu'veen for?"



## For Ease of Operation



This six-foot motor driven polisher for round tops and similar memorials is the answer to the demand for a machine with ease of operation. Ball and roller bearing throughout.

....Write for details....

We are Northwest distributors for all

### ***Dallet Products***

Write us for any of the following....



**Pneumatic Tools**

**Truline Stencil  
Cutter**

**Stainless Glue**

**Putty Powder**

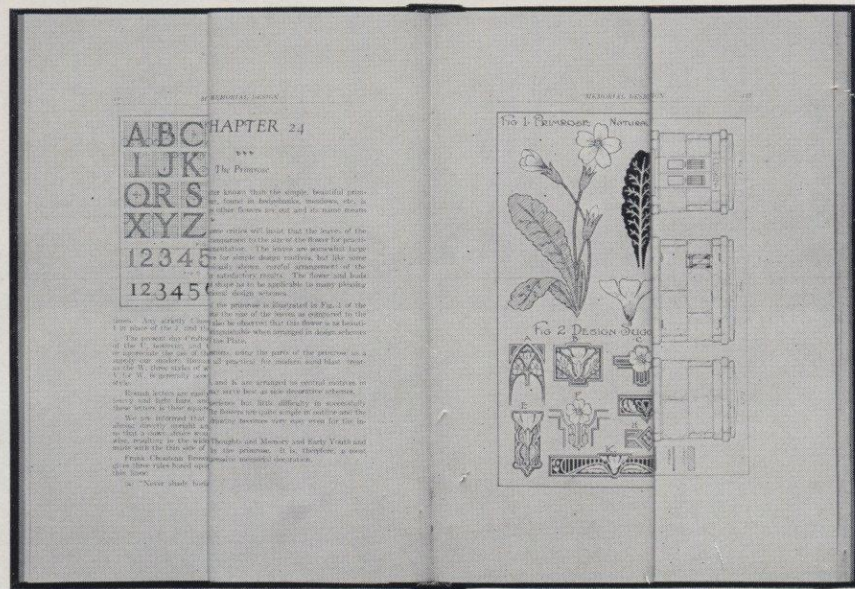


**St. Cloud Iron Works Company**  
**St. Cloud, Minnesota**

*Say you saw it in* DESIGN HINTS



## A helpful book for you, your men in the shop or your salesmen.



*The most complete work of its kind ever published for the memorial industry.*

*Beautifully Bound*

---

*58 Chapters*

---

*192 Pages*

**Lettering** includes Plain Gothic forms and Spacing—Oval axed forms—Modern Roman forms and Spacing—English Gothic and Uncial letters.

**Drawing** covers Free-hand—Rendering in Wash—The making of Scaled Working Drawings—A Study of Rectangles—Correct Proportion.

**Design of Ornament** includes Hints on Design—Applied Ornament—The Grape-vine—Poppy—Oak and Ivy—Daffodil—Laurel—Daisy—Easter Lily—Rose—Poinsettia—Primrose—Wood Sorrel—Tulip.

**Perspective Drawing**—Simple rules—Drawing memorials in perspective—Parallel Perspective—Short-cuts in perspective drawing—Drawing the Lot Enclosure in parallel perspective—The Memorial and Lot Enclosure in angular perspective—Angular Perspective without the use of vanishing points—A simple and quick method of enlarging drawings—Perspective Measurement.

**Memorial Symbols.**

**Mausoleum Construction.**

**Historic Ornament**—Egyptian—Greek (Parts 1 and 2)—Roman (1 and 2)—Early Christian—Byzantine—Celtic—Romanesque—Gothic (1, 2 and 3)—Renaissance (1 and 2)—Modern Greek Curves.

*Price \$10.00 Postpaid. Cash with order.*

## DESIGN HINTS

Fritz-Cross Building

St. Cloud, Minnesota





## Significant Facts

The quarries productive of Iridescent and Universal Red are owned and operated solely by Universal. Your order for a memorial in either of these vivid granites is entirely under the capable direction of Universal. We alone are responsible for that memorial. Delays are avoided, one high quality of granite and finish is assured. In this light, Iridescent and Universal Red become all the more desirable to you. Eliminate the element of chance. Order from Universal.

*... You will find Universal in Booths 112 and 114 at Chicago...*

## Universal Granite Company

"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota



Rep.—Ill.

Ind.

Mich.

Ohio

LOUIS C. ROEMER



*Say you saw it in DESIGN HINTS*



DESIGNED FOR  
**PIRIE'S DARK BARRE**



With all its simplicity the Hare design is marked with true individuality both in structure and ornament. It is especially adaptable for memorials manufactured in Pirie's Dark Barre since a lack of decorative material presents a surface where the fine, even texture of this ideal memorial granite will show up to perfection.

The Hare design is Pirie's Dark Barre No. 208, created by J. K. Pirie Estate. Sizes and prices can be furnished by any of the manufacturers of Pirie's Dark Barre granite memorials, all of which are equipped to execute orders from it.

**J. K. PIRIE ESTATE**  
BARRE, VERMONT

*Say you saw it in* DESIGN HINTS





## BECAUSE » »

To see . . . to understand what is seen, and  
then to use existing conditions to the  
future's best advantage will always be  
the mark of leadership . . . . .

ROYAL creates for the future,  
and ROYAL'S standards of  
building will bear the approval  
of all posterity . . . . .

### TRY ROYAL!




ROYAL GRANITE COMPANY  
St. Cloud, - - - Minnesota



# MODERNIZATION



# The *Idea's* The Thing

O INDIVIDUAL or Company, in the rush of a busy world, ever suffers because of the creation of an idea to help the race.

Men and Companies who inject sound ideas into the swift moving channels of commerce are always in demand.

If they build well they succeed and no one can steal their ideas bodily.

In advertising the company which develops a plan for those who distribute its products makes the biggest gain in that industry.

In sketching out for you a letterhead that will bring the personality of your business to him whom you would have as customer the idea of something new and distinctive is always in the foreground when created by our artists.

What does your Company need to stimulate sales? Think it over and write us—whether it be a letterhead to identify you in the trade for years to come or a mailing piece to get immediate results—we believe we will have the solution.

## The Fritz-Cross Company

Color Lithographers and Water Color Printers

Saint Cloud, Minnesota

