

Design Hints For Memorial Craftsmen

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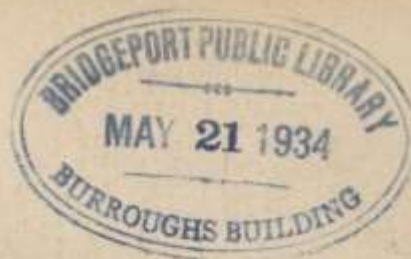
This booklet, which begins on the next page,
is presented on the Stone Quarries and Beyond web site.

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DESIGN HINTS for MEMORIAL CRAFTSMEN



MAY, 1934

VOL. 9

No. 10

JUST SHOW THEM

ROYAL MEMORIALS made from
Royal original designs and
Royal granites enhance the
buying instinct. Let ROYAL
RED and ROYAL GRAY give
you new selling impetus.



ROYAL GRANITE COMPANY
ST.CLOUD - MINNESOTA



Lest We Forget

Within a month America will pause again to pay tribute to the dead.

The sacred plot will be properly enshrined only if the memorial industry does its part.

REX GRANITE has the beauty of shade to keep an everlasting bond of Kinship between this world and the next.

REX GRANITE COMPANY, St. Cloud, Minnesota

Say you saw it in DESIGN HINTS

SPRING SHADES

Spring is gladsome because it drapes nature in the verdant colors of new life..

Lincoln memorials are popular because their colors, their design and the workmanship are symbols of eternal hope.



LINCOLN GRANITE COMPANY ST. CLOUD, MINN.

ADDRESS ALL COMMUNICATIONS—53 WEST JACKSON BLVD., CHICAGO, ILL.

LINCOLN	(RED ORIENTAL	-	RED ST. CLOUD	-	GRAY ST. CLOUD
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Say you saw it in DESIGN HINTS

DESIGN HINTS

DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

PUBLISHED AT SAINT CLOUD, MINNESOTA

MICHAEL F. MURRAY, PUBLISHER

A. B. YAEGER, DESIGNER

Application for entry as second class matter made at St. Cloud, Minn. postoffice.



The Value of Co-operation

Memorial Day suggests to us a day of remembrance. It gives people over this land the same sentiment that animated men to make America free and to preserve that freedom.

If the spirit of Memorial day could prevail throughout this land there would be no danger, no talk, of any other kind of government. Fear seems to sit on the consciousness of many people, a fear that is born of hatreds and selfishness.

We have seen since the war the expression of those negative traits which ultimately destroy. We have seen little, if any, of the other kind, the kind that builds and preserves and develops.

The destructive methods of business competition is nothing less than an outgrowth of that kind of sentiment. These habits became so pronounced and they were destroying so many business institutions that many men in business felt that a change of some kind was necessary.

Several years ago a plan was suggested to the retailers, one that would build up a constructive co-operative spirit among them, one that would bring them together in common fraternity to unite against the fellow who insists on being a canker sore on the commerce of the country.

For many months it appeared that this idea of co-operative effort would be successful. But it failed because of the lack of moral stamina, the lack of business acumen and vision. It failed because there was no enforcing act to put it over.

Then along came NRA. It had, you might say, the same provisions as the other plan except that it also had teeth. It had not only the ideal and idea but it also had the will and purpose to enforce. Then it was that there came into being new organizations among the retailers. Then it was, too, that the old organizations began to function more like they should, more to the business of mutual helpfulness. Existing organizations, then, became really popular. In some parts of the country the membership increased 300, 400 and even 500 per cent.

This trend shows that men will be attracted to something that really has promise. It took NRA to point the way to men in many lines of business the value of co-operation.

If business now has the sense to take full advantage of this guarantee, to eliminate all those evils common to most industries, then business will benefit. If it doesn't it will be the same old story. Memorial day exemplifies that spirit of co-operation. Business over the land should absorb a little of the spirit of Memorial day.

Preliminary Sales Thoughts

By

MAJOR JOHN K. SHAWVAN

Director of CHICAGO MODEL LIBRARY

It is somewhat unfortunate that the people of our nation as a whole are not more familiar with the technique of memorial art. The lack of this knowledge tends to make our cemeteries uninteresting and unsightly, while a perfection of it would make them attractive, as well as of perpetual historical interest.

The fault is two-fold, first, the individual families fail in the majority of cases to convey to the craftsman ideas of what might be a worthy theme for their family memorial and, in the second place, the American craftsman usually places commercialism above his obligation to his craftsmanship.

For some reason which is difficult to understand, our American craftsman in the field of memorial art has been lacking in the fulfillment of his moral obligations to those of our people who entrust the creation of their memorials to his hands. His development along commercial lines in the form of machinery, economy of production, etc., has been indeed great, but either his knowledge of memorial art has not kept pace with his commercialism or his desire to earn dollars has become so great that he is blinded to his duty to posterity.

To merely carve a name on a mass of stone having no meaning, beauty or inspiration is to waste time, effort and wealth. To perpetuate some family love in marble, granite or bronze with some symbol of everlasting thought that is inspiring and beautiful, to those who come after, is truly a task the accomplishment of which is worthy of the utmost effort. To the former it is only necessary to give passing thought as it is unworthy of one's effort to accomplish nothing, although American cemeteries display an unlimited number of meaningless pieces of marble and granite.

There are, however, three basic motives by which a memorial can be designed to make it a worthy accomplish-

ment. These motives are symbolism, inspiration and beauty.

SYMBOLISM

The first principle, that of symbolism, is perhaps the most difficult for the designer to handle. No two families of people and no two individual persons of the human race are alike. The worldly accomplishments of families are, with the exception of the family memorial, merely temporary. In the course of fifty to a hundred years they become extinct. The house they built becomes old and in the due course of progress is torn down; the social position they have held disappears; the commercial enterprises they may have built change, and so, as time rolls by and each individual person or family passes into beyond, nothing remains except the family memorial. It therefore, becomes self-evident that the memorial is the one thing in perpetuity that is symbolic or representative of the life or lives of these to whom it is dedicated. Thus it can be readily appreciated that to be worth while the memorial must have some accurate representation of the lives, thoughts, deeds, failures or accomplishments of the person or persons to whose memory it is erected.

The task of the designer, in the ideal, would therefore be to study collectively in each family the lives of those to be symbolized. He should be nimble of thought and resourceful in imagination in order to create new and appropriate themes. Borrowing them, as he will, from the past, he should repay the loan with interest in order to maintain individuality, for obviously, if no two persons or no two families are alike in their lives, no two memorials that are duplicate in design can truly symbolize two different persons or two different families.

A designer of memorials often experiences great difficulties in properly ac-

quiring symbolism because of the reticence and reserve of many people in their negotiations. If the venture is to be successful in this direction, it is necessary for the client to give the designer unlimited patience, complete confidence and an extensive knowledge of the lives of the people to be symbolized.

INSPIRATION

Leaving the subject of symbolism and moving forward to that of inspiration, it will be found that this, the second task of the designer, is a most fascinating one. Art in cemeteries in America ranks very low at the present time. The ugly, decaying and toppled over tombstones of our older cemeteries, especially in the rural districts, are anything but inspiring. As one might gaze on them, the mind is flooded with morbid and repulsive thoughts and if one's loved ones are interred there, these thoughts are of the saddest nature and fraught with helplessness and despair at parting with those who are gone before. To be truly inspiring, the design of the memorial must be such that it will lift the mind of the observer up out of the depths of depression into a finer and nobler conception of life, its meaning and its promise of a greater and more wonderful future.

Here the skill of the designer has its most fascinating scope. Hundreds of themes of expression are at his command, ranging from the subject of Gabriel and the Resurrection, which in itself gives thought of everlasting life and reunion with the loved ones after death, to the simple, plain sarcophagus or sepulchre, which gives relieved conception of the protection of the remains from the wrath of the elements. In studying the accomplishments of inspiration in the memorial, a knowledge of representations and their meanings is of paramount importance.

BEAUTY

The third and last motive of the designer is to obtain in his creations beauty. This, perhaps, is the frailest motive of all to the understanding of the layman. The ability of the average American to know and analyze beauty in art is not well developed. The American as a race is yet

too young. A study of the history of art repeatedly unveils the fact that a finer conception of beauty does not extensively appear in a nation of people until that nation passes through its preliminary stages of organization and rises to solidity. As a matter of fact, the greatest development in art in a nation of people comes during its period of decline rather than during its period of rise.

The eye of the layman often is pleased by the beauty of a memorial, but it would be impossible for him to analyze the principles of art involved that makes that particular memorial pleasing to the eye. There is no gain-saying the fact that beauty in a memorial is highly desirable, for it is closely akin to inspiration and tends to have the same psychological effect of elevating the mind to a nobler conception of life and its meaning. Beauty in a memorial becomes existent by virtue of graceful lines and proportions. The technical elements of beauty are as follows: Unity, Duality, Variety in Unity, Rhythmic Diminution, Radiation and Trinity. These subjects have been treated in detail in former issues of DESIGN HINTS Magazine.

These same basic principles might be a guide to judging the merits of an oil painting as well as a memorial, an office building, a cathedral or any other object of artistic consideration.

Many people who start out to purchase a memorial do not fully realize the real and true thing that they are doing but they seem to be only inspired with the motive of copying established custom. General conversation with the client should be engaged in toward the end of explaining to the client the various thoughts contained in this article. To those dealers who find it somewhat difficult to visit with their client along these lines it is suggested that these thoughts be embodied into form letters which can be mailed to the client during the negotiations for their memorial.

WANTED:

Salesmen for Middle West States,
Grewe Granite Co., St. Cloud, Minn.



If mankind still has an appreciation of beauty, if civilization preserves inviolate the love of Kinship and the desire to perpetuate memory, then

Sunset Mahogany

Grewe's new Golden Red granite, will act as its suitable expression. In polish, in contrast and in general all around excellence this new granite will be the proper testimonial of devotion where taste dictates the finest.

Grewe Granite Company
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

Protecting the Vicious from the Virtuous

WRITTEN FOR DESIGN HINTS BY

DR. ROY L. SMITH

The modern machinery of the law seems to be having the effect of protecting the vicious from the virtuous.

The high-minded citizens of a community will organize, spend their time and money, and elect superior representatives to the state and national legislatures. These representatives will pass wise and just laws. Then the public settles back with the comfortable assurance that it is protected.

But the criminal lawyer is abroad in the land and it is his function to discover technicalities and loop-holes in the law by which the offenders can escape justice.

Meanwhile, the criminal sits in jail (or is released on bail) and eats the candy and takes delight in the cut flowers that have been poured into his cell by a mawkish and sentimental public whose sympathies have been stirred by the story of a wife and baby at home.

Delays, postponements, stays of sentence, paroles, appeals, new trials and a hundred other expedients are raised to prevent him from serving a sentence. In the meantime the public loses interest, witnesses disappear and the office of the prosecuting attorney is crowded with cases.

A year or two of this sort of thing, perhaps a few short months in jail at light labor, and the criminal is free again, thankful for a clever lawyer, a sentimental public with a short memory and a pliable system of justice.

Allied with the criminal lawyer is the psychiatrist who solemnly assures us that the criminal played with teddy bears as a child, that his beard did not develop until six months later than normal, and that therefore he is, after all, not to blame for his criminal tendencies but is a victim of arrested development.

The sentimental social enthusiast cries out for "a chance to reform the criminal by putting him into a new and healthful environment."

All the time a virtuous public is waiting for justice and protection and getting it not.

The public has a stake in every criminal trial—a stake that cannot be ignored no matter what may be the claims of the criminal on mercy. The virtuous have a right to expect protection from the vicious. But the way our system is now working we seem to be protecting the vicious from the virtuous.



MELROSE GRA

Say you saw it in DESIGN HINTS

The Same High-grade Memorial Service

•

Because Melrose, with its extensive productive facilities, has been engaged in getting out one of the outstanding building contracts of the year, the impression has gone about that we are devoting ourselves primarily or exclusively to this grade of work.

•

This is entirely erroneous. Melrose is still rendering the same high-grade memorial service that it has given in the past.

•

We have continued unceasing to maintain our creative and design department, our complete service to the retail memorial trade and this is backed by a list of granites that will fill the needs of the most discriminating taste.

NITE CO. ST. CLOUD,
MINNESOTA

Say you saw it in DESIGN HINTS



HAWLEY

Another practical, inexpensive memorial by DESIGN HINTS is the Hawley tablet. Modest, unassuming, yet carrying in ornamentation a touch of richness in harmony with the colorful variegated granite.

Photos in black and white	\$.75
In natural colors	1 .50



RELTAIN

Simplicity of design, graceful lines and dignified proportions of the Reltain Memorial illustrate again that it is unnecessary to incur much extra expense to produce a memorial out of the ordinary.

Photos ordered from DESIGN HINTS may be obtained in full color at \$1.50
Black and white photos 75

An Open Letter To Those Whose Interests Are In The Monument Industry

We Need One Another

The following open letter which, we think, is pertinent and to the point, is written by A. W. Kistenbroker, Jr., of Chicago, secretary of the Monument Dealers Protective Association. The ideas contained in this letter are in accord with those of DESIGN HINTS. Never before in the history of this industry has there been greater need for practical co-operation. We compliment Mr. Kistenbroker's and the association he represents. The letter:

In a very large measure the ills to which our industry is subject is due to lack of confidence which the several branches of the industry have for one another. Each branch feels that another is trying to benefit at its expense.

Nothing could be farther from the truth. Let us rather argue that each is dependent on the other, and that when one branch of the industry is successful the other must necessarily be also. The producer needs the retailer. He needs the retail outlets because furnishing his own outlets would be an investment of capital far beyond his means. He needs the retailer because the complexities of production are enough to tax the ingenuity of any organization without adding those of the retailer.

Likewise, the retailer needs the producer. He cannot produce as well and as economically as the one who specializes in production. He cannot produce and do justice to the distribution of his merchandise. By that we mean the disposition to the "consumer."

Each one of these branches needs the Trade Press. The producer to put his wares before the retailer, and the retailer to keep in touch with the latest ideas in designing, selling, and the many other things which the constantly alert members of the press are continually publishing. In a similar way our friends furnishing the supplies needed are also necessary.

Taking this much for granted, and there is little chance for debate, is it not better that we all get together, concentrate all our efforts along well-directed lines and work for a greater, healthier, and more successful monument industry?

We believe there is one method which will go far towards accomplishing this end. We believe that representatives of the various branches of the industry sitting in a round table conference could do much to erase the petty difference and prejudices which exist in

our industry today. We believe that representatives, men with authority to mould the policies of their respective affiliations from the quarriers of granite, marble, and stone, from the producers of monuments of the various materials, from the retail dealers and their various organizations could and would formulate a scheme of action and policy whereby the industry as a whole would benefit.

We believe that the time is here for such a meeting, which for want of a better word we have called a "seminar." An ambitious ideal? Surely. Impossible of consummation? Decidedly not! Can we reach this ideal? No, but we can approach it; and if by concerted endeavor we even slightly approach an ideal that effort will not have been wasted.

Let us forget the animosity of the past; that is over the dam and can no longer injure us. Let us forget the selfish selfishness which dictates that all things must be for our personal benefit with no thought for the other fellow. Let us embrace a broader unselfish selfishness whereby we realize that only by boosting the entire industry can we get the most out of it individually. Such selfishness is wholesome and justifiable.

The M. D. P. A. has discussed this plan with representatives of the various branches of the industry who admit there is merit in the plan and that with the proper spirit and cooperation much can be expected. We have not the exalted sense of ego to believe that we alone can put over successfully a plan of such magnitude. But someone must start each movement, and the combined efforts of all our friends in the industry can and will put it over.

Let us hear from all of you, no matter what part you play in the industry, with ideas, plans, or suggestions. We shall need all the help we can get, and we want it from the quarriers, producers, retailers, supply houses, the press, and our good friends, the knights of the grip. With the ideas of all of us at hand surely some program can be formulated whereby the industry can be elevated, step by step, from its present slough of despondency.

Yours truly,

Monument Dealers Protective Ass'n.
A. W. Kistenbroker, Jr.,
Executive Secretary.

Luckemeyer, St. John's Athlete, Ends U. Work

The last issue of the St. John's Record, official newspaper of St. John's University, carried an interesting account of the graduation of August Luckemeyer, son of Mrs. John Luckemeyer, Sr., of St. Cloud, who finished his studies at the University the last semester and has returned to St. Cloud to take a position with the Royal Granite Co. He was a student of high scholastic ability, finishing the four-year course in three and one-half years. The Record clipping is as follows:

"August Luckemeyer, better known as 'Lucky', ends his long and successful career at St. John's with the semester about to close. Despite his other activities—among others, football and the business management of the Sagatagan—he has succeeded in the course of three and one-half years to garner enough credits and more than enough honor points to be graduated, and he is leaving at this time because a good position is beckoning him earnestly to start at once.

"He was graduated from the College Preparatory here in 1930. Most of the publicity that 'Lucky' received came to him on account of his prowess on the football field. He won positions on various All-State teams during the last three campaigns. The students, however, will remember him for his kindly and modest disposition."

Mr. Luckemeyer's father, the late John Luckemeyer Sr., was one of the pioneers in the granite industry in this community. He was one of the founders of the present Melrose Granite Co., and president of the Royal Granite Co. at the time of his death. August is one of the directors of the Royal Granite Co., of which his mother is president.

Joe—What caused the explosion on Cy's farm the other day?

Henry—He fed a chicken some "Lay 'em or Bust" feed and it turned out to be a rooster.—*Capper's Weekly*.

TO THE TRADE PRESS:

The Executive Committee of the Memorial Craftsmen of America has selected as the place of meeting for the 29th Annual Convention the Stevens Hotel in Chicago. The dates selected for the meeting are August 14, 15, 16, and 17, 1934. The World's Fair will be in session during this period, which will furnish an added attraction for monument dealers to come to Chicago.

The association is at present preparing floor plans of the exhibit space. It is hoped that these will be completed very shortly so that an invitation can be extended to the wholesalers to exhibit.

Very sincerely yours,
Memorial Craftsmen of America,
Lester E. Harris,
Executive Secretary.

MEMORIAL CRAFTSMEN OF AMERICA, INC.

ANNOUNCEMENT

After May 1st the offices of this association will be located in the downtown district of the city in the London Guarantee & Accident Building at 360 North Michigan Avenue. We will occupy Suite 714. Our new telephone number is Central 9504.

We hope you will visit us in our new quarters. A room of this suite is being reserved for the use of visiting members of the industry. Let this be your office when in the city. We wish to meet you personally and to be helpful to you.

Chauncey G. Austin,
Executive Secretary.

HI-TEST SAND BLAST	EX-CEL
S-A-N-D	CLEANER
COARSER - HARDER CLEANER	REMOVES STAINS-RUST-GRIME
TAMMS SILICA CO.	
MINES & MILLS TAMMS-OTTOWA	228 N. LA SALLE ST CHICAGO, ILL.

Memorial Contracting

Bill of Sale

SMITH MONUMENT COMPANY

1. KNOW ALL MEN BY THESE PRESENTS that the SMITH MONUMENT COMPANY, a corporation of Illinois with principal offices in the City of Chicago in consideration of the sum of _____ (\$ _____), the receipt of which is hereby acknowledged and the further sum of _____ (\$ _____) evidenced by note for the balance, the receipt of which is hereby acknowledged does hereby grant, sell and transfer unto _____ of the city of _____ State of _____ a certain cemetery memorial described as follows:

2. TO HAVE AND TO HOLD the said memorial to the said grantee and said grantees executors, administrators and assigns to hold for their own use and behoof forever, and the said SMITH MONUMENT COMPANY, hereby covenants with the grantees that it is the lawful owner of the said memorial, and that said memorial is free from all encumbrances and that the Smith Monument Company has a good right to sell the memorial as aforesaid, and it will warrant and defend the said memorial for and in behalf of the said grantee or the executors, administrators and assigns of the said grantee against the lawful claims and demands of all persons whomsoever.

3. Within _____ days after the date hereof the SMITH MONUMENT COMPANY will cause said memorial to be erected on the cemetery property of the grantee in the cemetery of _____ in the City of _____ State of _____ without further cost to the grantee.

4. IN WITNESS WHEREOF the SMITH MONUMENT COMPANY has caused this statement to be executed by its proper agent thereunto lawfully authorized this _____ day of _____ 1934.

Payment on Account _____ SMITH MONUMENT COMPANY
\$ _____ By _____

(Perforate this line to detach)

\$ _____ 1934
_____ after date, for value received I
promise to pay to the order of the SMITH MONUMENT COMPANY, a corporation, _____ dollars (\$ _____) with interest at six per cent (6%) per annum after maturity until paid, and to secure the payment of said amount I hereby authorize, irrevocably any attorney of any court of record to appear for me in such court, in term time or vacation at any time hereafter, and to confess judgment without process for such amount as may appear to be unpaid hereon together with costs and attorney's fees of twenty per cent (20%) of the principal hereof, and to waive and release all errors which may intervene in any proceedings, and to consent to immediate execution upon such judgment hereby ratifying all that my said attorney may do by virtue hereof.

BANK _____

NAME _____

STREET _____

CITY _____

The above contract, made up in pads of 100 in duplicate, with blank lines for both the dealer and client's name, can be obtained from Design Hints at moderate cost.

"What other type of letter could be used and how will it look when carved in granite?"



THIS QUESTION will never find you unprepared if you have the above Lettering Guide. This guide shows a photographic reproduction of sixteen different ways of finishing letters in granite, as well as the five styles in major use.

From it your clients can select the letter and finish best suited to their tastes.

Put one in the hands of each salesman. They are reasonably priced . . . 75c for the 11x14 size. A 20x24 enlargement for your office or showroom . . . \$2.00.

... FREE ...

One 20x24 enlargement with each cash order for one dozen regular size photos of this lettering sheet.

BEAUTY that Survives




LIBERTY MEMORIALS are modern enough to satisfy the modern demand and classic enough to survive in beauty and constant service in ages to come.

Liberty designs are fitted to a wide array of Liberty granites, in many colors.

Liberty Granite Co.
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

Here is the Book for YOU....



Whether you do your own drafting or not....*You need this book.*

In it you will find the answer to every design problem, be it the symbolism of some particular ornamentation...a technical point of perspective layout, mausoleum construction, or what you will.

From cover to cover it contains fully illustrated articles on mausoleum and memorial design and rendering, invaluable to yourself as well as to the men in your plant.

You owe everybody anyhow, why not pay yourself first?....for you certainly owe it to yourself to have this book on your desk. Order a copy or two from *Design Hints* Now! \$10.00 will bring it to you postpaid.

DESIGN HINTS

Fritz-Cross Bldg.

ST. CLOUD, MINN.

