Design Hints For Memorial Craftsmen

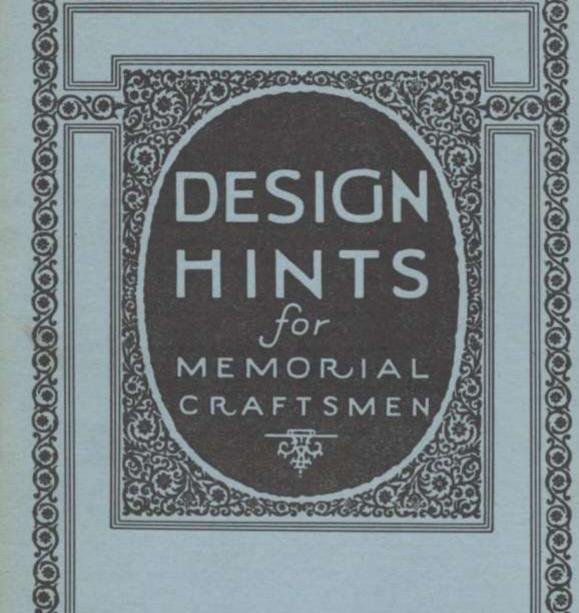
November 1928, Vol. 5, No. 5

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

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

http://quarriesandbeyond.org/

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



November, 1928

Volume V

Number 5

Tell them the Rock of Ages Story That's the Road to the Certain Sale

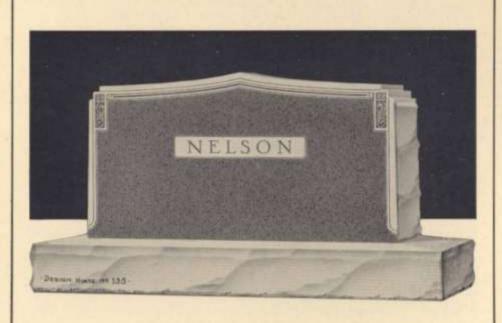
Because you know the Rock of Ages story don't assume that buyers know ALL of it. Tell it to them. Tell them the complete story of the unquestioned durability of this widely known granite—of its stainless and perfect beauty—how it resists the effects of time and elements. Tell them of its unique adaptibility to any finish—and why it will hold that finish for all the years to come. The Rock of Ages Story develops a customer-interest that means a sure sale.

A request to the Rock of Ages Service Bureau will bring you a complete description of Sales Aids.



ROCK OF AGES CORPORATION
BARRE VERMONT

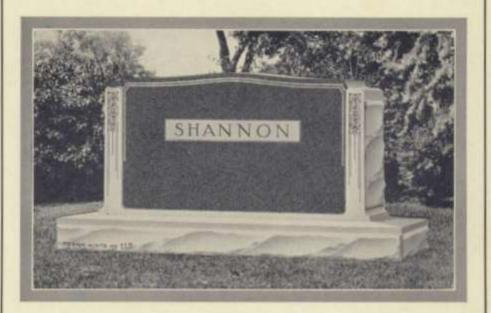
"THE DISTINCTIVE BARRE GRANITE"



The King and His Crown

Rex, the king of high-grade granites, is crowned. He had a crowning success this year and he gets the crown of a better run of business than ever before. The year closing beats all others by a wide margin. There must be a very-substantial reason for this widespread popularity.

Rex Granite Company, St. Cloud, Minn.



Three Headliners

Lately we have offered CRYSTAL GRAY as one of the new granites of the Pyramid line—three undisputed leaders in their field.

We still have fine stocks of our others

PYRAMID RED PYRAMID GRAY

And they all lead each month, a leadership that never has been successfully challenged.

Pyramid your 1929 volume with Pyramid product and Pyramid service and sales helps.

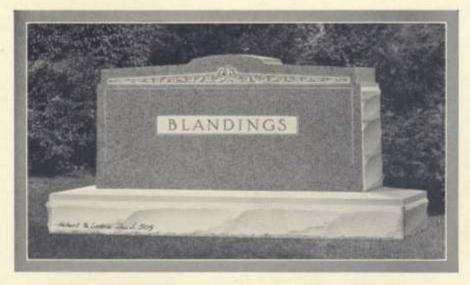
Pyramid Granite Works

Incorporated

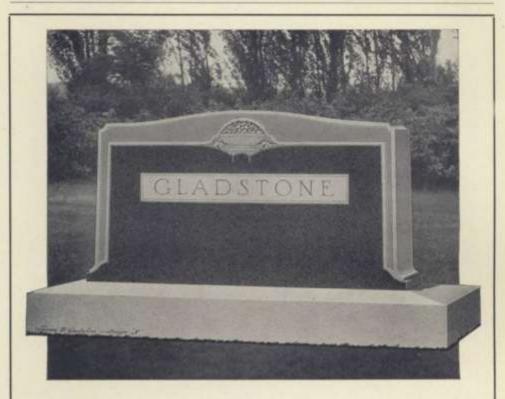
St. Cloud, Minnesota



The popular emblem of a dependable Service supports and guarantees the delivery of Perfect Barre Memorials.



HEBERT & LADRIE, DESIGN No. S. 509



If we couldn't advance a new thought for your consideration now and then you would be disappointed in our service, because you have come to expect it. We wouldn't like that situation, either. We have built our business prestige not only on the service we offer but on the new ideas which we advance for the use of our customers each month.

Last month the Franklin design had a great run of popularity. This month we have made another new one and in offering the Gladstone design we think we have one that should appeal to craftsmen of all degrees of prosperity and business acumen.

Rock of Ages granite is used on all our polished work and for our axed and rock work we use Wetmore and Morse and E. L. Smith Lt. Barre.

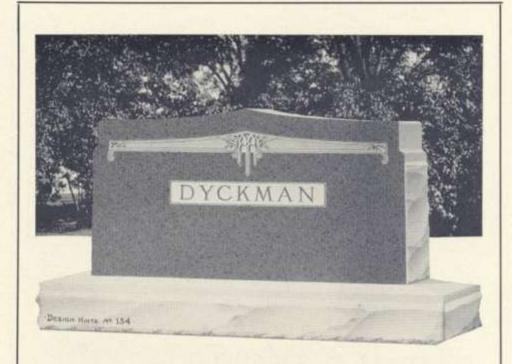
Johnson & Gustafson

EASTERN REPRESENTATIVES

Mr. Gust. Martenson Mr. C. A. Arnold WESTERN REPRESENTATIVES

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

SOUTHERN REPRESENTATIVE Alex. Duncan



Prompt Shipment

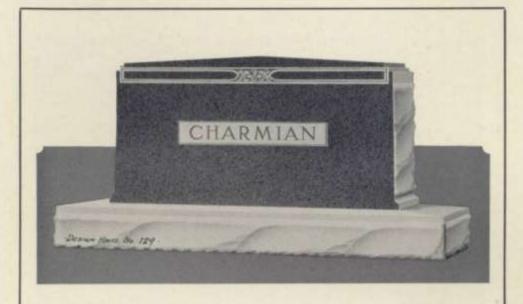
on mixed carlots is assured when you place your order with Liberty. And look at the variety of popular granites for your selection. Liberty Standard Red—Liberty Gray—Liberty Red—Standard Minnesota Pink—Light and Dark Barre—Oglesby Blue—Belview Mahogany.

We have several carloads of Belview Mahogany in stock in assorted sizes. We are therefore able to give you prompt delivery on your orders for this beautiful granite.

Ask for our stock sheet of modern designs.

LIBERTY GRANITE CO., Inc.

ST. CLOUD, MINN.



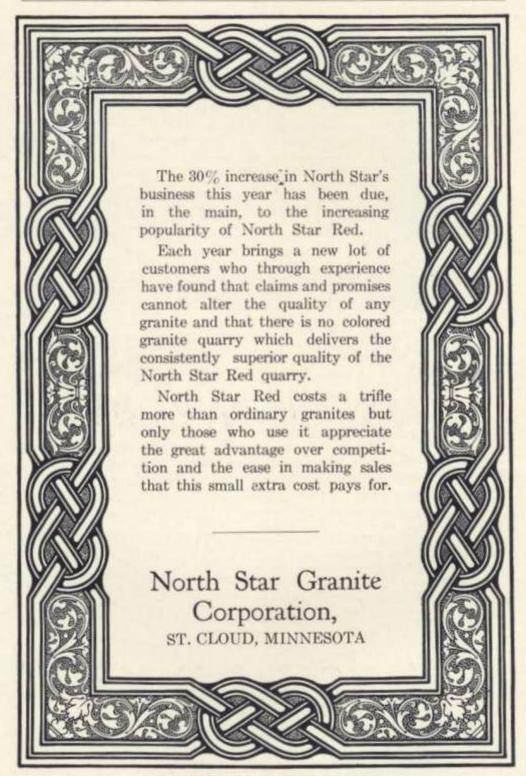
There Is A Way To Make It

If you haven't had as good a year as expected in 1928 and have not used the service offered by United you may have the reason for it.

We are not so positive in this assertion as to border on the ego but we believe that we can help you make your next year bigger.

UNITED GRANITE CO.,

St. Cloud, Minn.



Say you saw it in DESIGN HINTS



From Old Greece

We offer this Grecian design, unique and beautiful of conception, this month, because of an insistent demand for this type.

We think our artist did himself proud in this execution. It will stand the rigors of time and the changing chain of public opinion, just as it has done e'en since the days of Solon, Homer and their brethren.

Victory continues its efforts to bring out the finest there is in the craftsman's art.

Victory Granite Company, Inc.,

Barre, Vermont

SALESMEN: -A. A. Hucht, 187-33 Indan Arm. Canadle Guideau, St. Albana, L. L. Now Yorks, E. O. Stander, 1113 15th Arm., Altana, Panasa J. Parry Greens, 1512 Fried Arm., Worl, Birmarfram, Ala.



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

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

Success And Lady Luck

Great space has been devoted to the claim of a French professor that success in life had its element of luck. He stressed this point by claiming that luck was almost one-third of the causes, the others being due to certain talents, attainments, graces or other

qualities.

Philosophers have struggled with this as well as other things and writers on this topic have quoted many of the foremost citizens of the land, men who have risen high in public favor, others who have accumulated fortunes or others who have produced new books, new paintings, new inventions, and each individual case seems to have its specific reasons, although basically much alike.

When Mark Twain, one of America's greatest natural humorists, reached the age of seventy he was interviewed as to the reasons which he attributed for reaching that ripe old age. He said: "I never smoke more than one cigar at a time." He did not give out great reasons for attaining this age, but the American mind has come to know that the reason for it was that his was a happy mind, free from all worries and other disorders which kill many

Success in life is an element that, of course, must be dealt with seriously. Faithful devotion to duty, painstaking care of details without losing sight of the big object, for every movement, and a well ordered existence are foundations. But there are many others.

Great thinkers of past ages, such Epictetus, Cicero, as Confucius and others might agree that men's minds could move They would tell us mountains. that any average individual could get out of the world anything he wanted, provided that thing was within the realm of reason. George Washington had one outstanding quality: his rugged determination; Abraham Lincoln also was determined but he was a great humanitarian as well.

We could go down the line with the great men of America-the really great who perform big deeds —and find in most instances that constant application to a given subject constitute for the most part the seed and development of success. We think, however, the other side of the story should have representation and so we take this from the pages of an eastern

contemporary:

"From many sources come explan-ations as to why this one succeeded, why this one did not. "Success" is a flexible word susceptible of many definitions, but everybody would probably agree that to be successful, means making one's way, keeping out of debt, advancing in one's work so that one knows more, perhaps has more, than he had last year. Professor Richot, of

(Continued on page 26)

Timely Hints

The Letterhead for the Memorial Industry.

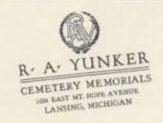
A LTHOUGH the designing of letterheads is somewhat outside the field of the average memorial dealer the idea, because of its wide application is worth a little study and should be considered more important than many credit it with being.

The character and standard of efficiency of any business are reflected in its personal correspondence. A letter sent out by a business house is no less representative of that house than one of its salesmen. A weak and tasteless letterhead, poorly printed on cheap, shoddy paper, suggests to the recipient that the firm sending it is a cheap one and one that deals in poor quality merchandise. Such letterheads are a great handicap to the otherwise efficient and reliable houses that cling to them, particularly in quarters where these firms are unknown.

A well known authority on letterhead design remarks as follows: "The letterhead is the most neglected tool in the advertising man's kit, when it should be one of the most servicable. Too often it is a hodge-podge of inharmonious typography or a smeary spread of factory picture or futuristic color design, taking up more than half the sheet. The letter's heading, that which distinguishes the stationery more than anything else, can be made one of the strongest supports of the campaign. It can be made simple and dignified, vividly virile, strong in selling value or heartily human. It can even indulge in a serio-comic smile at times. As much daring, as much originality as much plain nobility, as much force, character and effectiveness can and should be in the letterhead as in the display copy. Pennies spent in improving the stationery pay dollars in profits." So much for the importance and the possibilities in the design of letterheads.

In preparing this article for our readers, it is not our wish to attempt to pose as letterhead designers and we most certainly do not want to criticise any dealer or group of dealers for the lack of good taste they may have shown in the selection of their business stationery. Usually, and we might add, much too often, the design and setting of a letterhead is left to a compositor or typographer who has neither good taste nor ability for such work and the result is not representative of the product we have to sell.

It is not necessary that a man be a letterhead designer or an artist to appreciate appropriate stationery or representative and effective design for the letterhead. Works of art, professional services, fine period furniture and the like cannot be represented by cheap, gaudily printed, flamboyant stationery. Conversely, one cannot fully appreciate the efforts of a machinery manufacturer who writes on delicate, heliotrope paper with an engraved heading such as would properly represent a jeweler. And imagine if you can a picture of a death room scene on the stationery of a doctor with such slogans as, "Too late, you should have called me sooner," or "Appendix removals our specialty," and the like.





Braun Memorial Art Company

Hanaments Haus neums

CASS STREET OF COLUMN

Joliet, Illinois



MASON MEMORIAL STUDIO

MONUMENTS & MAUSOLEUMS

I WEST 1619 STREET

ERIE, PA.

· WILLIAM · T · SUGDEN · FINE MEMORIALS

FRESH MEADOW ROAD, NEAR ENTRANCE TO FLUSHING CEMETERY FLUSHING, N. Y.

Thosp-fice years' experience boilding frest class week

E. NELSON HIGH

Designer and Manufacturer of Arthus, Memorials

Goz Mercantile Library Bldg., Cincinnati

**Feliphine, Main 1283



J.F.BLOOM & COMPANY

ESTABLISHED 1679

F. P. BLOOM, Prinsmoon A.P. BLOOM, Secretary

MANUFACTURERS OF FINE MEMORIALS DESIGNED BY ARTESTS - BUILT BY CHAPTENEN

PACTURY
AND DESCRIPTION

OMAHA, NEB.

Exceedingly offensive, unethical and lacking in everything that is representative of good taste and appropriateness we will say. A professional man, such as a doctor for instance, should have stationery that is representative of his work, smaller type than that which is used for the general run of letterheads. On professional headings the type is placed in a small group in the center of the sheet or in the left-hand corner, ornament is taboo and the limitations of design are marked within narrow limits.

While a distinction is ordinarily made between what is termed professional stationery and stationery for general business uses, there are no definite rules to follow as regards the style or manner in which letterheads are set except that they be good and as previously stated representa-

tive.

We believe the memorial industry to be quite different from the general run of businesses and for this reason and because we are dealing in works of art, some distinction should be made in the design of our letterheads. The following hints which are to be accepted as suggestions only and not definite rules may assisst our readers in the selection of representative stationery.

In determining the proper display for a letterhead the first points to consider are the questions "Who?" "What?" and "Where?" in the order named. In other words, we should give major prominence to the name of the firm, secondary display to the description of the business, while the address should be next in size. In the address, the name of the city should be larger than the name of the street or building, or at least fully as large.

Avoid having too many type faces in the design. As a usual thing, one style is sufficient for a letterhead.

Illustrations are good so long as they are pleasingly arranged with the type and not too large.

An extremely plain design, supported by good presswork, good stock and good ink, will give a far better appearance than an ornate arrangement of type and illustrations and a poor selection of stock and ink.

A good, snappy, crisp sheet of bond paper seems essential. It has the substance and the crinkle in the hands of the recipient that suggests worth and stability.

There are many people who think a lot of color must be used to get attention. A lot of color may be all right for display cards, posters and the like-but not for letterheads. For refinement and dignity, one can hardly do better than the old standard, black and The practise of printing white. illustration of a vase or memorial in tint with lettering done over the illustration in black is sometimes a good one. The use of a shade and tint of a color on a stock of the same hue, as, for instance, light blue on blue-tinted stock, forms a beautiful effect for two printings.

Above all things remember that appropriateness, simplicity, proportion, shape harmony and tone harmony are the five great essentials for pleasing work.

In the accompanying plate, we have shown a few letterheads that have always appealed to us as splendid examples of just what what constitutes good taste and appropriateness in the design of stationery for the memorial industry. Variety is shown in type, design and method of finishing.



Dealers' letters commending our Memorial Design book and Design Hints continue to arrive and we are publishing as many as our space will permit. There is truly a reward in such appreciation which exceeds the mere monetary side of our efforts and encourages us to work all the harder toward the general improvement in all branches of the Art.

* * *

Great Contribution to the Memorial Industry.

Dear Friend Haslam:

Your book "Design Hints" is intensely interesting and I look forward to its coming.

forward to its coming.

"Memorial Design" is splendid and a great contribution to the memorial industry.

Cordially, ZENKER SONS, By—Rudolph Zenker, Columbus, Ohio.

Well Worth the Charge.

We will enclose our check for \$10.00 for one of your books, "MEMORIAL DESIGN" which please mail to us at your convenience. Please pardon us for not sending this earlier. We feel that the information which we have already received from you is

well worth the amount you charge for the Book, and we desire to thank you for sending the little Magazine to us.

We are.

Very truly yours, CARLAW BROS., Granite & Marble Works, Sacramento, California.

Likes Design Hints.

Enclosed herewith find our check for \$10.00 for which please forward us your book on "MEMORIAL DESIGN".

We thank you for keeping our name on your mailing list for "DESIGN HINTS" which we assure you we are glad to receive each month.

> Yours very truly, S. J. Sullivan, Edw. A. Carroll Co., P. O. Pencoyd, Pa.

All You Claim and More.

Received our copy of "ME-MORIAL DESIGN" and after having looked it over we find it all you claim and more.

Very truly yours, Otto Schumann Granite & Marble Works. Portland, Oregon.

(Continued on page 26

GREEK PROPORTION

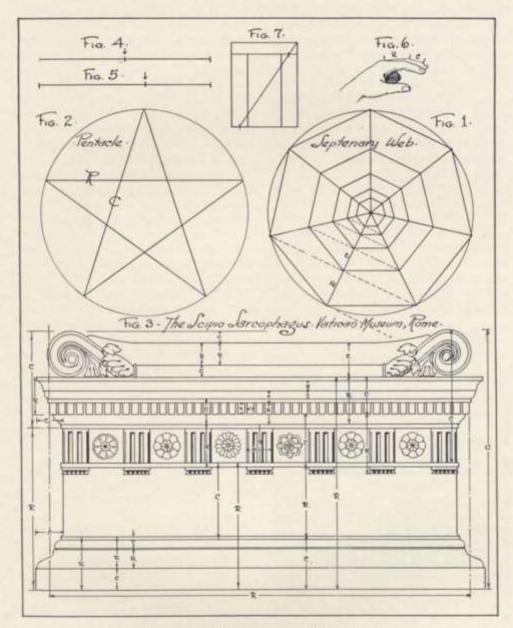
By JOHN CARGILL, Designer Chas. G. Blake & Co., Chicago, Ill.

Correlative Rectangles.

RCHITECTURE and music as well as the sciences, at their beginning were astrological. Music, in this age was associated with the universe, and the orbits of the heavenly bodies. It took the moon four weeks to travel its orbit. Mercury 12, Venus 32, Sun 52, Mars 98. In order to simplify, the remaining orbits are omitted. At this time the earth was thought to be the center of the universe and the sun, moon and planets to move around it, and the orbital numbers have influenced music from the earliest times to the present day.

In architecture the early temple was a microcosm, the world or universe on a small scale, the lower parts represented the earth and the upper parts the heavens, and man and the gods were placed between. The front elevation of Scipio's tomb in a noticeable degree presents this symbolism; the lower parts the earth, the scrolls at top the heavens and on the frieze the triglyphs as symbols of buildings or temple fronts have reference to man while the rosettes may well be taken as symbols of the sun gods. The triglyph belongs with the Doric column and should not be used apart from the column unless as on the Scipio tomb its purpose is symbolic. The triglyph is an echo of the columination above which it is rightly placed. It is generally understood that the triglyph is the head of a beam and the scrolls represent a bed; the bed refers to sleep and sleep is a type of death; and to the righteous death is but the glorious transport to Paradise. But a new thought based on facts is a help to symbolism.

Early architecture had symbols like the Septenary web and the Pentacle Figs. 1 & 2. figures were sacred because in a nature worshipping age they symbolized the universe, and the ratios of points and lines in these cosmic figures appear to have influenced the proportions of monumental designs. Scipio's tomb has its average length in relation to its height as R is to C on the symbols, these ratios are of frequent occurrence both here, Fig. 3, and on the Parthenon. We do not know by what method the designers arrived at these ratios. They might have been revealed by the old problem of dividing the The bisected line. Fig. 4, is faulty for the eye soon tires of measuring the equal distances each side of the center. Pleasing variety is introduced when the line is broken at a point away from the center but not too near the end Fig. 5. These unequal lengths are to each other as the radius is to chord in an angle of 36 degrees. These ratios of radius to chord were often used in ancient structures. It appears that the lines which form the elements of geometrical figures were thought to be in all places in harmony with each other and by some law of affinity to belong together and so were used to determine measurements in design. Again these ratios might have been drawn directly from nature as we find



them illustrated in the joints of the hand Fig. 6.

Again the proportions of Scipio's tomb appear to have been fixed by the oldest rule in architecture, the law of the post and lintel. In Fig. 7 the diagonal line which regulates the relations of post and lintel starts at the ground line at the center of one of the posts,

runs through the top center of the opposite post above the outer edge of which it turns to form the top of the lintel. When thus drawn the rectangles forming the faces of the posts and lintel are correlative, they belong together, and may be used as posts and lintel, or one post and the lintel may proportion a sarcophagus design; or again where the portico, front of the Parthenon, is treated as posts, we have the entablature and pediment as the correct lintel; and on the Greek Doric capital the abacus when cut to form two posts has the echinus as the proper lintel. (Illustrated and explained in October article.) On the Classical monuments the front elevation of Scipio's tomb, in harmony with the architectural divisions, presents a series of rectangles all faultless according to this scheme.

Scipio's tomb like the Parthenon was influenced by the most ancient law of architectural proportion and like the Parthenon its detail shows aesthetic proportions of

the highest character.

Symbolic Meaning of the Scipio Rosettes.

The decorations of the Byzantine, Celtic and Gothic rosettes often had a meaning and the sun, moon, earth and air were among the subjects symbolically treated.

In Classical Art where the ideal was beauty the decorations were free from symbolism but there were exceptions and symbolism is apparently found for the cross is always a symbol. A cruciform design, a conventionalized flower, decorates one of the beautiful rosettes ornamenting Scipio's tomb. The cross embodied in this design was a natural Pagan cross, a symbol of the Sun, for Scipio's tomb, a Roman work, was erected before the Christian Era.

In early times the number four was associated in a mystic way with the sun which was thought to have four motions, up and down during the day, and below the horizon, down and up and one of the earliest sun symbols was a cross dividing a circle into four parts. In Genesis the sun was created on the fourth day and in Revelation it was one-third darkened at the sound of the fourth

trumpet.

On the remaining rosettes the rose in the middle zone with petals alternately opened and closed suggests summer and winter or day and night, symbols of life and death. They are also symbols of time and time refers back to Janus the old Roman god of time, who in addition to other duties conveyed the prayers of men to the ears of the gods.

Seymour writes "Above a thousand years before Christ, the cross was already a religious emblem of frequent employment." In Italy, near Bologna, the cross is found on ancient burial urns, and the most ancient coins of the Gauls were circular with a cross in the middle and the cross with equal arms has been thought to represent the four

rivers in Paradise.

* * *

"What you need is an electric bath," said the doctor.

"Not for me," said the patient.
"My uncle got drowned in one of them things in Sing Sing."

* * *

Remember, when driving, the wind can't go through your windshield, but you can.

* * *

Broke:—"I've lost my new car."
Flush:—"Why don't you report
it to the Sheriff?"

Broke:—"He's the fellow that took it."

* * *

Small Boy—(to visitor) "Have you got a wife?"

Visitor:—"No, Sonny, I have-

n t.

Small Boy:—"Then who tells you what to do?"

The Course Sweeps On

Six Units of the Course in Memorial Salesmanship and Management have now been prepared by the Business Training Corporation and published by the Memorial Extension Commission, and the remaining six are being prepared. The number of retailers taking the Course is rapidly approaching a thousand; and the discussion-groups working various cities—some of them holding two meetings for each Unitwith better and more successful sales reported from all quarters, have greatly increased the mounting enthusiasm for the Course.

One of the largest quarriers, famous for his fine material and his fine business, writes: "No one could take the Course without getting great benefit from it."

Comments like these are daily coming in from others taking the Course:

"I am making sales each week as

the result of my study."

"This Course will be worth more to me than to have someone double our capital."

"A wonderful help in improving

salesmanship."

"Already I have, through your suggestions, been able to clinch several sales which I attribute directly to the Course. It is a revelation."

"Unit I alone is worth the price of the Course."

Unit I emphasizes the need of getting the customer's point of view at the outset, through a "friendly consultation"; and it is brimful of helpful, concrete suggestions how to take this first step toward a successful sale.

Unit II, "Advising the Customer on Design," shows how the most successful retail salesmen in the industry use design to make sales—how to use forms and designs and symbols and ornament to appeal to personal taste, to individual buying motives, and to the desire for a distinctive, appropriate, memorial. This is the second step in planned selling.

Unit III, "Advising the Customer on Materials," shows how the best selling makes just the right use of materials—uses the attractive values in the material to appeal to the customer's buying motives. This is the third step in the normal sales procedure.

Unit IV points out the best ways of using sales proposals; shows why oral proposals should always be used; shows how to use them; and shows how to use written proposals when they are advisable—but shows especially how to use the proposal as an effective aid in making the sale. This is the fourth step in carefully planned selling.

"Overcoming Sales Difficulties" is the title and the subject of Unit V. Here are treated the vital topics of how to handle the difficult types of customers, special situations, questions and objections, and competition—from within and without. This Unit has stirred special enthusiasm among the key men of the industry: "Very interesting," "Fine," "Excellent," "The best yet."

Unit VI describes in detail how to close sales—the object of all selling; how to lead up to the close; how to recognize and seize the right moment; how to have and use effective reserve talk; how to handle groups successfully; how to "follow through" on the sale and

(Continued on page 25)

Male Help Wanted

Written for Design Hints by Dr. Roy L. Smith

If any young man wants to know how and where to invest his life, let him study the "want columns" of the daily papers. A discerning youth will learn more there than he can be told in a dozen "success lectures."

"ONLY MEN WHO CAN DELIVER THE GOODS NEED APPLY." There is little demand for the youth who has only learned to "get by." The high salaries are paid to those who can "make good."

"EARNINGS IN DIRECT PROPORTION TO ABILITY."

No man gains anything by getting money he has not earned. James J. Hill accumulated a fortune of many millions by developing the Great Northern railroad but he gave the public a thousand times as much as he accumulated for himself. Every rich man who has earned his fortune has made more money for the public than he has made for himself.

"MEN WITH ABILITY WANTED."—not men with a pull, a suit case full of recommendations, influential friends, bell bottom trousers, the latest dance steps, family trees, beautiful baritone voices. But men who can go ahead without waiting for orders. Charles Steinmetz could not speak English, did not own a dollar, held no college degrees and arrived in America via steerage. But within a few years he was recognized as the electrical genius of his generation. He had ability—and needed very little more.

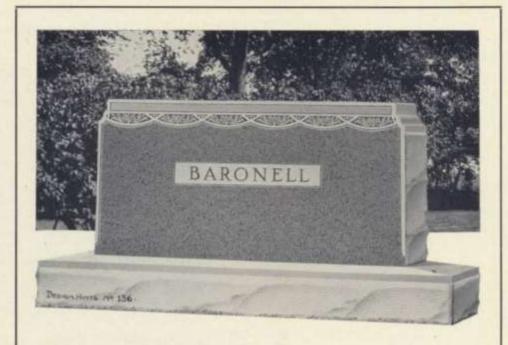
"MUST BE WILLING TO WORK." Enough said!

"MUST HAVE PLEASING PERSONALITY." By this is meant that he must be able to smile in the face of defeat, reply courteously when treated brusquely, offer his opinions with conviction and kindliness, take his promises as seriously as other men do and be willing to sacrifice a game of golf for a signed order, keeping his speech as clean as his finger nails.

"MUST BE OF GOOD CHARACTER." There can be no substitute or "just as good" here. Character is what you are when you are not being watched. It is God's opinion of you. The opportunities for the man without character are becoming daily more scarce and less desirable.

"MARRIED MAN PREFERRED." One who has a home and loves it better than any spot on earth, one who is capable of a great sacrificial love, one who has the inspiration and the counsel of a good woman, one who works every day with the sense of responsibility resting upon him, one who has a child's education to plan for and a baby's laughter to greet him and chubby arms to keep him home at night.

If you want to know what kind of a man the world is looking for and the kind of a man it is willing to pay for, read the "Help Wanted" columns-



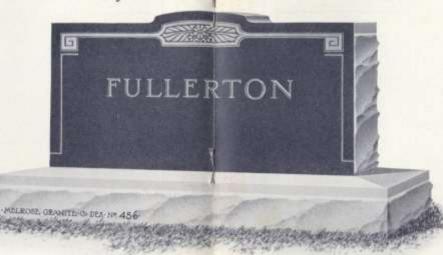
BARONELL

The BARONELL design presents a very pleasing appearance with a rather new departure in conventionalized ornamentation with carbon finished upper panel and axed top and shoulders.

We predict that this memorial will prove a good repeater for progressive dealers.

Beautiful 11x14 photographs of the designs shown on pages 19 and 23 Will be furnished by Design Hints for 75c each DESIGN HINTS DESIGN HINTS

Is 1929 To Be Just Another Year Or Have You a Plan?



Meirose knows right now what it is going to do in 1929. That may sound far-fetched to a great many people, but it

This was settled a long time ago by our executives, sales department, designers and service department.

It was thrashed out by using past experiences as a guide and a very definite program for the coming year.

It is impossible for us, employing from 300 to 400 men, to continue our business without a very definite plan of action are continued out in advance.

mapped out in advance.

We wonder if all the retailers plan their campaigns in advance. Have you a definite idea of how you are going to keep in better contact with ALL the prospects in your territory

during the coming year?

Do you resolve even before the date of resolving comes on that you are going to carry out that program to the letter? If you have a program and follow it out we are sure you will give yourself a great surprise by the volume of business you will get during the coming year of 1929.

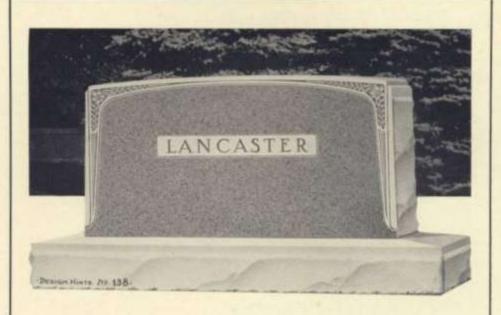
We think your program will be more complete if you hitch it up with Melrose designs and Melrose service and let them pull together.

This Melrose service is offered to you for the asking and we hope during the coming year an increasing number of retailers will take advantage of it.

MELROSE GRANITE COMPANY

St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



LANCASTER

We believe the LANCASTER design will merit general approval in improvements apparent to the critical observer.

The two-toned conventionalized lily ornamentation, axed top and shoulders with margined base should prove a ready seller in the popular price field.

Please write the manufacturers listed in Design Hints for Sizes and prices on the designs shown on pages 19 and 22

GRANITE CHIPS

John O. Ball & Sons Interesting Display Room

The tendency of memorial merchants throughout the country to build new and attractive showrooms is a sign of unmistakable progress, and this serious thought, given by every up-to-date firm to the subject of the proper display of their work, is one of the great hopes of the industry.

John O. Ball & Sons have been engaged in the making and the marketing of memorials about fifty-three years, starting in 1876, and the dignified new brick structure which they have occupied since its completion in 1924 is just one of the indications of their will to advance.

Plain, substantial, well-lighted, this modern showroom is nicely adapted to presenting to advantage every type of work which the company produces. The wide window which takes up almost the entire front of the building gives a very complete view of the interior as well as offering a fine position for designs to which it is desired to direct special attention, and the whole place is both inviting and interesting.

In a recent letter to Design Hints, Mr. John O. Ball, better known as "Pa" stated that his firm consists of one father and three sons, all workers except father. Mr. Ball is well known to the members of the industry being a familiar figure at all meetings of the National association of The Memorial Craftsmen of America.



In Memoriam

It is with a deep sense of personal loss that we report the death of Lou Beatty which occurred in California November 22 where he had gone in the hopes of

regaining his health.

Mr. Beatty was well and favorably known in the St. Cloud granite industry having been employed for a long time with the Sauk Rapids Granite Co. and the Cold Spring Granite Co. as cutter and foreman and recently as salesman.

The remains are being brought to St. Cloud by Mrs. Beatty and son Vern and funeral arrangements will be completed on their

arrival.

Look Who's Here!

Hello Folks! I arrived in Hardwick, Vermont, November 2, 1928 and my name is Betty Joyce Haugen. My father is Arthur Haugen, draftsman with the

Woodbury Granite Co., and my grandfather is Alfred Haugen, President of the United Granite Co., St. Cloud, Minnesota. Neither my father or grandfather had anything to do with the preparation of the McNary-Haugen bill. Father says he wishes someone would pay this account so they would quit talking about it.

I hope you will keep me in

I hope you will keep me in mind, for a little later on I expect to devote all my time to the interests of the granite industry, and will consider any proposals you may have to offer for the services of a stenographer-designer. That's a new one on the

industry!

Minnesota Craftsmen to Meet at St. Cloud

The Memorial Craftsmen of Minnesota, North and South Dakota, have again gratefully accepted the invitation to hold

(Continued on page 25)



Prize of \$100 Offered For Memorial Design

By The Modern Woodmen of America.

RS. Agnes Murphy, wife of Director E. E. Murphy has authorized The Modern Woodman to offer a prize of \$100 for a design for a monument illustrative of the fight on tuberculosis and the Modern Woodmen's part therein. Murphy has joined her husband in devotion to the sanatorium and the purpose for which it was erected and is maintained. has watched its development from the very beginning and interested herself in the marvelous progress made there against one of the most dreaded foes of human life until she is inspired with the miracle of it all.

For that reason it is her desire to have placed on top of the hill at the left of the entrance to the sanatorium at Woodman Colorado, a piece of statuary of sufficient size to be seen from a distance, which will carry the thought of the Society's part in the struggle and the victories won at this institution. Such a monument would stand for centuries commemorating the spirit of fraternity of Modern Woodmen of America and its practical exemplification of the combat waged by science in the prolonging of lives stricken by a disease which at one time was considered hopeless.

The Modern Woodman is glad to be the agent of Mrs. Murphy in receiving the designs and passing them to the committee which may be selected to choose the one best meeting the combined idea. The designs may be sent at any time now and the time for closing of the contest will be announced later. All members of Modern Woodmen of America are urged to bring this offer to the attention of artists, for the honorarium of \$100 will be nothing compared to the honor of being the designer of such a statue.

Mail all designs to Charles E. Whelan, Editor of *The Modern* Woodman, 316 Sixteenth street, Rock Island, Illinois.

-Modern Woodman.

Granite Chips.

(Continued from page 24)

their winter convention in St. Cloud, on January 29th, and 30th.

It will be remembered that they were the guests of the St. Cloud Producers last year and that the occassion was a thoroly enjoyable one.

An attractive program of entertainment and educational features are being prepared by the Producers in collaboration with the Minnesota Craftsmen and the meeting this year bids fair to surpass that of last.

The Course Sweeps On.

(Continued from page 17)

make its satisfaction permanent. All these practical, specific, sales-winning methods and ideas are those which the survey found in daily, successful use. There are none of them theoretical, but vitally real and workable. Hence the enthusiastic comment being sent in unsolicited by salesmen who try these methods and get results. Of course they get results—and the kind every memorial retailer is looking for.

The Course runs along on the same program for everyone who takes it—no matter when he starts. He first gets Unit I; reads

(Continued on page 27)

Editor's Mail

(Continued from page 13) Boost To The Trade

Enclosed please find check for ten dollars for your book "ME-MORIAL DESIGN."

Also I must say that your publication "Design Hints" is a boost to the Trade.

> Yours truly, Apponaug Granite Works, F. R. Richmond, Apponaug, R. I.

* * * Isn't Enough Of It.

By the way your "Design Book" received some time ago has one bad fault-there isn't enough of it!

> Yours truly, W. E. Luck, H. A. Luck Monument Co., Lewistown, Pa.

* * * Helpful to Both Workmen and Salesmen.

Have examined your book and can say that the material is well selected and important facts brought out. It should prove very helpful to both workmen and salesmen.

E. G. Williams, North Platte Mont. Co. Inc. North Platte, Nebr.

* * * The Book Is Fine!

The Book is fine. We expect to derive real benefit from its use. We have always used the little books and have them all on file.

> A. M. Kerr. Staunton, Va.

* * * A Wonderful Magazine.

We are enclosing a check for \$10.00 for which please forward to us one of your new design books.

At this time we are grasping the opportunity to tell you how we appreciate and enjoy your publication "Design Hints." It is a wonderful magazine and very helpful to us. We hope you will continue publishing it for a very long time.

> Very truly yours, William J. Weiss, By Orren D. Weiss, Frenchtown, N. J.

* * * Success And Lady Luck

(Continued from page 9) the French Academy of Sciences, believes that 30 per cent of everyone's success in life is due to pure luck. He figures this way: brains 50 per cent, industry 20 per cent, luck 30 per cent. A facetious analysis comes from a Chicago banker who says the ladder of success is built up like this-

100 per cent, I did. 90 per cent, I will. 80 per cent, I can. 70 per cent, I think I can. 60 per cent, I might. 50 per cent, I think I might. 40 per cent, What is it? 30 per cent, I wish I could. 20 per cent, I don't know how. 10 per cent, I can't.

0 I won't.

"One of the largest New York department stores recently tabulated its "firing records" for twelve months, with these results: 30 per cent of employees were dismissed for lack of industry; 20 per cent failed to follow instructions; 12 per cent were lacking in tact and courtesy; 8 per cent failed in sticking qualities; 7 per cent could not cope with customer's objections; 4 per cent went stale, and 5 per cent failed because of miscellaneous causes.

"Men and women will probably continue to get ahead, and get there and succeed, while others will not, regardless of whether "luck," "good breaks" or "being kicked into it" has anything to do with them or not. At that, Professor Richot, may be right in his percentage table. How, where, when can we find Luck? She seems to be a fickle jade to many."

The Course Sweeps On.

(Continued from page 25)

it carefully; "checks himself" on each chapter; checks and mails his Solution Sheet; attends the discussion meeting if one is held within reach. After four weeks of this opportunity to get this Unit in his system and try it in his daily work, he gets Unit II, and does the same with that. And so on, with all twelve Units.

The Commission has opened its enrollment books to everybody in the industry on the same basis; and for the present is still accepting enrollments at \$25. each. (This half-price rate holds only as long as the Commission chooses to continue putting up \$25. on each enrollment—the other half of the cost.) Your letter and check should go to the Secretary of the

Commission, Mr. Charles J. Benisch, at 895 Jamaica Avenue, Brooklyn, New York

Brooklyn, New York.

For all these reasons we urge you to enroll; enroll at once; and enroll everyone in your establishment who has or should have any contact with retail customers or any vital interest in retail selling

or management.

The memorial industry is one, and its parts must stand or fall together. This great upward-looking movement means that the whole industry is not only standing together, but going forward together, toward very definite and desirable results: more sales, larger sales, sales more easily made, just and sure profits, lasting satisfaction and growing good will be shared by quarrier, manufacturer, retailer, and customer.

Enroll—and now!



SURFACER TOOTH CHISEL

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

Trow & Holden Co.

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

MODERN MEMORIALS OF EXCLUSIVE DESIGN

ATTRACTIVE ADDITIONS FOR YOUR DISPLAY

Black Swede Peerless Pink Beers Red Dark Barre Grecia Green Blue Pearl Pink Marble Balmoral Red Regal Purple Pink Pearl Red St. Cloud Winnsborn Blue Italian Statuary Base Stocks

Green Swede Light Barre Emerald Pearl Crystal Pink Wausau Red Elberton Blue Standard Gray Radiant Red Gray St. Cloud Golden Pink Extra Dark Quincy Millstone Point

F C Black

Crystal Gray

MONUMENTS LEDGERS MONOLITHS MARKERS

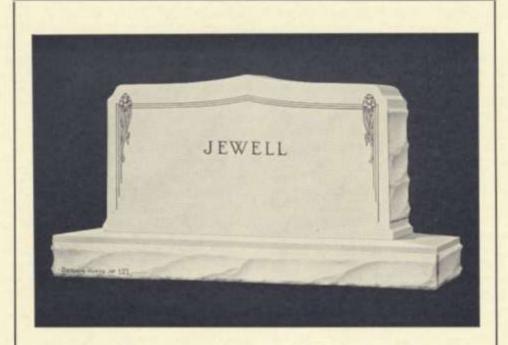
Columns and Rolls Turned In All These Stocks.

Low prices quoted on your special sketches.

FREE STOCK SHEETS SAMPLES ON APPROVAL ARTISTIC AIRBRUSH DESIGNS

BURTON PRESTON & CO.

Mansfield, Obio.



A noted chef outdoes himself with the rarest game. A landscape architect rises to a setting of natural beauty. Give a man a medium that makes his work a joy and you get a masterpiece.

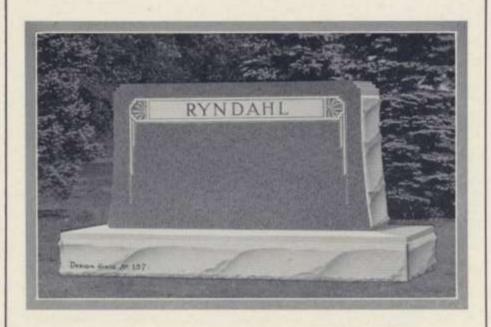
Let the Designer and the Craftsman know that their work will be executed in the Light Barre Granite of Wetmore and Morse, and you'll have a result that will excite enthusiastic admiration. The texture of this fine granite makes fine memorials a certainty.



Wetmore & Morse Granite Co.,

Quarries: BARRE, VT.

Main Office: MONTPELIER, VT.



"I can see how the design looks, but how long will the memorial last?"

When you reach that point in the discussion your trump card is this:

"I'll specify Pirie's Dark Barre Granite and this Certificate of Perfection is your guarantee that it will last."

J. K. PIRIE ESTATE,

Office: Campbell Block, Depot Square.
BARRE, VERMONT



The Seat of Mahogany

An idea of the depths we go to find "THE BEST IN MAHOGANY" Product of Dakota.

This quarry scene indicates the splendid condition of Dakota. Each slab of Mahogany is tested for all flaws before being put into work. That is why it continues to be the best and people continue to demand it.

Quarriers



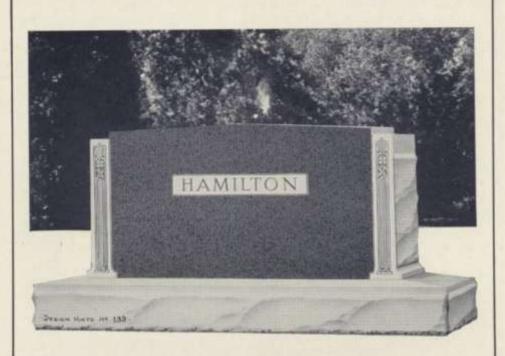
Manufacturers

Dakota Granite Works

Milbank,

>:

So. Dakota



Now for Another Good Year

It's about the time of the year when we should figure on the coming twelve months and we hope our friends are approaching it with renewed confidence.

> Superior Red and Gray will come to the new year with great expectancy and this because of the very satisfactory increases during 1928.

Granite City Granite Co.

The Ahlgrens St. Cloud, Minn.

REPRESENTATIVES

R. G. KOCH, 316 E 51st St., Kansas City, Mo.
O. A. RAIRDON: Box 423, Bellefontaine, Ohio
H. W. RAIRDON, 618 No. Broadway, Dayton, Ohio.
C. H. GRUNEWALD, 314 Eitel Bidg., Seattle, Washington

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.

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Write for Samples.

St. Cloud Iron Works Co.

St. Cloud, Minnesota

Manufacturers of



Jenny Lind Stone Polishers Shot Wheels Emery Wheels Surfacer Frames

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Dallett Products Pneumatic Tools Stainless Glue Putty Powder



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.

STERLING RED ...

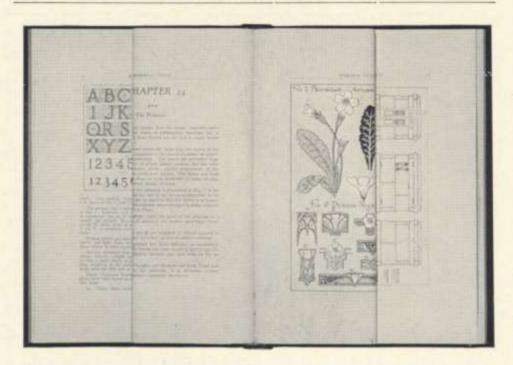
That's the name of Grewe's new granite. It is dark, fine-grained and splendid for polished work.

Ask us for a sample---



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

SALABLE ANDBLAST ERVICE



Your Book Is Ready---

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

Beautifully Bound " 58 Chapters " 192 Pages as follows-

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.

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Memorial Symbols.

Mausoleum Construction.

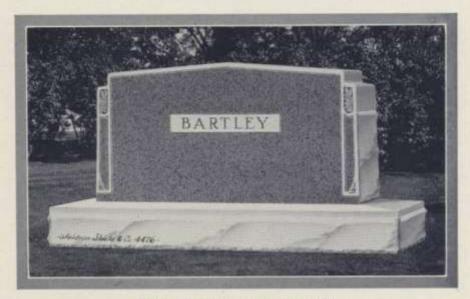
Historic Ornament—Egyptian—Greek (Parts 1 and 2)—Roman (1 and 2)—Early Christian—Syzantine—Celtic—Romanesque—Gothic (1, 2 and 3)—Renaissance (1 and 2)—Modern.

Greek Curves.

You need this book for your men in the shop, for your salesmen and for your own library.

Price \$10.00 Postpaid. Cash with order.

Dan. B. Haslam, St. Cloud. Minnesota



Waldron Shield & Co. Design No. 4476

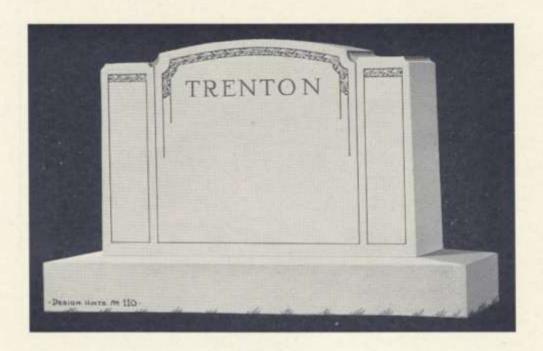
The most profitable business insurance you can have costs you only the thought and care that it takes to place your orders with one of the finest plants in the industry. Every memorial you erect can be a builder of future business if it is made by Waldron Shield and Company. Here you will find a large plant, manned and equipped to produce the kind of work that makes satisfied customers. We'd like to tell you the complete story of the service we can offer.

Waldron Shield & Company

Barre,

:-:

Vermont



Perfect Raw Material

Only perfect patterns leave the inspection room of the Smith Quarries. For we know that three reputations rest on Smith-Barre; your reputation, that of the carver, and our own. The finished work can be no better than the raw material from which it is made. The first move for absolute satisfaction is to Specify Smith-Barre, the best the hills of Vermont can produce.

E. L. SMITH & CO. BARRE, VERMONT





Henry C. Smalley Granite Co. Design No. 363

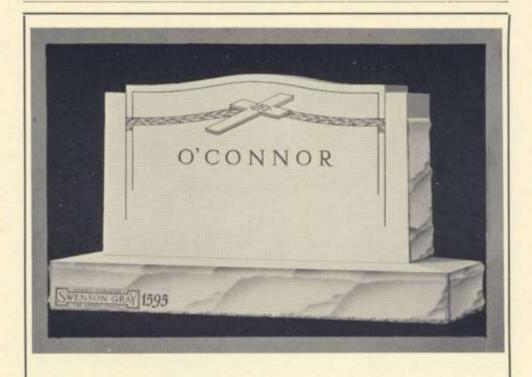
Three Little Tablets

on
1
Photo

Pleasing variety in the design of ornament, arrangement of lettering and contour is shown in these three exquisite little tablets by Smalley. And they are inexpensive too. Write for our special prices on the group or singly if you prefer in Smalley's distinctive granites.

Royal Dark and Royal Blue-Gray from the Old Reliable Souhegan Quarry —Pink and Red Westerly Granites.

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



Something Different in Design for Swenson Gray Granite

You will always find new ideas when you examine the Swenson line of exclusive designs—something out of the ordinary for Swenson Gray granite is especially adaptable to novel sandblast treatment of ornament. The O'Connor memorial exemplifies its possibilities in the design of the two-tone cross with its supporting ornamental band of carving. Sizes and prices await your request.

The John Swenson Granite Co.

Concord, New Hampshire

I. N. Strock, Baltie, Ohio: Ashmore Brothers, Zanesville, Ohio: Fred Haslam,
4019 Kenwood Ave., Kansas City, Mo.,



Exhibited at Chicago in J. C. Pink

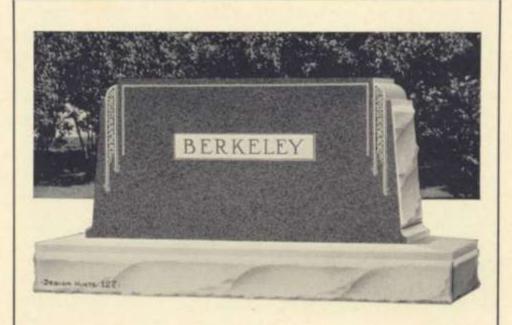
From Us To You

JoE and all his brothers hope that you have had a good year and they also express the wish that you approach the coming season of good will with satisfaction and a work well performed during the year, that you have had a good year and may look forward to a bigger one in 1929.

Universal Granite Co.

ST. CLOUD, MINNESOTA

Rep.—Ill. Ind. Mich. Ohio LOUIS C. ROEMER



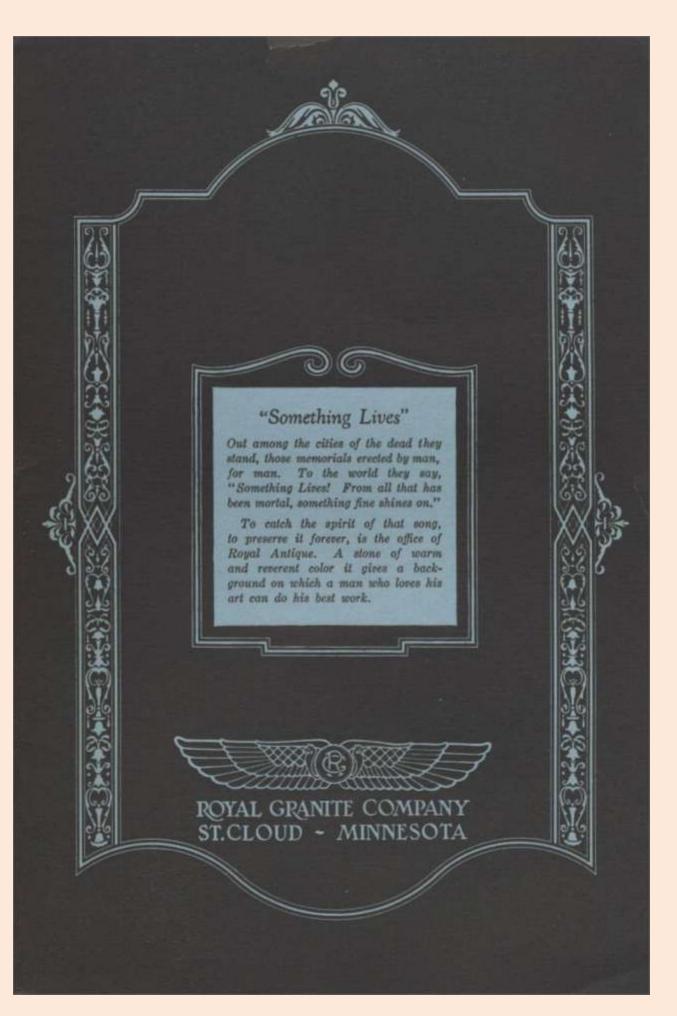
RED PEARL

Let that burn into your memory during the winter months so that you will be in shape to take advantage of its wonderful sales possibilities during the coming year.

RED PEARL will attract new people to your door and make for great prestige for you and us.

And it will mean a greater New Year for both of us.

St. Cloud Granite Works St. Cloud, Minn.



Christmas · · ·

If we could offer anything to our trade during this season of Good Will Toward Men it would be that they have an abundance of the fruits of the season. It is because of this season that men enjoy their chosen vocations during the year and we hope that the New Year, soon to be born, will be kindly to you.

A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.