Design Hints For Memorial Craftsmen

November 1929, Vol. 6, No. 5

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

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http://quarriesandbeyond.org/

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



He
Who Does Things
Is
Given Things To Do

Nobember, 1929

VOLUME 6

NUMBER 5

SMITH ...

A NAME AS OLD AS CIVILIZATION

offers

A GRANITE AS ENDURING AS LIFE...

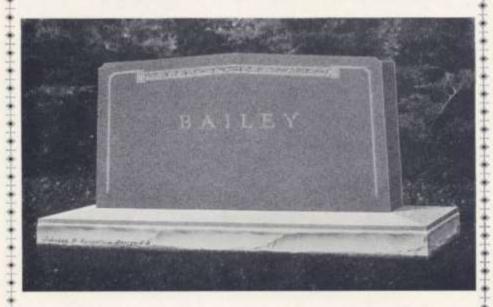
BARRE

Quality and Character and the peculiar Beauty that belongs to them make up the granite of Smith-Barre. A close grained perfection that can stand up under years of any climate, that can retain the beauty of fine carving and hammered work. Specify Smith-Barre. See how beautiful a fine granite can be.



E. L. SMITH & CO. BARRE, VERMONT





It is the IDEA that strikes the responsive chord in present day trade.

Ideas, through new designs, and Service, through prompt shipment have helped in the growth and prestige of Johnson and Gustafson.

Attracting the attention of the memorialist they have made him familiar with the excellence of Johnson and Gustafson Service.

We use Rock of Ages on polished work, and Wetmore and Morse and E. L. Smith's Light Barre for axed work.

Johnson & Gustafson

EASTERN REPRESENTATIVES Mr. Gust. Martenson Mr. G. A. Arnold W. L. Rogers WESTERN REPRESENTATIVES Mr. H. H. Abraham Mr. John Haley Mr. John L. Marsh

SOUTHERN REPRESENTATIVE Alex. Duncan

Small
Things
of Great
Importance



In this age of strong competition it is the small things that make one firm more capable than another. Competition has forced all to increase their facilities for service. But in the great battle of the "fittest" many have overlooked the small things, the details that add or detract so much where service is concerned.

We challenge anyone to show a more satisfied group of friends and customers than those comprising the army supporting Universal. And friends and customers are always the reward of pleasing,

of leaving nothing overlooked.



Universal Granite Co.

"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota

Rep.-III. Ind. Mich. Ohio LOUIS C. ROEMER



PROGRESS

BY STANDING FIRM

STERLING

MAHOGANY

HE TRADITIONS OF CRAFTS-MANSHIP ARE THE SIMPLE LOYALTY OF STANDING FIRM TO THE ACCEPTED AND FUNDA-MENTAL PRINCIPLES OF GOOD WORKMANSHIP. HOLDING TE-NACIOUSLY TO THE CANONS OF GOOD TASTE, GREWE HAS BUILT A CLIENTELE THAT IS GREAT-GREAT, IN THE DESIRE FOR GOOD FORM AND FINE WORK-MANSHIP AND GROWING GREATER IN NUMBERS EVERY MONTH. AND THE JOY OF CRAFTSMANSHIP IS THAT IT FINDS ZEST IN THE FINE EXPRESSION OF NEW IDEAS. GREWE WELCOMES YOUR INITIAL ORDER.

RED ST. CLOUD

GRAY ST. CLOUD

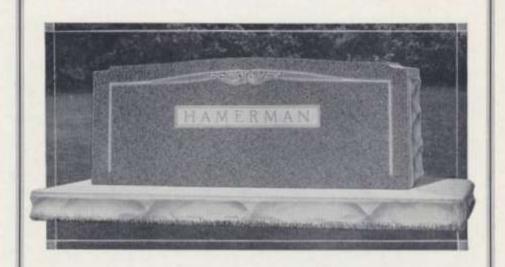
"GROW WITH GREWE"

GREWE GRANITE COMPANY

WHOLESALE EXCLUSIVELY

ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



Carving intelligently rendered...

Lettering properly and artistically executed...

Proportions that are correct...

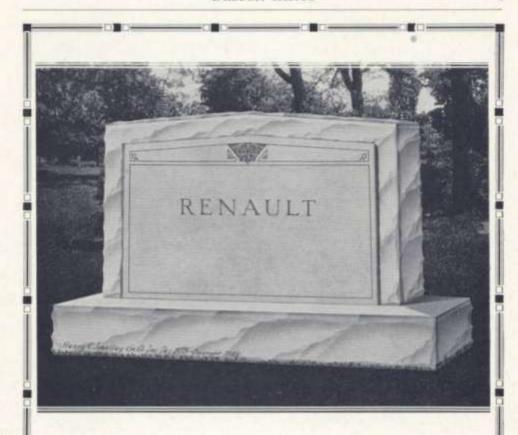
Are all items important in themselves. But there is another element often overlooked and yet even more important than all others in a memorial, viz:—Symmetry.

Unless the balancing of carving, lettering and finishing is done with reference to one another, the harmony of design is ruined; and each element, however masterfully executed in itself, is worthless in regard to the whole effect of the memorial.

SIMMERS' MEMORIALS ARE BETTER

A. M. SIMMERS & SONS

A. M. Simmers A. W. SIMMERS George Simmers St. Cloud, Minn.



Here's What We Mean By Service

The word "Service" has been kicked around until it has lost all meaning. We believe that turning every dollar into the newest and most modern equipment that inventive genius has to offer, that we may further our capability for prompt shipment and fine finish, is the best way we have of showing our appreciation of our customers.

The Renault design is a new Smalley creation representative of our exclusive line.

We welcome inquiries concerning memorials finished in Royal Dark and Royal Blue Gray from the old Souhegan Quarry. We also finish Pink and Red Westerly Granites.

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

Rock of Ages ===

- - - Granite of convincing worth



There is something so definitely conclusive in the proposal that defines Rock of Ages as the memorial granite, that it carries positive conviction of the worth of the man who proposes it. Because years of careful and informative publicity have made this granite the standard of the industry. He who specifies it expresses his appreciation of the value the buyer places on his sentiment. It is good business to work with a leader.

We believe sincerely that the Rock of Ages Service Bureau can be of very material help to you in increasing your profit.

Why not inquire into this?



Rock of Ages Corporation

"QUARRIERS OF THE DISTINCTIVE BARRE GRANITE"

Barre, Bermont



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

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

"---to Men of Good Will"

Most striking in the season of Christmas is its underlying slogan:

"——and on Earth Peace to Men of Good Will." The thought of this promise often has been clouded by changing the language or because it is often misquoted.

Men of Good Will were to be given that peace of mind which comes to those who have the elements of a good will—fraternity, brotherly love, the desire to help their fellow men.

In their company there was no place for a Scrooge. He was to be overwhelmed and mastered not by physical force or debate or argument but by the very atmosphere surrounding these men of good will.

The world has changed since these significant words were uttered. A pagan, superstitious mankind turned its attention to a new thought in religion and philosophy.

Men were distrustful of one another, more even than they are today. They had supreme faith in imaginary gods, a god of air, of rain, of upper elements and those powers of evil under the earth.

Then came the time of an enlightened era in matters of faith and morals. During the thirty-three years which were to follow the world was to witness great changes in the thoughts and sentiments of men.

It was difficult for them to give up the old order of things and there was great opposition to the Man of Nazareth, whose teachings were not wholly accepted and whose influence was resented by men of authority, principally because He took from them their powers over the people.

The season of Good Will and brotherly love really began with the Christmas season. And following this first Christmas season the people became more and more influenced by its wondrous spirit, its atmosphere. The simplicity of this Man of Nazareth was to be reflected in this Holy Season. People became like children in their joyousness and during this time they forgave debts and their enemies.

So for two thousand years the spirit has carried on. It has come down to our times and while it often appears that there is only a veneer left of the old Christmas spirit it is nevertheless pretty much universally felt.

The Christmas spirit is here again and with it there comes the season of Good Will. With it Design Hints is mindful of the splendid spirit of Good Will which has been in evidence on the part of its supporters since the very day of its beginning. The Editor gets a great deal of pleasure out of this work but a great deal more

Newspaper Advertisements

That you can convert to your own use

By Harvey R. Kruse

Many of our friends who have followed this series of friendly suggestions on advertising, have had occasion to use newspaper advertisements recently and we felt that a separate article on this subject would be both timely and

of considerable interest.

The last three articles were concerned with Direct Mailfolders and letters-attention being especially given to the development of a series of letters to cover a campaign for one year. Sufficient material has already been furnished to cover the first few months and so we can therefore break into this series with a special discussion on newspaper advertising. In a later article we will take up the rest of the letters to complete this 12 month's Direct Mail campaign.

Why Advertise In Newspapers?

Occasionally you will hear someone say, "What's the use of spending money in newspapers. No one ever reads your advertising

anyhow.'

Well now, are you so sure about that? Most of us are willing to admit that such huge corporations as General Motors, Washburn Crosby, Simmons Company, Corn Products Company and dozens of our largest food, radio, and specialty companies have made a pretty careful analysis of the situation before spending their millions for advertising. They don't make mistakes. You can bank on it that they know their business.

Yet each one of them today is spending more money in newspapers than they ever have before. Total up the millions spent yearly in every form of advertising known and considerably more than half of it is spent in newspapers. It isn't logical to believe that this would continue if newspapers were not getting results, is it?

Constant and repeated evidence proves that newspaper advertising—wisely administered—d o e s get results. W. L. Douglas (one example of the dozens we could cite) says that "Newspaper advertising has made me what I am." (And he's one of the world's largest and most successful shoe

manufacturers today.)

So much for the question of 'Why advertise.' Most everyone will agree that a reasonable appearance of your name, business, and selling story in your local newspaper will keep your buying public aware of you and help build up the idea (subconsciously) that they must see you when in the market for a memorial.

WHAT SHOULD I SAY IF I

Advertise In Newspapers? Well, after all the public is not

so complex in its desires, nor is there such a great mystery about the presentation of advertising

itself.

Human beings have desires. sentiments, hopes, ambitions, fears, instincts, pride, vanity, and obsessions. Buying (or the pos-

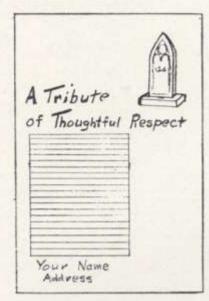


Plate I



Plate II

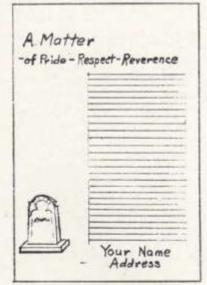


Plate III



Plote IV

sessive instinct) can be traced, generally to some fundamental cause. Hence the person who advertises should seek to translate his merchandise into terms that the buyer will be concerned with and interested in.

Tell him about the pride of family name. The sentiment of perpetuating a memory. The tribute paid to those we love. The respect we have for others who have helped us. Possibly even the fear that unless we display some sort of a public tribute, people will think we are ungrateful. A dozen appeals.

Tell your story clearly and in a simple manner. In a refined way, but not "high hat." With dignity, of course, because it is a subject of deep personal concern.

A FEW SAMPLE ADVERTISEMENTS

Suppose we confine ourselves to Two-column advertisements. That is, an advertisement which is 2 columns in width. The depth can vary of course, but suppose we draw these up for a conservative size—say 6 inches deep, which makes a well proportioned advertisement.

Not only can we vary our story or "copy" as we have learned to call it, but we can vary the arrangement or "layout," and thus secure variety and interesting attention value.

We learn too that tribute can be paid in more ways than by erecting monuments to someone's memory. We can pay a tribute to the customer's intelligence by discussing his problem in a tactful manner and not coming out blaringly with coarse announcements that shout "tombstones" at him. Advertisement No. 1 (See Plate No. 1 for layout)

A Tribute of Thoughtful Respect

Things that are fine and worthwhile and inspiring deserve continuous unbroken respect. Time should not be allowed to wipe them out.

A great Love and an understanding companionship is one of those fine worthwhile things. Giving much. Receiving much in return.

And when untimely death writes a final chapter, the memory of all those inspiring contacts is certainly worthy of tribute—and of perpetuation.

That's why thoughtful people erect a memorial:—its beauty to symbolize the beauty of the Love it reverences. "It is a tribute of thoughtful respect."

You will be under no obligation to make inquiry at our office on memorial designs and construction.

Advertisement No. 2 (See Plate No. 2 for layout)

If it is done for love, no more could be asked

After all, Life offers many compensations. Someone has once said that "It matters not who won or lost, but how did you play the game." And one's own compensation often comes in that way. Great loves and deep sorrows come to every life. And when one erects a memorial to the memory of a love that is intimate and deeply personal, it is the spirit of that action which means the most. "If it is done for Love, no more could be asked."

We will gladly give you information on some of the beautiful new memorial designs just received at our office.



Say you saw it in DESIGN HINTS

The New Orleans Tomb

PART II

By Leonard V. and Albert R. Huber

Last month we learned how to construct the foundation of the tomb and we now take up the granite work. The tomb illustrated this month is one that should retail at between \$2,000 and \$2,500, depending on material used. It is a double tomb and displays a very ingenious arrangement whereby it has double the capacity of the single tomb. This is accomplished by making the tomb wide enough to accomodate two caskets on each shelf and placing the door to one side, the other side being permanently closed by a panel. To the casual observer it appears that the tomb has two doors but it is only necessary to swing one of them. Interments are made as follows: the first casket to be interred is placed on the shelf and pushed to the left side, thus allowing space for the second interment. This tomb has a capacity of from six to eight caskets, depending on the depth of the receptacle.

In ordering the material it is advisable to order stock for two or more tombs at once. In this way the number of pieces running under one foot in thickness can be ordered in single pieces with a couple of inches added for splitting and the pieces split in the shop. This saves quite an amount on stock. Some dealers might find it advisable to have their tombs cut at the quarry centers and there are several firms located at each of them who will quote reasonable prices for cutting tombs.

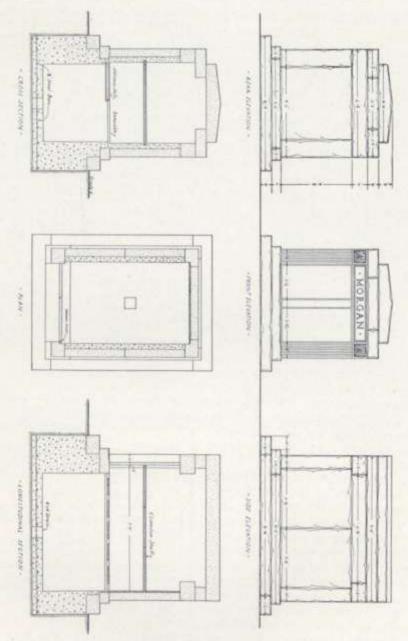
It is important that the pieces

of the tomb be lewised to facilitate setting and this detail should not be overlooked. The ornament on the lintel and the vertical lines on the pilasters are applied by

sand-carving.

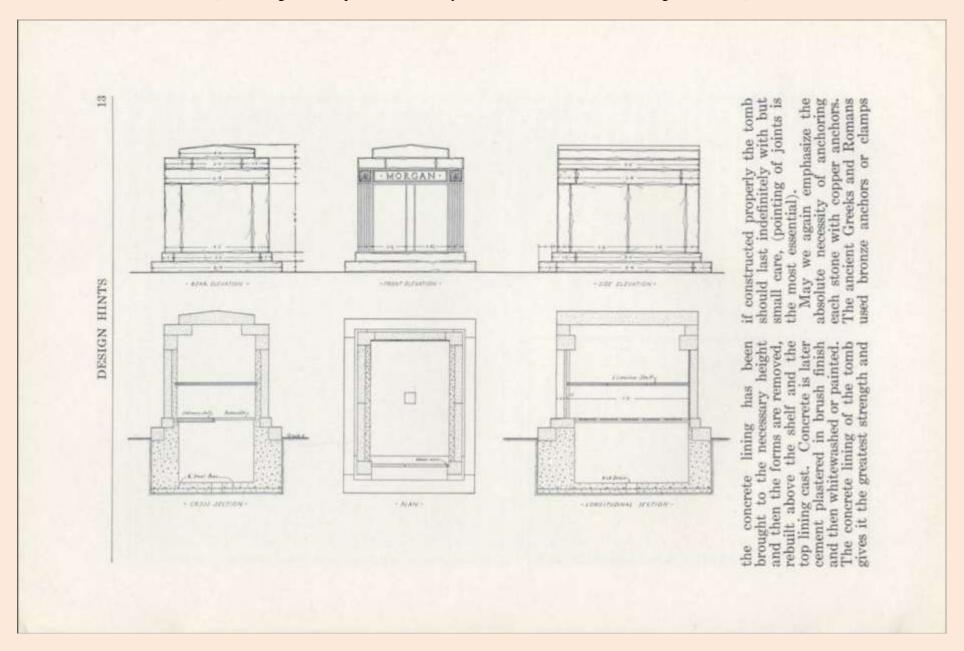
Before the tomb is set on the foundation, each piece should be measured to check all sizes. Lower course, steps, etc., may be rolled onto the foundation without the aid of a derrick. The derrick should be a two ton setter's derrick although the use of the derrick is not strictly an essential; if one is not obtainable the stone may be set by jacking and the aid of 6 x 6 timbers, though the use of a derrick greatly facilitates matters and is much safer for the men.

After the first course has been squared up and set in place it should be anchored together with 14" copper wire set in hot lead. The interior of the tomb is to be lined with concrete which should be cast in wooden forms according to the plans as the tomb pro-gresses. The first part of the lining is cast after the first course has been set in place. This is allowed to harden, the forms removed and the next course or courses set in place depending on the type of tomb. An offset or corbel is left at the height of the sill to receive the removable crypt shelf which divides the receptacle from the tomb proper. In the "Morgan" design on half of this shelf is a solid piece of 2" thick limestone and the other half of several small pieces, removable. The top shelf is set when



the concrete lining has been brought to the necessary height and then the forms are removed, rebuilt above the shelf and the top lining cast. Concrete is later cement plastered in brush finish and then whitewashed or painted. The concrete lining of the tomb gives it the greatest strength and if constructed properly the tomb should last indefinitely with but small care, (pointing of joints is the most essential).

May we again emphasize the absolute necessity of anchoring each stone with copper anchors. The ancient Greeks and Romans used bronze anchors or clamps



and this fact is one of the main reasons for the permanence of their buildings. In Rome one is able to see the holes dug around the anchor-holes in buildings by barbarians who thus stole the bronze; where this has been done on a large scale the buildings have disintegrated. The reason is simple; if the mortar gives, the anchors still hold. Also, where there are anchors, properly set, there is much less tendency for the stone to give.

To be continued next month.

The door, pivots, lock and setting of the same will be discussed in the third article of the series next month.

Newspaper Advertisements

(Continued from page 10)

You will notice that this advertisement (Plate 2) offers a somewhat unusual layout which any newspaper can set up for you. Each advertisement of these four, demonstrates a different layout to secure variety for your campaign.

You will notice that each of the layouts call for an illustration of a monument design. If possible, try to use a design of the shape shown in the layout since they lend themselves to the ar-

rangement suggested.

It might be added that these advertisements would be even more attractive if you could use them in 3 column sizes. That is, 3 columns wide by about 9 inches deep. This would allow a larger type face for the copy, more white space in the layout and increase the effectiveness of the advertisement in general.

(In the next article of this series we will give additional suggestions for newspaper Advertisements). Advertisement No. 3 (See Plate No. 3 for layout,

A Matter of Pride - Respect - Reverence

Somehow all of your own thoughts, and feelings and emotions are symbolized in the memorial you erect to the memory of a dear one. It expresses your own character,

One feels that nothing but the best can truly pay the tribute you want it to express. It is your offering of grateful thanks for all the fine things Love has given you. And it must endure forever.

Perhaps we can help you in making this expression, for we have had years of experience translating human feelings into beautiful lasting granite. Often we are called upon to create special designs symbolizing definite thoughts that are personal to the client. Some of our most beautiful memorials are created in this way.

May we tell you about this service? Without obligation to

you of course.

Advertisement No. 4 (See Plate No. 4 for layout)

To Those Who Really Care Memories Are Sacred

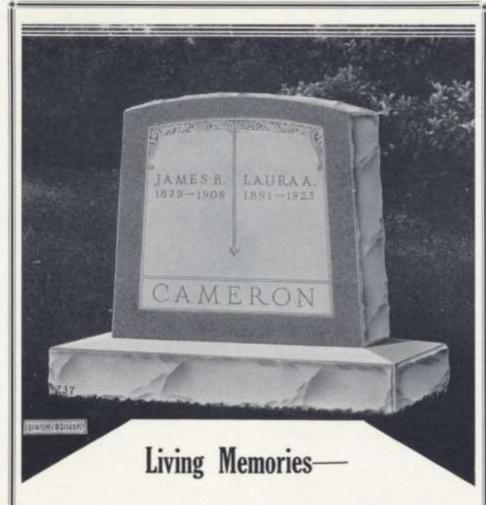
Whether Life has been rich with experience or confined within narrow limits, there are always memories held sacred beyond the reach of commonplace things.

To those memories and to the finer things which they have inspired, one owes full reverence and respect. Not merely for a present lifetime but for all lifetimes to come

The beautiful custom of erecting a monument—dignified, lasting, beautiful—springs from this

natural urge.

Choosing such a memorial is often somewhat involved with doubt, and we respectfully offer our services in the capacity of counsel. Our years of experience together with a sympathetic understanding of your problem can be a welcome aid to you.



—tributes to the men of yesterday; the proper memorial built of a material that time and tide will not efface.

Such is the testimonial of the multitude of dealers who specify

SUPERIOR RED AND GRAY

for their most particular orders for memories.

Granite City Granite Company

THE AHLGRENS

ST. CLOUD, MINNESOTA REPRESENTATIVES

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

Getting Ready For The State Conventions

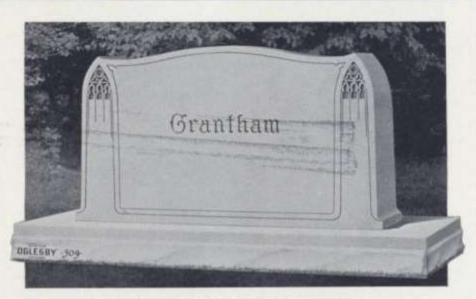
It won't be long now. On January, 8, 9 and 10, 1930, a combined meeting of the Memorial Craftsmen of the New England States will take place at Boston. From then on there will be continuous meetings of the different state associations until early in March. More interest is being manifested in these meetings than ever before, due to the dangers that face the industry and the greater efficiency which the affairs of the national association are being conducted.

This year a far reaching change has been made in the usual manner in which the meeting dates of the state associations have been arranged in the past. Instead of arranging the meeting in two circuits that ran coincidently as in previous years, the lineup of the state meetings has been arranged in one consecutive group. Although this arrangement made it necessary to lengthen out the time covered by the state meetings, it has the advantage of doing away with the overlapping of different meetings. It is now possible for the visitors from the quarry regions who have been in the habit of attending the different state meetings and who are laughingly referred to as "camp followers," to visit all the different meetings. In former years they could only go to one meeting that they earnestly wanted to attend and then cuss because another meeting that they equally desired to visit was taking place on the same day. This coming year they can go to all of the meetings, and national headquarters certainly hopes that they will.

The Memorial Craftsmen of Texas will not meet in the winter like they did last year. They are planning a summer meeting in accordance with their old custom. The date and the place of the meeting of the Memorial Craftsmen of Maryland, Delaware and District of Columbia has not yet been set.

The dates, cities and hotels of the meetings so far arranged (and fortunately this list is almost complete at this time) is given below:

STATE Massachusetts	DAYS	DATES	HOTEL AND CITY
Maine New Hampshire Connecticut Rhode Island	Wed., Thurs., & l	Fri. Jan. 8, 9, and 10	Statler Hotel, Boston
Vermont New Jersey Pennsylvania New York Ohio Michigan Indiana Illinois Wisconsin	Tues. & Wed. Thurs. & Fri.	Jan. 14 and 15 Jan. 16 and 17 Jan. 21 and 22 Jan. 23 and 24 Jan. 28 and 29 Jan. 30 and 31 Feb. 4 and 5 Feb. 6 and 7	Newark Philadelphia Rochester Winton Hotel, Cleveland Owosso Hotel, Owosso Lincela Hotel, Indianapolis Faust Hotel, Rockford Republican House, Milwaukee
Minnesota North Dakota	Tues, & Wed.	Feb. 11 and 12	Ryan Hotel, St. Paul
South Dakota Iowa Nebraska Colorado	Thurs. & Fri. Tues. & Wed. Thurs. & Fri.	Feb. 13 and 14 Feb. 18 and 19 Feb. 20 and 21	Savery Hotel, Des Moines Capital Hotel, Lincoln Albany Hotel, Denver
Missouri Kunsas Oklahoma Arkansas	Tues. & Wed. Thurs. & Fri. Tues. & Wed.	Feb. 25 and 26. Feb. 27 and 28. Mar. 4 and 5.	Kansas City, Mo. Skirvin Hotel, Oklahoma City Little Rock
Tennessee Alabama Mississippi	Thurs. & Fri.	Mar. 6 and 7	Tutwiler Hotel, Birmingham, Ala.



AN EXCLUSIVE OGLESBY DESIGN No. 509

A Creation of Gothic Inspiration-

--- can only be successfully adapted to sandblast finish when it is of as conservative a nature as the Grantham design--- and when the granite is as applicable in texture and pliability as

TRADE MARK

BLUE "OGLESBY" GRANITE

REGISTERED

SAWED ON THE HEAD GRAIN

SAWED SLABS

ROUGH STOCK

POLISHED SLABS

FINISHED MEMORIALS

OGLESBY GRANITE QUARRIERS ELBERTON, GEORGIA



Say you saw it in DESIGN HINTS

LET US BE THANKFUL

Written for Design Hints by

Dr. Roy L. Smith

Let us this year, be thankful for the humble servants who have served us faithfully and well without mutiny or advertising.

Let us be thankful for the matter-of-fact American hen who, without labor troubles or union regulations, produced 1,200,-000,000 dozen eggs last year and added thereby \$312,000,000 to the nation's income. Biddy is one of our largest and most reliable industries,

Let us be thankful for the contented American cows which produced last year 325,000,000 pounds of cheese, 1,356,000,000 pounds of creamery butter and 52,770,000,000 pounds of milk for household use. No congressional committee ever had to investigate Bossy's business.

Let us be thankful for the good natured American sheep which grew 301,000,000 pounds of wool as it roamed the hillsides, and then surrendered every pound without organizing a

revolt or making a campaign issue of it.

Let us be thankful for the songs of the wild birds, sweeter than the notes of any prima donna. These feathered songsters are never bothered with temperament or professional jealousy; they sing for rich and poor alike and are always ready with an encore regardless of the attitude of their audience. Yet none of them was ever known to bring on nervous prostration because it could not own two nests at the same time.

Let us be thankful for the sunsets which no artist can paint and which no man can own; for the flowers with the mint-marks of divinity upon them; for the trees with the charity of God within their branches and the rain which has fallen upon the just

and the unjust.

Let us be thankful for the white corpuscles of the blood which have stood guard over the nation's health during the past year, saving us from plagues and epidemics.

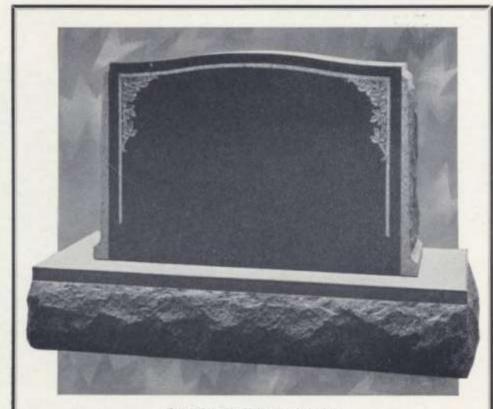
Let us be thankful for the stars that shone through the nights, without a city inspector to supervise or a department of govern-

ment to regulate them.

Let us be thankful for the activity of the electrons which have kept the world vital with energy, for the ultra-violet rays which have kept the world sanitary and for the unseen waves of power which have meant life and being to all creation.

For all the servants of man, seen and unseen, which have this year labored without thought of reward or hope of advance-

ment, fulfilling their destiny, let us be thankful.



Emeraltone in inexpensive design

EXCLUSIVE--

MERALTONE

To be able to offer as the exclusive selling agent in the territory a high grade granite is the opportunity still awaiting a limited number of progressive dealers.

Investigate the merits of EMERALTONE then ask us about our exclusive dealer proposition.

St. Cloud Granite Works
St. Cloud, Minn.

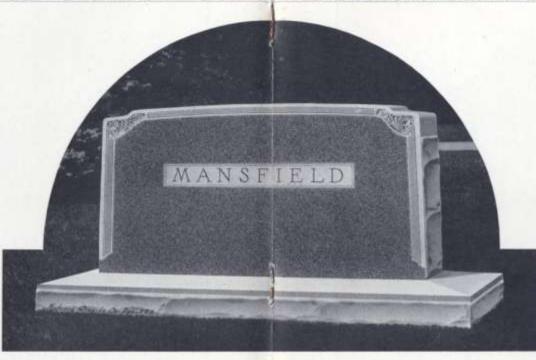
Say you saw it in DESIGN HINTS

Melrose

Aims

High

But



Never Toward The Sensational

MELNOSE SHANITE CO., DESIGN TEP

The March of Progress, Digression or Diversity, or whatever the modern trend of commerce may be rightly called brings forth many strange ideas.

These come as a result of the effort of an enterprise to get into the public sun—the calcium of public recognition.

During these times of changes in selling methods Melrose aims high in its attempt to bring greater help to the retailer, but it will not go beyond the bounds of business reason and approach the sensational. Our quarries, producing various colors of granites, our design service, a particular department in the Melrose organization; our huge force of conscientious workmen are all at the service of Melrose customers, as well as the will of Melrose to serve them.

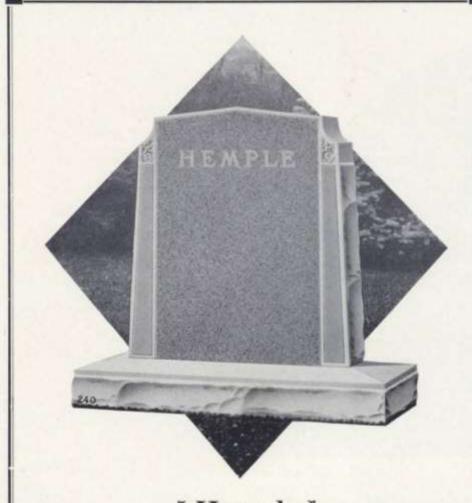
These facts are known to those taking advantage of Melrose Service—a Service that is as available as it is complete.

MELROSE GRANITE COMPANY

ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS

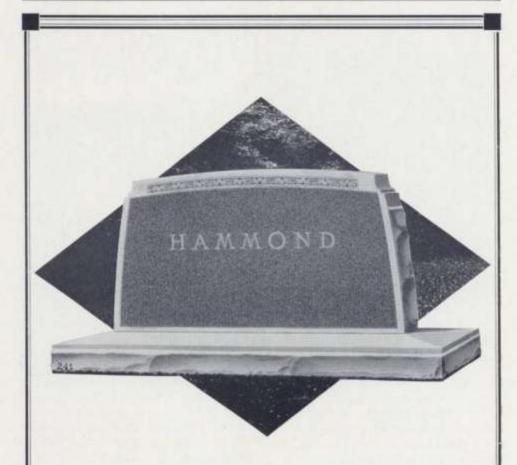
Say you saw it in DESIGN HINTS



[Hemple]

Again we pay our respects to the demand for the inexpensive memorial—this time by the presentation of the Hemple design. This design should prove to be very popular, for it combines the essentials of the "good seller." The two-tone effect at the sides makes it attractive, and the proportions are such as would look well in small sizes.

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



[Hammond]

In the Hammond memorial we have a very pleasing combination of finish. The hammered margin which is enriched by a very neat and simple ornament at the top lends contrast and life against the polished surface. The whole memorial is finished in a manner that is attractive, and yet not costly.

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



Very Much Alive

Mr. Dan. B. Haslam, Publisher of Design Hints, St. Cloud, Minn.

Dear Sir:

Received a copy of Design Hints the other day and notice you have a cut of my memorial in among the "Granite Chips." I gave this photograph to Mr. Bonner not knowing that he intended to have it published. If so I might have enlightened him a little more on the subject.

Now in the first place I would like to have it understood among the Craftsmen that Mrs. Burr and I are very much alive and I am still the senior member of

the firm of Burr & Pugh.

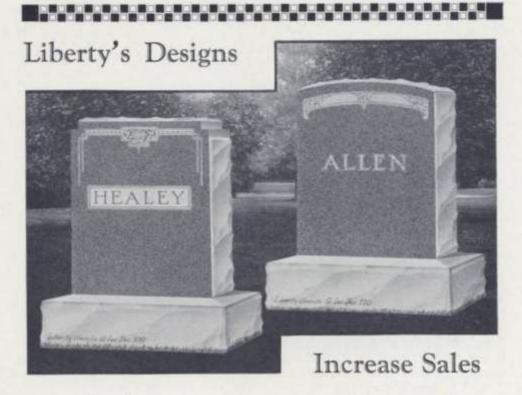
The design of this memorial was originated by Mrs. Burr and myself, although the subject, "The End Of The Trail" was taken from a photograph of the original which was a plaster cast set at the Golden Gate in California in 1914 by James Earl Fraser. This cast was later destroyed by fire and nothing remains of it but photographs and so-called paintings. This monument is a beautiful work of art and we feel very proud of it and while it was very nice of you to have a little write-

up in your valuable paper I do hate to be listed among the dead.

We have had many comments and compliments on our memorial from the public at large which gives us much pleasure and I feel that I am fully repaid for the trouble and expense of having erected this beautiful piece of work. It was my wife's idea to have this "End of The Trail" carved in life size upon the monument. We worked on this design off and on for two years before fully deciding that we had just exactly what we wanted.

Mrs. Burr is a great lover of horses and Indian lore and you will note upon the photograph that on either end of the date 1929 is a Swastika which is an Indian omen of good luck in the future. My wife is entitled to the full credit of the idea of using this in a private memorial. She is the owner of a fine saddle horse that has taken blue ribbons at our County Fairs. She also won two fine silver cups for being the best lady rider among thirty or forty other competitors.

Another reason for erecting this memorial was that the National Retailers' Association of America has advocated a slogan of "Build



Again Liberty Meets The Demand

Some months ago we advertised three inexpensive designs on a single photograph. The number of orders for these was so large that we are now offering two more for your approval for we believe you appreciate our Design Service.

The attractive yet inexpensive Healey and Allen tablets are adaptable to any of the wide variety of granites Liberty has to offer.

Liberty Standard Red Liberty Red Liberty Gray Light & Dark Barre Belview Mahogany Oglesby Blue

LIBERTY WORKMANSHIP AND DESIGN
"AS GOOD AS THE BEST AND SECOND TO NONE"

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

Say you saw it in DESIGN HINTS

While You Live" and suggest that the retailers set an example for the public, so I feel that I have fulfilled my part.

Trusting that I may have the pleasure of meeting you personally

some time, I am

Very truly yours, John F. Burr, Burr & Pugh, Oshkosh, Wis.

* * *

We Should Worry About A Little Thing Like That!

Dan. B. Haslam, Publisher of Design Hints, St. Cloud, Minnesota.

Dear Mr. Haslam:

Notice our old friend, Cook bursts out in a lot of Greek letters in the current issue of The Monumental News. Gee but he likes you. I am afraid Robert has forgotten some of his Hellenic even though he did translate the Anabasis.

I have heard a lot of explanations of the meaning of I H S but he even beats your "In Heaven Sure." I wonder what happens to the "V" if the I H S stands for In Hoc Signo Vinces. Here is one I have heard. "I Have Suffered."

Cook is all wet about the "J" and the periods in between the letters too. Hope you write a nice scorching little retort to his article. These guys who sit and pick the tiny flaws in a man's address but who could not get up and make half the address even if somebody else wrote it for them make me tired.

With best wishes, I am Sincerely yours, (Name on File.) Dan. B. Haslam, St. Cloud, Minn.

Dear Sir:

Thank you for sending us the October issue of your magazine. We find it very interesting and would surely enjoy having it each month.

In a sense we are not strangers as we have purchased a copy of your book, "Memorial Design." We consider this one of the best hand books we have ever seen. It could, of course, treat everything more elaborately but this would destroy its value in a memorial shop as one often has to look up some little details without spending all day.

Again thanking you for your

magazine, I am

Very truly yours, Harry Person, Person Monumental Wks Worcester, Mass.

* * *

WANTED: Two salesmen with traveling experience to call on retail Monumental firms in Kansas, Oklahoma and Northern Texas. Also in Iowa, Minnesota, South Dakota, and Nebraska, selling Barre, St. Cloud, Quincy etc. and imported granites in finished Monumental form. Established territory, regular trips, salary and expenses. Address Finished, care of Design Hints.

* * *

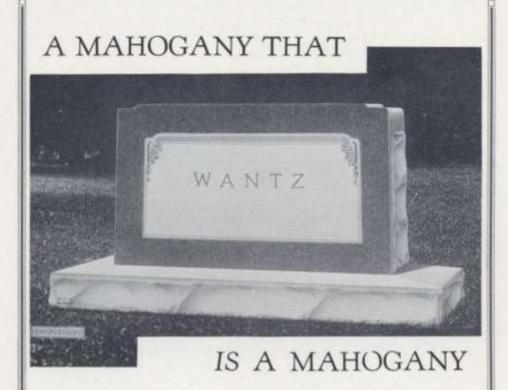
There are actually but two kinds of waiters, and they are both dumb.

* * *

With ambition but no energy, you will get as far as an automobile without gas.

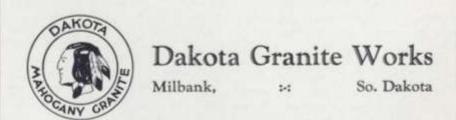
* * *

Take your choice: overcome, or be overcome.



It is an easy matter to name any dark granite mahogany—not so easy to make it survive the test of public analysis.

Dakota's Mahogany has the same dark lustre, the same mysterious depth as that mahogany from which it derives its name. It is only proper then that an admiring dealer should give it its name —"The Best in Mahogany."



Granite Chips

25 Years of Faithful and Competent Service

On Thursday evening, December 5th, Chas. G. Blake Co. will hold a Silver Anniversary Banquet in honor of Mr. John Cargill, who on that date will have served twenty-five years with the Chas. G. Blake Co. as chief designer. Mr. Cargill, is without doubt, one of America's foremost memorial designers and authority on memorial construction and designing. His life in the memorial business is to tell the story in the advancement of the memorial business, having spent nearly fifty years in this endeavor.

Such men as John Gould, of Farrington, Gould & Hoagland; Chas. G. Blake, founder of Chas. G. Blake Co.; Messrs. Cottrell, Tainter and hundreds of others owe their knowledge and their preliminary foundation work to the tutelage of Mr. Cargill when he was chief draftsman of the old Smith Granite Company at Westerly, R. I. Mr. Cargill has designed and supervised the construction of more than one hundred Mausoleums in New York City alone, and in Chicago, he has designed and supervised the construction of nearly three hundred Mausoleums, all for Chas. G. Blake Co. He has either designed or collaborated such Memorials or Mausoleums as Marshall Field, Potter Palmer, Judge Elbert H. Gray, John F. Jelke, and thousands of others which he and Mr. Chas. G. Blake have worked out together. He has collaborated with such famous

architects as the late Henry Bacon, Benjamin Marshall, the late Stanford White and many an architect, from coast to coast, has called on Chas. G. Blake Co. and Mr. John Cargill for information on the proper construction of Mausoleums.

This Silver Anniversary Banquet will be held at the Hamilton Club in Chicago, in a private dining room, where nearly one hundred friends and employees of Chas. G. Blake Co. will honor him. His many friends in and out of the granite industry are cordially invited to attend the Banquet if they will kindly wire or write Chas. G. Blake Co. for The entire sales, reservations. drafting, clerical, designing and all Departments of Chas. G. Blake Co. will attend in a body, amounting to nearly sixty people.

Among the speakers will be Chas. E. Blake, President of Chas. G. Blake Co.; Donald P. Blake, Secretary; Henry J. Rehm, Superintendent of Oak Woods Cemetery, Chicago, who will speak on John Cargill and the memorial beauty of Oak Woods Cemetery; Chas. T. Johnson, Vice President and Superintendent of Mt. Greenwood Cemetery, will speak on cooperation between the memorial designer and the Cemeteries; Herbert Haase, President and Superintendent of Forest Home Cemetery, Chicago, will speak on correct and durable construction and what it means to the Cemetery; Wm. G. Adams will speak on twenty-five years friendship with John Cargill; Chas. H. Gall will speak on John Cargill, and correct

MODERN!



Say you saw it in DESIGN HINTS

construction. John Gould has been asked to read the history of John Cargill as compared with the granite industry. Fred Irvine has been asked to talk on the subject of John Cargill, which will be an outline of the advancement of memorial designs. The Editors of all Trade Journ-

The Editors of all Trade Journals (and they are hereby invited) are asked to either attend the Banquet and give a talk on any subject they desire, or else mail it to us, and it will be read.

The entire decorations of the Banquet Room will be in Silver and a silver presentation will be made to Mr. Cargill by the friends and employees of Chas. G. Blake Co. Mr. Cargill joined the Chas. G. Blake Co. in 1904, thirteen years after it was organized in Chicago, by Chas. G. Balke. His friends are numbered among the leaders in the industry and there is probably not a granite cutter or anyone in the wholesale end of the business who has not been associated with Mr. Cargill, either directly or indirectly during his long service in this industry.

Mr. Chas. G. Blake, the founder of the Company will be unable to attend the Banquet due to the fact that he is at his winter home in St. Petersburg, and where he is managing the Florida Office of Chas. G. Blake Co. However, a letter will be read to Mr. Cargill by his son, Donald P. Blake.

* * *

The double entry system of bookkeeping seems to be quite popular these days—one set for the owner and one for the government.

* * *

You make more money by doing a job than just knowing how.

"---to Men of Good Will"

(Continued from 7 page)

out of the kindly support and friendships he has gained among the men representing one of the finest industries of the time the memorial industry.

And so he, too, wishes to express his grateful acknowledgements and to extend the greetings of this joyous season.

* * *

What hurts us more than paying income tax is not having to pay income tax.

* * *

There is only one thing you can achieve without effort. That is failure.

* * *

Good sense and a good disposition give good returns.

If You Want One You'd Better Hurry!

The most complete book of instruction in Design ever published for the memorial industry. Lettering — Drawing — Design of Ornament—Perspective Drawing—Symbols—Mausoleum Construction— Historic Ornament—Greek Curves.

> Price, \$10.00 Postpaid Cash with order

Satisfaction Guaranteed.

Dan. B. Haslam, St. Cloud, Minn.

CRYSTAL GRAY -

Quarried and produced by Pyramid Granite Works is now sold exclusively by Wm. M. Dodd and Son, Inc., under the trade name

PURPLE CRYSTAL

and may be purchased and dispensed from their own line of exclusive color designs.



Dealers in the State of Minnesota may address inquiries to

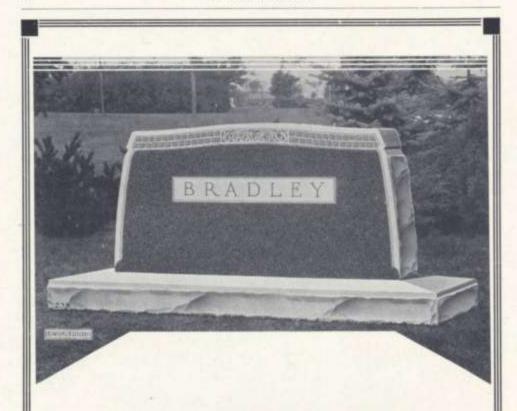
Pyramid Granite Works

St. Cloud, Minnesota

Dealers outside the State of Minnesota may address inquiries to

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Incorporated Zanesville, Ohio



Not A Broken Link

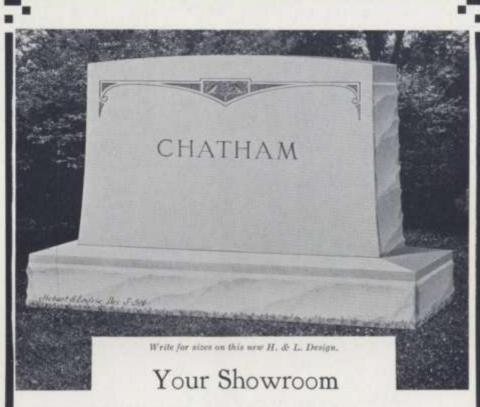
In the building, step by step, of fine memorials—creation, quarrying, axing, carving, lettering, polishing—United never slights a single operation. It is because there is an owner foreman presiding over each department—from office to quarry to cars.

Keep United in mind.

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UNITED GRANITE CO., ST. CLOUD, MINN.

Say you saw it in DESIGN HINTS



—Is it a modern, attractive rendezvous in which your prospects experience delight in selecting a memorial?

—Or is it filled with monumental prototypes of the memorial erected twenty years ago?

A modern memorial produced by Hebert and Ladrie will add distinction to any salesroom.

The H. & L. Emblem of



Artistic Distinction

Hebert & Ladrie

:: Sandblast Specialists ::

Barre, Vermont

Take the Guesswork out of Carving

Spotlight illumination avoids shadows Our Curtain is durably constructed of rubber and steel. No re-banking of



SOUARE SHOOTER CO., Ft. Wayne, Ind., Panel shown in central position. Standard size 5'9" Wide size 7'6" Gr. Co., Montclair,

N. J., Otto Reich Co., Chicago, Schaeffer Mon. Co., Milwaukee.

Get our catalog on the most modern and complete line of Sand blast and Dust Arrester equipment.

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large dies. Quick accessibility by the travelling panel. Increases Speed of

Over 900 in service Some of the users:-

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

Agents for

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



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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.

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Write for Samples.

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WHEN PRICE IS THE DECIDING FACTOR OF A SALE, INDIAN RED WILL "CLOSE", BECAUSE ITS BEAUTY MAKES IT STAND OUT AMONG OTHER GRANITES IN ITS COMPETITIVE PRICE FIELD



-INDIAN RED is a red St. Cloudaf attention-getting beauty available at a standard price.

NORTH STAR GRANITE CORPORATION ST. CLOUD, MINNESOTA

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The greatest of all opportunities makes available to him a PERMANENT SOURCE of artistically superior designs, produced for his use only and always in his entire trade territory; designs that, in addition to being one hundred percent non-competitive, enjoy the fullest measure of copyright protection. Accurate scale drawings; full size detail layouts of decorations; dependable cost indications; feature these designs.

This entire service is presented in an individual and beautiful medium that is equivalent to the advantages of

having a group of artists at your elbow.

This brief mention leaves untold a majority of the many and varied benefits that will be yours when you join

Memorial Guild

Skeptical? Then permit us to put you in personal touch with Guild Members whom you know and respect as foremost craftsmen. Permit them to tell you of the great, practical value and benefits their membership has brought to them.

Memorial Guild was founded as an organization of retail craftsmen who do not compete with one another. Its purpose is to meet and correct every problem confronting members with regard to design service, professional counsel, advertising and sales.

Memorial Guild membership is approximately one hundred strong. Some territory franchises are still available.

Your territory may be one of them.

We will gladly tell you the story of this PERFECT PLAN should you be interested.

Memorial Guild

AN ILLINOIS CORPORATION

214 S. Church Street

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Another Masterpiece In PIRIE'S DARK BARRE



Designed and executed by Thomas Delahunty, Mt. Sinai Cemetery, Philadelphia

The photograph of the Gans-Ochs-Oaks Monument speakes for itself as to the manner in which it is carved and hammered. Highly admired by those who have seen it, it is a fine example of the excellence of Pirie's Dark Barre. Mr. George Ochs, for whose family it was erected, is editor of the New York Times.

The Pirie Certificate Assures Perfection in Material and Workmanship. Specify It.

J. K. PIRIE ESTATE



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More New Values More New Stock More Granites

More New Designs More New Styles More Service

Pirie's Dark Barre or Rock of Ages

Bulmoral Red Gray St. Cloud Banner Black Buff Brown Radiant Red Elberton Blue Green Swede Crystal Pink Red St. Cloud Regal Purple Beers Red Extra Dark Quincy F.C Black Light Barre Black Swede Linn O'Dee Red Missouri Pink Pearl Poerless Pink
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Red Swede
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is needed to keep bulky machinery in profitable motion. We specialize in motorized equipment for the granite industry

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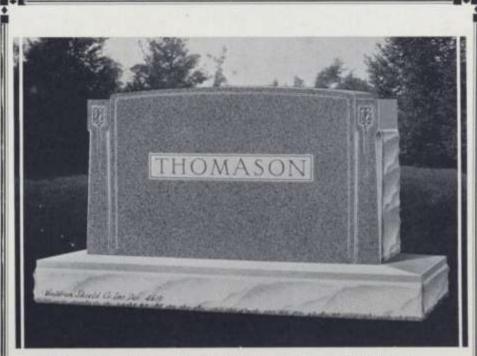
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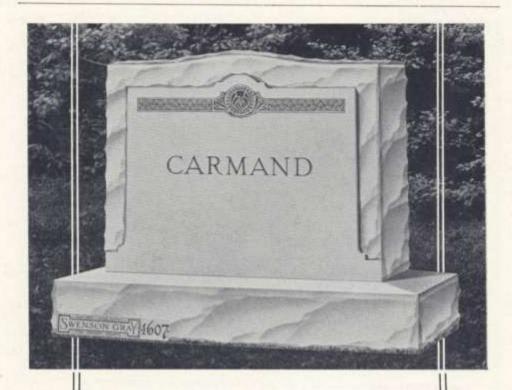
We guarantee the quality.

WALDRON SHIELD CO., INC.

BARRE.

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VERMONT



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In the production of Swenson Gray memorials only the cream of the granite from our own quarries is used.

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