

# *Design Hints For Memorial Craftsmen*

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Peggy B. Perazzo  
Email: [pbperazzo@comcast.net](mailto:pbperazzo@comcast.net)  
July 2014

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# DESIGN HINTS

*for* MEMORIAL CRAFTSMEN



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**NOV., 1933**

VOL. 9

No. 9

## A New Deal In Service . . .

Do not neglect the customer it has taken months to woo into the mood of buying. Inexcusable delay may cause him to change his mind.

•

The extensive facilities of North Star with its skill, its creative genius, its correct plant equipment and its matchless granites supply the answer to any of your problems.

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**North Star Granite Corp.**  
St. Cloud, Minnesota

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—and the kind of color that is  
all the word implies.

Sparkling in its lustre, yet with  
depth and shade that will add a  
new beauty to the *Grewe* line—  
such is an idea of

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Memorials in their showrooms.  
A trial will convince you.

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

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*Say you saw it in* DESIGN HINTS

# DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

PUBLISHED AT SAINT CLOUD, MINNESOTA

MICHAEL F. MURRAY, PUBLISHER

A. B. YAEGER, DESIGNER

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

## Your Opportunity

Thoughtful men, in viewing the fundamental purpose of the National Recovery Act, have said very wisely that this is nothing less than an opportunity for the American people, thru the means of sympathetic and understanding co-operation, to save our kind of government and this civilization.

This Act could perhaps go back to the splendid moral teaching of the Guilds of Europe which followed the age of feudalism and which brought about economic equality and social justice to all peoples, through which men who were inclined to be insatiate in their greed were not permitted to oppress the weak.

The National Recovery Act already has destroyed the sweat-shop and child labor. It has brought to the attention of the American people the fact that some men, in their anxiety to get larger profits, had used the bodies of unfortunate workers and paid them wages as low as 80c per week. If it did nothing else than this we would say it was a success but it has done more than this. It has placed a responsibility upon the shoulders of industry and commerce in this country and issues a challenge to them as to whether or not they intend to do their part toward preserving and perpetuating free government in this land.

There is little use in having the Blue Eagle on the window and then cheating behind the desk. The Blue Eagle with its slogan is merely an outward expression of what is supposed to go on underneath and what is supposed to be in the hearts and souls of mankind. Any man who puts the Blue Eagle on his window merely for the purpose of gaining busi-

ness unto himself and then does not play the game squarely is not only guilty of hypocrisy but in this age he is guilty of treason.

Some of our outstanding economists and philosophers and men versed in free government have offered the prediction rather freely during these troubled times that unless America saves herself in this situation we will degenerate into a government in which the great masses of the people will be oppressed and we could expect nothing but chaos and a bewildered people, and it may require many generations to gain back the things that we have lost.

The history of mankind is dotted with many evidences of failure on the part of the people to rise up in a great moral cause and save themselves after they had lost many of the rights that had been God-given because of the sins of ignorance and greed.

Under the "new deal", which is presumed to protect the weak, the American people are going to be compelled to become alert on the economic forces that are operating constantly about them. They are going to have to take a firm position in connection with those who, because of peculiar advantages, would destroy even free government in order to gain their ends, and they are going to be compelled to fight off any radical movement that would bury for many generations, if not for all time, the beneficent influence of free government.

Within the scope of the Recovery Act, together with the several other major acts of the government, the people have their opportunity. If they fail in the opportunity it is going to be their own

(Please turn to page 13)



## The Psychology of Salesmanship

By

MAJOR JOHN K. SHAWVAN

Director of CHICAGO MODEL LIBRARY

It is obviously of advantage for the salesman to be able to view a transaction from the standpoint of the purchaser. If the salesman can correctly interpret all of the attitude, thoughts, reasoning, etc., in the prospective customer's mind, he can better plan his verbal attack toward a successful end. Drawing a summary of the underlying principles of thought in the mind of the purchaser, we produce eight distinct reasons or motives why any purchaser ever bought anything. They tabulate themselves as follows:

1. Motive of Gain
2. Motive of Utility
3. Motive of Duty
4. Motive of Pride
5. Motive of Caution
6. Yielding of Weakness
7. Yielding of Sympathy
8. Motive of fear

In making this clear, I cite the following examples of each of these motives:

No. 1 The monument dealer buys a monument from the manufacturer on the Motive of Gain. He wishes to resell it and make a profit.

No. 2. Under the Motive of Utility, the monument dealer will buy compressors, machinery, etc., for the purpose of using them, i. e. also, motive of gain as he profits by the investment.

No. 3. The retail purchaser often buys a monument or marker for his mother-in-law or some distant relative on the Motive of Duty alone, as he may have no personal affection for the individual.

No. 4. By virtue of the Motive of Pride, your wife will buy a \$20.00 hat when a \$3.00 one would do as well. This is because she is possessed of pride, stimulated perhaps, by the fact that her neighbor, Mrs. Jones, paid \$20.00 for a hat.

No. 5. Under the Motive of Caution, many dealers have exhibited good business judgment by placing substantial

orders for stock before the raise in price, i.e., combination of the Motive of Gain and the Motive of Caution.

No. 6. A prospect will often yield to weakness when a nice young salesman drops in to sell him a year's subscription to a magazine for \$2.00. The purchaser doesn't want the magazine; he will never read it if he gets it; he would rather not buy it. The salesman, however, is courteous; has a pleasing personality; the prospective customer may feel like kicking him out, but the salesman gently argues, insists and finally the purchaser gives him \$2.00 to get rid of him. Clearly, the purchaser yielded to the Motive of Weakness.

No. 7. In the Motive of Sympathy, much could be written, but this is probably the best understood by all of the salesmen of our industry. Suffice it to say that care should be taken not to overwork it.

No. 8. The Motive of Fear in our industry is not a proper motive toward which to direct appeal. However, by way of explanation it may be said that most fire insurance and accident insurance is sold on the motive of fear as well as on the motive of caution.

In going over and studying these motives carefully, we find that they cover every single reason why anybody ever bought anything. Any sale from a package of pins for five cents to a locomotive for sixty thousand dollars, is based upon motives. In many instances, a purchaser will consummate the sale because of the existence of a combination of two or more motives. For example, I might state:

A dealer having bought several carloads of monuments before the raise in price may have bought them on the double motive of caution and gain. A further example may be cited in a case of a retail purchaser buying a beautiful, expensive monument for his family lot



on the combined motive of pride, caution, yielding to sympathy and weakness. Analyzing this further, the motive of pride is self-explanatory. The motive of caution may have been excited by the salesman in a deft reference to a possible increase in price later. The motive of sympathy comes in out of reverence to those who have passed away. Yielding to weakness may take place by the courteous overbearance of the salesman at the moment of closing. The very next day the salesman might sell the exact same monument to another person solely on the motive of duty.

The only difference between the intelligent, psychological high class salesman and the order taker is that the one knows and watches these things in the purchaser's mind and the other blunders along only subconscious of their existence. It is not ridiculous for the salesman to work along the lines of the motive of gain or the motive of pride when the purchaser buys only because he feels bound on the motive of duty? An intelligent salesman on the first encounter with the prospect will endeavor to ferret out the motive or motives upon which that particular purchaser will buy, and then govern his verbal attack accordingly. An example of a mistaken motive would be if a monument dealer were to go into an automobile establishment to purchase a light truck to haul monuments to the cemetery, would it not be ridiculous for the salesman to tell him what a nice pleasure car it would make for his wife and kids to ride in on Sunday afternoons. The salesman's statement would be directly appealing to the man's sympathy for his family but would not be a motive in this sale. While the contrast is not so pronounced and easily recognized, it, nevertheless, is as great an error to try to sell a monument on, for example, the motive of caution, when the purchaser is only possessed of the motive of pride and sympathy.

After determining the motive or motives in the case, the salesman next proceeds along "the path of sale". Studying the path of the sale, we find very imperative laws governing it in

every instance that may be tabulated as follows:

1. The stage of Attention
2. The stage of Interest
3. The stage of Desire
4. The stage of Decision
5. The stage of Action

The first step of the sale is the gaining of attention. This may be gained favorably or unfavorably. If unfavorably, the situation stops right there and the sale is not made. Attention may have its origin in a circular letter, an advertisement, a window display, a telephone call or a personal call. The stage of interest is then approached by the display of designs, photographs, conversation, etc. If this stage is successfully accomplished, the stage of desire comes in to the mind of the purchaser and is stimulated by concentration upon some particular design and the explanation of its beauty, character, etc. The next stage is the stage of decision. By various means, the salesman leads the purchaser into a decision to buy. At the psychological moment that the purchaser makes the decision, the salesman should present the contract at once, the purchaser may drift past the point of decision and the order may be lost forever, if he does not. This is commonly called "talking yourself in and out of an order."

Looking at the entire transaction in a general way and making a summary of it, we find a set of three rules that predominate the whole procedure. These come under the heading of Confidences. They may be tabulated as follows:

1. Confidence in self
2. Confidence in firm
3. Confidence in goods

The analysis of the confidences as they appear are as follows: The purchaser must have confidence in the salesman because before he will buy, he must feel that the salesman is honest and truthful. In the second instance, the purchaser must have confidence in the firm and believe that they will properly carry out the proposition as the salesman has represented it. In the third instance the purchaser naturally must have confidence



## The First Known Monument

By  
JAMES S. STRACHAN

The first known monument erected in America by the white men bears the date 1362. Impossible, you say, why Columbus did not discover America until 1492! Such a thing is absurd! None-the-less the fact remains. A monument was erected to the memory of ten men slain by the hostile natives in 1362. This monument is known to science as the Kensington Rune Stone. It was found on a farm in Douglas County, Minnesota. The closest town to its site was Kensington, hence the name.

Olof Ohman, a farmer, uncovered the stone while grubbing on his own land. The stone was deeply embedded in the soil under an aspen tree. The roots were curled around the stone, signifying that that the seed must have sprouted over

the stone. The stone was discovered in 1898. The age of the tree has been satisfactorily estimated at seventy years, proving beyond a doubt that the stone has not been touched since 1828.

Minnesota, that section in particular, was at that time a wilderness filled with bands of roving, hostile Indians. Therefore we need not dwell on the assumption that a prank-loving granite-cutter perpetuated a hoax on science. Mr. Hjalmar R. in an excellent treatise on the subject has proven conclusively that the stone is, utterly beyond a doubt, genuine. He it was who undertook the large task of delving into the archives of history to find corroborating testimony. How well he succeeded is proven in his book.

Now for a look at the monument itself. In the first place the marker is not of granite; it is composed of a substance known to geologists as greywacke which is considerably harder than the usual run of granite. Formations of this type are rather common around Kensington, having been deposited there as relics of the Ice Age. At some time this stone was split off a larger boulder, leaving a remarkably smooth surface which was excellent for carving. Much the same finish as a diamond point, in fact. The stone, it fits nearer the description of a marker, is thirty-one inches long, sixteen inches wide and six inches thick. It weighs two hundred and two pounds. So much for the dimensions.

On the smooth face of the stone there appear nine lines of lettering, covering about three-fifths of the entire face, and running into a calcareous deposit in the lower part of the face of the stone. On one of the rough sides, which shows evidence of having been peen-hammered, three more lines of characters are discernible. In all there are two hundred twenty characters and sixty-two dots separating the words. The letters are well-carved in straight lines and are



(Please turn to page 12)

## Mental Microbes

WRITTEN FOR DESIGN HINTS BY

DR. ROY L. SMITH

**T**HE ANCIENTS believed that sickness was a visitation from the gods. Modern medical science knows that it means a visit of the microbes.

When the bacterial origin of disease was discovered, the worst terrors of yellow fever, bubonic plague and similar scourges were passed. Knowing the cause of trouble we are half way toward a cure.

Modern psychology, moreover, is discovering that much of the unhappiness of life is a result of mental microbes that burrow into the soul, incubate and set up centers of infection which eventually ruin the whole mental health.

Fears, superstitions, obsessions, hallucinations, suspicions, anxieties, worries—these are a few of the common ones.

Josh Billings once said, "I have had a lot of trouble in my life but most of it never happened." He had been suffering from mental microbes.

The most pitiable figure in the world is the one who lives in constant terror of some calamity which is about to occur, but never does. Physical health is ruined, efficiency is destroyed, mental ability is depreciated and spiritual power depleted.

The cure for a bacterial disease is the multiplication of natural foes of the disease microbe for each one has some natural enemy which destroys it in time.

The cure for mental microbes proceeds along the same principle. The natural enemies of the worry-breeders must be introduced into the soul.

Just here is new evidence of the place and value of religion. The writer of Proverbs said, "As a man thinketh in his heart, so is he." The Man of Nazareth said, "Keep the heart with all diligence for out of it cometh the issues of life." Paul, the Christian Apostle, said, "Whatsoever things are good and true, think on these things."

A religious faith that teaches a man to believe in the goodness of the universe in which he lives and the paternal solicitude of the God he worships is a powerful antidote for these mental microbes.

Cheerful thoughts, friends, entertainment, society and diversions are powerful combatants of mental microbes.

An hour of worship, an evening with a wholesome book, a stimulating sermon—these are all deadly in their effects on mental microbes.



# Memorials Always the Foundation of Melrose Business



The Reidman, an attractive modern design, is made more appealing by Melrose Tapestry . . . the distinctive granite. Write today for sizes and prices.

---

*Say you saw it in DESIGN HINTS*

**L**IDLE gossip, evidently designed for surreptitious purpose, has attempted to give the trade the impression that Melrose is devoting itself exclusively to the building industry. Nothing could be farther from the truth.

The memorial part of our industry always has been—and always will be—a Keystone of Melrose Service. The modern equipment, the design service, the creative department, and the variety of Melrose granites, together with its vast resources, are available now, as they have been throughout our history, to the retail granite dealers of the country.

It is true that Melrose has added new and modern equipment to take care of its rapidly advancing building trade, but it has not and will not interfere with the continued excellence of its memorial service.

**Melrose Granite Company**  
St. Cloud, Minnesota





## MIRVIN

Pleasing in perspective, distinctive in creation, yet moderate in price, the MIRVIN design will add to the dignity of your showroom.

Photo orders in color or black and white will be filled by DESIGN HINTS



## ANDEIL

The ANDEIL tablet design is another welcome addition to the Design Hints line of inexpensive memorials. Its simplicity and beauty will attract the attention necessary to sales.

Photos in color.....	\$1.50
Photos in black and white.....	.75



## The First Known Monument

(Continued from page 6)

about one inch in height. The entire job is the work of a sure craftsman at the trade.

The characters themselves are the ancient runes of the Norse people and bear little resemblance to the Latin alphabet. Only three Latin letters appear on the stone. The following translation meets with the approval of scholars generally. I give it line for line on the face of the stone:

1. (We are) 8 Goths (Swedes) and 22 Norwegians on
2. (an exploration journey from
3. Vinland over the west We
4. had camp by 2 skerries one
5. days-journey north from this stone
6. We were (out) and fished one day After
7. We came home (we) found 10 men red
8. with blood and dead Ave Maria
9. Save (us) from evil

And then the four lines on the side of the stone which are evidently added as an afterthought:

10. (We) have 10 of our party by the sea to look
11. after our ships 14 days journey
12. from this island Year 1362

The lower part of the stone was evidently at one time buried deep in the earth leaving little more than half the stone above the surface. No doubt the Indians were responsible later on for upsetting the marker, since it would have been hard to bring it down in storm or rain.

It may interest the reader to know that a total of three rune stones, which have been already translated, have been found in the western hemisphere. Two of them were found in Greenland, settled at an early date by the Vikings. Another rune stone was found in central North Dakota in 1740 by La Verendrye, one of the first white explorers in this district. The stone he found was cemented to a base and was covered with strange hieroglyphics. He wrenched it loose and

carried the stone to Quebec. It could not have been nearly as large as the Kensington stone.

On examination the stone appeared to be covered with Tatarian inscriptions. In fact, the Jesuit scholars, in a comparison, exclaimed 'that the characters were perfectly alike'. Deeming this an important discovery, the stone was sent to the mother country. Here in the course of years it has disappeared from sight. A pity indeed! There is no question but what the stone was a Rune stone. If only it had been translated what might not it have added to the Kensington epitaph? What more substantiating proof could one desire?

And 1362, what significance has that date attached to the stone? Were men here then? Yes, the Norse were here at that date. Few American histories of today give Columbus all the credit for discovering America. As a matter of record there were over forty recorded voyages to the western lands before Columbus set out to discover them. How many of the ancients, Greek, Phoenician, Egyptian, were blown across the Atlantic by adverse winds will never be known. But undoubtedly they were.

The Norse attempted three times to settle the mainland of North America. The first attempt in 1002 A.D. That they were not successful was due to hostile natives. At that time the whites were little better armed than Indians. Naturally it was difficult to cope with greater odds against them.

Unsuccessful in settling the mainland, the Norse planted two colonies on the western coast of Greenland. And for years they thrived. The northern colony sent a cry for aid to the southern settlement. The Eskimos were bothering them. When the southern group arrived they found the colony deserted. There were no indications of fighting, struggling or of a massacre. Many of the cattle and sheep remained, but the people were gone. They deserted the colony and also their religion. The church and its utensils were intact.

King Magnus, at the time king of both Norway and Sweden, was a very zealous church worker. He was eager to



spread the knowledge of Christianity. Naturally when he heard of the apostasy of a crown settlement he was angry. He dispatched an expedition to seek the colony, and this expedition was in Greenland waters in 1357.

The expedition was headed by the brilliant Paul Knutson. He failed to return with the expedition about 1365. It is generally believed that he headed the expedition into Minnesota. For years they sought up and down the eastern coast of North America, and finally they attempted to circumnavigate North America by sailing into Hudson Bay. They realized later that North America was not an island.

Knutson and his friends, still seeking the lost colony, worked their way to the south, down the Nelson river to Lake Winnipeg, thence to the Red River into Minnesota. This route seems to find the most favor. The party came south until the sun showed them that they were in the same latitude as their former camp in Vinland (Mount Hope Bay, Rhode Island). They were then to work east. However, as soon as they entered the forest regions of Minnesota one quarter of their number were massacred by Indians. They turned back.

What happened to the thirty survivors? Did they retrack to the Hudson Bay? They never returned to Norway. Or did they live with friendly Indians? In any case, these thirty men were some of the outstanding men of both Norway and Sweden. Somewhere they have undoubtedly made their mark in this world.

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## The Psychology of Salesmanship

(Continued from page 5)

in the monument, that it will be of good stock and correctly carved.

The salesman covers the points of confidence by sprinkling in conversation here and there along the entire transaction, referring to himself, the owner of the Company, other exceptionally fine monuments they have built, the age of the Company, its success, etc.

## Your Opportunity

(Continued from page 3)

fault because if they do not save themselves thru the instrumentalities that are offered they are not going to save themselves at all.

Under our system the government is the people and the people are going to get just the kind of government they are entitled to. If, because of their indifference or their stubborn resistance to plans that are offered to them to restore that confidence in government and bring about happy days for our country again, they neglect this opportunity then there is no guarantee for future liberty and the dignity of citizenship.

We believe there has been a great spiritual awakening on the part of the people of this country. Certainly a spiritual awakening is needed. If the moral law will supersede all business codes and inculcate into daily lives the spirit and letter of the Golden Rule, then we are going to rise up as a great nation, not only with resources to take care of all, but with an intelligence and a spirit of righteousness that will give at last to mankind a government that will be absolutely safe and a civilization that will be a beacon light for all time, for ages that are yet to come.

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## A Code for Memorial Men?

(Furnished by M. C. of A.)

American Industry is being revolutionized. It wasn't so long ago that we had the idea that every man could run his own business in any way that he wanted to, providing that business was not a public utility like a railroad, an electric light company, or something of that sort. Then, all of a sudden, on June 13, 1933, the National Industrial Recovery Act was passed by Congress. It shook the very foundation of what we used to think was the basis of private business. Virtually, the new law makes every business a public utility. A business man must now run his enterprise—not as he individually likes—but with



the needs of the industry in view. To carry out this plan, the Government has found it necessary to discontinue dealing with the individual business man and to deal instead with the organized group with which the business man should ally himself.

The officers of the Memorial Craftsmen of America have not been unmindful of the great economic changes that have been taking place in the United States. Even before the National Industrial Recovery Act was introduced as a bill in Congress, the officers of the association had received an advance tip of what was likely to happen. They arranged that the Executive Secretary should attend gatherings of other secretaries, all of whom were studying the methods which would adapt their respective industries to new conditions. The officers endeavored to keep abreast of each change as it was formulated so they could guide the Memorial Craftsmen of America along a safe course.

The planning of the program for the coming convention of the Memorial Craftsmen of America at the William Penn Hotel, Pittsburgh, Pennsylvania, August 8, 9, 10 and 11, 1933, was purposely held back while these changes were taking place. It was felt that the events might make a certain type of program necessary. At least, time would have to be allowed to take up these momentous issues should they be finally enacted into laws. We see now the wisdom of this course. The law was enacted. Discussions on how to safeguard the monument industry will now occupy a prominent place at the convention. Far reaching changes to better conditions in the industry may be considered. Everyone whose livelihood comes from the monument industry should be there. If he stays away, he may be passing up to others the task and responsibility of drawing plans that will regulate the industry in the future.

The Executive Committee of the association met recently. In addition to giving consideration to the national industrial recovery act, a great deal of attention was given to strengthening the Memorial Craftsmen of America by add-

ing to its membership under certain regulations other branches of the industry such as the quarriers, manufacturers, wholesalers, supply firms, and the representatives of all these different branches. It was felt that in this way greater economy and increased efficiency could be had by eliminating overlapping activities and that a better understanding could be possessed between dealers, manufacturers and producers. The contact man for the industry is the dealer. If business is good with him then business will be good with everyone in the industry, whether he is a quarrier, manufacturer or engaged in some other branch. The uniting of these forces to assist the dealer in his work is a worthy objective. The constitution and by laws of the Memorial Craftsmen of America are now being reviewed with the intention of presenting to the convention at Pittsburgh an amendment that will accomplish this much desired objective.

You should attend the Memorial Craftsmen of America conventions every year for the education you derive. This year, you cannot afford to stay away, and a hearty welcome is extended to you to come to Pittsburgh.

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General Motors spent \$7,606,874 and Procter & Gamble \$4,668,118 in magazine advertising alone last year to lead the parade of leading advertisers in the world.

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"My poor fellow," said the old lady, "here is a quarter for you. Goodness gracious, it must be dreadful to be lame, but just think how much worse it would be if you were blind."

"Yer right, lady," agreed the beggar, "when I was blind, I was always getting counterfeit money."

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COARSER - HARDER  
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EX-CEL

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REMOVES  
STAINS-RUST-GRIME

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228 N. LA SALLE ST  
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## STYLE AND BEAUTY



The beauty that suggests both delicate grace and massive ruggedness are found in the BARTHALL design.

In the display room it stands out, no matter how many fine and higher priced memorials there may be.

Finished in any of the several Lincoln granites it will restore immediate sales.

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Sacred Heart, Green, Mahogany, and Minnesota  
Pink.

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*Say you saw it in DESIGN HINTS*



## Interested Buyers Now Turn To Color

And they find the most delicate shades, finest grain and most beautiful contrast in

### REX GARNET

a fitting jewel for the setting of the finest show-room.



Rex Granite Co., St. Cloud, Minn.

*Say you saw it in* DESIGN HINTS

AT THE  
TOP



## The Solid Push of

*We have developed a new ledge in our Royal Mahogany (Sacred Heart) quarry, and we are now prepared to use it in the largest and finest memorials.*

Royal Granites  
Royal Designs and  
Royal Craftsmanship  
will give Royal dealers  
the edge.



ROYAL GRANITE COMPANY  
ST.CLOUD - MINNESOTA



## Here is the Book for YOU....

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

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

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

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

### DESIGN HINTS

Fritz-Cross Bldg.

ST. CLOUD, MINN.