

Design Hints For Memorial Craftsmen

October 1926, Vol. 3, No. 4

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
December 2012

DESIGN HINTS

FOR MEMORIAL CRAFTSMEN



October, 1926

Volume III

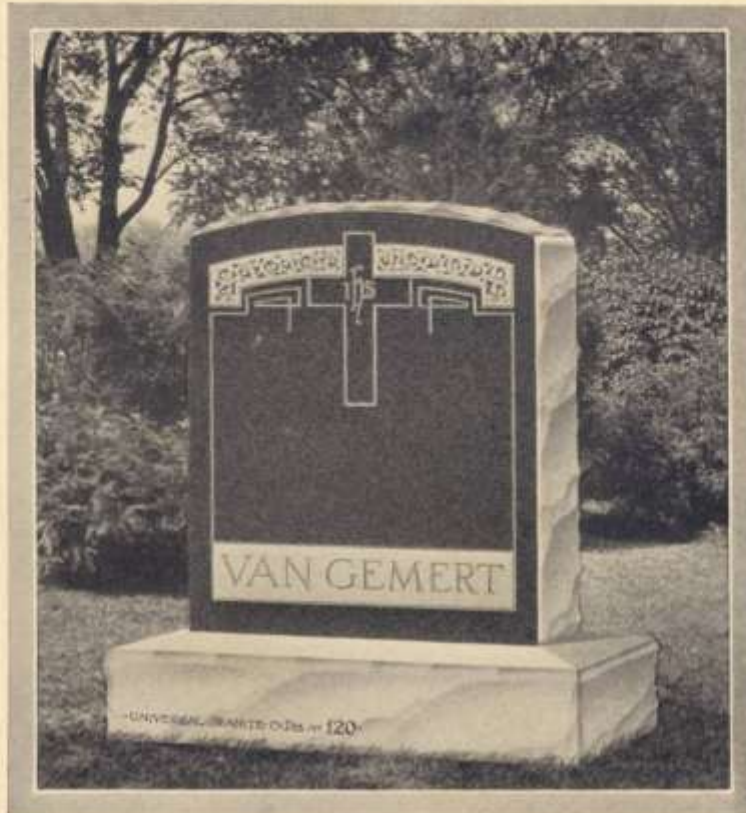
Number 4

There Are
Still Many
Retailers
Who Are Not
Taking
Advantage Of
United's Design
Service.

And they are welcome to it.

UNITED GRANITE CO.

St. Cloud, Minn.



Another Universal Design Which Has Been In Demand

The House of Seven has had a number of designs that were popular but never two that were in such immense demand as our numbers 116 and 120. They were created with the idea of giving the average buyer an opportunity to get something of rare beauty and genuine distinction—something that was within the financial reach of the average man.

We believe you will have to admit that No. 120, shown above, meets these requirements and we are confident that it will increase sales for retailers of the country.

7 THE HOUSE OF SEVEN BROTHERS
Universal Granite Company
St. Cloud, Minnesota **7**

Say you saw it in DESIGN HINTS



Along Comes Winter With Its Colorful Changes

It is bright for the man whose spirits are high and just another dull season for those who hesitate.

This is the season to prepare for spring. The memorials on the floor will sell themselves. Those you are **thinking** of buying will remain unsold.

Pyramid offers you three stellar granites of known quality—Pyramid Red and Pyramid Gray and St. Cloud Dark Gray—which we know will keep winter gloom out of your display rooms.

Will Pyramid help you to new increases in later winter and spring business?

Pyramid Granite Works
Incorporated
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



It Is Time Now To Get Your Show Room In Shape

With the sales of spring, summer and fall over and your show room depleted of its usual variety it is time now to get it into shape and go out and make sales for later delivery. We urge you to take up the matter of placing proper variety up to Simmers. We will be glad to give it just the variety it needs without attempting to overstock you.

A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



The World Turns Its Steps To Highest Types Of Men

And by the same token, it is the human trait, the psychology of looking for perfection, that the world directs its course to higher grade merchandise.

Hunter's Mahogany, sold on an exclusive arrangement with territorial protection, brings that part of the world in your territory to your door. When they come in you can give them a guarantee with anything Hunter which you sell. After all there is something to this Certificate of Warranty—it protects both you and your customer.

Hunter's
Mahogany
Memorials

HUNTER'S
MAHOGANY'S
MILBANK, S.D.

Quarriers
and
Manufacturers

ROBERT HUNTER
Milbank, South Dakota

Say you saw it in DESIGN HINTS



There Is Distinction Without Higher Cost In RED PEARL

It might be thought that this granite, because of its type and freedom from blemish or marks, would cost more than others. This is not true, though RED PEARL finds a ready market wherever shown. Our quarries are in fine condition and *Red Pearl* continues to show rich stocks in every-day cuttings.

St. Cloud Granite Works
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

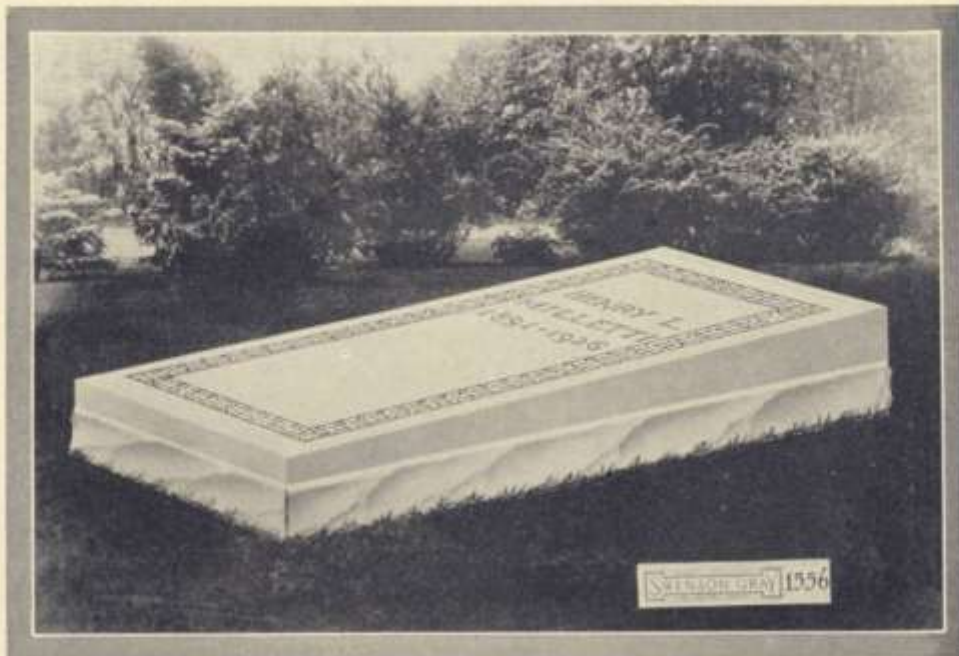


A Memorial For The Careful Buyer

We believe you would find the Crafton design one that would appeal to the most careful buyer. It has all the richness and beauty and contour of the higher priced memorial with features that prevent it going up in cost to manufacture. The curve top with its appearance of continuity, together with well executed sand blast work accounts for its distinction. We invite inquiry.

Granite City Granite Company
The Ahlgrens
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



An Exclusive Swenson Gray Design Number 1556

Direct Help To The Dealer

The Memorial Craftsman must rely upon the help of good designs to present his selling appeal. Forceful talk no matter how well prepared is valueless unless backed up with dependable service in design, workmanship and material.

We are able to give you this essential help.

Our personnel includes skilled artists that rate among the best in the country. Every man has been chosen because of unusual ability. They are craftsmen, not mere artisans.

Our equipment is adequate to finish efficiently and expeditiously anything in

Monuments—Mausoleums—Markers—Sawed, Polished and Steel Cut Slabs—Ledgers—Rough Stock, Etc.

Write for sizes and prices on this beautiful Ledger Design. An exclusive Swenson Creation.

THE JOHN SWENSON GRANITE CO.

CONCORD, NEW HAMPSHIRE

I. N. Strock, Baltic, Ohio; W. G. Watt, 968 Decatur St., Decatur, Ill.; Fred Haslam, 4619 Kenwood Ave., Kansas City, Mo.
U. G. Doran, P. O. Box 92, Dallas, Texas.

Say you saw it in DESIGN HINTS



Leadership That Has Never Been Disputed In Decades

North Star's distinctive traits never have been disputed. For years it has thrown its shafts of light on a tutored granite industry. It has met with instant success wherever shown and its repeats in the same territory, year after year, is a testimonial of its constant, day in and day out, popularity.

In addition to North Star Red we feature several other granites, however, such as Pioneer Dark Gray and, in fact, a variety such as almost any dealer would find ample for his display room—six different granites in all.

We invite your careful consideration of the North Star line.

North Star Granite Corporation

St. Cloud, Minn.

William Campbell
President

Olaf Frick
Vice Pres.

Dave Alexander
Treasurer

John Campbell
Secretary

Say you saw it in DESIGN HINTS



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

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

THE GAME CALLED BUSINESS

The game of business is interesting to the fellow who is absolutely in control of his own destinies. In modern times competition has become so great that we have developed such high-sounding professionals as business councilors, business engineers, and efficiency experts. There has been a great deal of hokum about some of these individuals but out of the maze of ideas and cogitation there has come some pretty well defined rules.

In the past, the first consideration to any business was volume. The average man believed that with volume he could overcome almost any obstacle. An epidemic of price cutting followed and today we find ourselves confronted with a new situation. The price-cutter is upon us and he comes from many directions. The business man who is to be successful, therefore, in these days is the one who, when he comes home at night, knows exactly how much it has cost him to operate his business for that day. By this we do not mean the immediate expense and the money he spent to run his business during that eight, ten, or twelve hours but spreading expense over the entire

year and dividing it into units called days.

We once knew a man who did a business of only \$150,000.00 per year—not a very big business in comparison with the big business of the country—but he could tell you to the penny what his daily average expense amounted to and he could tell you what volume of business he had to do before he started to make a profit. This man was eminently successful and it was due to the fact that he always knew how much of the money which came into his office belonged to him. He was in control.

Rules of this kind apply particularly to the manufacturing business and we believe that the granite industry, coming under this general category, would do well to develop its own system in taking care of expense. We believe that the average craftsman would be much happier in his chosen vocation if he could tell at the end of each month what his profits amounted to and we believe that the average retailer would get an equal satisfaction out of keeping this kind of life in his business because, after all, there is some truth in the axiom, which applies to the game of business, that to know your business is to enjoy it and if you do not know it you cannot very well get much of a kick out of it.

Monumental Drawing and Lettering

By Dan. B. Haslam

THE LILY IN APPLIED ORNAMENT

In presenting the Easter Lily as a decorative motive in memorial design, we are impressed with the fact that it would be impossible to illustrate a more beautiful, more popular, or more representative flower for this series.

The loveliest flower of the lily family is probably best understood when referred to as Easter Lily, because of its great popularity at this particular season of the year.

This name is more commercial than real however, for its true title is the Madonna Lily, because it was dedicated to the Virgin Mary.

Admitting that the lily is significant of everything pertaining to Easter, there are no particular reasons why we should not refer to it as Easter or Ascension Lily if we choose.

In all probability we would be considered very ignorant if we dared refer to the plant by any other name than Easter Lily, and we do not wish to convey such impressions to the minds of our readers even though they may be justifiable.

We prefer to call it Easter Lily anyway, which again shows an utter lack of everything a real author should possess.

We neglected to mention the "Lady Lily" another name by which this plant is recognized.

Just why this beautiful plant should be known by so many names is not hard to understand if we consider its richness in religious

symbolism. And is it surprising why the Easter Lily should be so popular with memorial designers even though we forget for the moment its beauty and the fact that every part of the plant can be nicely arranged in many splendid design schemes.

Symbolic of Purity, Regal Beauty, the Ascension, Easter, the Virgin Mary, what more could we ask for as a decorative motive in expressive memorial design?

The only justifiable criticism in the lily as a memorial decoration is this; the flower is so expressive in religious thought that few of us can ever hope to receive such a tribute from those who know us best. So that none of our readers will be offended at this statement, it may be best to suggest that the author of this series has himself only in mind when this insinuation is made. He feels that the only lily he will receive as a memorial tribute will be in the form of a pick and shovel, symbolic of his destination rather than of his work.

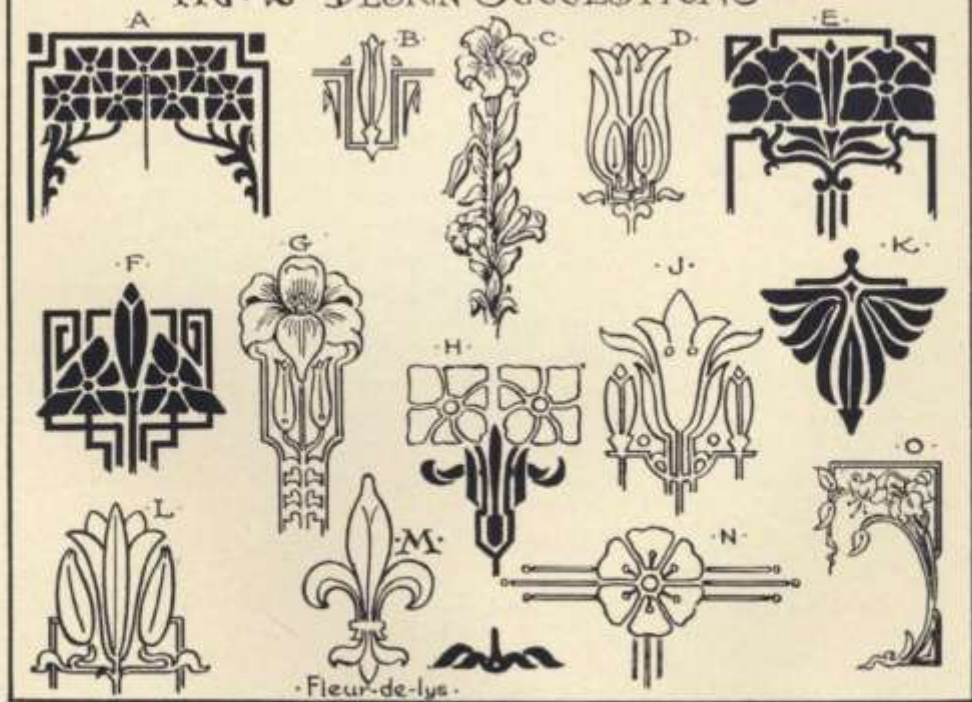
Naturalistic floral decoration is not acceptable in correct design for memorials, and while the modern memorial designer will do his utmost to abide by these fixed rules and laws, still at times he is greatly tempted to lower the bars of restraint, especially when seeking inspiration from the lily.

That these rules are not strictly adhered to is a proven fact. We have in mind several beautiful

FIG. 1. EASTER LILY.



FIG. 2. DESIGN SUGGESTIONS.



memorials in some of our finest cemeteries, in which the naturalistic lily was used with pronounced effect, raised in bold relief and carved by skilled artists. "Terrible design", the critic will say, but to those who do not understand, the memorial is and always will be considered a masterpiece.

Our purpose in writing these articles is to convey to the student what knowledge we possess of good practice in design. We do not propose to act as dictators or critics in any sense of the word. If you desire a naturalistic carved lily on your family memorial, none shall harm you if your wishes are carried out in the matter. Your tastes may be criticized by certain self-appointed authorities, but you will exist as before. Personally we would rather have a naturalistic artistically carved lily on our memorial than a crudely outlined group of nude women, referring of course to a certain French example of Mortuary Art which some critics are eulogizing.

All this illustrates that we do not always "practice what we preach", and we will now await the abuse from the high and mighty for our departure and utter lack of respect for certain accepted principles in good design.

We believe the accompanying Plate to be the most interesting of any shown in the series. The Plant and its parts are clearly illustrated in Fig. 1, while fourteen design suggestions based on the lily are offered in Fig. 2.

Sketches A, B, E, F, H, J, K and N will serve as central motives in design, while C, D, G, L and O are arranged for corner decorative schemes. Sketch C is the only naturalistic design shown. Note the

smallness of the leaves as compared to the flowers and buds in this example and in the illustrations in Fig. 1.

Sketch M illustrates the Fleur-de-lys—the lily of France which appears on the French arms and flag, and is the emblem of Florence and of French Kings.

It is frequently used as an emblem of the Holy Trinity, the Virgin Mary, and is symbolic of Christ the Light of the World.

The Fleur-de-lys as an ornament is very well known, but its origin is not generally understood. The upper part of the design resembles a lily bud and two leaves, and for this reason and on account of its symbolic representation of the Virgin Mary, some authorities claim it originated from the lily. The best authorities however, agree that the pale, purple Florentine Iris is the original of the Fleur-de-lys.

The ornament is beautiful, symbolic, and adaptable to pleasing arrangement in memorial design.

The three petals of the Fleur-de-lys in the arms of France denote Piety, Justice and Charity.

We have had more real pleasure in writing this article than any we have treated previously. We no doubt will be criticised for some of the statements made, but we trust our readers will be as charitable as possible in their criticisms.

In passing from the sublime to the ridiculous we had no other motive in mind than an occasional desire to forget the serious aspects of our work.

Do Not Forget:—All Photos for the Dealer's Private Memorial Contest must be in our office on or before November 15th, 1926. Please Hurry.

Overhead Expense

By A. A. BALDWIN

Prop. Belleville Marble and Granite Works, Belleville, Kansas



Exterior View Belleville Marble and Granite Works, Belleville Kansas

Much has been written about "overhead", that insatiable element which takes the cream and leaves the skim milk of profits.

In the various items charged to the overhead budget, and outstanding in its prominence, is that of Advertising, and the vexing problem of quarrier, manufacturer and dealer in how to wisely invest the amount set aside for that purpose.

This is an era of printed publicity. The popular magazine fairly shouts messages proclaiming the merits of food products, safety razors, tooth pastes, and every known commodity.

The Memorialist, in every branch of the industry feels an urge to follow the crowd, lest he be deemed unimportant in trade activ-

ities. If publicity is the element to create demand for a product it should by all means, be employed. If glaring display advertisements will sell automobiles, why not aircraft?

Naturally, the quarrier wants to interest the manufacturer, and in turn the manufacturer has to elicit the good will of the dealer, for the retail dealer has the real point of contact with the consumer and the final disposition of the product. Each has to arrive at a means of attention or publicity.

To venture the assertion that some expensive campaigns of advertising have not repaid the effort might be construed as criticism, however that is not the intention.

It is possible that proper survey

(Continued on Page 18)



Design Hints numbers 55A and 55B illustrate two splendid examples of small memorials. Modern sandblast treatment of ornament and lettering is shown in these two inexpensive tablets. The dies are polished on front only, balance rock pitched. These numbers are displayed in a single photograph only.

Beautiful 11x14 photographs of the designs shown on these two pages, will be furnished by Design Hints for 75c each.

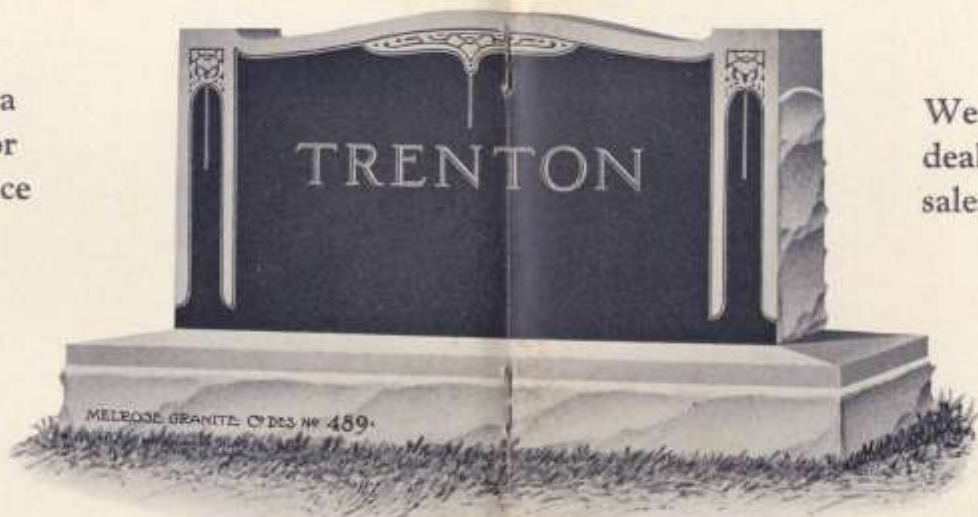


CREIGHTON

The Creighton design will appeal to that prospect who is looking for something different. Note the graceful curve of the top and ends, exceedingly attractive design without incurring extra expense. The sandblast carved detail is new, artistically executed and in harmony with the whole scheme.

Please write to the manufacturers listed in Design Hints for sizes and prices on the designs shown on these two pages.

There is a
reason for
this service



We want the
dealer to make
sales readily

Showing Melrose Designs Brings Your Prospect To You

The average buyer wants to know. He wants to see what he is buying. He wants to know that he will have beauty of design and durability of material. Melrose Red and Gray always have taken care of the latter, but with the improved design service of Melrose to help dealers reach their prospects effectively Melrose offers quick and ready sales helps such as you cannot be without once you have put them into effect.

The winter is hard only on the man who does not take advantage of opportunities such as these. To the man who has given them a trial, to the man who has not missed any of these and has put his enthusiasm into their showing there is no such thing as dull times.

We invite you, too, to take advantage of this service. Write us today for any type of design you may be interested in.

MELROSE GRANITE COMPANY
St. Cloud, Minnesota

OVERHEAD EXPENSE

has not been made, and resulted in a misdirected effort.

A study of the progress of the memorial industry will tend to show that the demand for selected materials, better designs and the other essentials of the present day memorial originated with the retail dealer.

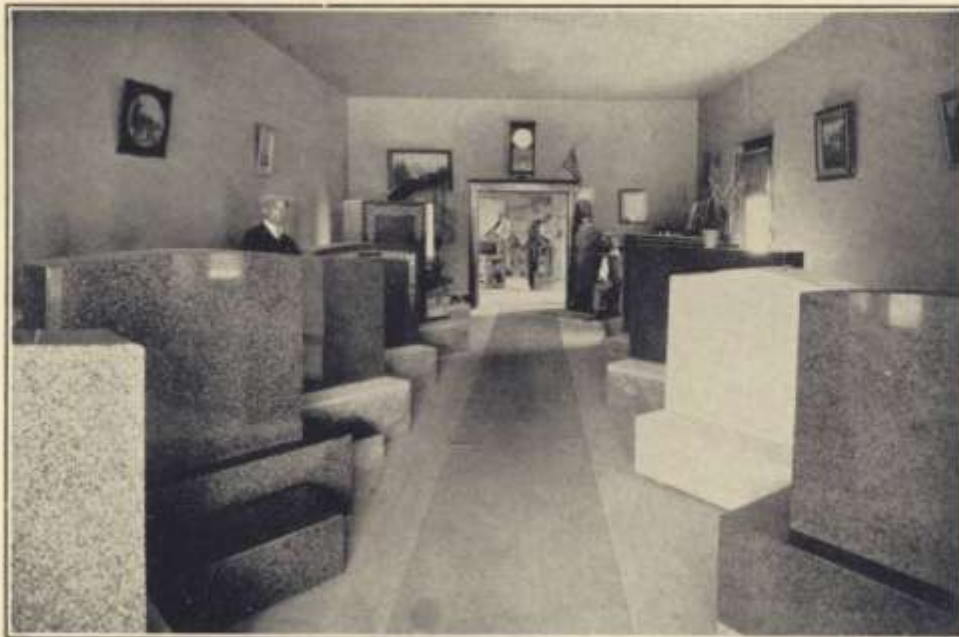
This has been brought out by strictly "trade journals", expert designers and fostered by Associations; not by appeal to the general public. The consumer had absolutely no part in the matter. He bought what was recommended by his dealer in whom he had placed his confidence. This being true, every possible help should be given the dealer to promote his sales, and he should feel the co-operation of his manufacturer is his at all times.

Taking this position, which doubtless will be unpopular with

some producers, we must see the necessity of a closer union between the manufacturer and the dealer. If the quarrier wants a larger output of his stock he should join hands with the manufacturer in establishing the good-will and confidence of the retailer.

This can best be done by delivering the grade and finish specified in the dealer's order; by furnishing brochures and samples to be used in sales' promotion, and the possible loan of cuts for local newspaper advertisements.

To this may be added: assistance in securing proper rating of freight shipments, even if necessary to employ an experienced rate clerk in each granite center. This would in no way usurp the duties of the efficient traffic manager of the Craftsmen's Association, but would aid him materially in his work. All complaints, fancied or real should be given consideration, making the dealer feel assured



Interior View, Belleville Marble and Granite Works, Belleville, Kansas

that a personal interest was taken in his welfare. A manufacturer would be surprised to know how much his personality enters into a sales talk in the showroom. If he has produced a consistently dependable quality of work he has lent just so much of weight to influence the purchaser.

If he has advised the dealer to select a particularly pleasing design, he goes that much farther with his "absent" sales argument, making it that much easier for the sale to be consummated.

Along the line of good designs it is well to note that keen foresight and business acumen of the Saint Cloud manufacturers in unanimously promoting appealing and saleable designs for their products.

While the merits of the beautifully colored granites of the Minnesota are very evident, if the truth was known much of the prosperity and rapid growth of the district are due to the promotion of suitable designs in which the materials were finished.

The unstinted support the manufacturers are giving *Design Hints* goes to show, in a measure, this has been realized to be an asset. The cuts displayed in connection with the advertising matter of practically all the worth while firms in the district show a type of the work mostly in demand at the present time, and is a valuable guide to the dealer in medium priced memorials.

Design Hints is eliciting favorable comments of middle west dealers and is becoming a fixture with them because of its exclusive attention to correct ideas of designing.

An added interest would be personal mention of members of the respective firms, and quarry notes.

If some of the bunch would contribute occasionally, these items would be of interest to their acquaintances.

Contributions from manufacturers, or their employees, giving ideas of stock displays, short-cut methods known only to those using them, and articles dealing with mechanical problems which are common to all craftsmen would be of benefit.

If contributed by manufacturers they would be of peculiar interest, and only show that some one is thinking of the fellow who, after all, is the main spoke in the wheel—the retailer.

CORRECTION IN OUR JEWISH ALPHABET PLATE

Our attention has been called to an error in the spelling of the symbol for G as shown in our rendering of the Jewish Alphabet, published in the September number of *Design Hints*. The correct name of this symbol is GIMEL, not GIMET as shown. Please make necessary corrections in your copy now, thereby avoiding possible misunderstandings in the future.

If there is that in a man's nature which demands the best and will take nothing less, and he does not demoralize this standard by the habit of deterioration in everything he does, he will achieve distinction in some line if he has the persistence and determination to follow his ideal.

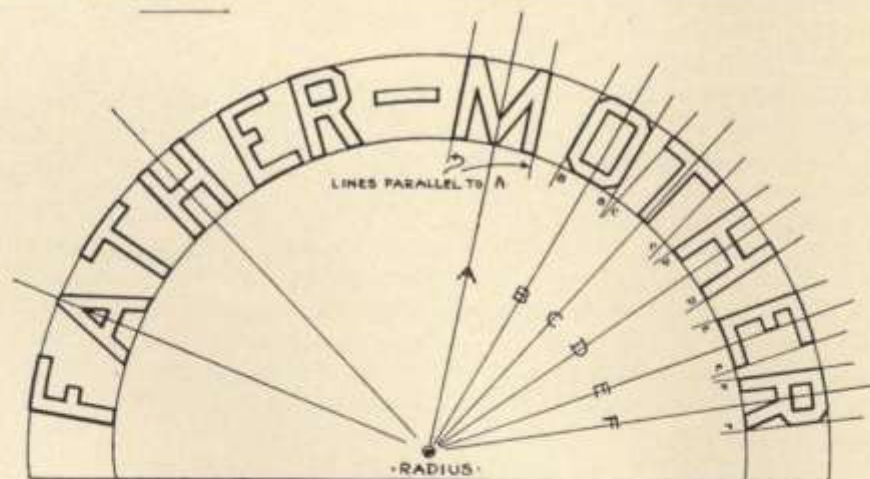
But if he is satisfied with the cheap and shoddy, the botched and slovenly, if he is not particular about quality in his work, or in his environment, or personal habits, then he must expect to take second place; to fall into the rear of the procession.

IDEA EXCHANGE

Another knack is furnished for this page by Mr. Jos. C. McCarthy, Elmira, N. Y., that is very original. Mr. McCarthy writes as follows:

"I have a 'knack' for letting down a *heavy* die on the base after it has been unboxed that might be too simple to mention, but here goes. Roll die on base and unbox; take out under platform and set die (properly mitered) on 2 inch strips. Place 'ice' where strips are taken out and as the ice melts, die is gradually lowered to place. If it is too slow in melting, use a little hot water." As a final touch to this knack he writes, "Ain't that the berries?" We'll say it's one way of interesting a few of the "Shylock" ice merchants in the memorial business.

ing to the size of the letters. These curved lines give the proper shape to the extreme upper and lower bars of the letters. In the guide lines point off letters and spaces, using the same method employed in laying out letters in a straight panel. Now find the center of each letter marked off in the curve. A light line is then directed from the radius point and through the center of each letter. The lines from the radius indicate the correct angle of the sides of each letter and each letter to the right or left of 90 degrees is at a different angle. For example, in the accompanying Plate, the center line of M is approximately at an 80 degree angle; the center of O, 63 degrees, T 50 degrees, H 37 degrees, etc. The



We have received many requests for a proper method of showing letters in a curve or in a circle. The accompanying Plate illustrates a method of laying out letters in a radius of any size. First draw upper and lower guide lines with the compass in the desired curve and accord-

sides of each letter must be parallel to the center line of each letter which as previously stated is directed from the radius point. If, after the letters are blocked in, the draftsman finds it necessary to make some changes in spacing, the

(Continued on Page 24)



EMBLEMS FOR MEMORIALS

DESIGN HINTS is pleased to announce a new series of articles on Memorial Emblems that it is presumed will be of benefit to the trade and a series that will be limited only according to the demands of its readers. By this it is meant that the series will be devoted to the needs of every member of the craft.

Upon request it will be our pleasure to illustrate in a size as large as space will permit, a pen rendering of any emblem in as practical manner for cutting as is possible. Unless we receive such requests from our readers, we will consider only those emblems that are commonly called for and some that are apt to cause the workman a little difficulty in properly reproducing in stone.

An effort will be made to make the illustrations of such size that they may serve as full size drawings for cutting on small memorials, thereby in a measure, reducing labor costs.

In offering this series to the craft, we are not laboring under the impression that we are starting something wholly original. Many emblems have been printed so often in book form that the average workman can draw common ones without referring to his books. It may have been noticed however, that with few ex-

ceptions, the reproductions are so very small certain details are hard to decipher especially when one is not familiar with the emblem or its symbols.

It will be our earnest endeavor to present these emblems in a manner that is practical, artistic and comprehensible. Utmost care will be exercised at all times in the rendering of the various emblems and symbols. It will of course, be impossible to explain the exact meaning of all emblems illustrated for some information is not always available to those who are not members of the secret orders. We will to the best of our ability however, explain the meaning of the symbols, so that the reader will have some sort of an idea as to what the emblem represents.

No time or expense will be spared in securing authentic information regarding any emblem shown in this series. If at any time we are in doubt as to the authenticity of

any emblem or its symbols, the matter will be investigated with the proper authorities before a rendering is published in *Design Hints*.

We hope to have the support of the members of the craft in the way of furnishing us with ideas as to the best emblems to illustrate. We desire this series to be as helpful as other articles shown through the pages of *Design Hints* and with a little co-operation on the part of the dealers, this may be easily accomplished.

The emblem of the American Legion is illustrated in this article. The American Legion membership list includes only those who were in the Military service of the United States during the World War.

We have no authentic information relative to the designers interpretation of the American Legion emblem. He or she had something in mind, of course, else the emblem would be meaningless and it may be stated right here that no designer could be successful with an inexpressable design.

Having no definite knowledge of the exact interpretation we must read the design by its symbols.

Let us suppose for the moment that we designed this emblem and were called upon to sell the idea to a committee composed of very intelligent men. How would we go about it?

We would first make use of our knowledge of the meaning of symbols as shown in the emblem and leave the study of the beautiful qualities of the design for the final touch.

This design expresses the deeds and ideals of the men who make up the membership of the Ameri-

can Legion in picture better than in mere words. The U. S. button worn by every service man is illustrated in the center of a five pointed star, the symbol of Heavenly Wisdom, Merit and Guidance. A laurel wreath, the symbol of Victory after Strife supports these two symbols and is artistically arranged in the circles symbolic of Eternity, Perfection and Completeness. The idea is complete in the use of the rays of the sun, The "source of life and power."

A summary of the whole scheme tells us that the American service man by Merit and Divine Guidance won a Victory over Strife and accomplished the task so completely, so perfectly, that by Heavenly Wisdom is decreed the source of Life and Power through all eternity.

The American Legion has proven itself to be the Source of Life in its aid to veterans of the world war and their widows and orphans and the Source of Power, if called upon in any worthy undertaking, the only exceptions being those of a political or sectarian nature.

POOR ON THE TRIGGER

A keen-eyed mountainer led his overgrown son into a country schoolhouse.

"This here boy's arter learnin'," he announced. "What's yer bill o' fare?"

"Our curriculum, sir," corrected the schoolmaster, "embraces geography, arithmetic, trigonometry—"

"That'll do," interrupted the father, "That'll do. Load him up well with the triggernometry. He's the only poor shot in the family."

OH GEE! MOULDS

AT ITS FACE VALUE

A newlywed traveling man while away on his first road trip after the "we do" act thought he would be funny and sent her a check reading, "one thousand hugs and kisses!"

A week later he received a letter reading, "got your check yesterday and the Ice man cashed it today."

She—I'm afraid to go down this street; it's too dark.

He—But, dearest, I'm with you.

She—That's why I'm afraid.—Cracker.

Doing business without advertising is like winking at a girl in the dark. You know what you are doing but nobody else does.

TRUTH AND NOTHING BUT THE TRUTH

James had just been engaged to assist the milkman.

"Now," said his master to him on the first morning, "do you see what I'm doing?"

"Yes, sir," replied James. "You're pouring water in the milk."

"No, I'm not, James," was the answer. You're wrong. I am pouring milk into the water. So if anyone asks you if I put water into the milk, you be sure and tell 'em 'No.' Allus stick to the truth, James, and you'll get on in life. Cheatin' is bad enough, but lyin's awful."

A real good time can't be bought or planned—it just happens.

INTRODUCE US

"I can't bear to have my children kissed by strangers."

"Why don't you give the nurse maid strict instructions to prevent it?"

"Well, you see my girls are over eighteen and they won't pay any attention."

TOO LATE

Noticing a pretty new face in his congregation, the minister was bound to display a cordial interest.

"We are pleased to have you here," he told her politely "If you will give me your name and address I shall be happy to call."

"Cut it, doc," retorted the flapper wearily. "I've got a sheik."

A BOLT FROM THE BLUE

Elizabeth—Mother, did you like to flirt when you were a girl?

Mother—I am afraid I did, daughter.

Elizabeth—And were you punished?

Mother—Yes, I married your father.

CAN YOU

Now here's a funny problem

A puzzle you can't beat,

How can a girl hike home ten miles,

And only move two feet?



Moss-O'Leary
Sez:

Just now the only thing that's coming down in the United States is the rain and snow, and that soaks you.

IDEA EXCHANGE

(Continued from page 20)

same method must be employed in finding the correct angle of the sides of any letter changed.

FOR SANDBLAST OPERATORS

Of the many methods employed by sandblast operators for transferring designs to the rubber composition preliminary to cutting out, the following is considered the most satisfactory. Secure a sheet of paper the size of the carved detail. Rub one entire surface of this paper with a good soft crayon, dark, if the composition is light in color, and a light crayon, (yellow preferred) if the composition is dark. Now place the sheet showing the full size drawing of ornament over this crayon sheet, with the crayon surface against the back of the design detail, and with a medium hand pencil trace over the design, being careful that every line is traced. In this way the drawing will be outlined in crayon, and should then be placed on the surface of the stone so the crayon lines will be against the composition. Now by rubbing over the entire detail with the hand the design is transferred to the composition in a surprisingly neat and plain manner.

WE EXTEND OUR SINCERE THANKS

To—

F. E. Lathrop & Son of Robinson, Illinois, for placing *Design Hints* on their mailing-list to receive the monthly issue of *The Lathrop Bulletin*. This little advertising medium is very neat in appearance, cleverly arranged, and a credit to its editor, the Firm and the in-

dustry. "A monthly sheet for customers and friends."

To the writer the name F. E. Lathrop & Son recalls many pleasant memories of nearly twenty years ago when as a novice he strived for success on the road. The dealers' hearty handshake, along with generous words of encouragement meant much in those days as well as today. Men of the road never forget the dealers who, like Fred Lathrop, are never too busy to shake hands, never too grouchy to be gentle, kind and courteous, even tho they cannot favor every salesman with an order.

Without friends there can be no success and *Design Hints* deems it a signal honor to be included in the list of the friends of F. E. Lathrop & Son. Friends to us twenty years ago, and friends with us today.

To—

Mr. Charles Hayes, Proprietor of the Hayes Monument Company of Chicago, for the copy of a twelve page Memorial Record which is presented as an advertising medium for his Firm.

The cover is of beautiful gray stippled stock while the pages are white with elaborate border lines printed in black. The cover design is very artistic in theme and color. Dark blue is used for the title Memorial Record and dark green for the crossed palms, the symbol of Victory over Sin. The design is complete in the placing of these two features within a silver outlined oval, the whole forming a pleasing composite decorative scheme.

A picture of the entrance to the Holy Sepulchre cemetery is shown on the first page directly opposite the business address of the Firm, which is printed on the inside front

cover. Then follow several pages with titles as Relatives, Friends, Fraternal Orders, Affiliations etc. This little Record will be of inestimable value in the future as a handy reference for surviving relatives.

The entire scheme reflects the personality of the man who is considered the Craft's leading exponent in sartorial elegance, and good taste.

SANDY

The latest Scotch story is about the young man who called on the Inn keeper's daughter.

He was asked to stay to dinner after which he invited the girl to a movie, the invitation she declined on account of a brewing storm and the radio furnished the evenings entertainment instead.

He enjoyed himself immensely—there was the homebrew, cigarettes, and a generous size box of candy which was freely offered him.

The storm grew worse and it took very little coaxing to induce him to remain over night.

After breakfast he was profuse in his thanks and admitted he never had a better time in his life.

But the girl was Scotch also and after the young man had exhausted his every effort to show his appreciation she shyly asked, "How about a little money?"

"No, no," he answered, "I wouldn't think of it—no indeed," but seemingly as on after thought he continued, "Of course if you wish, you could buy me a necktie."

Do Not Forget:—All Photos for the Dealer's Private Memorial Contest must be in our office on or before November 15th, 1926. Please Hurry.

THE BRUTE

Wife (enthusiastically): Niagara! The most magnificent sight we've ever set eyes upon! Do you know, Henry, when I look at that I just feel as though I can't say anything at all.

Henry: Well, shut up, then!

Do you remember Lincoln's story about the little steamer with the big whistle?

Every time they tooted the whistle it blew off so much steam that the boat stopped running.

That's the way with lots of people today. If they would only use their energy to drive the paddle wheel of opportunity instead of eternally blowing the whistle of discontent they would find themselves going up the stream of success so danged fast that the barnacles of failure wouldn't have a chance in the world to hook on to their little craft.

THRIFT

The tightest guy we know is the fellow who, on his honeymoon, sat home with his girl looking at a picture of Niagara Falls while he left the water running in the sink.

SWEET DADDY

"She's false to our club."

"Why so?"

"Well, here we are selling kisses for charity and she's off in the corner bootlegging them."

PASS 'M BACK

An old negro, when brought before the judge, was asked if he were the defendant.

Pointing to his attorney, he said, "Dah de defen'ant. I's the gentl'-man what stole de chickens."

THE THINKER

Not so long ago a neighbor expressed the wish that he might have lived fifty or sixty years ago and still have been possessed of the same education and comparative fund of knowledge he now enjoys.

He pointed out that at that time efforts to succeed met with much less competition because of the large number of illiterate people, and that many of the successes of those days would have been mere mediocre business men had they had the ill fortune to have lived today.

But isn't the day almost here when the man who is capable of thinking and who really exercises that prerogative will have less and less competition? Statistics show that the demand for good books is falling off rapidly, while the demand for trashy literature in the form of books and magazines is increasing at a surprising rate. How many of the folks in the automobiles which throng the highways and byways on every night, Sunday and holiday, are thinking of anything more important than a golf game or where there is a good place to eat?

Because of the natural advancement in the scale of living, higher wages and the benefits derived from the thinkers of the past, are we not too prone to credit present society with too great an intelligence, and are not ability, power of concentration and brains giving way to a not too valuable superficial knowledge reducing the average to such levels as to offer little resistance to the man who knows his work, who reads and who thinks?

History repeats itself and the chances for success offer, we believe, but little more in competition than the times which my neighbor decries.

ANOTHER SHEIK

The young woman traveling with her stern-looking father was evidently not in the best of health. She was decidedly pretty, but her cheeks were pale.

A kind—if inquisitive—passenger sitting opposite leaned forward and addressed the stern parent.

"Your daughter seems very ill," he remarked, sympathetically.

"Yes," replied the father, "It is an affection of the heart."

"Dear me! Aneurism?"

"Oh, no! Only a guy named Ramp down at Fetter's."

SKEPTICAL

When some big Prune
The son of a Nut,
Marries a Lemon,
And the Pear
Have a Peach of a daughter,
With Cherry lips,
And the Rose in her cheeks,
How in the Devil
Can you believe in Heredity?

WHO WANTS A HARP?

Stop and let the train go by,
It only takes a minute;
Your car will start right off again
And better still, *you're in it.*

LOGIC

"Give me a glass of plain soda water without flavor."

"Without what flavor?"

"Oh, I'll take it without vanilla."

"You'll have to take it without chocolate. We ain't got vanilla."



Offside

by

*Edw. F. Flynn, Director Public Relations
Great Northern Railroad and Director of
Rotary International.*

In football, when a player breaks a certain rule, he is "offside." That means that he has done something that is contrary to the rule of the great game of football. His team is immediately penalized for this infraction.

In football, so in business, we should be penalized for "offside" offenses.

There was a time when we could do these "offside" things in business and "get away with it," but today, there are so many business men playing fairly that game of business that they penalize the offside business player just as in football the umpire penalizes for offside plays.

And as in business, so in social life, the man who is "offside" generally accumulates enough opprobrium to amount to penalization.

It is a good thing for all of us that we have rules and regulations in baseball, in business and in social life. It is a good thing that we are penalized for "offside" plays in either of these three activities.

We may think it "smart" to be offside in football, in business or in social life, but, the world soon tires of the fellow who is habitually offside in any one of these three important affairs of life.

To be offside is to be illegal. No one who amounts to anything, wishes to do anything that is illegal, so let's not be offside!—*Great Northern Goat.*

Courtesy Great Northern Goat.

If---

Queen Marie, of Rumanian royalty, is greeted with acclaim it is because there is something different in Royalty in this country.

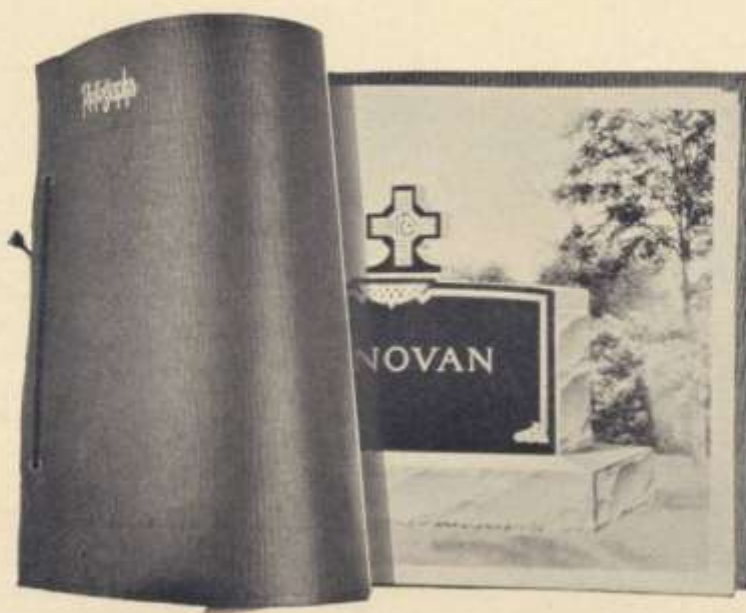
Royal granites represent the Royalty of the Memorial Craftsman and those who go out (of the ordinary routine) to welcome them find that they, too, are different—that they stand out in a field that produces few granites in a class with Royal.



**ROYAL GRANITE COMPANY
ST.CLOUD ~ MINNESOTA**

The Buying Public Places the Diadem on Royal

Say you saw it in DESIGN HINTS



Special Design Offer To Help You Sell

The above beautiful photo binder containing three dozen **Design Hints** photos, size 11x14 inches, finest photos available, mounted on highest quality linen backing that prevents constant fraying at edge.

\$25.00

Binder labeled **Photographs** can be expanded to contain limitless number of photos. Will carry 100 and permit easy display. Rich in appearance, durable, black seal grain karatol, flexible.

Photos furnished with one inch binding strip for convenience in flat opening.

Just the thing for studio or road work. It lends dignity to your sales talk.

It Sells For You

Regular price on photos is 75c each or \$9.00 per dozen

**WRITE TODAY FOR FOLDER SHOWING ALL DESIGN
HINTS DESIGNS.**

Address

Design Hints

Lock Box 201

St. Cloud,

Minnesota

St. Cloud Iron Works Co.

St. Cloud, Minn.

N. W. representatives
for the celebrated
Dallett Company Pneumatic Tools.

Manufacturers of
*Polishing Machines,
Polishing Wheels,
Surfacing Frames,
Cranes.*

PORTABLE SURFACER— SLIDING BAR TYPE

The last word in power, durability, efficiency, and economy of operation for the craftsman in stone. This surfacer is made in two sizes, and is fully described, together with its equipment, in our latest catalogue, sent free on request.

Trow & Holden Company

Stone Working Tools and
Supplies
Barre, Vermont

GLOBE H. C. CHILLED SHOT

For sawing, cutting and polishing Granite, Marble and other hard stone

BEST BY EVERY TEST

Special treatments for strength and durability render it 35 to 40 per cent more efficient in length of service and cutting capacity than the ordinary cast-iron low priced shot. Its maintained uniformity and quality insures satisfaction at all times.

Manufactured by

The Globe Steel Abrasive Co.
Mansfield, Ohio

Write for Samples.

IF IT'S TURNABLE WE CAN TURN IT

We have the largest lathe in the world.

Perfect workmanship guaranteed.

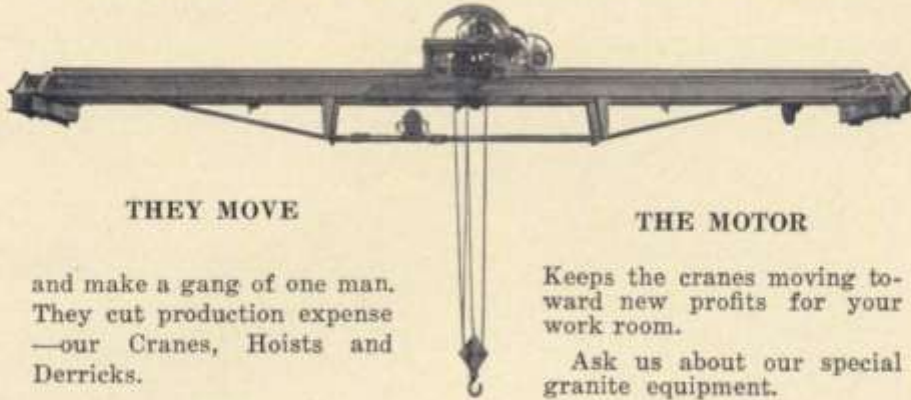
JOHN CLARK CO. ROCKVILLE, MINN.

Chicago Representative:

E. C. WILLISON,
Monadnock Building,
Chicago, Ill.

Say you saw it in DESIGN HINTS

Time is Expense Without Motorized Equipment



THEY MOVE

and make a gang of one man. They cut production expense—our Cranes, Hoists and Derricks.

THE MOTOR

Keeps the cranes moving toward new profits for your work room.

Ask us about our special granite equipment.

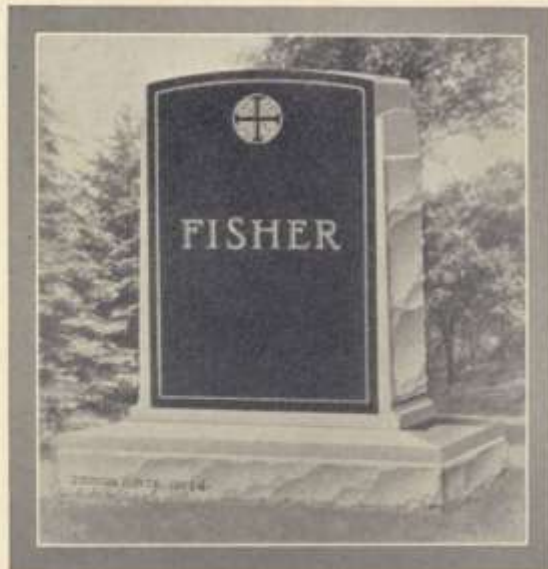
GRANITE CITY IRON
WORKS

St. Cloud - Minn.

GRANITE CITY ELECTRIC
COMPANY

St. Cloud - Minn.

Overhead Cranes Reduce Overhead Costs



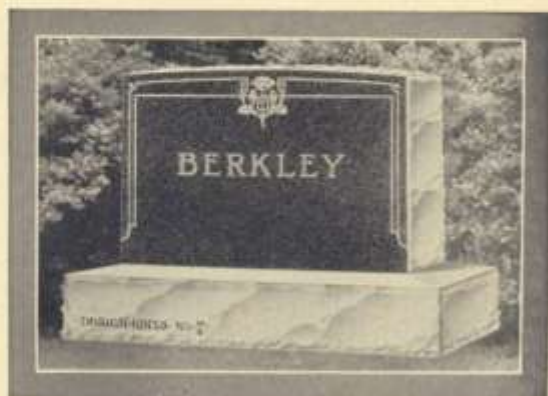
Black Could Never Have
A Look of Sameness
About It.

It stands out too well in a galaxy of bright granites as something entirely different. And when it is polished it represents something rich and fine as if it were of the Orient. A few memorials of black on your floor finishes off the stock and lends new color to the showroom.

Little Falls Black Granite Co., Little Falls, Minn.

Say you saw it in DESIGN HINTS

Are You Alive to Opportunitites!



Last month Grewe introduced a fine new idea in design. The returns on this rare design, while not small, still indicated that many of the dealers were not alive to the opportunities offered with this design. We believe the average dealer, if he sat down for a few minutes, could picture in his mind's eye half a dozen prospects for the one design. That one and the one offered this month are only a few of the new ideas in Grewe's collection. Ask us about it.

GREWE'S
OF
OOD
GRANITE

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

SUPERIOR
ALABLE
ANDBLAST
SERVICE

Never Before Such Stock As This

National is getting better granite stock from its quarries now than ever before. The new ledges of Minnesota Mahogany are really more beautiful than ever before. We invite you to give this new and beautiful stock a trial. We should be pleased to take up any of your retail problems with you.



National Granite Company
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

The Lion of the Party

R E X

Stands at the
Gateway of Higher
Development in
Business—in that
of the Craftsman in
Particular.

Rex displays will pile up your next car for you

Rex Granite Company
St. Cloud, Minn.

Townsend Ships Products From Corners of Globe

Townsend's extensive line of granites never before has been so complete as it is today. No matter what you may ask for we believe we have it. Look this list over.

Dodcelano

Balmoral

Barre

St. Cloud

Quincy

Bothnia

Chippewa

Add to this the fact that the Townsend policy of strict dealing with dealers only has been established for three-quarters of a century and the further inducement of a design service belonging exclusively to this company and there is nothing left for the dealer to desire. Our seventy years, and more, in the business have ripened our experience so that we pretty well know what the dealer wants, and during all that 70 years we can say in all truth

We Have Never Sold a Monument At Retail

W. C. Townsend & Co.
ST. CLOUD, MINN.

Principal Office---Zanesville, Ohio