

# *Design Hints For Memorial Craftsmen*

**October 1929, Vol. 6, No. 4**

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

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<http://quarriesandbeyond.org/>

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February 2013

# DESIGN HINTS

## for MEMORIAL CRAFTSMEN

GENIUS, ability and character are word distinctions to define success in men—just as the terms quality, dependability and leadership are used to define success in the things men make.

There is a reason for success in every business.

October, 1929

VOLUME 6

NUMBER 4

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**RED**

**and**

**GRAY**

Granites that are  
**SUPERIOR** in fact  
---as well as in name.

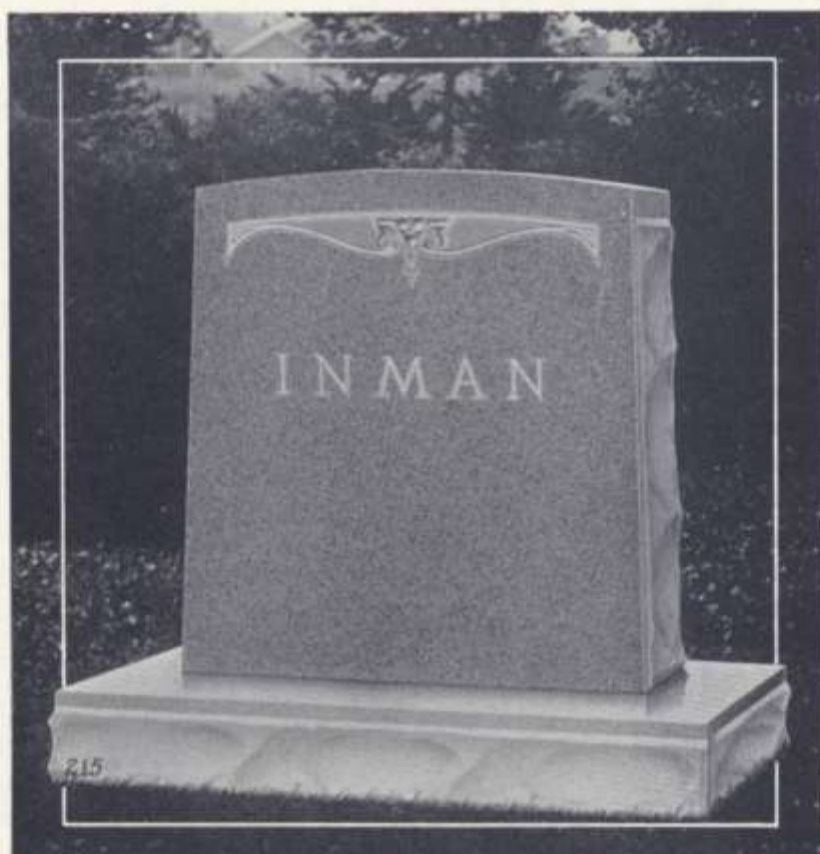
**Granite City Granite Company**

THE AHLGREN'S

**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 Bldg., Seattle, Washington



### *They Are Always Sure of United*

Many of the orders for single memorials or carloads are placed with an exact date of completion included.

United schedules are arranged so as to live up religiously to these and other detailed provisions of all orders.

Behind this sort of service there is a confidence that is inspiring to United workmen. They know that they not only are under obligation to give to the trade their best efforts in producing an unvarying line of fine memorials but they must live up to their schedules of delivery agreements. That is why United is always able to deliver high grade memorials on time.

**UNITED GRANITE CO.,**  
ST. CLOUD, MINN.

Say you saw it in DESIGN HINTS



## GREWE'S

AMONG THOSE WHO HAVE A STRONG APPRECIATION FOR DISTINGUISHED WORKMANSHIP GREWE HAS DEVELOPED MANY ENDURING BUSINESS CONNECTIONS. GREWE INVITES THOSE MEMORIAL DEALERS WHO BELIEVE THAT COMPLETE QUALITY OF WORKMANSHIP, MATERIAL AND DELIVERY ARE THE SOUND FOUNDATION ON WHICH PROFITABLE BUSINESSES ARE BUILT TO SEND

**STERLING MAHOGANY**

AN INITIAL ORDER—WE PROMISE YOU A RELATIONSHIP SO SATISFACTORY THAT YOU'LL WANT TO MAKE IT PERMANENT.

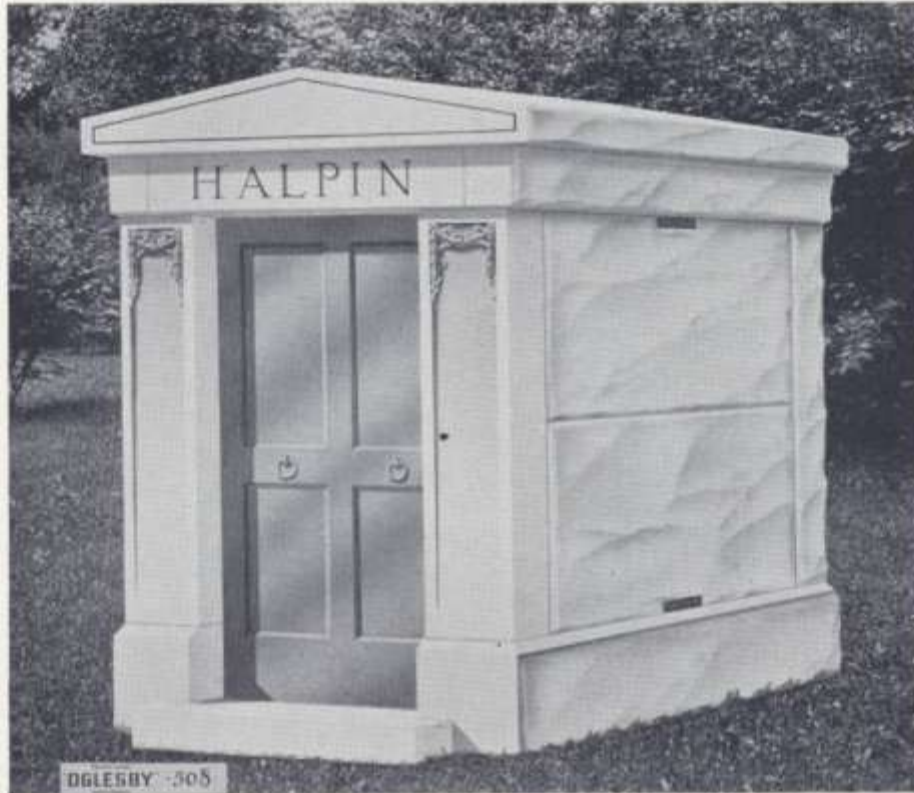
WE SHALL BE PLEASED TO ANSWER YOUR INQUIRIES CONCERNING OUR "STERLING MAHOGANY" GRANITE. IT IS VERY POPULAR WITH DEALERS IN ALL PARTS OF THE COUNTRY.

**"GROW WITH GREWE"**

**GREWE GRANITE CO.**

ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



## INDIVIDUAL MAUSOLEUMS IN

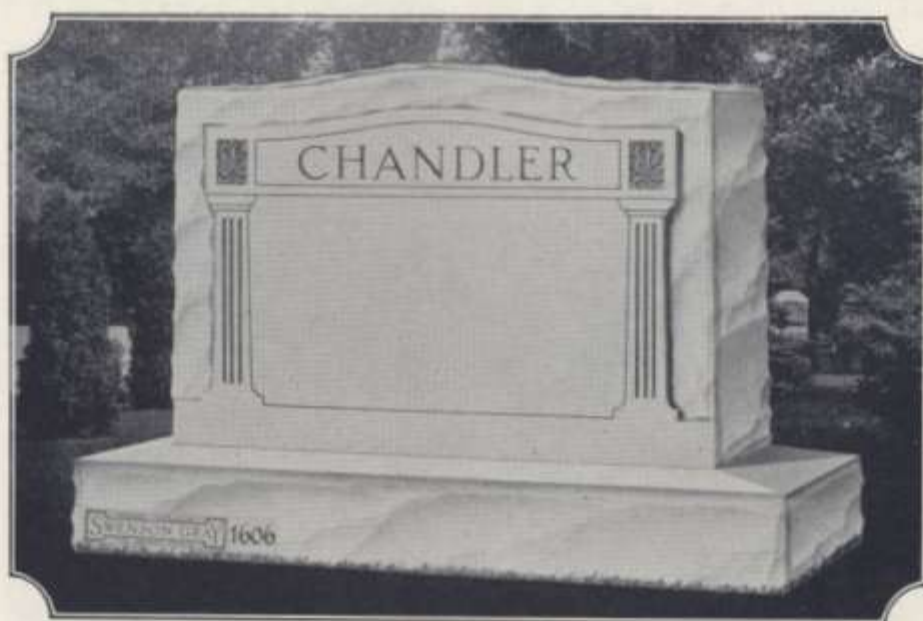
TRADE MARK  
BLUE "OGLESBY" GRANITE  
REGISTERED

THE progressive dealer is taking advantage of the advertising schemes of the Community Mausoleum promoters by interesting the prospect in the more desirable ownership of a *private* memorial. Oglesby is ready with designs and granites to assist you in combatting the Community Idea.

*Write for sizes and prices on the three crypt Halpin Mausoleum,  
a new and exclusive Oglesby creation.*

## OGLESBY GRANITE QUARRIERS ELBERTON, GEORGIA

Say you saw it in DESIGN HINTS



## TRUE BEAUTY

The Chandler memorial is another exclusive Swenson design made especially for—

### SWENSON GRAY GRANITE

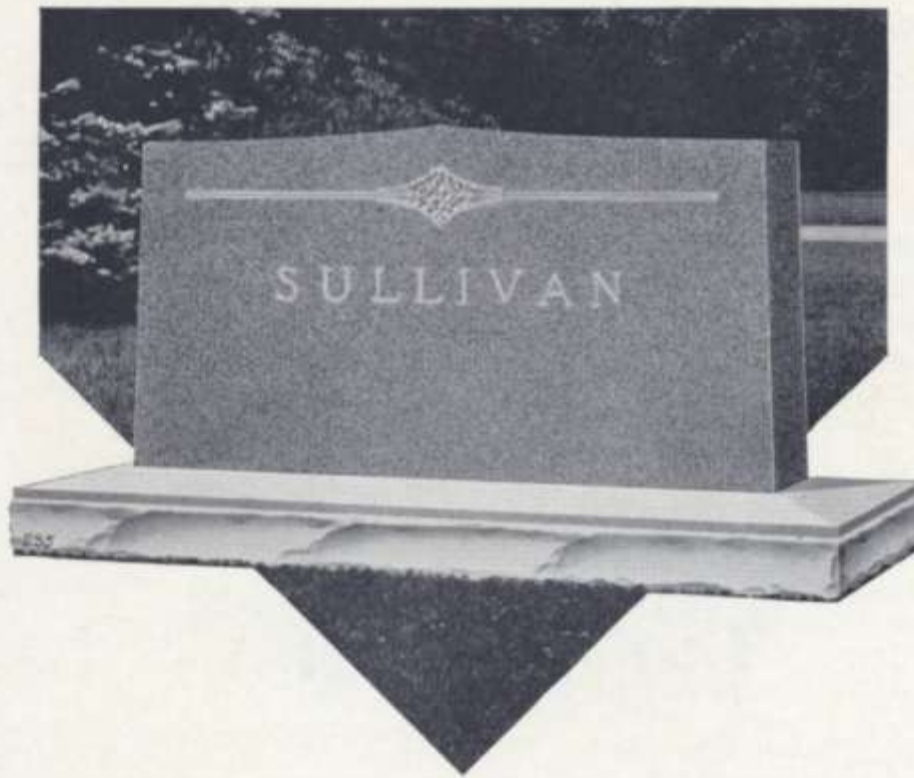
—a clear perfect granite that is produced from our own Quarries at Concord, N. H. But, however cleverly done, the true beauty of Swenson Gray cannot be reproduced in picture. Let us show you the real thing. We shall be pleased to furnish sizes and prices upon request.

**The John Swenson Granite Co.**  
Concord, New Hampshire

I. N. Strock, Baltic, Ohio; Fred Haslam, 4019 Kenwood Ave., Kansas City, Mo.

Say you saw it in DESIGN HINTS





### *Finished By Simmers*

There is a wealth of meaning in the phrase: fine finishing, accurate lettering and carving, conscientious in every detail of the work.

It is this willingness to devote themselves to the most minute detail that makes of Simmers' craftsmen the highest type in the industry.

And it is this quality which brings to them the endorsement of many of the country's most particular dealers.

## A. M. SIMMERS & SONS

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

Say you saw it in DESIGN HINTS



## INDIAN RED



### The Ideal Compromise

Quite a number of memorial prospects have the peculiar habit of demanding quality beyond price. Their satisfaction is difficult to achieve because the granite that appeals to them sells at a less appealing figure.

When this problem comes up again, and it's a problem in "Red", offer INDIAN RED as a compromise. Its color and tone make it a decidedly effective one. As the "Chief of Granite Values" it has become renowned for selling itself.

We'll be glad to tell you more about it.

**North Star Granite Corporation**  
ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



# DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

*Published Monthly at St. Cloud, Minnesota*

*DAN. B. HASLAM, Editor and Publisher*

## When Winter Comes

Just yesterday we saw the earth burst forth to the verdant chant of spring; and, as the day was but half gone, Summer came along in its light flimsy dress, hot, dry days and fishing parties and crops. Then came Autumn with her foliage ripened in a multicolored symphony of a season just ended and another just begun, to be ended almost before it was well on the way. And now comes winter again and reminds man of the human span of spring-youth, summer-adolescence, autumn-manhhood and winter-age.

We see our own and our friends' kin passing into that outer darkness from which there is no return to the more friendly port where meal tickets and grocery bills and heart-aches and sorrows are unknown. We see one generation after another answer the toll of time and we would fain keep them with us—to abide yet awhile.

Such is the beauty of the service of the craftsman. He teaches men the meaning of devotion—the tribute that marks the resting place of his dead and that by this respect and reverence he may some day merit the same kindly feeling on the part of those he leaves behind when he

puts aside his tools to cross the Great Divide himself.

Such is the opportunity of the memorialist—the opportunity to serve those who would keep the places of those who sleep on the hills of the cities of the dead, a sylvan garden spot. The memorialist is the consistent, insistent advocate of the religion of remembrance; not the kind of remembrance that keeps up the woeful lament of those who remember only with tears; but that remembrance which speaks the language of flowers and living things to those who are just up there on the hill.

And the most beautiful message they can bring is that the plot is always green, that it is adorned in seasons with floral tributes and that the tablet thereon marks the place where rests a man who gave love to the world and whose deeds are not forgotten.

Why, then, isn't it a noble industry? What vocation in the world of commerce does more for its fellow men? The memorial industry has its opportunity—not for the sake of making dollars and acquiring great worldly gain—but to bring a service to mankind the like of which few others have.



## More About Sales Letters and Ideas For Their Presentation

*By Harvey R. Kruse*

In the September issue of Design Hints we laid out a plan for a mailing campaign to cover one year. Emphasis was particularly made on the need of organizing such a mailing: i. e., names of prospects should be carefully gathered and recorded, the right letters sent at the right time, etc.

In this issue we shall add three more letters to the series as well as offer a few additional suggestions for mail pieces by way of departure from the ordinary letter form used.

You will recall that the first two letters were more or less introductory in nature. They paved the way for the first direct solicitation of business. No. 1 was entirely Condolence. No. 2 made the first suggestion of a Memorial. No. 3 therefore should build on this suggestion and carry home a bit stronger the sentiment and respect which a Memorial perpetuates.

### *Letter No. 3*

Dear Mrs. Smith:

Longfellow has given us a beautiful thought of encouragement in his "Psalm of Life" when he says—

"Not enjoyment and not sorrow,

Is our destined end or way,

But to act that each tomorrow

Find us farther than today!"

Somewhat, Life is just that:

—sometimes joy, sometimes sorrow.

But those who find a

solace in the midst of sorrow

discover it in service and in

reverence for the memory of

others.

Throughout the ages, men

and women have expressed this

sentiment with a Memorial,

—lasting, dignified, and beautiful as the love it represents. May we tell you more about the need it fills?

Sincerely yours,  
(Signature)

As you have already observed, we make no attempt in Letter No. 3 to force our services upon the prospect. You are dealing with a situation which requires great tact and understanding. Coarseness and crudity in your approach would probably be resented. No salesman could ever sell me a Memorial who barked up brazenly as tho he were selling automobile tires or anything of that sort which had no claim to sentiment. I would consider such an approach rank sacrilege.

On the other hand if a salesman displayed sympathy and understanding, I would feel friendly towards him. It's a safe bet that most other people have similar reactions.

However, by the time we have arrived at the Fourth Letter, nearly ten weeks have elapsed (see schedule in last month's article of this series). The intervening time has probably given your prospect a chance to look at the situation more dispassionately. Hence we can talk more directly about Memorials and their purchase.

### *Letter No. 4*

Dear Mrs. Smith:

We hope you will not feel offended if we tell you about a service which we offer and which we earnestly invite you to investigate.

(Please turn to page 10)





Plate I

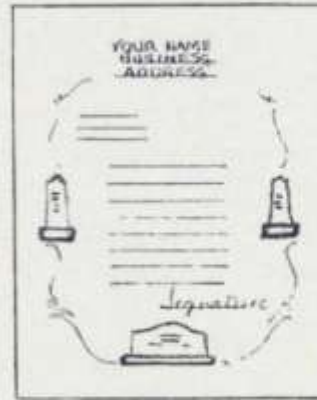


Plate II



Plate III

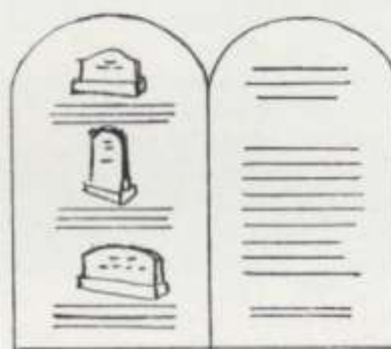


Plate IV



Plate V

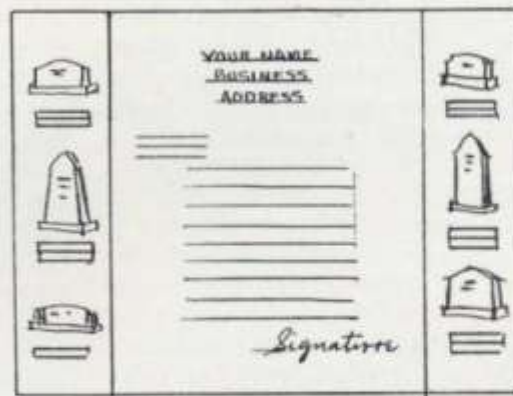


Plate VI

## More About Sales Letters

(Continued from page 8)

No doubt you've given some consideration at least to the selection of a Memorial, but the design and everything that goes with selecting and placing it is quite a perplexing problem.

We want you to feel that our business is first of all based upon a sympathetic, understanding service. We want to help you at a time when anything of this sort must be very trying to you. Won't you let us do so?

Questions of design, of the stone to use, the cutting, placing, and all that, are services we can render you. We will gladly talk it over at your convenience.

Sincerely yours,  
(Signature)

Thus Letter No. 4 gets down to the business of selling Memorials. And yet we try to do it tactfully and without arousing resentment.

This letter can also act as preparation for the personal sales call. We hope to have a certain amount of interest aroused by this time, and, when a personal call follows shortly after this series of four letters, the reception should be pretty friendly.

A word might be said about the length of time between these letters. The schedule as given in the previous article is just a suggestion upon which you can organize your own mailing dates. If you feel that the letters should go out more often because of strong competition or other business factors in your community, do so of course. On the other hand you might feel that your own particular sales territory should be handled more tactfully still. In that event, scatter the mailings over longer periods.

You can determine for yourself when the first personal call should be made. Base that on your own

experience. Letter No. 4 is a very good introduction for the first call, but in many cases you will probably want to call earlier than this.

### Letter No. 5

Dear Mrs. Smith:

Someone recently told us that our Design Service was truly an exhibition of genuine Art that everyone should see. Naturally this pleased us a great deal, and we thought perhaps others would be interested in it too.

There are few things where the requirements of character, dignity and quiet beauty are as important as in a Memorial. The design is *everything*.

We have spent years studying Memorial designs, and our personal library of sketches—available to you, of course—constitute an exhibition which we know will please you just as it has pleased others.

More than that, we are prepared to create original designs for your use—based upon your own ideas, if you so desire. Such a design has the added value of being absolutely exclusive,—an intimate creation of your own.

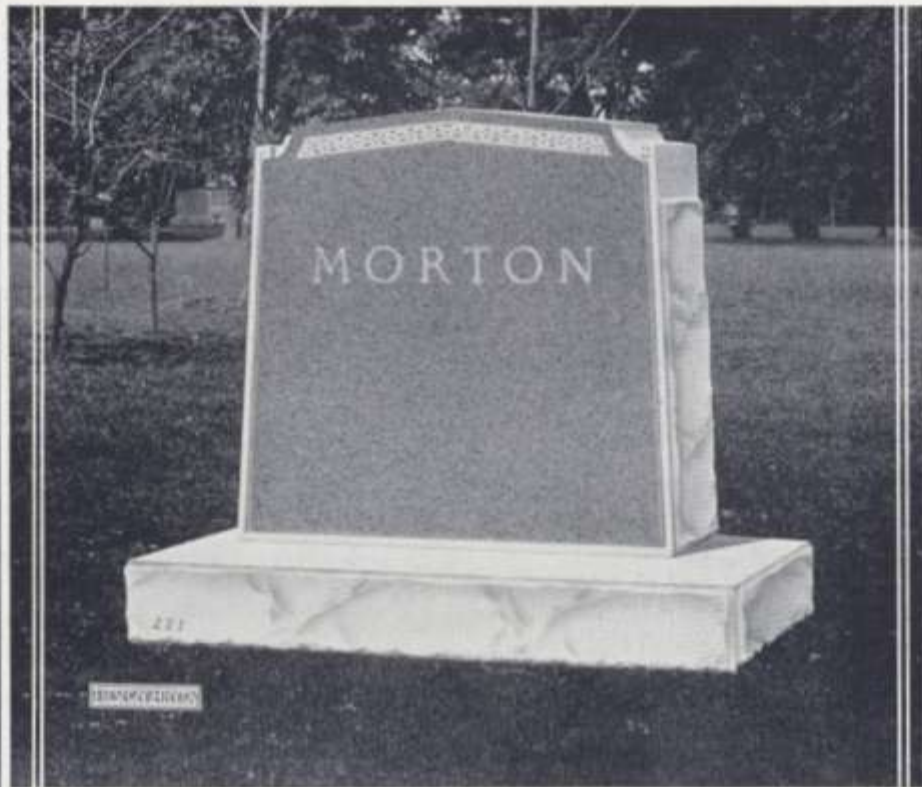
There's so much to tell about this Design Service, it almost has to be done personally. May we?

Sincerely yours,  
(Signature)

Step by step we are building up our sales story. First condolence, next the sentiment of Memorials followed by the service we render in choosing Memorials, and, in Letter No. 5, our Design Service. Subsequent letters will carry the campaign still farther.

Last month's article mentioned different forms into which these letters could be made. Probably the easiest and simplest form is that demonstrated in PLATE I,—an ordinary letterhead with the message typed neatly in the center

(Please turn to page 12)



## CONVINCING



You can prove to your own satisfaction the meaning of "The Best in Mahogany" by having a memorial finished in this matchless granite.

Many others have been convinced by this simple method and yours is the same opportunity.

### Dakota Granite Works

Milbank,

S. D.

So. Dakota

Say you saw it in DESIGN HINTS



## More About Sales Letters

(Continued from page 10)

of the letter. This costs the least and is quite effective.

Always use a good grade of letterhead paper even if it costs more. It pays. Remember that a letter is your personal messenger. If it is high class it reflects a high class house. If it is cheap and poorly made up it reflects a cheap, second rate house. Impressions are highly important here.

An interesting paper stock used now days by high class houses has a rough finish with markings in it that furnish an interesting surface effect. An additional feature is to have a deckle edge at the bottom. Your printer can show you samples of these paper stocks.

If you cared to spend the money for a few extra cuts you could put illustrations on some of the letters of the series such as shown in PLATE II. This would show some of your best designs with fine "art" lines drawn between them to form something of a frame for the story inside. By mortising out the cuts of the memorial designs you could use different memorial illustrations each time and thus add variety to the series.

This would not be desirable for the first four letters of the series. It could be used with Letter No. 5, however, since this one plunges into the business of selling memorials, and the illustrations would help. The first four letters are quite formal in nature and the simpler they are in appearance the better. Any display of designs would tend to cheapen the thoughts expressed in them.

PLATES III and IV offer another suggestion in the form of the letter. This is a cut-out in the shape of

a memorial. The front page as shown in PLATE III can be either entirely blank or carry out the front face of a Memorial. The latter is preferable of course, but it costs more. It folds at the edge and when opened as in PLATE IV gives you an opportunity to tell your story on one page and display several designs on the other pages.

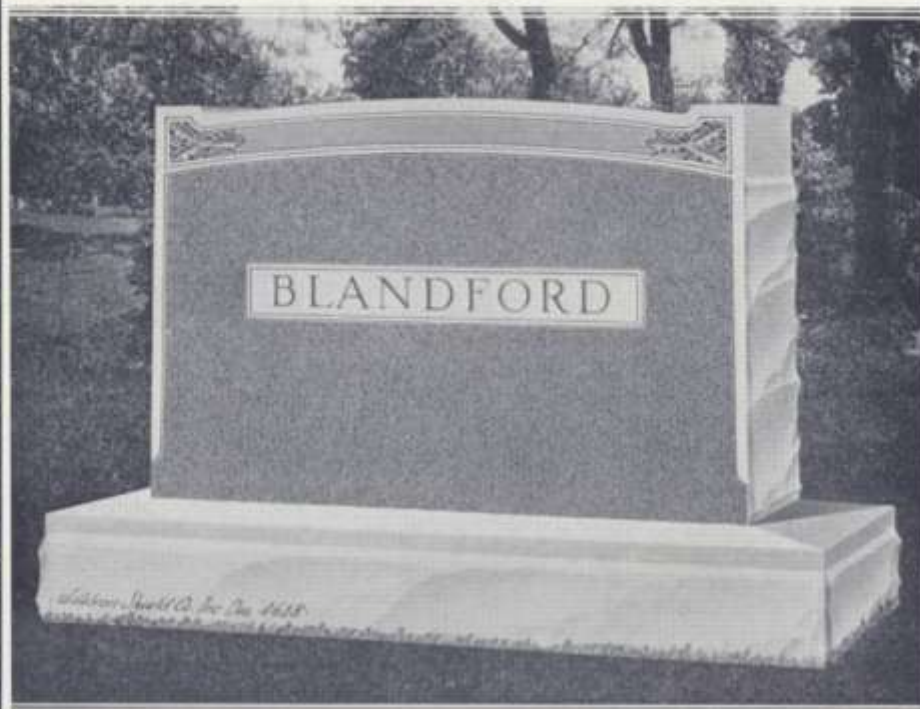
Such a letter calls for additional costs, however, and you must decide whether the idea is worth the extra cost to you. The printer will have to secure a die to make the cut-out, and, if you wanted to show the front face of a Memorial, this would require a half-tone or zinc etching. It is an idea worth considering however.

In PLATES V and VI is another version of the letter with a special flap described in our previous article. In this case there is a flap on each side of the letter which, upon opening, reveals illustrations and descriptions of different designs.

For such a special type of letter the "two-tone" paper is again recommended. You will probably recall that "two-tone" paper has a light tint of color on one side and is pure white on the other. The white side should be on the inside where the message and descriptions are (see PLATE VI). The color tint is on the back side and the two fold-over flaps shown in PLATE V therefore stand out in excellent relief against the white interior.

Letter No. 5 and any subsequent letter in the series could be made up in a special form such as this if you so desired. Copy for the two flaps as shown in

(Please turn to page 28)



Write for sizes and prices on this exclusive design—No. 4618—Waldron Shield Co., Inc.

## HAVE YOU DISCOVERED THIS GREAT PLANT AT BARRE?

HERE AT BARRE, VERMONT, IS A GREAT PLANT READY TO GO TO WORK FOR YOU—TO MAKE FOR YOU THE SORT OF MEMORIALS YOU NEED—FROM THE KIND OF GRANITE YOU SELECT. HERE AT BARRE IS WALDRON SHIELD CO., INC.—GREAT IN EQUIPMENT, GREAT TOO IN PERSONNEL, FOR THE CRAFTSMANSHIP OF THIS HOUSE IS NOTED NATIONALLY. DISCOVER FOR YOURSELF WHAT A PROFITABLE "HOOK-UP" WALDRON SHIELD CAN BE FOR YOUR BUSINESS. IF IT'S A BARRE MEMORIAL, WIRE OR WRITE. WE GUARANTEE THE QUALITY.

### WALDRON SHIELD CO., INC.

BARRE,

VT.

VERMONT

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Say you saw it in DESIGN HINTS



## The New Orleans Tomb

### PART I

By Leonard V. and Albert R. Huber

#### Editor's Note:

This is the first of a timely series of articles on the construction of the New Orleans Tombs written exclusively for *Design Hints* by Leonard V. and Albert R. Huber. The plans of each tomb will be shown in connection with each article, and we believe this series will play a most important part in aiding the dealers to combat the Community Mausoleum menace.

The authors of this series have designed and erected many of these tombs in New Orleans, and we believe their willingness to give their ideas and plans to the other members of the craft very commendable.

We are indeed fortunate in securing this series for *Design Hints*.

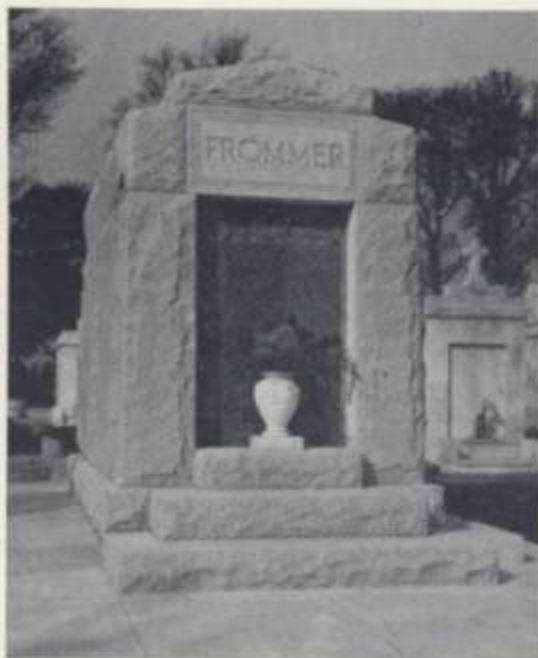
We know *Design Hints* is read by many people who are not directly interested in the memorial business. For this reason we think it best to withhold publishing the wholesale and retail prices the authors mention in the third paragraph. We shall be most pleased to furnish these prices if the request is mailed to us on the letterhead of a legitimate retail dealer.

The need for an inexpensive above ground tomb has been sorely felt for many years in a great many parts of this country, particularly when the prospect has the desire to build above ground but has not the means to build a mausoleum. The so called New Orleans tomb, which is a local product of that city, invented and developed

because it was impossible to bury beneath the surface of the earth on account of water, has been advocated by the authors for several years as a weapon to combat the community mausoleum evil and as an article opening up an entirely new field in the memorial business.

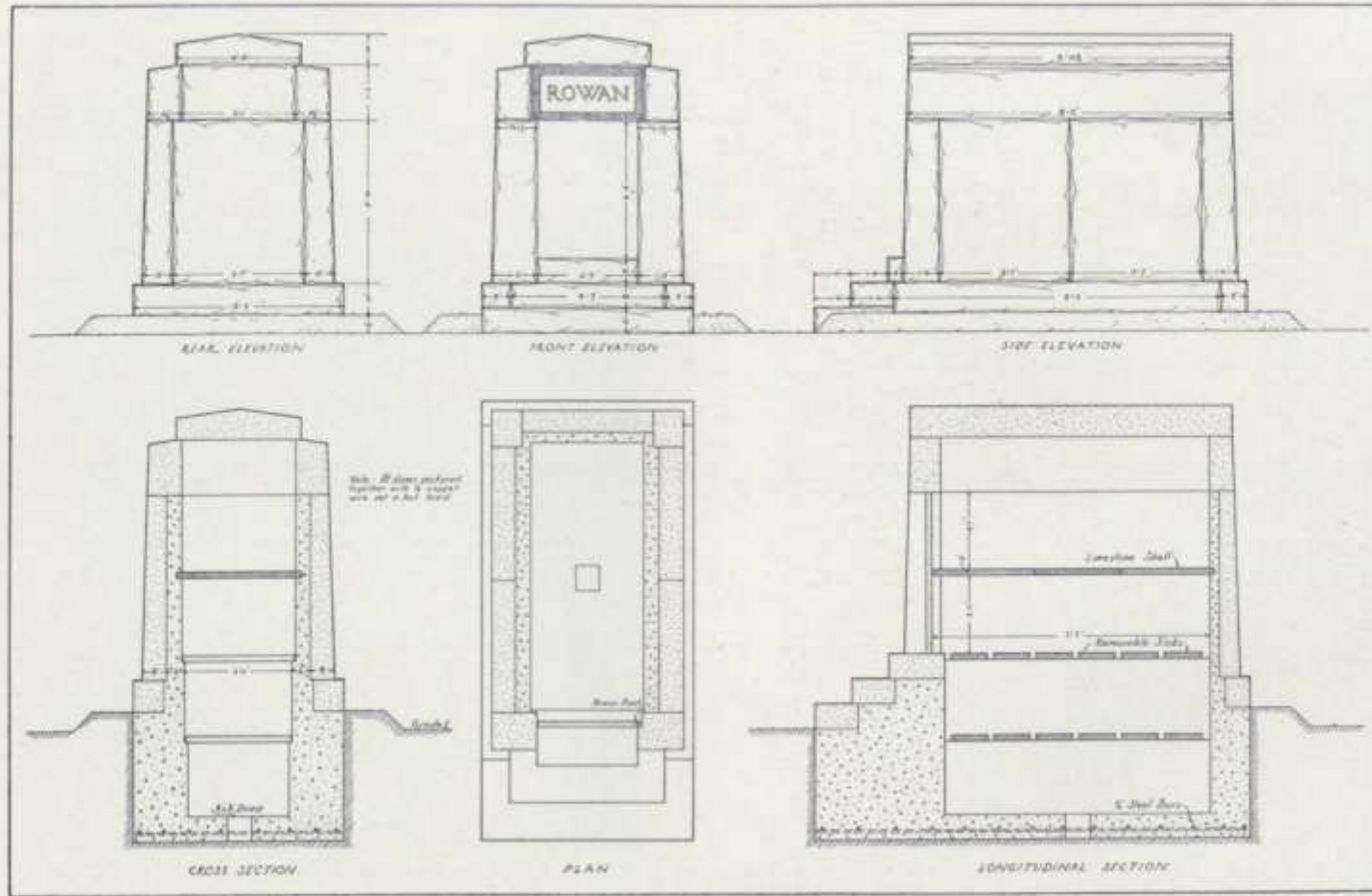
This tomb, which is an above-ground structure of two or more vaults without vestibule, has been so successfully used in New Orleans that there are over 5,000 of them in the cemeteries of the city, and the demand is growing despite the fact that improved drainage makes ground burial possible. They fill a popular need. The best features of this

type of sepulcher are their utility and their price. In the series of design articles which are to follow this one there will be given plans for tombs which can be sold for as low as \$900; others which can be sold for \$1,300, \$1,600, \$2,000, \$2,800 and \$5,000.



(Please turn to page 16)





## The New Orleans Tomb

(Continued from page 14)

The tomb furnishing the subject of this article and for which a plan is given, is one which can be erected for about (*prices furnished upon request*) and sold for about (—) although it will easily be possible to obtain more in a field not highly competitive. It is constructed of only twenty pieces of granite, not including the door, and the design is one that is monolithic in tendency, thus giving the effect of great strength. It contains, as can be readily seen from the section, two crypts and a receptacle which has an additional crypt-shelf which may be built at the option of the customer. The receptacle is really a hollow part of the foundation made accessible by making the lower shelf in several pieces and removable. The upper shelf is to be built into the concrete lining. Crypt shelves are composed of 2" -thick limestone which is very successfully used in New Orleans and is much less expensive than slate. By making the lower crypt-shelf removable, former interments can be easily moved, if occasion requires, from the upper crypts to the receptacle.

In New Orleans it is a strong custom to use the tombs over and over again—when the caskets of those buried many years ago have disintegrated, the vault is reopened, (usually on the occasion of another funeral) and the remains removed into the receptacle, thus clearing the top vaults for new interments. This may sound a trifle complicated but it can be easily accomplished and is an everyday occurrence in New Orleans cemeteries. It is almost needless to add that tombs may

be built large enough for four and six interments, (\$2,000 and \$2,800 respectively) with an ingenious arrangement to be explained in a later article which allows each casket its own space without the necessity of removal, until the tomb is entirely filled to its constructed capacity.

The foundation and how to construct it will now be briefly described. An excavation should be dug to a depth of no less than three feet, deeper if more capacity is wanted in the receptacle. The bottom of the excavation should be leveled. Next a mat or slab of concrete 10" thick is cast in this excavation, which covers the entire space to be occupied by the tomb. This mat is reinforced with  $\frac{1}{2}$ " steel bars, laid both ways one foot on centers. Wood forms for the chain wall which rests on the mat are next put in place and braced. These should be constructed in advance and so nailed that their removal will present no difficulties. Proper height of foundation should be calculated and marked on forming and then the casting is done. Concrete should be machine mixed in 1-3-5 proportion, but a 1-2-4 mix is more satisfactory from a standpoint of durability. Chain wall does not need steel reinforcing bars.

Next day the forms should be gently removed, particularly from the inside of the foundation to prevent cracking due to swelling boards, and the foundation should be left to settle for a period of thirty days before stone is set. If the foundation is built in this way rather than merely constructing a chain wall, as is the common custom in mausoleum work, two advantages are gained.

(Please turn to page 28)



## More Sales Freedom In The Use Of Liberty

Liberty's high standards of granites and workmanship make for a free selling activity on the part of the retailers.

Liberty has the variety in its granites—a collection of fine memorial materials that bring harmony, beauty and an inviting spirit to the display room of any retailer.

We stock regularly the Liberty list of high grade granites as follows:

**Liberty Standard Red, Liberty Gray, Liberty Red Belview Mahogany, Oglesby Blue, Light and Dark Barre granites.**

Consult the Liberty list before making up your requirements for winter and early spring deliveries.

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

Say you saw it in DESIGN HINTS



## No Magic In Remembering

*Written for Design Hints by*

*Dr. Roy L. Smith*

*The story is told of Christy Mathewson, the great baseball pitcher, that a new recruit once faced him at the bat. During the first game he got three hits off of Matty. This was a phenomenal record, but one of his teammates said:*

*"Do you remember what kind of balls Matty gave you for those hits?"*

*"No," said the recruit, "why should I remember?"*

*"Because Matty will," said the old-timer, "and he will never give them to you again. You might as well start in practicing hitting the ball in any and every other place, because that's where he will put them hereafter."*

*In his next twenty times at bat against Mathewson the new recruit failed to get a single clean hit. The big fellow remembered.*

*There is nothing more difficult than to persuade youth not to make the same mistake twice. They seem to have little ability to remember. Old age is less able to tell them, even, than experience.*

*Since the time of Noah's drunken debauch following the flood, men have been getting into trouble because of alcohol, yet every year sees a new crowd of new recruits in John Barleycorn's army of failures.*

*No criminal has ever died rich, honored, mourned or beloved, yet each year sees a new host of youths trying to beat the world out of their living.*

*Some of the world's most brilliant characters have been denied the highest prizes of life, just when they seemed to be within easy reach, because they sinned away their opportunity through indulgence. Yet every day we see new youths flinging away precious powers because of the unwillingness to undertake the task of self-mastery.*

*It does not require any magic to remember the way in which other men have failed. Why go on giving old man Defeat the same balls? He is certain to get a hit off of our pitching.*



By Anderson-Friberg Co. of Barre, Vermont in Pirie's Dark Barre  
at West Baden Springs.

## COLOR AND TEXTURE

BOTH OF THESE FEATURES  
UPON WHICH MOST OF THE  
DEALERS DEPEND FOR THEIR  
BEST MEMORIALS ARE UN-  
EXCELLED IN PIRIE'S DARK  
BARRE.



J. K. PIRIE ESTATE

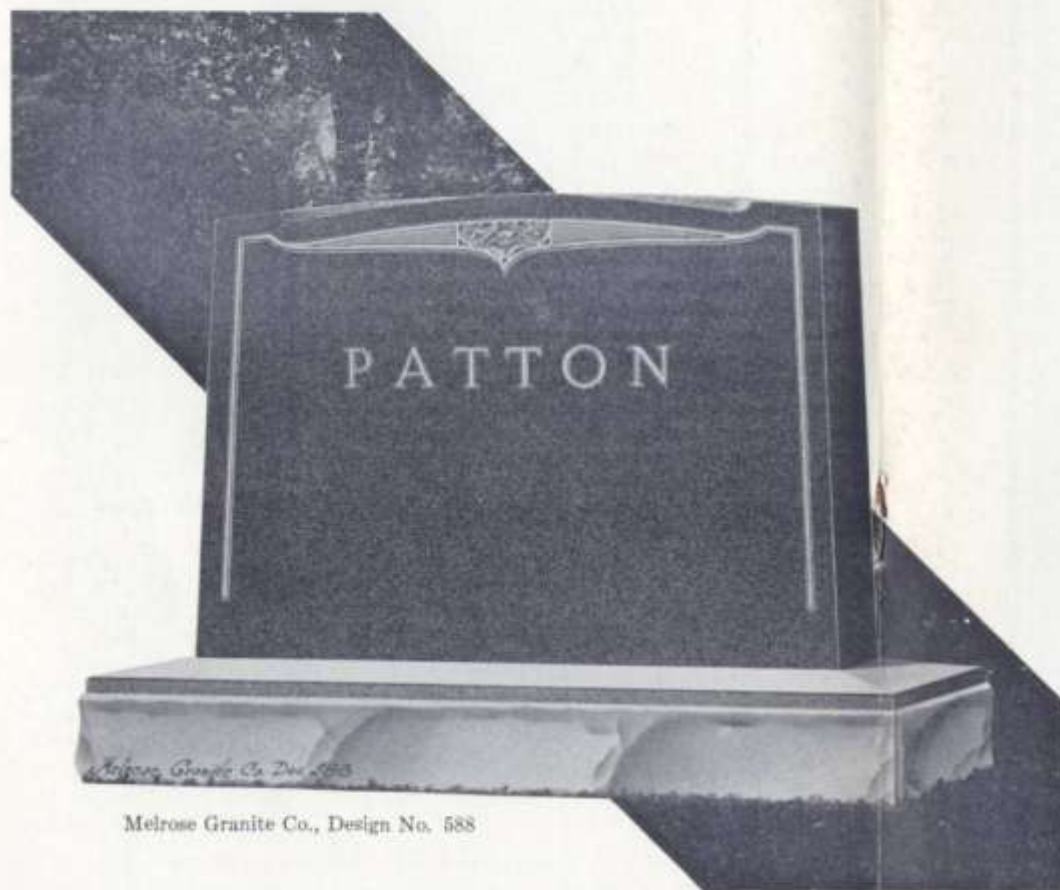
BARRE.



VERMONT

# PIRIE'S DARK BARRE

Say you saw it in DESIGN HINTS



Melrose Granite Co., Design No. 588

## MELROSE GRANITE COMPANY

SAINT CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS

## Suitability as well as Stability Marks Melrose Memorials

UPPERMOST in the minds of the devoted kin of the departed is the thought to erect suitable memorials—tablets of love and memory—to properly show the love and reverence for their dead.

Melrose memorials always typify this thought, lofty in their ideal to mark the resting places of a race of men the memory of whom will never grow dim.

Melrose designers, executives, sales people and craftsmen think and are motivated in unison with this one idea.

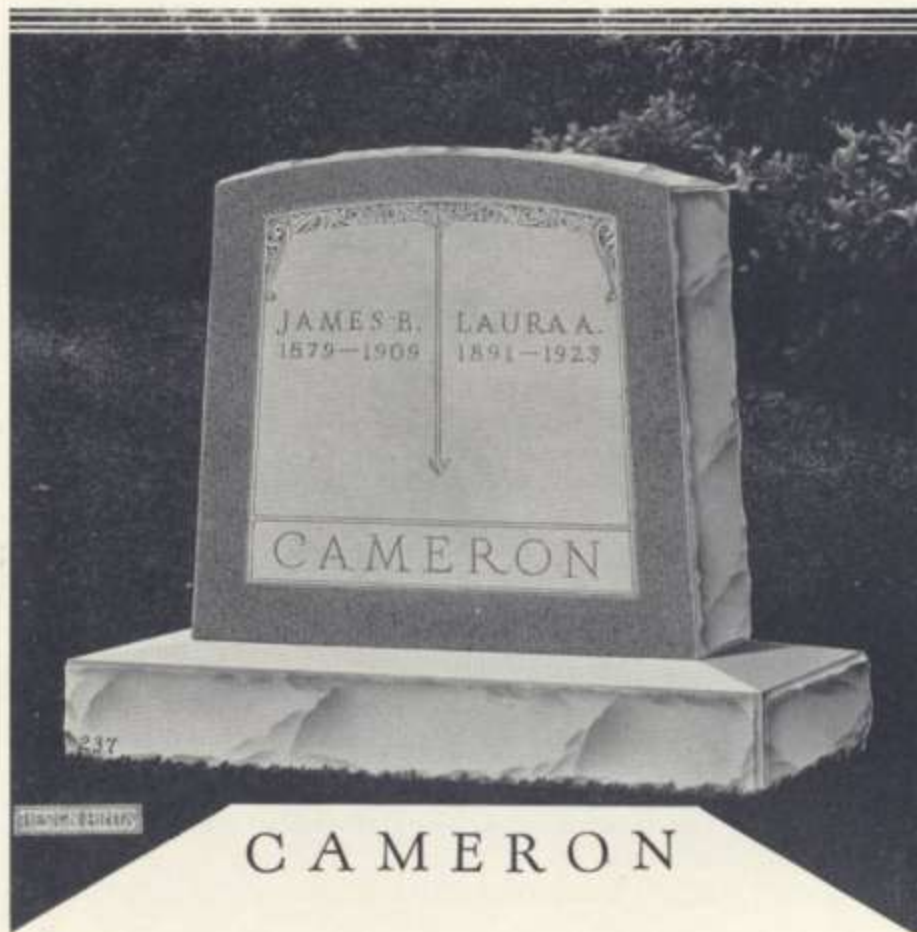
They portray for the benefit of those countless coming generations that to remember is nothing more than a mark of present day civilization itself—an unpretending homage to the loved.

Mark the resting places of those who go on; but mark them well with suitable memorials that are stable and beautiful.

With this thought Melrose suggests that it has the mind to serve the most humble and the resources to take care of the most artistic mausoleum.

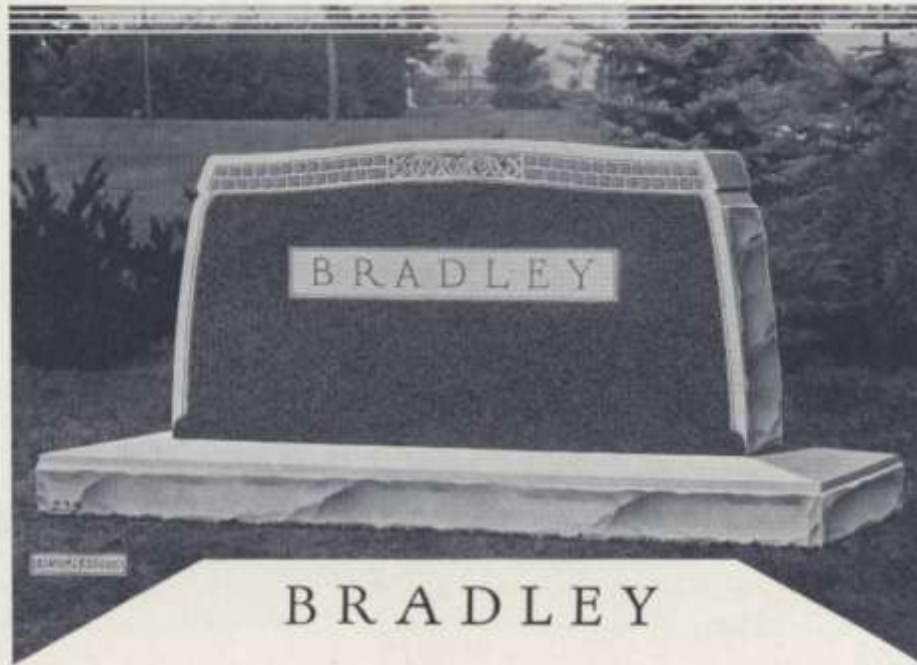
Say you saw it in DESIGN HINTS





We have received many calls recently for attractive, inexpensive, small memorial designs. The Cameron memorial was designed to meet this demand and we believe it will prove very popular with our readers. This little tablet will look well in any size but it is particularly adaptable to two or three grave lots. By arranging the inscriptions above the family name, markers are not necessary.

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



## BRADLEY

In designing the Bradley memorial we believe we have produced something out of the ordinary and quite different without necessitating extra expense. The graceful contour of the die is greatly enhanced by the hammered margin around the top and down the sides of the front. The exquisite sandblast detail is new, modern in its two-tone effect and exceedingly attractive without being costly. Photos are available to the trade.

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

## Granite Chips

### Burr Family Tribute.

We have all, at some time or other, stood before a reproduction, if not before the original, of a painting entitled "The End of the Trail." The subject is an indian astride a pony. The indian has long been pursuing the hunt, and now, at sunset, is come to the brink of a precipice—the trail's end. The path behind has been traversed in quest of prey, man and beast. Till now the spear has been leveled ahead, its point challenging all it chanced to meet. But it cannot challenge space or eternity. The indian's taut muscles relax and the spear sags in surrender. Throughout the day the wind has ruffled the pony's mane and switched his tail in fury. It seemed to encourage him to go onward, onward. But now, at the canyons edge it seems to say "Over! Over!"—and his tired limbs too sag, hardly able to resist, hesitant as are we all when the day is done and we are come to the end of the trail.

The artist whose brush gave us this painting is

James Earl Fraser. The painting is a great work of art, for even the commonest of laymen is able to feel the spirit emanating from it with all the force put into it.

The accompanying plate is a photographic reproduction of a memorial erected in Riverside Cemetery, Oshkosh, Wis. This monument was erected to the memory of Mr. John F. Burr and his wife by the firm of Burr and Pugh of Oshkosh, of which Mr. Burr was the senior member. The memorial is sculptured in Georgia Silver Gray Marble, and is rendered with all the skill put into the painting, "The End of the Trail", from which it was taken. It occupies a nice corner

lot situated near U. S. Highway No. 110 which passes by Riverside Cemetery. We are certain that all passers-by will be arrested by this work of art as every schoolboy is arrested by the painting, "The End of the Trail." And as he stops to admire the memorial's beauty he will be inspired by a work well



(Please turn to page 26)



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# LET



## Rock of Ages

"THE DISTINCTIVE BARRE GRANITE"

# HELP YOU DEVELOP SALES

Not every prospect can be sold on the first call; the matter of buying a memorial is worthy of thoughtful consideration. Let the *Rock of Ages Service Bureau* help you. The sales material which *Rock of Ages* has developed is practical, thorough and tested. *Rock of Ages* has a plan that will give you a preferred position when your prospect selects a memorial firm.

Write us. We'll gladly tell you how easy it is to "get and use."



**Rock of Ages Corporation**  
**Barre, Vermont**

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Say you saw it in DESIGN HINTS

## Granite Chips

(Continued from page 24)

done to strive for the better things.

### Another "Kimball" Creation.

We are pleased to publish here with a photographic reproduction of the "Mayer" memorial as proof that monuments of imposing dimensions are yet being erected in spite of all we hear concerning a general trend toward a cheaper and smaller type of work. This memorial was erected by Kimball Bros., of Lincoln, Neb., and was executed by them in Barre Gran-



ite. In the designing of this, Mr. Fred Kimball has again shown the versatility of his ability to create "something different." Mr. Kimball is gifted with the ability to attain that certain beauty of de-

sign which is exemplified in all work he erects. This is very appealing to those who appreciate fine design and workmanship.

### A New Designer-Salesman?

John L. Dille, the well known craftsman of Greensburg, Indiana, in a recent letter directed to "Pete" Haslam informs him that a new grandson has arrived at the home of his daughter and son-in-law, Mr. and Mrs. Austin F. Funk, of Greensburg, Indiana. David Funk is the name of the lucky boy.

Design Hints extends felicitations to the happy parents and grandparents with a sincere wish that the new boy grows up with the industry and will endeavor to carry on with the same high ideals and standards of business which were responsible for the progress and success of the grandfather. We are informed that both the father and grandfather are doing well.

### Slogan Contest

The Contest with a prize of \$100.00 offered for the best slogan for St. Cloud Granite is still open to Design Hints' readers. No definite date for closing has been decided upon as yet but we are of the opinion that this contest will be closed in the very near future.

To any of our readers who intend sending a slogan we suggest that they mail it at the earliest possible date either to Design Hints or The Times Publishing Company, St. Cloud, Minnesota.

Since our last issue we have received slogans from the following:

Geo. J. Rellim, Philadelphia,

(Please turn to page 28)



## *The Glory That Belongs To The Shamrock*

—is in a way credited to Rex Shamrock, at least from the standpoint of its beauty.

The Shamrock held a great religious significance among the early Christians of Ireland.

And today Rex Shamrock carries out a lofty ideal as a memorial material that lives up to the great dignity and the lasting devotion befitting this great industry.

*Rex Granite Company*  
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



## Slogan Contest

(Continued from page 26)

Pennsylvania. Byard Samuel Feaster, Philadelphia, Pennsylvania. Miss Inez West, Charlotte, North Carolina. Harry L. Ogborn, Charlotte, North Carolina. Wilbur G. Burton, Waterville, Connecticut. C. H. Grunewald, Seattle, Washington. Raymond Allison, Troy, Missouri. Miss Eppie Jennings, Troy, Missouri. Cyrus Batchelder, North Haverhill, New Hampshire. Jane Burton, Waterville, Connecticut. B. C. Holland, Gadsden, Alabama. Roy Young, Brooklyn, New York. Miss F. Jeanette Pixley, Adrian, Michigan. Will. T. Hooper, Fort Dodge, Iowa. William Toohy, Rising Sun, Indiana. R. E. MacKellar, Ashland, Ohio.

## The New Orleans Tomb

(Continued from page 16)

One is that the weight of the structure is evenly divided and if there is a tendency toward settlement the tomb will settle *as a unit* and not one portion settle and another hold. In other words, it is possible to construct a very elaborate house of cards on a solid table top, but construct even a one story card house on something not so stable, (such as the palm of the hand) and see what happens! Another reason for this type of foundation is that it provides the nucleus of the receptacle or cellar of the tomb, which like cellars in houses for the living, are sometimes rather useful.

It will be noticed from the section and plan that an 8"x8" aperture is left in the bottom matte. This is left there to drain off condensed moisture which

sometimes accumulates in small quantities in the lower part of the tomb. An optional method of construction is to mix Truscon or other waterproofing paste in the foundation concrete to make it resist moisture but practical experience has shown that the aperture is the safest to use.

(Next month, granite work, setting and door will be gone into.)

## More About Sales Letters

(Continued from page 12)

PLATE V could be something like this:

(for the left flap)

"Life's greatest sentiment is often expressed in the reverence and respect we show for those who have meant so much to us."

(for the right flap)

"To live so that others may say, 'There is a life well spent with helpful service cheerfully given' is as great a compliment as any man can be given."

It would be well to secure a special size envelope (6"x9") and send this particular letter folded only once. This prevents wrinkling by reducing the number of folds and has considerable interest value as well. Folks who receive a different size envelope are curious to open it up and see what's inside.

(In the next issue we will offer additional sales letters and ideas for their presentation.)

It is a curious fact that the more of others' burdens we bear, the greater becomes our strength to carry our own.

Trying to climb upwards by the heads of others is an insecure way. Some day the other fellow may step out from under.



A rectangular gravestone with a dark, polished surface and a light-colored border. The name "JOHNSON" is engraved in a simple, sans-serif font. The stone is set on a rough, natural rock base.

**WINNERS!**  
 TRY THESE EXQUISITE  
 LITTLE TABLETS IN  
**Ortonville Ruby Red**  
 OR  
**J. L. Mahogany**  
 AND INCREASE YOUR  
 SALES AND PROFITS.

YOU WILL LIKE OUR  
 GRANITES AND  
 SERVICE.



A rectangular gravestone with a dark, polished surface and a light-colored border. The name "HALLSTED" is engraved in a simple, sans-serif font. The stone is set on a rough, natural rock base.

**Ortonville  
 Monument  
 Works**  
 Quarries--Plant  
 Ortonville, Minnesota

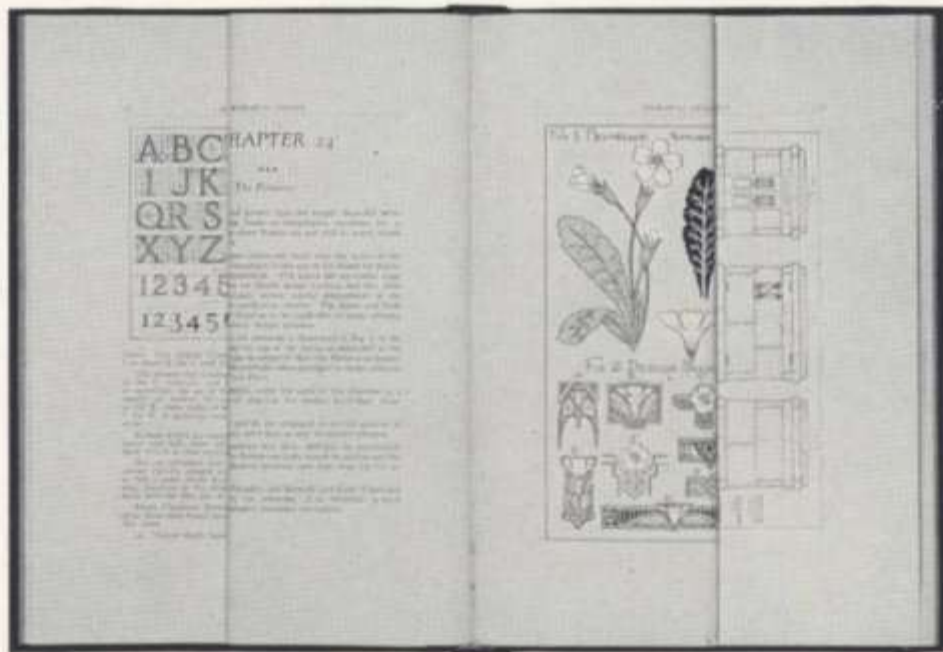
CHICAGO  
 OFFICE  
 1451  
 MONADNOCK  
 BLOCK



A rectangular gravestone with a dark, polished surface and a light-colored border. The name "CRANDELL" is engraved in a simple, sans-serif font. The stone is set on a rough, natural rock base.

SEND ALL  
 CORRESPONDENCE  
 TO OUR  
 CHICAGO OFFICE

Say you saw it in DESIGN HINTS



## Only A Few Copies Left—Better Hurry

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

**Beautifully Bound    58 Chapters    192 Pages**  
as follows—

**Lettering** includes Plain Gothic forms and Spacing—Oval axed forms—Modern Roman forms and Spacing—English Gothic and Uncial letters.

**Drawing** covers Free-hand—Rendering in Wash—The making of Scaled Working Drawings—A Study of Rectangles—Correct Proportion.

**Design of Ornament** includes Hints on Design—Applied Ornament—The Grape-vine—Poppy—Oak and Ivy—Daffodil—Laurel—Daisy—Easter Lily—Rose—Poinsettia—Primrose—Wood Sorrel—Tulip.

**Perspective Drawing** — Simple rules—Drawing memorials in perspective—Parallel Perspective—Short-cuts in perspective drawing—Drawing the Lot Enclosure in parallel perspective—The Memorial and Lot Enclosure in angular perspective—Angular Perspective without the use of vanishing points—A simple and quick method of enlarging drawings—Perspective Measurement.

**Memorial Symbols.**

**Mausoleum Construction.**

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

**Greek Curves.**

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

**Price \$10.00 Postpaid. Cash with order.**

**Dan. B. Haslam,**  
St. Cloud,    -    -    -    Minnesota



## RYTHM AND GRACE

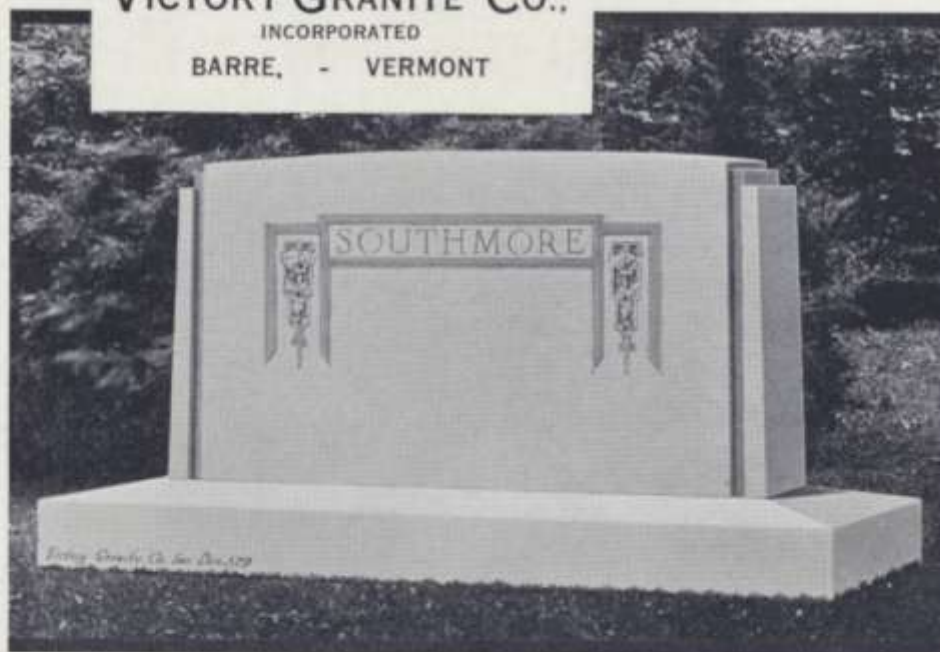
**S**TUDY THIS APPROPRIATE DESIGN AND NOTE THE FIRMNESS OF CHARACTER, THE SUBTLE RYTHM AND GRACE THAT THE ARTIST HAS CREATED IN THIS MEMORIAL. ADD TO THIS VICTORY GRANITES AND FINE CRAFTSMANSHIP AND YOU HAVE A WORK UNSURPASSED FOR BEAUTY AND PERMANENCE. VICTORY WELCOMES YOUR INQUIRIES ON THIS DESIGN OR ANYTHING IN BARRE GRANITE.

**DESIGNERS  
MAKERS  
GRANITE  
MEMORIALS**

**VICTORY GRANITE Co.,**

INCORPORATED

BARRE, - VERMONT



**SALESMEN:**—A. A. Hecht 187-05 Jordan Ave., Chapelle Gardens, St. Albans, L. I., New York; E. O. Stander, 1313 16th Ave., Altoona, Penna.; J. Perry Greene 1517 Third Ave., West, Birmingham, Ala.

Say you saw it in DESIGN HINTS



## Joe Knows His Universal

And never has he feared the comparison of other granites because he knows Universal will not suffer by this comparison.

Universal has been building well both in memorials and its own reputation for square dealing with its patrons.

So Universal goes onward and upward each year—a trend that always is looking ahead.



**Universal Granite Co.**

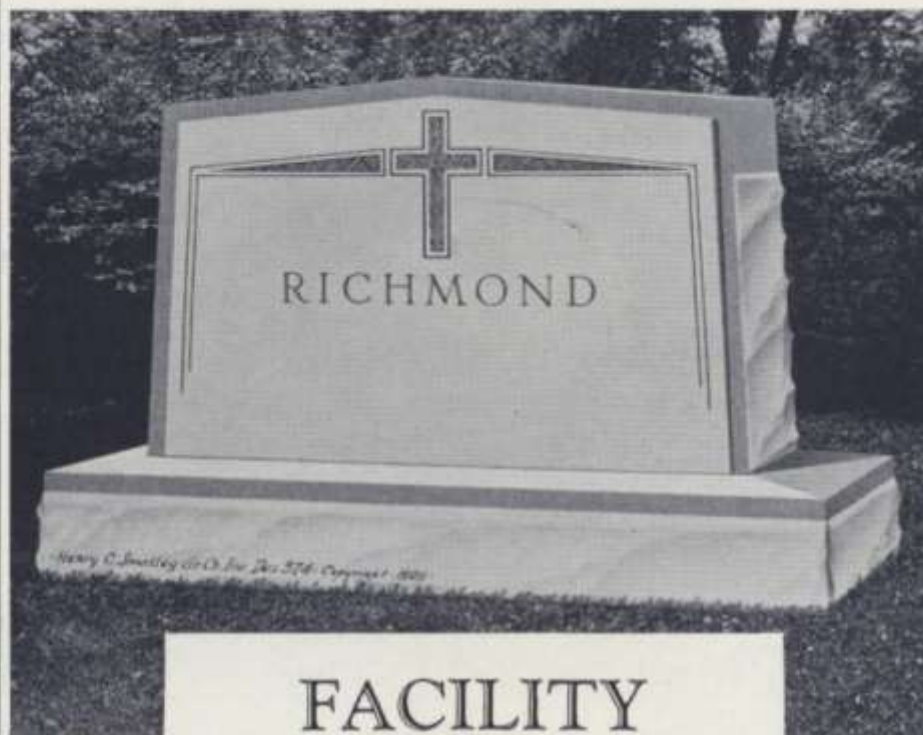
"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota

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



Say you saw it in DESIGN HINTS



## FACILITY

We are equipped to serve our customers with the ease and readiness that ascertains satisfaction. Our equipment assures all that makes for the production of fine work

Inquire concerning prices on the attractive Richmond memorial, an exclusive Smalley Design.

*We are owners of the quarries  
productive of Royal Dark and  
Royal Blue-Gray from the old  
Souhegan Quarry; and Pink and  
Red Westerly Granites.*

Henry C. Smalley Granite Co., Inc.

64-84 Penn. St. Quincy Adams, Mass.

Say you saw it in DESIGN HINTS



\*\*\*\*\*

**PERMANENT AND ENDURING GRANITES  
PRACTICAL AND MODERN DESIGNS  
STYLES THAT ATTRACT  
GRANITES THAT SELL**

**SUPERIOR SERVICE ON THE FOLLOWING**

Rock of Ages or Pirie's	Dark Barre
Red St. Cloud	Radiant Red
Dark Quincy	Gray St. Cloud
Balmoral Red	Beers Red
Premium Pink	Extra Dark Quincy
Peterhead	Wausau Red
Coopersburg Black	Red Swede
Millstone Point	F. C. Black
Prize Pink	Light Barre
Blue Pearl	Black Swede
Base Stocks	Oglesby Blue
Emerald Pearl	Red Missouri
Peerless Pink	Linn O'Dee
Grecia Green	Regal Purple
Winnabow Blue	Green Swede
Westerly	Elberton Blue
Pink Pearl	Buff Brown
Crystal Pink	Banner Black

PINK MARBLE AND MAHOGANY MARBLE  
NEW ITALIAN STATUES

SEND YOUR SKETCHES AND INQUIRIES FOR REDUCED  
QUOTATIONS

**Burton Preston & Co.**  
Mansfield, Ohio

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**PLAY SAFE!**  
**By Using Our Guaranteed Tools**

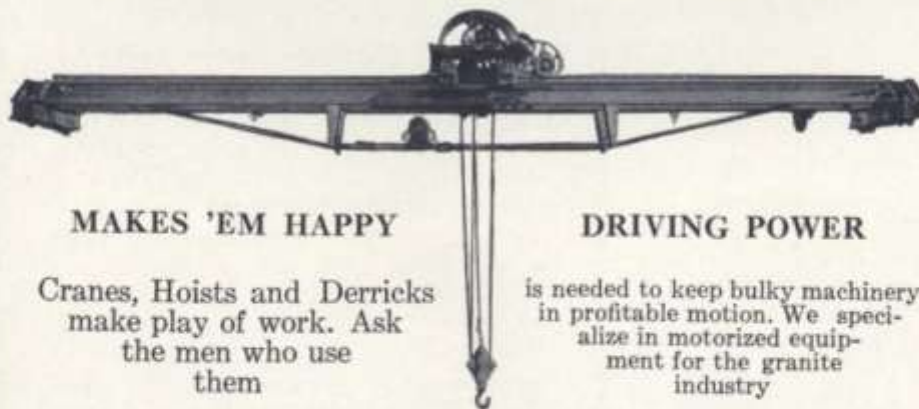
We are manufacturers of Pneumatic tools including Surfacers, Frames and Heads, Polishing Machines, Surfacers Tooth Chisels, Bull Sets, Striking Hammers, Bush Hammers, Cutter's Hand Hammers, in fact anything in the line of Granite Working Tools. We guarantee our Surfacers Tooth Chisel against breaking or jumping in the shank.

Write for our new catalogue.

*Prompt Shipment    Inquiries Solicited*

**Granite City Tool Co.,**  
Barre, Vt.    St. Cloud, Minn.  
Elberton, Ga.

**Motor Equipment Reduces Toil and Increases Profits**



**MAKES 'EM HAPPY**

Cranes, Hoists and Derricks  
make play of work. Ask  
the men who use  
them

**DRIVING POWER**

is needed to keep bulky machinery  
in profitable motion. We specialize  
in motorized equipment for the granite  
industry

**GRANITE CITY IRON  
WORKS**

St. Cloud, Minn.

**GRANITE CITY ELECTRIC  
COMPANY**

St. Cloud, Minn.

**Overhead Cranes Reduce Overhead Costs**

Say you saw it in DESIGN HINTS



**In All His  
Possessions  
Man Seeks  
Refinement  
First**

Emeraltone, the new exclusive product of St. Cloud Granite Works, gives the finished memorial that refinement the conscientious craftsman seeks. Rich in its color, faithful and even in texture, Emeraltone gives to the memorialist that tone he desires even for his best friend.

And Emeraltone is not sold indiscriminately but only to a select group—one to a territory. Is your territory closed? If not you still have the opportunity to reach a new ideal in memorial planning and advising.

**St. Cloud Granite Works**  
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

## Take the Guesswork out of Carving

Spotlight illumination avoids shadows. Our Curtain is durably constructed of rubber and steel. No re-banking of large dies. Quick accessibility by the travelling panel. Increases Speed of Carving.



**SQUARE SHOOTER CURTAIN.**

Panel shown in central position. Standard size 5' 9" Wide size 7' 6"

Over 900 in service  
Some of the users:-  
Anderson-Friberg,  
Barre, Vt., Cross  
Bros., Northfield,  
Royal Granite Co.,  
St. Cloud, Birk-  
meier Mem. Co.,  
Ft. Wayne, Ind.,  
Carroll & Co., Pen  
Coyd, Pa., Leaman  
Gr. Co., Montclair,  
Chicago, Schaeffer  
Mon. Co., Milwaukee.

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

**Ruemelin Mfg. Co.,** 598 Clinton St.  
MILWAUKEE, WIS

## St. Cloud Iron Works Co.

St. Cloud, Minnesota

Manufacturers of

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

Agents for

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



## "--I Have Used Them All, But I Find 'Trow & Holden' Best"

Could you ask for a better testimonial than this kind of customer-satisfaction?

Our customers' satisfaction is the result of over 30 years' uninterrupted effort on our part to produce the finest tools that can be made and render the best service possible.

Write for Descriptive Catalogue.

## 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.

Say you saw it in DESIGN HINTS





### As Staunch and Sturdy as Its New England Background

You've probably noticed this about Smith Barre—that beneath exquisite carvings or fine finishing there are qualities of strong and rugged strength—that close-grained perfection that endures and weathers all the moods of nature. Because you've noticed it, we urge you to remember it—*specify Smith Barre for perpetual satisfaction.*

E. L. SMITH & CO.  
BARRE, VERMONT



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## SPECIALIZED ADVERTISING SERVICE *for the* MEMORIAL INDUSTRY

**Y**EARS of observation have taught us that the only advertisers who get "value received" for the money they invest in advertising are those who give their advertising the attention and thought its importance to their success deserves.

Many firms in the memorial industry are not equipped to prepare and direct their advertising properly. For this reason we have built up a competent department to handle this business-building work.

Experienced design, advertising and sales counsel, a large printing establishment and a fully recognized advertising agency enable us to provide COMPLETE memorial merchandising service:—

**DIRECT MAIL**—letters, folders, booklets, house organs and catalogs for dealers' use with a proven plan for their effective and economical distribution.

**NEWSPAPER ADVERTISEMENTS**—that keep your name before the public. Prepared and placed in a way that insures their being read, at a low cost that makes them "pay".

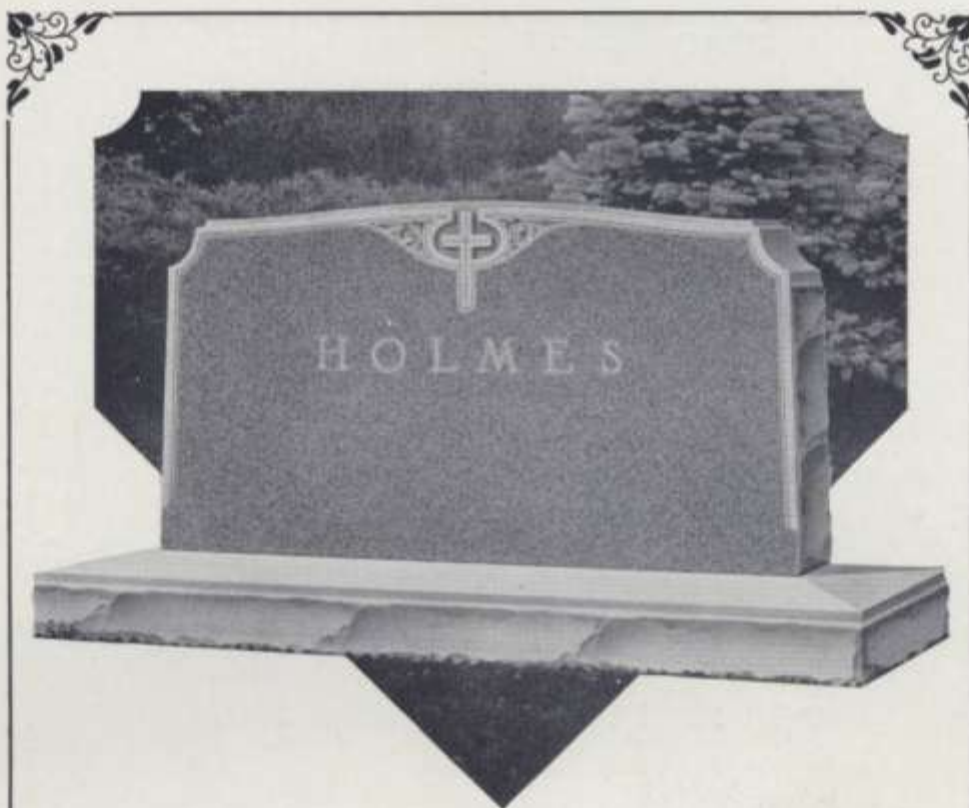
**PRODUCERS BULLETINS**—letters, folders, books and house organs that explain the design, production and delivery service quarriers and finishers offer to dealers.

**NATIONAL ADVERTISING**—prepared for manufacturers and associations by men who know how to make it most productive because of their understanding of successful memorial selling methods.

Properly used, advertising is a powerful tool for starting sales. If you will write us, describing your advertising problems, we will be glad to submit recommendations as to how your firm can use advertising profitably.

MEMORIAL ADVERTISING DIVISION  
BLISS DESIGN COMPANY  
ROCKFORD ILLINOIS

Say you saw it in DESIGN HINTS



### A New Service On Pyramid Crystal Gray — Dodd Purple Crystal

**P**YRAMID is happy to announce that it has made arrangements with William M. Dodd and Son, Zanesville, Ohio, to handle their Crystal Gray exclusively in all territory outside of the state of Minnesota under the trade name of Purple Crystal.

We would request, therefore, that dealers over the country, with the exception of those in Minnesota, direct their inquiries to Messrs. Dodd.

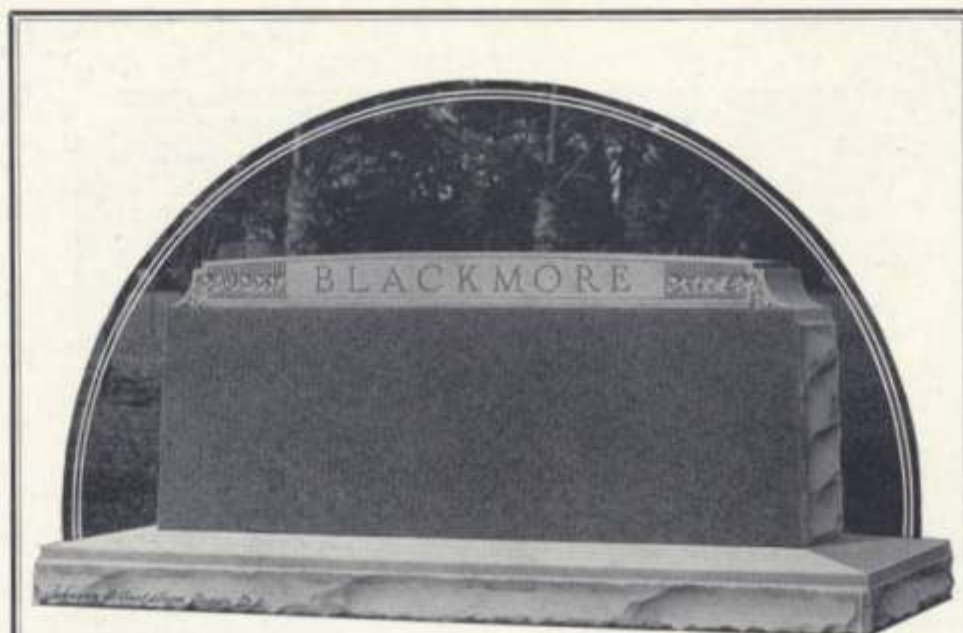
Here is a new type of leadership—applying as it does both to the product and to the manner in which it is handled.

### Pyramid Granite Works

Incorporated  
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS





Practical      P      Nationally  
 Salable      L      Known  
 Designs      U      Granites  
                  S

In Johnson and Gustafson memorials you find not only correct design and good workmanship, but granites that are nationally known for their permanence and beauty.

For our polished work we use Rock of Ages; for axed work, Wetmore and Morse and E. L. Smith Light Barre.

The Best of Granites for the Best Designs and Craftsmanship that is second to none.

Johnson & Gustafson  
BARRE, VERMONT

EASTERN REPRESENTATIVES

Mr. Gust. Martenson  
Mr. C. A. Arnold  
Mr. C. D. Bishop

WESTERN REPRESENTATIVES

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

SOUTHERN REPRESENTATIVE

Alex. Duncan

Say you saw it in DESIGN HINTS

*There Are Millions More  
Of Them Now*

*The new attitude is what we're talking about—the attitude of mind that dares to do what it sincerely wants to do. And this new courage of thought and action finds in the autumnal covering of Royal Antique the vibrant beauty that expresses love and respect with rich, warm emotion. Royal Antique is receiving patronage from folks who also dare to pay for what they want. For it is natural that a granite so generous in beauty should attract generous minds.*

*Royal Antique*



ROYAL GRANITE COMPANY  
ST. CLOUD - MINNESOTA



# WHY ~ ~

## Should Massive Granite Be Treated With Such Care?

At the Wetmore & Morse quarries massive blocks of rugged granite are removed with a care that seems incongruous, and every detail of the finishing is inspected by experienced men trained in fine craftsmanship—all because the memorial which eventually graces a grave must stand for the integrity of this house. When you order Wetmore & Morse Light Barre you are definitely establishing the superior quality of the product you deliver.

*Request Our Certificate Of Merit*



### Wetmore & Morse Granite Co.,

Quarries: BARRE, VT.

Main Office: MONTPELIER, VT