

Design Hints For Memorial Craftsmen

September 1926, Vol. 3, No. 3

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Dan B. Haslam, Editor and Publisher

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DESIGN HINTS

FOR MEMORIAL CRAFTSMEN



September, 1926

Volume III

Number 3

If
Pyramid
Couldn't
Help Its
Dealers
It Would Not
Be Getting So
Many
Repeat Orders
From Them.



Pyramid Granite Works
Incorporated
St. Cloud, Minn.



If You Did Not Tie Up
Your Success With Us...

We would not be satisfied with Simmers Service. We know our success is permanent only when you are successful. It is because of this fact that Simmers endeavors to make for the market the type of memorial which becomes immediately popular. Ask us about sizes and prices of the above design.

A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



IT'S BRILLIANCE Travels Before It

North Star's effulgence, like that of its great and fixed patron, travels ahead of it.

Into new marts the name of North Star goes, its praises heralded by those who have sold it for years and when you get your first shipment of North Star you find that the advance reports did not tell half the story.

North Star Granite Corporation

St. Cloud, Minn.

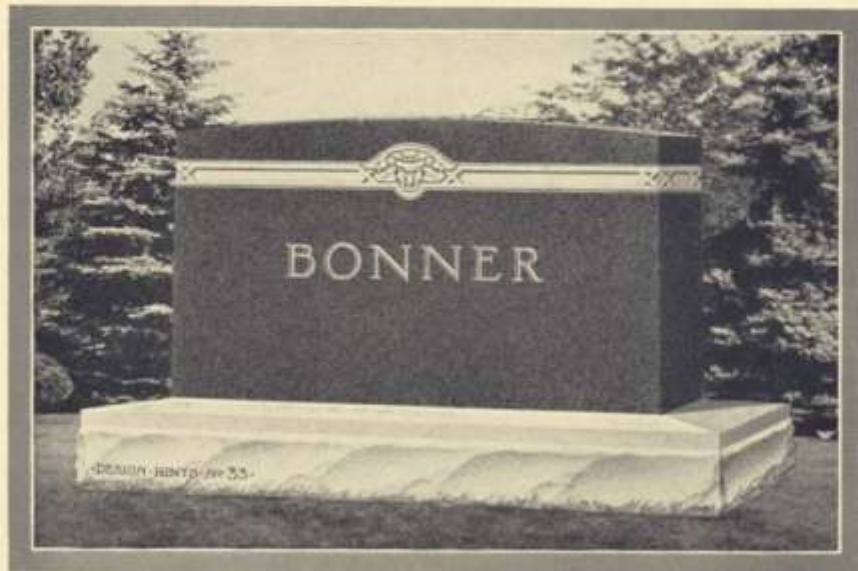
William Campbell
President

Olaf Frick
Vice Pres.

Dave Alexander
Treasurer

John Campbell
Secretary

Say you saw it in DESIGN HINTS



It Finds a Kingly Reception Among the Buyers of the Nation

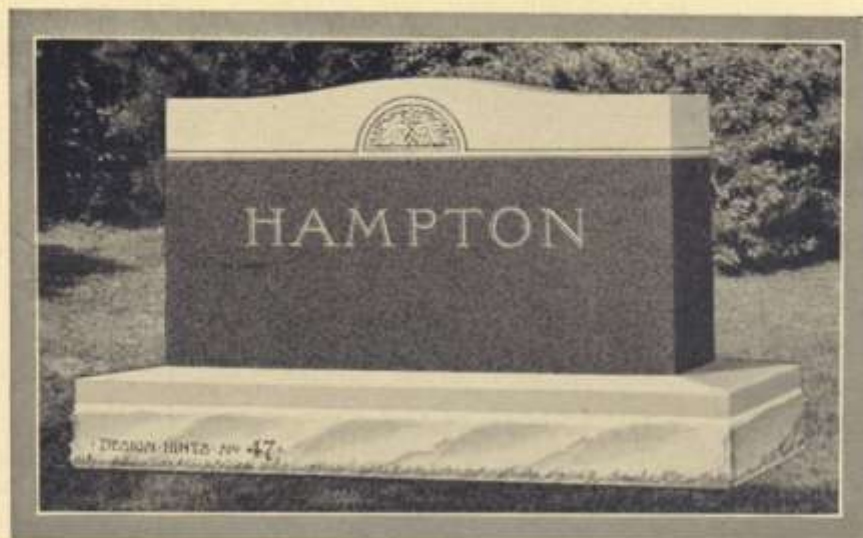
This might be said of Rex—

If Rex means "King" then it is advisedly so, because our granite has the "regal" appearance and our Craftsmen "Crown" it with the finest finish.

Rex carries the Magic Wand of increased sales.

Rex Granite Company
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



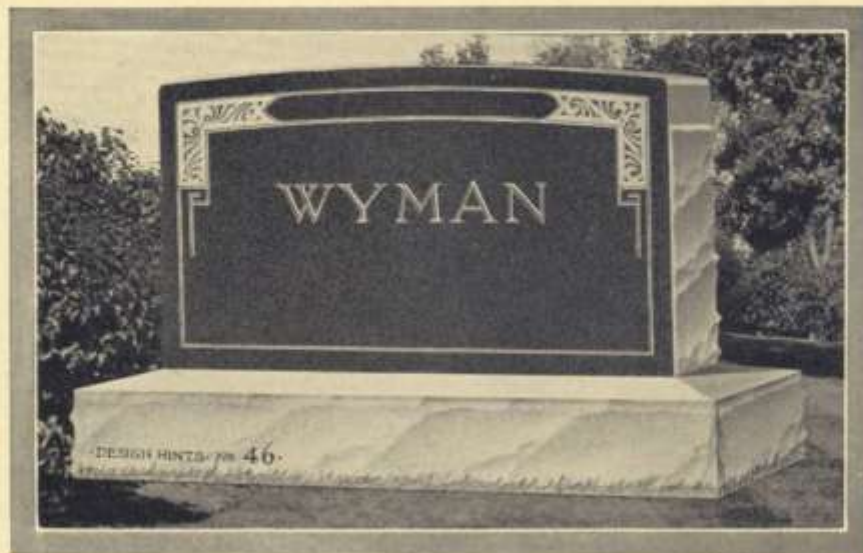
It Makes Up Attractive in the Superior Line

The above design, using Superior as the material and Granite City expert workmanship, leaves nothing for either the dealer or the ultimate buyer to ask, because design, material and workmanship are of the highest order.

Ask us about sizes and prices on this.

Granite City Granite Company
The Ahlgrens
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



For Your Future Success

United has for years maintained a service that is of vital importance to every retailer. We have the designs and the granite and our owner operators guarantee the last Word in Service to the trade.

UNITED GRANITE CO.

St. Cloud, Minn.

Say you saw it in DESIGN HINTS

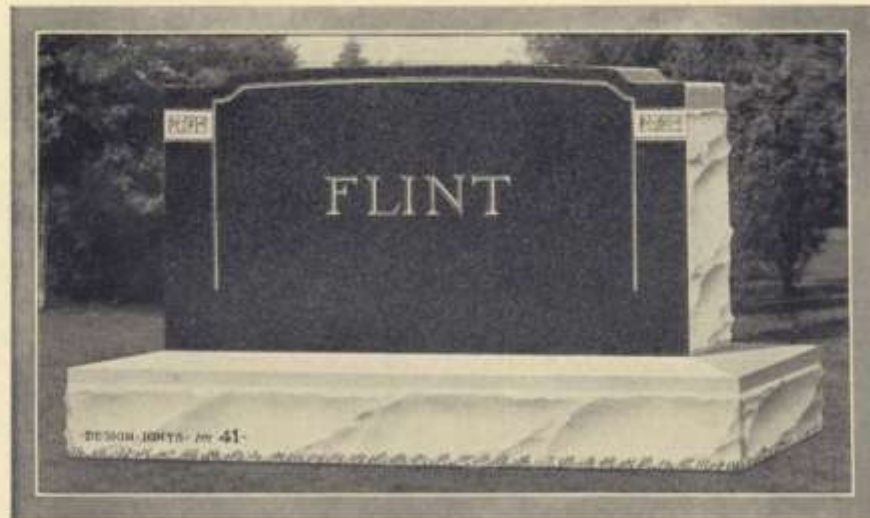


It Created a Sensation at Detroit

The above design because of its marked beauty and unusual distinction was the center of much interest in Detroit. Visitors flocked to the exhibit to admire its graceful lines. You are assured of the same high-class workmanship and granite stock as you saw at Detroit, if you order one of these memorials now.

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

Say you saw it in DESIGN HINTS



No Division of Honors With RED PEARL

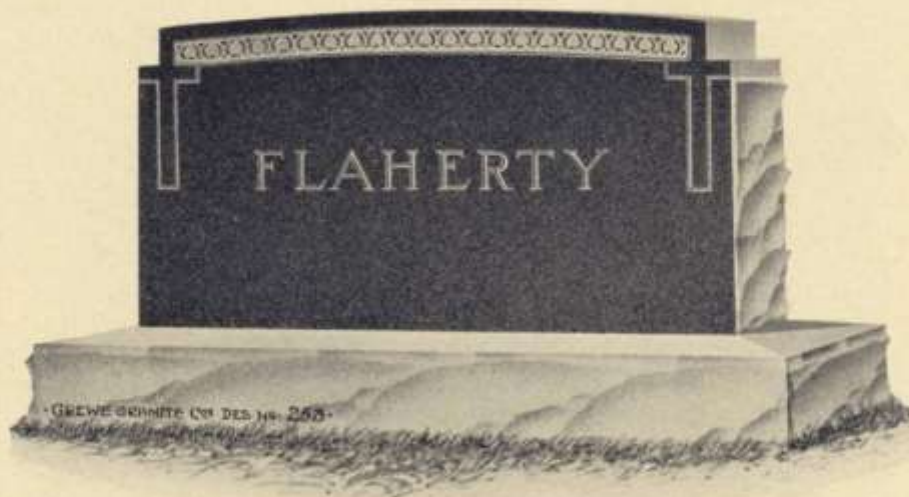
Because RED PEARL finds a place all by itself in distinct color and texture. We'd like to have every retailer in America become better acquainted with

RED PEARL

The result would then be a foregone conclusion.

St. Cloud Granite Works
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



This Unusual Cross Treatment Will Sell

Always there is a demand for the Cross. And this demand usually goes to new and distinctive treatment of the Cross itself.

The above design brings out an idea in Cross designing never before conceived. It is designed with the idea of moderate cost, even though the finish is rich in appearance and beautiful of execution.

GREWE'S
OT
OOD
RANITE

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

SUPERIOR
ALABLE
ANDBLAST
ERVICE

Say you saw it in DESIGN HINTS



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN B. HASLAM, Editor and Publisher.

\$25.00 PRIZE FOR BEST DESIGN OF DEALER'S PRIVATE MEMORIAL.

We are pleased to announce another *Design Hints* contest that should prove beneficial and create a great deal of interest among the members of the craft.

We are indebted to our friend Mr. P. G. Lamson, Editor of Memorial Merchandising for what we are about to spring on you.

In an article on Salesmanship as published in his August issue, Mr. Lamson tells about a high powered memorial salesman who preached the "build while you live" idea to his prospects so that their relatives would not be burdened with unnecessary labor. In other words insure ourselves against a hickey marker when our remains should rest in a Mausoleum. Providing of course, we leave more than debts behind.

You no doubt have read his splendid article so we need comment no further on it than to say that, after having sold Mr. Rich Man on the idea of erecting a Mausoleum while he yet lived, he was asked by his prospect to show his own family memorial. Unfortunately he was unable to do this, for up to the present he had been so busy erecting memorials for others that he had not had time to take care of his own family lot (if he had one.)

Moral:—Do not try to sell that which you prove by your own actions you do not believe in, or words to that effect.

While many of us, if we were asked to show our own family memorial, would find ourselves in this same predicament, we know there are many dealers who could have shown this prospect a real private memorial, one that is representative, of not only belief in the industry but everything in the way of good design and proportion.

How about it Mr. Dealer? Have you as yet sold *yourself* on the "build while you live" idea, and have you erected your own memorial?

If you have *Design Hints* wants a photo of it for this Contest.

We are offering a prize of twenty-five dollars (\$25.00) to the dealer whose design is selected by the judges as the best we receive. Good design, workmanship and correct proportion will be given more consideration than price, so the small memorial design will receive as much attention as the more elaborate one.

The only rules governing the contest are these:—All Photos should be in *Design Hints'* office

(Continued on page 12.)

Monumental Drawing and Lettering

By Dan. B. Haslam.

THE DAISY IN APPLIED ORNAMENT

Easily recognized and one of the most beautiful of our wild flowers, yet the daisy has been used but little as a decorative motive in memorial design. The reason for its seeming unpopularity is probably because some dealers and designers consider the plant too "fussy" in character for pleasing design, especially in work where simplicity of detail is demanded. The fact remains however that the plant is easily adaptable to many pleasing design arrangements and for this reason if for no other is given proper consideration in these articles on decoration as applied to memorial work.

The flower is easy to draw correctly, easily carved and is ornament enough in itself without the use of stems, buds or leaves although these parts of the plant are of such size and shape that they may be adroitly placed in varied design schemes with pleasing effect.

The plant as a whole lends itself admirably to successful sand blast treatment of ornament and is more practical for this finish than many of the flowers more commonly used in modern memorial design.

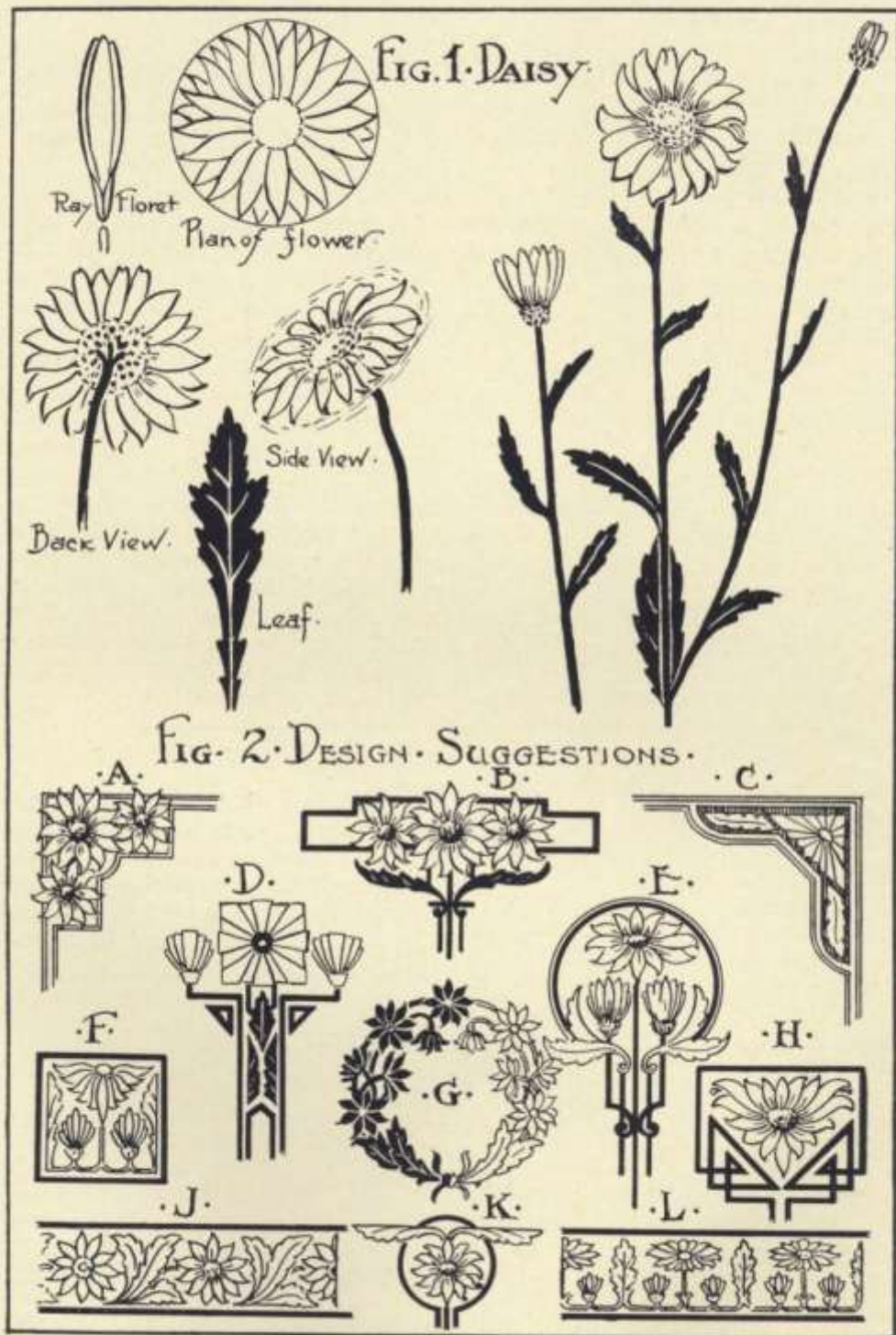
The common daisy, botanically termed *Chrysanthemum leucanthemum*, although the reader is not expected to remember it by such a name, is a naturalized, floral citizen. It is so common and has become so wide-spread that it is even better known than most of our

common native flowers. It is more beautiful in the eyes of those not engaged in agricultural pursuits than to the farmer who considers it a pest and one that must be exterminated if he would make hay. It grows in such profusion and multiplies so rapidly that it often forms a snow-white floral carpet over whole fields.

We cannot look at a daisy without its bringing back little incidents that happened in our childhood days. We wonder how many of our readers will recall the days when standing alone in the pasture you gently plucked the petals, one by one, saying "She loves me—She loves me not." Oftimes our affection was disproved and being satisfied the first daisy had lost some of its petals, another was tried, this time bringing the matter to a more satisfactory conclusion. The daisy was a favorite with us then and has lost but little if any of its popularity with most of us today.

As previously explained the daisy is so common, but little description is needed in this article. The stem is erect, woody and grows one to two feet high. The leaves surround the stem at their bases, are without stipules, are serrated and are arranged alternately on the stem.

Natural growth of the plant is clearly illustrated in Fig. 1 of the accompanying Plate. The student in drawing will experience but little difficulty in successfully reproduc-



ing this plant in its natural form or in design arrangement.

Eleven design suggestions are shown in the lower portion of the Plate under Fig. 2. Variety in arrangement as well as practical treatment is plainly illustrated in these examples.

Sketches A and C will serve as simple corner motives. Sketch A is adaptable to nearly any treatment in finish but as a raised carving in a sunken panel, has been used on some modern memorial designs. Sketch C is more compact and best suited to sand blast treatment.

Sketches B, D, E, F, G, H, and K are suggestions offered as central motives in design, although F and H if made a little narrower could be used in satisfactory corner ornament.

Sketch G is possibly a little too fancy for modern memorial design unless drawn in very small scale.

The border ornaments as illustrated in suggestions J and L are also a little fancy but J is adaptable to sand blast treatment if detail is kept compact.

Whether or not the daisy will prove popular remains to be seen. It is not the author's intention to endeavor to resurrect a plant that is obsolete in so far as memorial design is concerned. It is treated in these articles as an aid to the student, because it is the most beautiful of our wild flowers, and if treated in a careful manner will serve as practical decorative motive in memorial design.

"I'm sorry, dear, but I went into six stores and they didn't have any dress goods to match the sample you gave me," said the husband as he sank into a chair. "Fine! That's just what I wanted to know. My dress will be unique."

EDITORIAL

(Continued from page 9)

not later than November 15, 1926. The contest is open to *retail* dealers and *retail* designer salesmen only. Only photos of work already erected will be accepted.

Whether you designed the work yourself or employed a designer to do it for you, makes no difference to us. All we want is a photo of what you believe to be the finest memorial in the cemetery, your own private design.

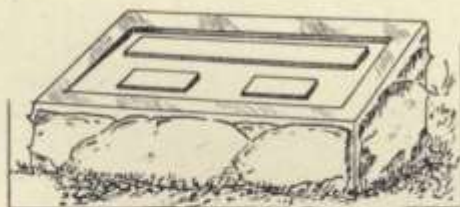
The prize of \$25.00 is not much, it must be admitted but there is always a certain degree of pleasure and satisfaction in winning contests of this nature, and we hope to have the same generous support from our friends that we had in our letter Contest a short while back. Please address all communication to *Design Hints*, Box 201 St. Cloud, Minn.

‘TWOULD EXPLAIN MUCH

Senator Watson from Georgia was quite a figure in his day. And likewise standing above the "common herd" so to speak even of the Senate, rose the figure of Senator Reed of Missouri. They both enjoyed a joke and also frankly enjoyed the antics of new Senators in their maiden speeches. One day a newly-elected senator was making his maiden speech, during which he frequently pounded his desk and waved his arms as if in frantic appeals to his colleagues. "What do you think of him?" whispered Senator Watson of Georgia to Senator Reed of Missouri. "Oh, he can't help it," answered Reed. "It is a birthmark." "A what?" "A birthmark," repeated Reed. "His mother was scared by a windmill."

IDEA EXCHANGE

Another suggestion for a marker drain two plans of which have already been shown, is offered *Design Hints* readers by Mr. Jos. C. McCarthy, Elmira, New York. Mr. McCarthy's plan is to make a gradual sunken panel on the top of the marker, cut deep as desired at the back edges of marker and diminishing toward the front until it is flush with the polished surface. Asked how lettering on a marker cut in this manner would appear Mr. McCarthy states, "It looks better to me than if all letters were raised the same height. It gives more of an impression of the letters growing out of the marker than they do when background is cut the same depth as would be the case if all raised work were the same height. My reason for preferring this "knack" for drainage rather than the other two as shown in *Design Hints* is that it does away with that look of uniformity that we are trying to avoid in the monumental business."



KNACK NUMBER FIVE

A drawing of the McCarthy novel marker idea is shown with this knack.

Another knack is offered by Mr. A. A. Baldwin, Belleville, Kansas that is very helpful and interesting. This knack relates to the moving

of complete monuments in stock arrangement.

Mr. Baldwin states that instead of using two rollers the same size in diameter he places a small roller in front and a larger one behind. This gives the work a down hill tendency, and a very heavy piece may be easily moved. The rollers will have to be placed in the same position each time after the work has been moved as far as the rollers will permit.

"We presume expert setters use this method, but we have to teach it to every new man on our force. They do not seem to catch the idea until it is demonstrated", says Mr. Baldwin.

It is just such hints as these that help and make this page worth while, and we are very grateful for the interest the dealers are showing in our work.

ARMOUR & CO., INC.

In days of old
When knights were bold
And sheet iron trousers wore;
They lived in peace,
For then a crease
Would last five years or more
In those old days
They had a craze
For steel shirts, and they wore
them!

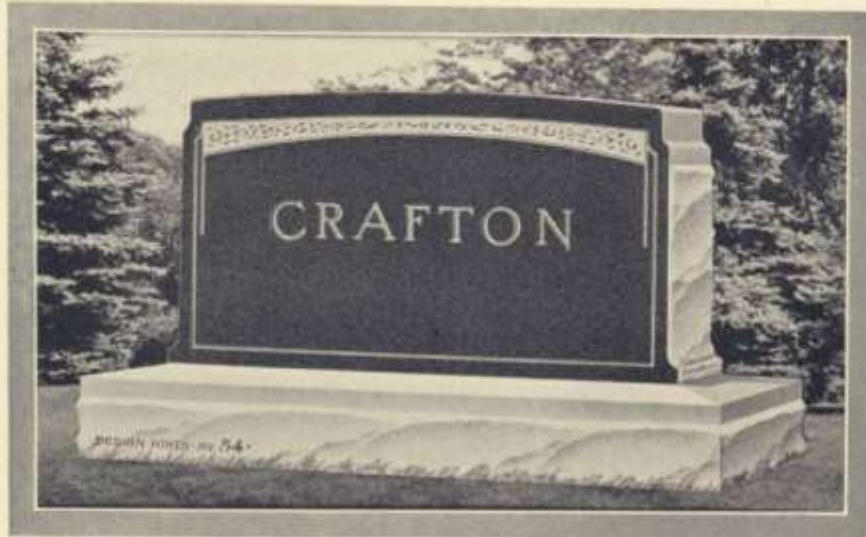
And there was bliss
Full much of this
For the laundries never tore them.

They sat in the swing at midnight,
But her love was not to his taste;
His reach was but thirty-six inches,
While hers was a forty-six waist.



In compliance with the many requests for inexpensive tall tablet memorials, Design Hints submits No's 53A and 53B for its readers approval. Variety in sand blast treatment of family names is clearly defined in these two examples and, because they are both shown in a single print, comparison of the two styles is more readily made for the benefit of the prospect.

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

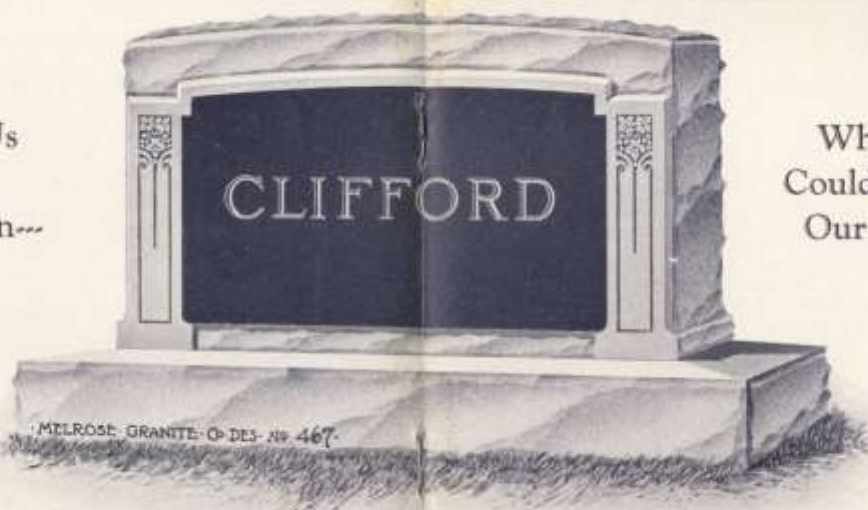


CRAFTON

Graceful contour is at once apparent in the Crafton design. Note how the curve of the top appears to continue down through the ends of the die until it is terminated in a small nosing at the bottom. The sand blast cut scroll work is well placed and beautifully executed. An attractive, inexpensive, salable design.

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

Tell Us
If
You Can---



What We
Could Add To
Our Service

WE HAVE TRIED TO MAKE IT PROFITABLE TO YOU---

To handle Melrose granites. We have tried to give you a definite and specific service in design. We have tried to promote sales for you with regular selling helps. We have tried to increase

your prestige by giving you the highest type of workmanship and we make rigid inspection of stock at our quarries to see that no faulty or inferior materials go into Melrose memorials.

Let Melrose advanced selling service with latest designs and good granites, help you to increased and more profitable volume.

MELROSE GRANITE COMPANY
St. Cloud, Minnesota

The Jewish Alphabet

After Rendering by Al. Konetzni.

Design Hints is pleased to submit for its readers interest a most complete Jewish Alphabet drawn from blue prints furnished by Mr. Al. Konetzni, Glendale L. I., New York.

The letters as shown in the accompanying Plate are authentic, practical, legible to those who understand them, and easily drawn, thereby making this Alphabet a most welcome addition to the now

practically complete line of *Design Hints* Lettering Plates.

Mr. Konetzni explains that these letters are laid out from a practical rather than artistic view and are typical in the New York City Jewish monumental trade. Above the letters are shown the Jewish script and below, the name of each letter as they are called.

It will be noted there are two Chofs, Mems, Nuns and Zadechs;



the first of each two reading from *right to left* are used in the middle of words or names and the second *always* at the end in place of the first.

"These may seem difficult to the beginner but are very simple after a little practice," says Mr. Konetzni.

All of which is very true but to those who do not understand the letters the task is not quite so simple. But little difficulty was experienced in the copying of Mr. Konetzni's drawing, unless he thinks otherwise the letters as shown on the accompanying plate are an exact reproduction of his letters.

No task is very hard providing it can be performed in an intelligent manner. To those of you who are commissioned to lay out an inscription in Jewish letters it may be well to suggest that utmost caution be exercised at all times in order to avoid mistakes that are very easily made unless you are familiar with these symbols as well as the language they represent.

COMMERCIALIZED HOLIDAYS

"Read that," said my friend the advertising man, showing me a full page advertisement in a magazine. The advertisement began thus:

"When Fourth of July bands are playing—when the cannon are roaring out their celebration of another day of Independence and Freedom—have a (so-and-so) cigarette!"

My friend commented: "Of course it is neither better nor worse than many another thing of the kind, but it is an example of the way holidays are commercialized. For instance, take Mother's Day, a new one. If left alone, Mother's

Day might in time become surrounded with pretty family ceremonies, but it is already losing its meaning in a blare of gift advertising.

"Father's Day is another," he went on. "It is so new that its proper date is not yet quite agreed upon. But it is already seized by gift advertising. Unless it dies young under these assaults, it will in a year or two mean nothing but spending cash at stores. Christmas, of course, long since took its place as a money orgy. it originally had sweet associations with childhood, but any such lessons seem to be disappearing in a saturnalia of shopping. I can imagine a tot in the not distance future asking mother, 'What is Christmas for? Was anybody born on that day?'"

He took up the cigarette page again and read further—

"When shouts and songs of freedom burst forth, when you think again that our country and the men in it must be free—have a (so-and-so) cigarette, for no other cigarette brought such liberation; it decreed the end of cigaretty after-taste"—and so on.

"Now," the advertising man said, "when you think of Valley Forge and Bunker Hill—when you realize that July Fourth consecrates the memory of men who died for self-government—isn't such an advertisement a profanation? Freedom is a word written in American blood. Read a page of the history of the Revolution and then read such an advertisement and you will see what I mean.

"We have hallowed certain dates because they recall the birth of a Washington or a Lincoln, or the winning of liberty or an event in

(Continued on Page 22)



GRANITE CHIPS

The accompanying Plate shows the Plant of the O. C. Watson Monumental Co., 7245 East Alameda Ave. at the entrance to Fairmount Cemetery, Denver, Colorado. Good variety in design and color is shown in the substantial display of stock work. This firm uses a very pretty two fold circular as an advertising

medium. An unusually large cut of the Plant is used as the only illustration along with nicely written copy in which the words "An Everlasting Tribute" are arranged in pleasing manner as a caption. The officers of the firm are O. C. Watson, President and F. G. Watson, Secretary.

BAPTISMAL FONT, MEMORIAL TO JUDGE, TO BE DEDICATED

Rochester, Minn.—A beautiful baptismal font will be dedicated at the Congregational church Sunday at 10:45.

The font is a memorial to the late Chief Justice Charles M. Start of the Minnesota Supreme Court, and Mrs. Start, and is the gift of

Miss Clara L. Start, their daughter.

The memorial was ordered thru the J. J. Casseday Monument Works of this city, and was made in the quarries at Rutland, Vermont, of pure white statuary marble. The font was lettered by A. A. Anderson of the Casseday Monument works.

Dr. G. P. Sheridan, minister of the church, stated that he questioned if there is a piece of such

workmanship to equal this memorial anywhere in this section.

Judge C. M. Start is known throughout the state as being one of its greatest judges. He was born at Bakersfield, Vt., in 1839 and died in 1919. In 1863 he came to Rochester.

The Chief Justice was remembered by his contemporaries as being a man of keen judicial mind and in Rochester as a man who was particularly interested in young men starting in life.

Mrs. C. M. Start before her marriage was Miss Clara Wilson, daughter of Judge William C. Wilson of Bakersfield, Vt., with whom Chief Justice Start studied law.

Mrs. Start will be remembered for her keen interest in the Congregational church; at one time she was a member of the choir and was very active in the ladies' organizations of the church.

This memorial which will be dedicated Sunday morning with appropriate ceremonies will be a lasting and fitting reminder of two lives well spent in the interests of justice, good citizenship and the program of the Church of Christ.

The service will be public and the bar association of this county and others who knew the judge are invited to be present.

MARKERS FOR GRAVES OF PETS

Rochester, Minn.—Through the kindness of the Casseday Monument Works, hundreds of animal pets, who have died in Rochester, have not gone to their resting place without a suitable stone marking their graves.

For as long as J. J. Casseday has been in business, which is at least 50 years, little pieces of marble and

granite chipped off in the making of gravestones, have been given to children, who ask for them at the back door of the shop,—

"Please, Mr. Casseday, could I have a little piece of stone to put on my dog's grave?"

The stones mark the graves of all kinds of animal pets—dogs, cats, sparrows, rabbits, birds of all kinds.

"Sometimes, the children carve the names of their pets in the stone," said Fred Anderson, Mr. Casseday's stone cutter and engraver. "My son did this for a stone on his dog's grave."

"Children also come for stones to use around their flower beds and to use in bowls in the raising of bulbs. The pieces are no good to us, and we let the children have them if they want them."

One old resident of the city said yesterday:

"Why, yes, I can remember years ago when we were kids, our dog, Jack, died. We had a big funeral. Children came from blocks around. We, too, went to Mr. Casseday who gave us a piece of marble to use as a gravestone."

IN MEMORIAM

It is with deep regret that we have to inform our readers of the death of Mr. J. N. Westlund, who as president of the Westlund Monument Co., Inc., Center City, Minn., was very well known all over the state. Mr. Westlund passed away on the 24th of August in his sixtieth year. Mr. Westlund, a most progressive craftsman had a wide circle of friends in this district who will deeply mourn the loss to the industry of one of its most faithful servants.

COMMERCIALIZED HOLIDAYS

religious history. Must there be a flood of blattant print that will associate them in our minds with tobacco, shoes, hats, canned goods and radio supplies?"

We have heard other people speak somewhat as our friend the advertising man did. The commercializing of commemorations appears to have begun to arouse protest.

Whether the practice pays or not good taste would seem to dictate that manufacturers and other business men set a limit.—A. Booster.

STOMACH STATIC!

Have you ever tuned in on two stations at once!—then you'll recognize what happened to a little Chicago bride. Before the end of the first month she had served through her entire list of recipes three times and was frantic for a change to present to her loved one next day. Spying a notice in the evening paper that recipes would be radioed that night she looked at the clock, saw that it was passing the radio hour. In haste she tuned in, and copied rapidly as the words came tumbling in. When she stopped and read in high hopes, this is what she had: "Place one cup of flour on hips, raise left leg and stir in one cupful of warm milk. Inhale one-half spoonful of baking powder, then breathe naturally. Whip in three eggs while counting four and resume sitting posture in well greased frying pan."

Patronize our advertisers and *Design Hints*. It will be your profit.

ON EVEN TERMS

A crack salesman for a cheek protector system had been presented with a set of twins—one lower and upper row of never-before-used false teeth. He entered the office of the president of a small town bank. The president sat at his desk with his hand over his mouth. "You'll have to 'xcuse me," he mumbled, "I've jusht had all my teeth pulled and I can't talk to you." "Well, pardner," came back the breezy salesman, as he removed his own false teeth and slapped them on the table, "I don't want to take any advantage of you. Lesh shtart even!"

London Opinion illustrates the the evolution in manners by five different familiar examples, over four periods, as follows:

1896

1. "Will you be mine?"
2. "Pardon me!"
3. "Shall we start now?"
4. "May I pass, please?"
5. "May I have the pleasure?"

1906

1. "Let's get married."
2. "Oh, I'm awfully sorry!"
3. "Let's get a move on."
4. "Lemme by."
5. "Let's dance."

1916

1. "Well, we might as well get married."
2. "Sorry."
3. "Ready?"
4. "Gangway!"
5. "Wanta step this?"

1926

1. All right! All right! I'll marry you!"
2. "Look where you're going!"
3. "Say! We haven' got all night!"
4. "Get outa the way."
5. "Hey, you! C'mere!"

OH GEE! MOULDS

GOOD WATCHES

Customer—"But if you are selling these watches under cost price, where does your profit come in?"

Assistant—"We make our profit out of repairing them."

Professor — "What is the penalty for bigamy?"

Student — "Two mothers-in-law."

—Ex.

The teacher was explaining to a class of small boys and girls the meaning of the word "collision." A collision," she said, "is when two things come together unexpectedly. Now can anyone give me an example of a collision?"

"Twins," said the class idiot.

Lady customer walking up to salesman: "I want a pair of bloomers I can wear around my gymnasium."

Salesman: "Certainly, madam, what size is your gymnasium?"

His tragic experience. "Why don't you work? Hard work never killed anyone!"

"You are wrong, lady. I lost both of my wives in that way!"

Handy: "I am an Ex-porter."

Andy: "How come?"

Handy: "The Pullman company fired me."

ONE'S ENOUGH

Excited lady on 'phone: "I want my husband, please, at once."

Operator: "Number, please?"

Excited Lady: "One, of course. How many d'ye think I've got?"

Judge: "Do you sell liquor?"

Indignant Prisoner: "That's my business."

Judge: "I thought it was, but I didn't think you would admit it."

Young lady (to hotel clerk): "Someone's been tampering with the key-hole on my door. It seems to be out of order."

Clerk: "I'll look into that tonight."

"What's good for my wife's fallen arches?"

"Rubber heels."

"What shall I rub 'em with?"

Mr. Twice: "Can you play the lather song from Lux?"

Mr. Nothing: "After I brush up on it."

Sunday-school Teacher: "Who commanded the sun to stand still?"

Archie: "Mussolini."

Dyspepsia causes more divorces than infidelity.

Moss-O'Leary
Sez:



It is said that knee length skirts have reduced street car accidents 50%. Wouldn't it be fine if accidents could be prevented entirely!

WILL YOU RUN FOR COVER

If you are in business you probably spend a good deal of money in advertising your service as well as praising your product of your merchandise.

Are you making good on your advertising promises or are you just another toothless old lion roaring about something you can't deliver? If so you will probably be chased out of business by a competitor, like the circus lion which the "Friendly Adventurer" tells us escaped from its cage and terrified the countryside by its roarings. A posse was organized and the beast was cornered in a thicket. Every time any one would approach within a few hundred feet the lion would roar and the crowd would scatter. No one would approach near enough to get a rope or a net over the animal.

A little Scottish terrier, attracted by the noise, came over to the woods, smelled the lion and charged straight into the thicket. There was a wild yelping for a few minutes and out from the thicket dashed the lion with Scotty in pursuit. Straight for the circus tent went the lion with the dog doing his utmost to keep up. The posse followed as fast as possible. When the men arrived at the tent the keeper of the lion was doubled up with laughter. "That old lion ain't got no teeth and ain't got no claws—all she can do is roar," he said.

You may have money enough to roar about your service and your product in every newspaper and magazine in the land, but if you don't make good on your promises you will soon be running for cover with some terrier competitor at your heels.

ABSOLUTE PRECISION

E. G. Wilmer, the new president of Dodge Bros., Inc., occupies a center-stage position in the automotive industry—not alone for the big influence he will necessarily wield in the industry henceforth; but also on account of his past performance. He is rated as a man who does things. And as a friend said in describing him, he can do them with the greatest exactness. Almost as exact as the witness in the imaginative story of the notorious Jeffery murder case. The lawyers had been badgering all the witnesses about being absolutely accurate, and especially an old truckman who grew tired of it. They kept cautioning him to give a precise answer to every question and not talk about what he might think the question meant. Finally they asked, "You drive a wagon?" "No, sir, I do not." "Why, sir, did you not tell my learned friend so this moment?" "No, sir, I did not," answered the witness. "Now, sir, I put it to you on your oath. You drive a wagon?" "No, sir." "What is your occupation, then?" "I drive a horse."

Captain: "What are you scratching your head for, Rastus?"

Rastus: "Ah, sah! I'se got 'rithmetic bugs in my hair, sah."

Captain: "Arithmetic bugs? What are arithmetic bugs?"

Rastus: "Dat's cooties."

Captain: "Why do you call them that?"

Rastus: "Cause dey add to my misery, subtract from my pleasure, divide my attention, and they multiply like the dickens."

Flynn's Minute Editorials

MONEY

By Edward F. Flynn

Director of Rotary International and Director of Public Relations,
Great Northern Railway.

Do we think too much in terms of money?

Do we measure friendship with dollars?

Do we try to select for our friends only those with money? Or do we like people whether they have plenty of worldly goods?

The trouble with many of us today is that we think we should live just as well as others better able. We are living in an age of extravagance.

As soon as we realize that money isn't everything, we shall acquire that most desirable thing—happiness.

Money doesn't buy happiness. Often it pays for unhappiness. Yet we think we must have it, keep it, spend it, save it, and it takes a great deal for all these purposes.

And money—why save it for our children? It has made good-for-nothings out of hundreds of thousands of young men who otherwise might have been useful and successful men.

Many young men today would have been better off if they had no money and were required to work as hard as most successful people have had to work. Work and success are boon companions.

Don't teach your children money is everything, because the greatest of all things, *happiness*, money cannot buy.

Editor's Note: This is the first of a series of editorials from the pen of Mr. Flynn. These will appear each month.

NO WONDER HE WAS COOL

A few minutes after an alarm of fire in a hotel, one of the guests joined the group that were watching the fire, and chaffed them on their excitement. "There was nothing to be excited about," he said. "I took my time about dressing, lighted a cigaret, didn't like the knot in my necktie, so tied it over again—that's how cool I was.

"Fine," one of his friends remarked, "but why didn't you put on your trousers?"

LET IT SOAK IN

When the colored couple were being married and the clergyman read the words, "love, honor and obey," the bridegroom interrupted:

"Read that ag'in, parson; read that oncet mo', so's de lady kin ketch the full solemnity of de meanin'. Ise been married befor'."

—American Legion Weekly.

A negro who had stolen some chickens heard that the police were on his trail. He hurried to the nearest railway station and asked for a ticket to the end of the line.

"The train left a few minutes ago," replied the ticket agent.

"Jes gimme de ticket," gasped the Negro, "and p'int out de way she went. Ah'll ketch her."

It is getting so girls don't care how they look just so they don't look like girls.

As A Man Thinks



EACH ME that sixty minutes make an hour, sixteen ounces one pound and one hundred cents one dollar. Help me so to live that I can lie down at night with a clear conscience, without a gun under my pillow and unhaunted by the faces of those to whom I have brought pain. Grant that I may earn my meal ticket on the square, and that in earning it I may do unto others as I would have them do unto me. Deafen me to the jingle of tainted money and to the rustle of unholy skirts. Blind me to the faults of the other fellow but reveal to me my own. Guide me so that each night when I look across the dinner table at my wife, who has been a blessing to me I will have nothing to conceal. Keep me young enough to laugh with little children, and sympathetic enough to be considerate of old age. Then, when comes the day of darkened shades and the smell of flowers, the tread of soft footsteps and the crunching of wheels in the yard—make the ceremony short and the epitaph simple—HERE LIES A MAN.

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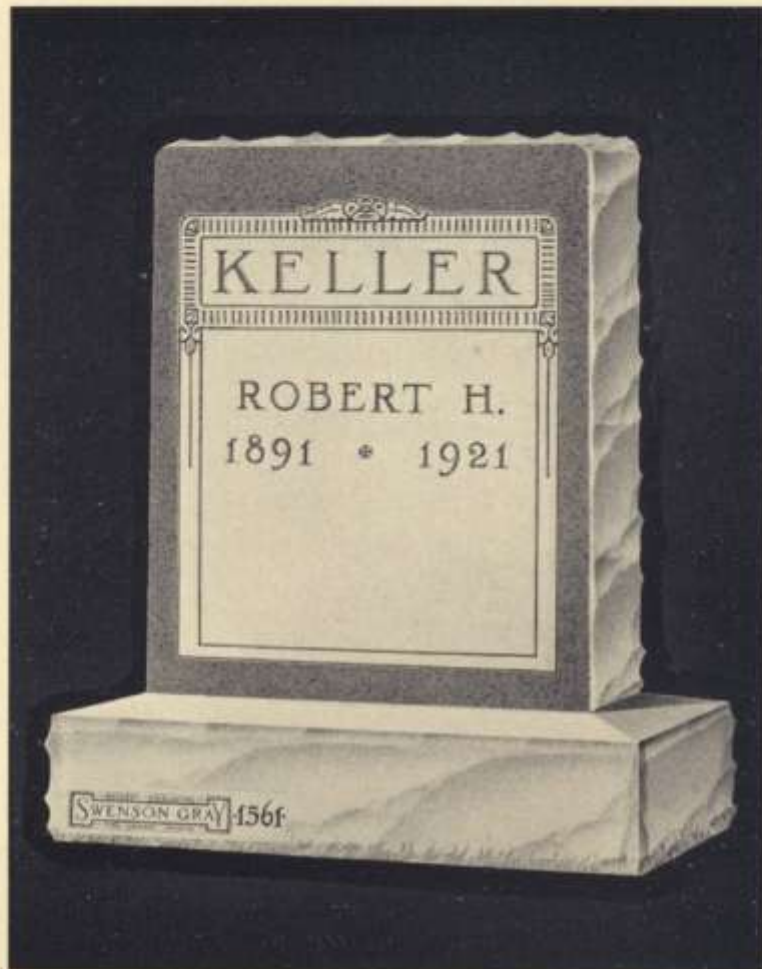
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U. G. Doran, P. O. Box 92, Dallas, Texas.

Say you saw it in DESIGN HINTS

EVERY LITTLE HELPS

"How's times?" inquired a tourist.

"Oh pretty tolerable," responded the old native who was sitting on a stump. "I had some trees to cut down, but a cyclone come along and saved me the trouble."

"Fine."

"Yes, and then the lightning set fire to the brush pile and saved me the trouble of burnin' it."

"Remarkable. But what are you doing now?"

"Oh, nothin' much. Jest waitin' for an eathquake to come along and shake the potatoes out of the ground."

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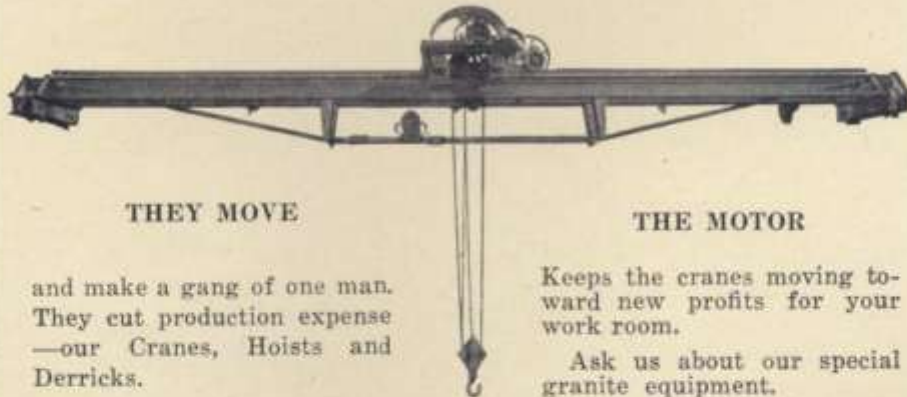
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