

"Monumental Design: The Language of The Flowers," by Dan B. Haslam, in *Design Hints For Memorial Craftsman Magazine*, Vol. 4, No. 1, July 1927, pp. 10-11, 16, 27. (includes sketches of: lily of the valley, wild rose, blue bell, Easter lily, star of Bethlehem, passion flower, violets, poppy, daffodil, and daisy)

Monumental Design

By Dan. B. Haslam

The Language of the Flowers

SALES unnumbered are constricted or lost entirely because the dealer has overlooked his opportunity to stress the sentimental value of symbols. It is difficult to portray with a few strokes the Average Customer. But when you find him, he is responsive to the beauties of a language which every memorial craftsmen should speak as fluently as he speaks English.

How many dealers, for instance, know the significance of the sealed scroll? One tells you that the grapevine is symbolic of eternal life, that the weeping willow means sorrow. And he thinks he knows enough about symbolism to discuss it intelligently with a prospective buyer. He doesn't.

Another dealer knows that the palm branch signifies victory, but ask him to translate the symbolism of the tulip, the maltese cross, the window and the chrismon and he is lost. Any one of them, discreetly suggested as the complement to a well worded inscription might be the means of making a sale, or changing a marker sale into a monument sale.

Mr. Athol Bell—Rock of Ages Magazine.

"He knows how to draw but he is a failure as a drawing instructor. He knows how to do a thing well but he cannot tell you why he does it a certain way and he cannot show another where to begin—so he is a failure—as a teacher."

A man may have a fair knowledge of things pertaining to certain subjects but unless he

can impart that knowledge to another when he tries and in a manner that is interesting and understandable, then results will always be the same—unsatisfactory.

We have these thoughts to contend with in writing our articles on the symbolism of monumental ornamentation. It should not be a difficult task for anyone with a fair knowledge of memorial symbols to write upon the subject in understandable terms.

To impart ones knowledge of symbols to others in an interesting way is not so easily accomplished and results are far from satisfactory when we consider that so much has been written upon the subject and yet so few dealers know anything about the meaning of the most commonly seen symbols.

We who write these articles generally overlook the fact that many dealers have but little if any knowledge of the many floral forms. Then again it is often difficult to discern just what flower is represented in a particular design especially when the ornament is arranged in a conventionalized manner.

We may inform the Craft that in the language of the flowers the arbutus represents, "Thee only do I love" or "Inseparable love", but how many dealers know the arbutus when they see the flower in its natural form? Naturally the meaning is soon forgotten and such information may just as well have been withheld.

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LILY OF THE VALLEY.
"RETURN OF HAPPINESS"



WILD ROSE.
"LOVE"



BLUE BELL
"CONSTANCY —
SORROWFUL REGRET"



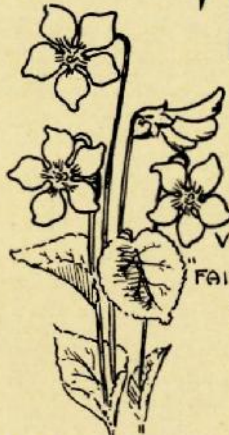
EASTER LILY.
"PURITY" "CHASTITY"



STAR OF
BETHLEHEM
"PURITY"



PASSION-FLOWER



VIOLETS
"FAITHFULNESS -
MODESTY"

"THE PASSION OF CHRIST"



POPPY - "SLEEP"



DAFFODIL. "REGARD-DESIRE"



DAISY. INNOCENCE

Interest
 Desire
 We go quite naturally these days to the cemetery. It is here that nature has outdone herself. All is a glorious mass of color. But will you think of winter, not far off, when soft snow covers the graves and cold winds whistle through the trees? It is at this season that a memorial seems most appropriate for those who have gone before. The impassive strength of granite seems to sanctify that tiny bit of ground and guard it from the ravages of time.

Action
 Won't you call Mall 4776 this afternoon and let us make a few suggestions? Our show rooms have a pleasing variety of memorials for you to choose from and the prices are quite as varied. A phone call will not obligate you in the least yet if you call now you will have plenty of time to make a decision.

Very Sincerely Yours,

What are your problems? Drop a line to Design Hints. Maybe we can help you.

Next month Design Hints will publish another article on direct mail. "Real Emotion vs. Sob Stuff."

MONUMENTAL DESIGN

(Continued from page 10)

We appreciate the fact that most craftsmen have neither time nor the inclination to study floral forms. In order to help these hard working dealers we will illustrate some of the most commonly used flowers in connection with our articles on symbolism. In this way the work will be valuable as a handy reference and we trust interesting.

Ten flowers are illustrated in

the accompanying plate. The name of the flower and its symbolic meaning is shown in connection with each sketch.

The *Lily of the Valley*, symbolic of the "Return of Happiness" is a little too fussy for successful treatment on granite. The flower is often shown however on small tablets and arranged in natural design schemes.

The *Wild Rose*, symbolic of "Love" is used quite freely as a design motive in modern memorial design.

The *Blue Bell*, symbolic of "Constancy", and "Sorrowful Regret". This flower, like the Lily of the Valley is not used as much as those flowers of less detail.

The *Star of Bethlehem*, symbolic of "Purity". This flower is very appropriate in memorial design and is of such simple structure that it can be successfully arranged in many pleasing design schemes.

The *Easter Lily*, symbolic of "Purity and Chastity". Another flower used very extensively in modern design.

Violet, symbolic of "Faithfulness, Modesty". A very pretty and well known flower but because of its structure is not often used in ornamentation for granite memorials.

The *Poppy*, symbolic of "Sleep" hence Death when death is looked upon as sleep. A very pretty flower and one that is appropriate for memorial work.

The *Passion flower*, symbolic of the "Passion of Christ". In the various parts of the flower may be seen the ten faithful apostles, the cross, the crown of thorns, the hammer and nails, the five sacred wounds and the

(Continued on page 27)

MONUMENTAL DESIGN

(Continued from page 16)

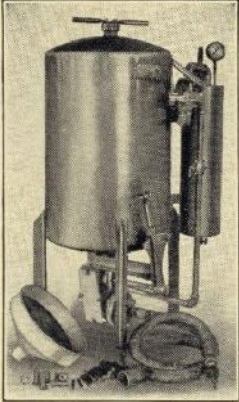
ords that bound Christ to the column.

Daffodil, symbolic of "Regard and Desire". A splendid flower for delicate raised carving. This flower can also be nicely arranged in many pleasing design schemes for sandblast treatment.

Daisy, symbolic of "Innocence" A very well known and popular flower and one that is adaptable to many pleasing design schemes for modern memorial designs.

We will illustrate more flowers in our next article and we hope our readers will spend a little time studying the particular characteristics of each flower so that they will be easily recognized in the future.

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June 27, 1927

Design Hints,
 Dan B. Haslam, Editor.
 St. Cloud, Minn.

Dear Sir:

Would you please mail me a copy of your little magazine entitled Design Hints. Some time ago I picked up what proved to be a part of one of your magazines and from it I ordered a very nifty little compressed air outfit, it was from Mount Bros., of Memphis, Mo.

Thanking you I am,

Yours very truly,

RALPH P. COCHRAN.

Say you saw it in DESIGN HINTS