

Design Hints For Memorial Craftsmen

April 1928, Vol. 4, No. 10

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Dan B. Haslam, Editor and Publisher

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January 2013



DESIGN HINTS

for

MEMORIAL CRAFTSMEN



The world is full of "almost people"—those who are almost good enough to get the good position, almost good enough to land the contract, almost good enough to pass the examination.—See Page 18.

April, 1928

Volume IV

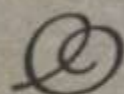
Number 10

WHEN your customer is hard
to please...

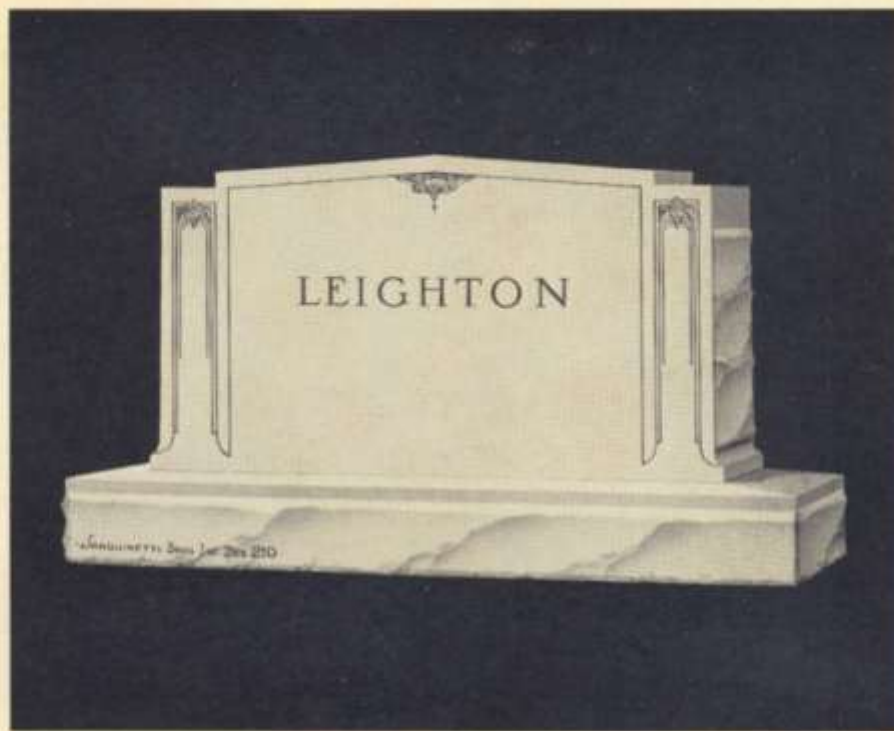
When you must have a dark
Red without question...

When you dare not take a
chance on receiving mediocre
quality...

Then specify *North Star Red*
the standard of comparison for
colored granites.



NORTH STAR GRANITE CORP.
ST. CLOUD, MINN.



Observe the Lines of the Leighton Design

You see in this new creation the same refinement and dignity as exemplified in all Sanguinetti designs and craftsmanship.

It is only just another with Sanguinetti, yet it brings forth a new appeal to the memorial world.

We shall be pleased to send you sizes and prices on this exclusive Sanguinetti design. A beautiful memorial, yet one that can be furnished in substantial sizes at a very moderate price.

Monuments Mausoleums Carving Statuary

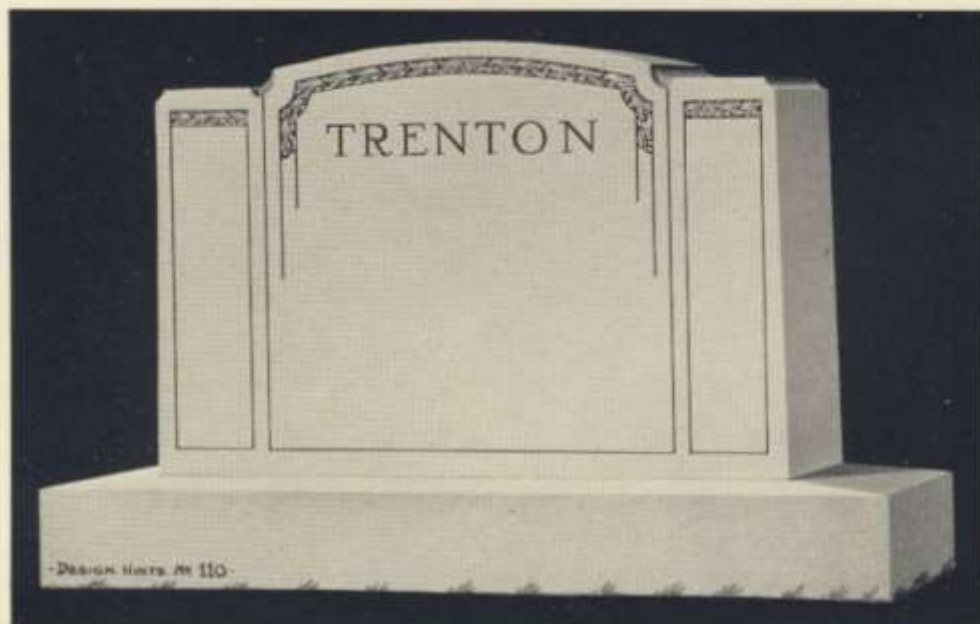
Sanguinetti Brothers, Inc.,

GRANITE MANUFACTURERS

Barre, Vermont

S U P E R C R A F T S M A N S H I P I N G R A N I T E

Say you saw it in DESIGN HINTS



CLASSIC DIGNITY

Fitting the quiet charm of old world architecture, or following with intuition the spirit of modern design, *Wetmore & Morse* memorials find an ever widening preference because of their adaptability and effectiveness in any style or period of architecture.

*[Specify *Wetmore & Morse Granite* in your next order to the Barre manufacturers and be assured of complete satisfaction by requesting our Certificate of Merit.]*

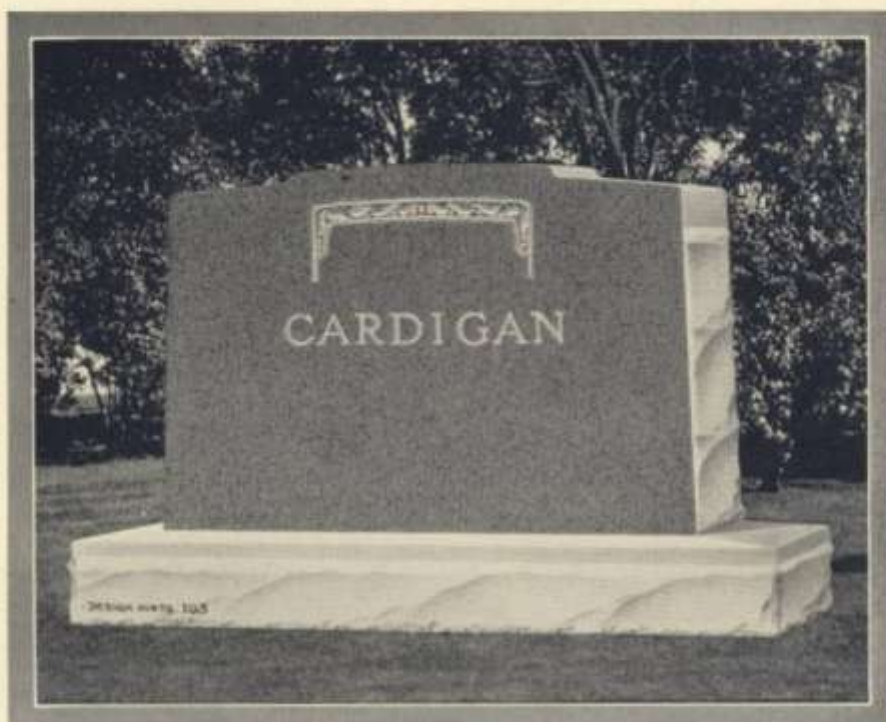


Wetmore & Morse Granite Co.,

Quarries: BARRE, VT.

Main Office: MONTPELIER, VT.

Say you saw it in DESIGN HINTS



After Memorial Day There Will Still Be Good Business.

That is, the business will be good if we all maintain the same speed as we are keeping up now to take care of the business.

It is merely a business of transferring the energy we are putting into getting out the orders on time now to that of a sane system of selling.

This means merely the taking advantage of whatever opportunities there may be in our own communities.

Simmers is always anxious to give assistance in this respect and we hope you will call on us after the Memorial day rush to keep up the momentum which was started as a result of this annual season.

A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.

Say you saw it in DESIGN HINTS

The Office Boy Says:

THEY ain't nobody in the office this week because theys' all out in the shop helpin' to get out the tombstones—we got so many orders. So I'm the Boss in the office.

I asked the boys for the ad for Design Hints and they told me theys' to busy. Al is doin' more cussing than ever these days 'cause he can't get production as fast as he'd like to even with workin' overtime on the whole crew. Alfred says he never saw so many kinds of letters and some of them looked as strange as the song of the Vulgar boatman—I know, I saw 'em myself. Even Carl is workin' now. He doesn't have time for the gas attack. I hope business keeps up this way and they leave the office to me because its a cinch and maybe I'd become the reglar boss and have my own typewriter. I won't have none with red hair—I like the little ones—I think they call them portables. Anyway theys the kind you kin put in a little satchel-like just like you do your Victrola that you take along when you go fishin' or campin' out. That's the kind of a typewriter I mean. And if I had it I'd sit down and write everybody a letter tankin' them for the business they been sendin' in. Not because it made any difference to me, but because Al and Alfred and Carl are so happy that maybe I'll get a raise if I keep on runnin' the office so well. If I don't theys all dumb dodos. So long and you better resolve to

“Grow With Grewe”

G REWE'S
OT
OOD
RANITE

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

S UPRIOR
ALABLE
ANDBLAST
ERVICE

Say you saw it in DESIGN HINTS



New!

Modern ideas in design are fittingly exemplified in the new creations of Hebert & Ladrie, and they are prepared with a full knowledge and appreciation of the requirements of the average dealer. Unostentatious, yet exceedingly attractive in their simplicity of contour and ornamentation.

We shall be pleased to send you sizes and prices on the HEBERT design; one of our new creations.

HEBERT & LADRIE

Sandblast Specialists

BARRE, VERMONT

Say you saw it in DESIGN HINTS



A view of the Dakota Granite Works Quarry

Business!

is very good—thank you! We are rushed to the utmost in filling orders for

"THE BEST IN MAHOGANY"

Dakota Granite

because of its constantly increasing popularity among the dealers.

You too, will find it different and we invite your early inquiry.

Quarriers



Manufacturers

Dakota Granite Works

Milbank,

So.

Dakota

Say you saw it in DESIGN HINTS



What Have You Done With Your Pyramid Creations?

Every month we get re-orders from some of our active accounts. They tell us that the line gives them a good variety of distinctive granites and good design.

These people have for the most part kept our place running overtime to take care of the spring deliveries.

We are confident that there are many others looking for just the kind of a proposition PYRAMID has to offer and we know they will welcome it if they give us a chance to explain. The way to get it is to ask for it.

Pyramid Granite Works
Incorporated
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



We Wonder If This Design Will Equal The Goodman?

Last month we showed the Goodman design in this publication. We received many favorable comments on it and many of these developed into good orders.

This month we are showing the Randall design and we anticipate just as much of a return on it as we had last month in the Goodman.

It is our desire to give to the trade the kind of memorials that will be both appealing and salable and we have tried to maintain a high standard of excellence without going into heavy costs.

We use E. L. Smith's and Wetmore & Morse granites for axed and rock work and Rock of Ages for polished work.

Johnson & Gustafson
BARRE, VERMONT

EASTERN REPRESENTATIVES

Mr. Gust. Martenson
Mr. C. A. Arnold

WESTERN REPRESENTATIVES

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

Say you saw it in DESIGN HINTS



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN. B. HASLAM, Editor and Publisher

MEMORIAL DAY

When General Logan, less than three-quarters of a century ago, issued his famous proclamation calling upon the nation to observe Memorial day even a man of such far-seeing propensity as he could hardly prophesy the result.

He did not know, perhaps, that the American flag would be flown in many foreign climes where this day is observed. He did not know, we venture, that in the ages to come this would be looked upon as one of America's greatest, most revered, most respected national holidays—the day of remembrance.

Today, after more than 60 years the solemnity of this day—the swelling pride of its people in her heroic sons—grows stronger. We see in humanity the splendid act of baring and bowing heads to the somber notes of retreat or taps thrilling from the bugle.

In these hours when we go to the cemeteries of the nation to pay respect to our honored dead we seem to fall in step and over the length and breadth of the nation there is the same cadence of step, the same thought of the living for those who have sailed the mystic ship of adventure to the ports of a new life.

All of us seem to be imbued with the atmosphere of this day. We look back on the events of

history and there passes in review before our mental vision the men who have made America. We see the struggles of those early settlers who came to these shores to gain civil and religious freedom. We see the tea party and the grave crisis and great risk of a young and paupered nation signing the declaration of independence; we see the minute men step into their places in old Virginia or Massachusetts or Maryland; we see the siege of Philadelphia and Valley Forge. We see the bloodshed of Gettysburg and the great triumph of this historic incident; we see the triumph of the union and the succession of American campaigns, turned victorious because of their ennobling principle, and then we see the sons of the sons of Bunker Hill, crossing the Atlantic in defense of world freedom.

These are only a few of the traditions of America—history runs over with them—but they mark the progress of the nation and that progress, of course, is based on the traditions of the past for philosophers have wisely said that no nation could long endure without traditions. It is in time of great national stress that the traditions of a nation, called into view, engage men in the business of making great personal sacrifice for a splendid purpose.

(Continued on page 27)

Timely Hints

Suggestions for Advertising Copy.

Copyrighted 1928 By Dan. B. Haslam.

JUDGING from the dealer response to our previous article on suggestions for newspaper advertising, we believe this series will prove as interesting and beneficial as many others shown through the pages of Design Hints. We are encouraged to continue because of the interest manifested by so many dealers and we trust the succeeding articles will merit the same generous support from our friends in the craft.

In preparing this series of advertising suggestions and the articles in connection with them, we do not pretend to be expert advertising display critics, any more than we feel justified in making an attempt to tell successful retailers how to run their businesses. We believe there is much room for improvement in dealer advertising and particularly in newspaper display and unlike those who merely criticize and offer nothing in the way of suggestions for improvement, we are trying to better conditions without wishing to appear too critical of what has been done in the past.

We have our own ideas, of course, as to just what is considered good and poor advertising on the part of the memorial dealers, but we do not expect the trade to accept our views as final by any means. We mention this particularly, because since publishing our previous article, we have received several newspaper clippings from various dealers for criticism through our pages. In every instance, these are competitor's ads. As we do not wish

to incur the animosity of many of our good friends, we think it advisable to refrain from openly expressing our opinions or criticisms regarding these particular ads, for it is much easier to make an enemy than it is to hold a friend.

The excessive use and varied manner of handling the word "Price" in all these ads, however, is quite distasteful, unnecessary and entirely out of place. "We are offering memorials this season at *unheard of low prices.*" "So and So's monuments are sold at a lower price." "We are offering all our monuments at a 50 per cent discount until the entire stock is sold."

Price! Price! Price! We do not believe a prospect for a fair-sized memorial ever was or ever will be attracted to the dealer who has nothing but *cheap* memorials to offer. And if the growth of our industry depends upon the memorial prospect who is looking for something *cheap*—then there is little hope for the future.

The better class of people generally, and by the better class, we do not necessarily refer to the so-called elite, are not interested in purchasing cheap merchandise. The men pay \$5.00, \$10.00 and \$15.00 for an ordinary hat when there are thousands of styles available at \$1.50, \$2.00 and \$3.00. All wool (?) suits are advertised at \$10.00 and one can purchase them tailor made at \$22.50 from several of the large mail order houses—yet how many of us care to take a chance. They may be

(Continued on page 16)



· MONUMENTS OF THE PAST ·

The Parthenon

Out of the cradle of the Old World's greatest civilization have come many inspiring monuments, but neither monument nor tomb can compare with the finished beauty of the Parthenon of Ancient Athens. It was built when Athens was at the peak of its cultural supremacy.

It survived practically intact from the fourth century B. C. until 1687 when an unfortunate explosion destroyed forever much of its original beauty. Since that time portions of the famous frieze by Phydias have been removed for preservation in the British Museum and every effort has been made to save what remains for posterity.

Today it stands still glorious in its suggestive beauty, golden-greyed against the Grecian sky, a monument to an artistic culture which has never quite been equalled.



The simple yet undying grace of the Parthenon has given our modern world continual inspiration. One sees it repeated everywhere in modern buildings and decoration.

It can be put to no more beautiful use than in the design of permanent granite memorials. Blended with modern design ideas it has created some of the most beautiful monuments we have to offer. Will you let us show you these designs? It puts you under not the slightest obligation.

Just call us by phone (phone no.)

NAME OF DEALER HERE

Address.

Mausoleum Construction

By GEORGE BROOKS.

Designer for the Melrose Granite Co.

Article No. 6

THE following is a sample copy of the general specifications for a mausoleum, which with the drawings automatically becomes a part of the contract.

These specifications and accompanying drawings shall form the basis of an agreement for the general work necessary for the erection and completion of a six crypt mausoleum located on the family lot of Mr. John Doe, in Mt. Hope Cemetery in the City of Freemont, Ill.

The term (contractor) used throughout will be the person or firm undertaking the general work in the construction of the building as a whole. The word (owner) refers to the lot owner or the party for whom the building is being erected. The word (work) shall include all labor and materials.

Where figures are given on the drawings, they shall be followed in preference to scale; where figures are not given the drawings must be scaled accurately and followed according to scale. All sub-contractors shall verify their dimensions with each other, and with the general contractor in order to avoid confliction and misunderstanding.

The contractor shall maintain adequate protection of all his work from damage, and shall protect the owners of adjoining property from any injury arising in connection with this contract. The contractor shall maintain such insurance as will protect him

under workmen's compensation act, and he shall also carry both contingent and liability insurance which will protect the owner and the contractor from any other claims for damages for personal injury, including death which may arise from operations under this contract.

Excavations

The Contractor will accept the building site in its present condition and will remove all obstructions now on the site whether above or below the surface so that the work under this contract can be properly executed. Excavate all earth or other materials necessary for the foundations and footing as shown and specified in the drawings, and leave clean and level to receive the concrete. After the foundations and footings are completed, the excavations shall be back filled with earth, using same earth taken from the excavations and debris of any kind will not be permitted.

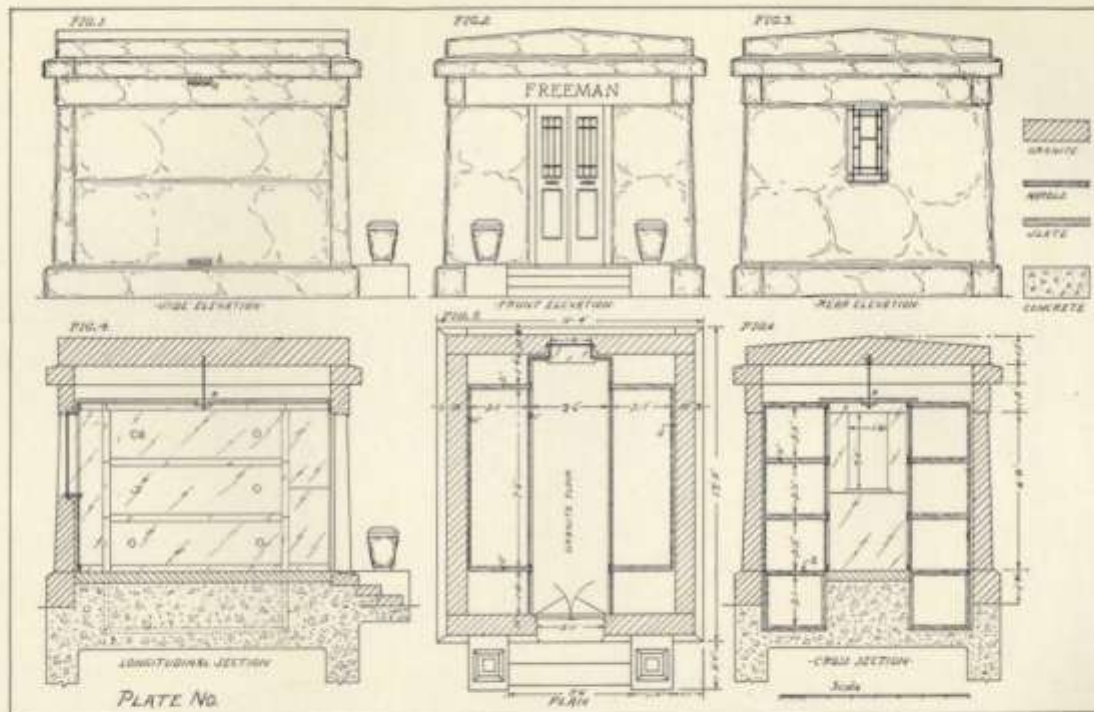
Concrete and Cement Work

All foundations, area wall and sub-floors are to be of standard Portland cement, of good clean sand, and crushed rock, or screened gravel, in the following mixture.

Portland cement one (1) part
Sand.....three (3) parts
Crushed Rock.....five (5) parts

All concrete shall be thoroughly mixed before the water is added and just enough water used so the concrete will flow sluggishly into the forms.

(Continued on page 26)



The Salesman Courageous

By Edgar A. Guest.

*He came in as a salesman, head erect he said to me:
"I am selling here a product which I think you'd like to see.
It's a handy thing for men folk, it's a useful thing for wives,
It's a clever new invention made for sharpening carving knives."
And I paid to him a dollar without giving it much thought,
But I've learned some things about him, since that article I bought.*

*He sold me on the merits of the thing he had to sell,
Never let me guess that morning what a story he could tell;
I thought him somewhat better than the common run of men,
But the burden of his sorrow wasn't even hinted then.
We were just two busy mortals working out our little lives,
I a writer, he a salesman of a thing for sharpening knives.*

*Of the losses he had suffered, not a word he spoke to me,
He came to talk on business, not to ask for sympathy.
He was down through grim misfortune, as I later came to learn,
But was fighting for existence till the wheel of luck should turn,
And was just too game to whimper any sad and sorry tale—
On the merits of his product he would make or lose a sale.*

*So I hail that fellow's courage and I mark him as a man,
One too big to ask for business on the common beggar's plan.
No apology he offered for the thing he had to sell,
He would not affect my judgment by the sorrows he could tell.
And I give this illustration of one brave man I have met
Who would not display his heartaches for the business he might get.*

From the book "The Light of Faith." Copyright 1926.
Reprinted by permission of the Reilly & Lee Co., Chicago.

Successful Granite Salesmen.

*He makes his friends by being one
And on his friendship men rely.
In every deed that need be done,
The Golden Rule is made his guide.
His friendly presence brings a cheer
That makes the day seem wondrous fair;
His daily living so sincere
Makes others love him everywhere.*

"Hank" is a friend to all.

(Apologies to Will Taylor in "The Rotarian")

WERE you at Cleveland, tunity of shaking hands with
Denver Columbus, the distinguished gentleman
Spring-
field,
Buffalo, St.
Paul, Milwau-
kee, Des Moines,
Washington or
other annual
Design Shows
of the Memorial
Craftsmen of
America? If,
so, you surely
met "Hank".
You could not
escape him.

Are you a
dealer in Illi-
nois, Wisconsin,
Minnesota, the
Dakotas, Iowa,
Nebraska, Kan-
sas, Missouri,
Oklahoma or
Texas? Yes?
Well then, you
are indeed
fortunate, for
if you have not
already met
him, you will,
because this
territory is
Hank's regular
route and he is
likely to drop
in on you at
any time.

To those less
fortunate dealers who have born at Richmond, Minnesota,
never been afforded the oppor- sometime soon after the end of the



portrayed in the
accompanying
plate, we deem it
a distinct honor
and a privilege
to be enabled
to present for
your approval,
Henry C. Kalk-
man, Secretary-
Treasurer of the
Melrose Gran-
ite Co., St.
Cloud and sales-
man "extra-
ordinary."

We are still
patting our-
selves on the
back for our
success in pre-
vailing upon
this hustling,
busy and ex-
tremely modest
gentleman to
sit long enough
for us to secure
a photo. This
was last ac-
complished in
1492, when, as
he states, he be-
gan his career
as a salesman.

Henry C.
Kalkman was

Civil War. Had he been born a little sooner, this war would not have lasted so long.

After receiving his education at the St. John's University, Collegeville, Minnesota, Henry entered the mercantile business at Melrose, Minnesota.

In 1906, he became interested in the firm of Lukemeyer Bros., Anton and John, who were then engaged in the manufacturing and retailing of memorials at Melrose. This partnership led to a change in the policy of the firm, from a retail to a wholesale basis, and in 1911, they incorporated the business under the title, Melrose Granite Co., Melrose, Minn. Mr. Kalkman was made Secretary and Treasurer of the new corporation, which office he still holds.

In 1915, the firm built a huge plant at St. Cloud, Minn., and the business has been conducted from that point ever since.

For years, Mr. Kalkman was the only man on the road for his company, and its remarkable growth is largely attributed to his untiring efforts and devotion to his work. He is popular with the trade, as proven by his exceptional sales ability and popular with the men in his employ, because he is honest, unselfish, kind, generous and a true man's man. The writer knows whereof he speaks, for he was privileged to work for him for eight of the most enjoyable years of his life, previous to engaging in his present work.

Henry has attended nearly all, if not all, of the annual Design Shows, promoted by the retail association. He is always good natured, always in a hurry, always busy and *always too warm*.

He early displayed uncanny

business ability and shrewdness as a boy in school. The story is told of him, that he and the other members of his class were told to figure the interest on \$7265.49 at 2%. Henry made no effort to solve the problem. When asked the reason for his indifference, he said, "I'm not interested in 2%."

Henry or "Hank", as he is lovingly termed by his friends, will be at Chicago. You need not look for him—he will find you if you are there.

Timely Hints

(Continued from page 10)

all that is claimed for them, but personally we would rather pay a little more for a suit as good as the one worn by our next door neighbor.

We pride ourselves in the fact that we are not compelled to buy or wear cheap clothes, or live in the cheapest house on the cheapest street in the town and we are just ordinary fellows like hundreds of thousands of others of moderate means and ideas.

The present price on good diamonds we understand is from \$600.00 up a carat. But we do not need to give the wife a genuine diamond for her birthday. Woolworths offer a splendid variety to choose from at ten cents and we feel sure they will match perfectly the 69c hat and \$12.98 suit we have already ordered from Rears-Sawbuck. In the pictures they look just as good as the suits our local merchants charge \$75.00 for, and we know they are—not.

Most of us pride ourselves in our ability to provide the good things of life for our families. We want them to look as prosperous as the families of other successful

(Continued on page 24)

GRANITE CHIPS



The Plant of the Hanson Memorial Co., Mankato, Minn.

We are pleased to have the opportunity of illustrating the Hanson Memorial Co., in Mankato, Minn., one of the progressive memorial shops in the middle western territory.

Mr. Sam. S. Hanson, proprietor moved to Mankato January 1, 1927, from Waseca, Minn., where he operated a shop for 16 years, and purchased the above location of 92 x 140 feet on Front street which is the principal business street and slightly over one mile long. It curves easily just in front of this property thus making it visible to traffic in either direction which is an advantage not often found. The brick cutting plant in the rear of the property is 72 x 22 feet and is fully equipped with traveling crane, sandblast, two surfacing machines and is comfortably furnace heated.

The display of memorials shows attractive arrangement and the yard has cement walks and is landscaped for flowers and shrubs. Mr. Hanson plans to build a modern show room with full plate-glass front on this site soon which will be very distinctive and a credit to his city.

He is an active member of the State and National Memorial Craftsmen and a staunch advocate of the principles adopted for the improvement of the Art and business methods. He is active in civic and church affairs and is always ready to contribute freely of his time and means to all worthy causes which possibly accounts for the prominent position he has already attained in the brief time he has lived in the community.

(Continued on page 26)

It's The Last Two Per Cent

Written for Design Hints by
DR. ROY L. SMITH.

THE business man's profits are not in the first seventy-five per cent of the selling price but in the last two per cent. Labor, advertising, overhead, material, etc., consume the first ninety-eight per cent; dividends are paid out of the last two per cent.

Any man can succeed if the margin between the selling price and the cost price is wide enough. He who survives modern competition is the one who can keep a two per cent margin between the cost price and the selling price.

Personal success depends upon that last two per cent of personal efficiency. In a time when competition is so keen and the margins of difference between individuals are so narrow, he is a wise man who keeps himself two per cent ahead of his competitor.

It's the youth who is two per cent more efficient than any of the rest who gets the good promotion.

It's the salesman who knows his line two per cent better than any other man on the road who comes back with the names signed on the dotted lines.

It's the boy who sits up a little later at his books, who works a little longer on his job, who is just two per cent more faithful, reliable, punctual or enthusiastic who wins.

In a great interscholastic track meet a few weeks ago the winner was only six inches ahead of the loser—but *that six inches gave him the race.*

The world is full of "almost people"—those who are almost good enough to get the good position, almost good enough to land the contract, almost good enough to pass the examination. But the "almosts" have to take the second place, the poorer pay and the orders from the man who is only two per cent ahead of them.

"He was a whizz in all but one respect," said the manager of a big business in speaking of a youth who had just been passed by another youth. "There was no difference between them except that one fellow had learned to hold his temper."

"I picked him because he had just one thing that none of the rest of them seemed to have," said the director of the sales force. "The rest" had everything the success had except that last two per cent.

A glass of booze, a few late hours, "that little game," and a lot of other "trifles" may not make much difference, but they subtract that last two per cent.

Watch that last two per cent—it holds the promise of all the things you are working for.



FREEMAN

The Freeman mausoleum is the sixth design in the DESIGN HINTS series of articles on mausoleum construction. Plans for this mausoleum are illustrated on page 13.

This is an eight-crypt structure of pleasing yet inexpensive style and will surely prove attractive to the family of moderate means.

Beautiful 11x14 photographs of the designs shown on pages 19 and 22 will be furnished by Design Hints for 75c each.



MELROSE GRANITE COMPANY

St. Cloud, Minnesota

Say you saw it in DESIGN HINTS

The Mausoleum Idea Is Penetrating!

It is finding new advocates and many of the smaller craftsmen of the country are becoming interested in the immense possibility of this end of the industry.

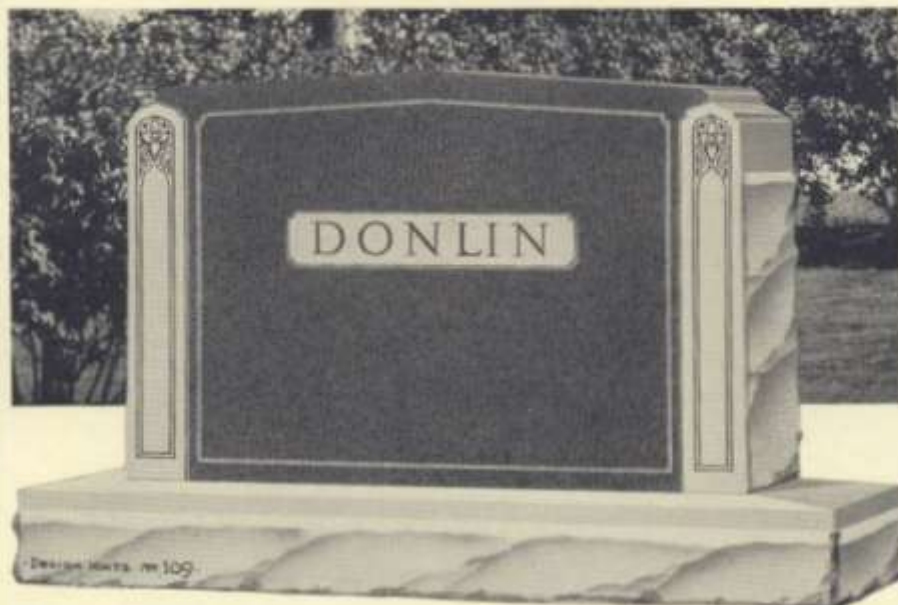
This month we show the LARKIN design. We hope you will be sufficiently interested in this type to join the steadily increasing procession of those who would become identified with mausoleum selling.

For several months now Melrose has been carrying on a campaign in an effort to interest the trade in mausoleum selling, not with the idea of making great compensation to itself but because we believe that in developing this part of the craftsman's business we are doing something that will carry great satisfaction to the trade in general in future years.

Our own art and designing department, our own sales department, in which some of the best known men in the industry have their desks, will be of help to any dealer who is willing to make an honest effort to get into the business of selling mausoleums.

We invite your inquiry.

Say you saw it in DESIGN HINTS



DONLIN

Your customer's interest will immediately be quickened by the DONLIN design above illustrated.

The pilaster effect containing the simple conventionalized ornament contrasts very nicely with the polished surface of the die. The inexpensive moulding treatment at the top ends and the slight gable top combine to make this tribute different from the usual design.

Please write the manufacturers listed in Design Hints for sizes and prices on the designs shown on pages 19 and 22

First Educational Course Text Book Ready For Study May 1

THE first study unit of the Educational Course, "Interesting People in Suitable Memorials," will be ready for distribution about May 1. This announcement is made by the Business Training Corporation, who are conducting the survey of the memorial industry and compiling the Educational Program from the results of the survey.

Splendid progress is being made, and added enthusiasm is created each day in the vast possibilities of the Educational Course. It is a great step towards the goal outlined for the Memorial Industry, and with the united effort of the quarriers, manufacturers, and retailers, there can be nothing else but complete success for the undertaking.

For the past few weeks, the Business Training Corporation have been engaged in studying and analyzing the reports of the survey, to date, drawing out helpful material in connection with the first unit and the other early units in the course. At the present time the finishing touches are being put to the draft of Unit 1, after which it will be very carefully gone over before it is finally given out for study.

Scores of shopping visits have been made, and in each instance a verbatim report has been secured. This is a direct study, carried through intensively and extensively, of the actual retail selling practices now in use in the industry. Each investigator entered the retail establishment as a typical would-be shopper, to buy a memorial, and followed the

sale through up to the actual closing. These shopping visits have already extended over thirty states, including such representative states as California, Oregon and Washington, on the Pacific Coast; Colorado, Utah, and Wyoming, in the West; Nebraska, Minnesota, Wisconsin, Illinois, Kansas, Iowa, Missouri, Indiana, Michigan, Ohio, in the Middle West; Texas, Tennessee, Louisiana, Alabama, Georgia, in the South; and New York, New Jersey, Pennsylvania, Maryland, Massachusetts, the District of Columbia, in the East.

Scores of memorial retailers have been interviewed by expert investigators, and each interview recorded. This will insure securing the most useful and essential information.

The quarry centers visited thus far in the survey, are Barre, Vermont, Winnsboro, South Carolina; Tate, Stone Mountain, and Elberton, Georgia; and Salisbury and Mount Airy, North Carolina. In each of these sections the special investigators have visited and interviewed quarriers and manufacturers, and have recorded fully each interview. Manufacturing plants of the larger type, and their processes and methods, have been examined and studied in the quarry sections. Other quarrying districts will be visited at the first opportunity.

Community Mausoleums and No-Monument Cemeteries have already been shopped and studied in Michigan, Ohio, Illinois, and New York. The results should

be of immense importance in combating these menaces.

District Clubs Active

The Educational Course is the program for which the district organizations of Memorial Craftsmen have been diligently waiting. Because of this they have been responding to the course in a most encouraging manner.

Organization meetings, and reorganization meetings, of the various districts in the country, have unanimously adopted the Educational Course, acclaiming its purpose with enthusiasm.

The Memorial Art Clubs of Cleveland, Ohio, Madison, Wisconsin and Kansas City, Mo., recently reorganized, and the results of the meetings were most gratifying.

The District Clubs of Denver, Grand Rapids, Philadelphia, Columbus, San Antonio and Pittsburgh, also held enthusiastic meetings, and reported stimulated interest and a keen desire for the Educational Course, on the part of the retailers and their salesmen.

Before very long there will be two men in the field, to work with the clubs already organized, and to form new district clubs. They will work in co-operation with the Memorial Craftsmen of America, and will do much in the way of stabilizing the groups and so guiding them that they will function in the best manner possible.

There is a steady demand and need for these district groups, to build understanding and constructive competition between the retailers in the different sections. Nothing will kill business quicker than destructive competition, for it not only cuts the necessary profits, but destroys the confidence of the purchasing public, and leaves them with a sense of

confusion, distrust and bewilderment that eventually spoils and does away with their purchasing instinct.

Through the Memorial Art Clubs, and the medium of the Educational Course, not only will the dealers themselves find it possible to come together, but their salesmen, too, will be afforded this excellent contact. This friendly basis, founded on a progressive platform, will in many cases get to the root of the trouble and ill-feeling between a number of memorial retailers.

Over the Top with 500 Enrollments

Signed subscriptions are coming in steadily, with the amount well on the way towards 600. The spirit shown by the retailers to take the Educational Course not only for themselves, but also for their salesmen and executives, is proof that the guaranteed 1,000 enrollments will be reached before the fall activities open in September.

Every day new paid enrollments are being received, and it would seem, figuratively speaking, that the memorial industry is on tip-toe for the first study unit.—
From Memorial Crafts News.

Timely Hints

(Continued from page 16)

business men and we work early and late to give them a little more than the mere necessities of life.

Why then, may we ask, should there be such a radical change in our make-up when it becomes necessary for us to provide a suitable memorial, the last and most sacred gift of all. Will we be attracted to the dealer who offers nothing but cheap tomb-

stones or to the one who in his ad says—

"Perhaps you are interested in the erection of a monument. Perhaps it is only a marker you require. We are as much interested in aiding you to secure the small tribute as the larger memorial. Let us Plan with you."

Think it over.

Now that is off our chest we feel better and will conclude by explaining what we intended to tell you about fifteen paragraphs back before we became so warm.

In this article we have illustrated the Parthenon for a single column newspaper ad. This ad has also been copyrighted to avoid duplication on the part of dealers using it in a single community. Permission to use it will be granted to the first dealer in any locality who requests the privilege.

A single-column newspaper cut will be furnished by Design Hints for \$2.50 postpaid.

A FOOL cannot get angry. A wise man will not—when he thinks.

The trouble is, we all get excited before we start to think.

Anger is a sudden sentiment of displeasure and usually wears off with a few hot words. But how these "few hot words" reveal us to the world.!

The daily disposition to get angry can be cured if you will only take time to watch others who are making fools of themselves. The lesson should be enough.

If you have an explosive temper, you have about the most expensive human handicap.

Anger is an infection of the intellect. Crazy people are "mad," but anger is left for the so-called sane.

When a pitcher gets angry, he loses the game. Let the lawyer lose his "goat" and he wins—defeat. When anger is in, real ability goes out.

In matters of love, the one with the truest affection will be more inclined to abandon an argument.

Put it this way: To quarrel with a superior is silly; to wrangle with an inferior is small; to fight with an equal is very doubtful; to get angry at the one you think a great deal of is at least disquieting and sometimes dangerous.

A fit of anger seldom pays, and after it is all over, how well we know it. The important thing is to be able to stop the fit before it gets started.

Nine quarrels out of every ten would never start if people would only stop to ascertain whether the difference is worth contending about.

There are folks who are never happy until they are unhappy, never satisfied until they can start a quarrel. They are alive with the microbe of antithesis, and eventually dead so far as their former friends are concerned.

One or two fits of anger a day result in resentment toward the world. "Resentment" is anger continued—continued until all common sense is lost and most of our friends are forfeited.

There are only two classes of people—Malefactors and benefactors.

At one time a dry cellar was very important. Times do change. Now a wet cellar has more significance.

Granite Chips

(Continued from page 17)

Mr. H. H. Barnett, vice-president and manager of the Western Marble and Granite Co. located in Missoula, Mont., has in daily use an air hydraulic lifting banker which he designed and manufactured in his own shop. This banker is connected to the air tank and is capable of lifting two tons on 40 pounds pressure and from six to eight tons on 80 pounds pressure. A large die can be tipped onto the sandblast cart and the jack then used to set the die upright. The top of this banker is about 1-8 square. Its utility and convenience will be immediately apparent to the Craft. A similar lifting banker has since appeared on the market but Mr. Barnett's banker has been in daily use for the past six years. He is a good mechanical engineer and is therefore familiar with leverages and tensions of metals and granite.

Mr. Barnett uses live steam for applying Jiffy-Stencil which is far superior to the hot water and sponge method because the steam softens the gum; the air bubbles are sealed and no wastage of gum occurs from being washed off. The stencil is laid on the cold stone and a wooden roller applies it smoothly. The steam is applied through a fan tail nozzle at natural steam pressure of 15 to 120 pounds.

Mrs. Barnett, or "The Boss" as Mr. Barnett calls her is in the office daily and very efficiently assists him in conducting the growing business.

Ben Franklin was the first man to adapt stoves to burn coal.

Mausoleum Construction

(Continued from page 12)

Granite

All granite used for the exterior of the building is to be of—
granite, free from defects, dimensions and finish as shown in the drawing and to be set in good cement mortar mixed as follows: White Portland cement one (1) part Good clean sharp sand three (3) parts thoroughly mixed before the water is added; all joints shall be raked out one half inch deep and well pointed after the building is set.

Interior

All of the unexposed parts of the crypt construction shall be of the best grade of structural slate of size and finish specified on the drawings. The exposed parts of the crypt construction and the vestibule shall be of—
Marble, size and finish as shown on the drawings. All exposed marble shall be highly polished, set with bronze dowel pins, expansion screws, copper wire and plaster of paris.

Bronze Work

The doors, windows, sash, grills, ventilators, and fixtures shall be of government standard bronze.

The contractor shall, upon completion of the work, clean up all debris, grade and seed the lot.

These specifications should be included in a general way in all mausoleum contracts and thereby preclude error on the part of the contractor and assure satisfactory fulfillment to the purchaser.

PLATE NO. 6

In plate number six we show the plans of an eight crypt mausoleum in rock and axed finish

thus making a very neat and well proportioned building for a family of moderate means.

Fig. 1 shows the side elevation, or as the building appears from the side, and the ventilators at a. and b.

Fig. 2. shows the front elevation; the axed name panel over the bronze doors, and the steps and vases

Fig. 3. the rear elevation, shows the Art glass window at the rear of the vestibule.

Fig. 4. the longitudinal section, or as the building would appear if it were bisected lengthwise. Note the vestibule ventilator and ceiling support at a. The bronze rosettes at b. are fitted to the marble slabs to facilitate easy removal for interment. The dotted lines in the foundation indicates the outline of the crypts under the floor line.

Fig. 5. shows the floor plan, the ground dimensions, locations of the doors and window, crypt construction and the air space at a.

Fig. 6. is a cross section, or as the building would appear if bisected crosswise. This plan shows the vestibule ventilators at a. and the construction of the crypts under the floor line. The slab at b. is equipped with bronze floor rings to permit raising for interment.

Memorial Day

(Continued from page 9)

And so on Memorial day we observe these things. We look back on a nation that has fought, not for the glory of the sword, but for the weak and helpless, the women and children and the smaller nations. We see in this country traditions that do not

include the decapitating of political enemies, but rather the honor that is due them.

Memorial day is a splendid day. It is a day of the stalwart citizen, of the true patriot. It is made greater by the Memorial craftsman because in it he preaches the doctrine of remembrance. When events like these die then a people dies and this nation is no more.

TO OUR FRIEND THE HORSE

O Horse, you are a wondrous thing! No horns to honk, no bells to ring; no license buying every year with plates to screw on front and rear.

No spark to miss, no gears to strip; you start yourself, no clutch to slip, no gas bills mounting every day to steal the joy of life away. Your inner tubes are all O. K. and, thank the Lord, they stay that way.

Your spark plugs never miss or fuss; your motor never makes us cuss. Your frame is good for many a mile, your body never changes style, your wants are few and easily met—you've something on the auto yet.—Ex.

Never teach a young life to avoid difficulties. Surmounting obstacles is the best way to become educated.

Lame-duck in commercial parlance is a printer who is unable to meet his liabilities. Is there any wonder that there are so many lame ducks when nearly every business man takes a shot at him on price?

"Spats" are being worn and pronounced stylish. The proper term is ankle awnings.

The Real Men

A real man never talks about what the world owes him, the happiness he deserves and the chances he ought by right to have, and all that.

A real man is just as honest in the dark in his own room as he is in public.

A real man does not want pulls and favors. He wants work and honest wages.

A real man does not want something for nothing, so the get-rich-quick people can not use him.

A real man does a little more than he promises.

A real man is loyal to his friends and guards their reputation as his own.

A real man minds his own business. He does not judge other persons beyond sure knowledge not presuming to "search hearts."

A real man has excuses for others, never for himself. He is patient and charitable to others; to himself he is strict.

A real man does not hunt danger, but never dodges it when he ought to meet it.

A real man is glad to live and not afraid to die.

Sambo—"Was you sick with the flu, Rastus?"

Rastus—"Man, I was so sick dat mos' every night ah look in the causeyouallity list for my name."

Say Mose, what causes all those flies to follow us like dat?

Save yo' bwef, chil', dem ain' flies, dem's buckshot.

Fortunate is the man who learns a lot from a little experience.

"A loud mouth betokens low intelligence."



Device Pat. Sept. 22-25.

DON'T FORGET

This "Air-Take-Off Device" is being used by hundreds of satisfied dealers.

It gives more pressure than any other so-called air-take-off-device for cemetery lettering.

Device fits spark-plug hole of any motor; no tank required. Guaranteed 2 years; 10 day trial.

COMMENDATION!

Mount Bros.,
Memphis, Mo.

Gentlemen:

We received your "Air-Take-Off Device" some weeks ago, but did not try it out until the past week. It is a simple looking contraption but worth its weight in gold and one hundred dollars would not buy it if we could not get another. It was worth all it cost the first two days we used it.

Very truly yours,

Dees Monument Wks.,
By J. E. Dees, Prop.

A Signed Guarantee With Every
Order Filled

MOUNT BROTHERS,
MEMPHIS, MO.

Gentlemen: Enclosed is check or (send C. O. D.) for \$30.00. I will try the "Air Take-Off Device" for 10 days. If not satisfied, you are to return my money.

Make of Car _____

Name _____

Address _____

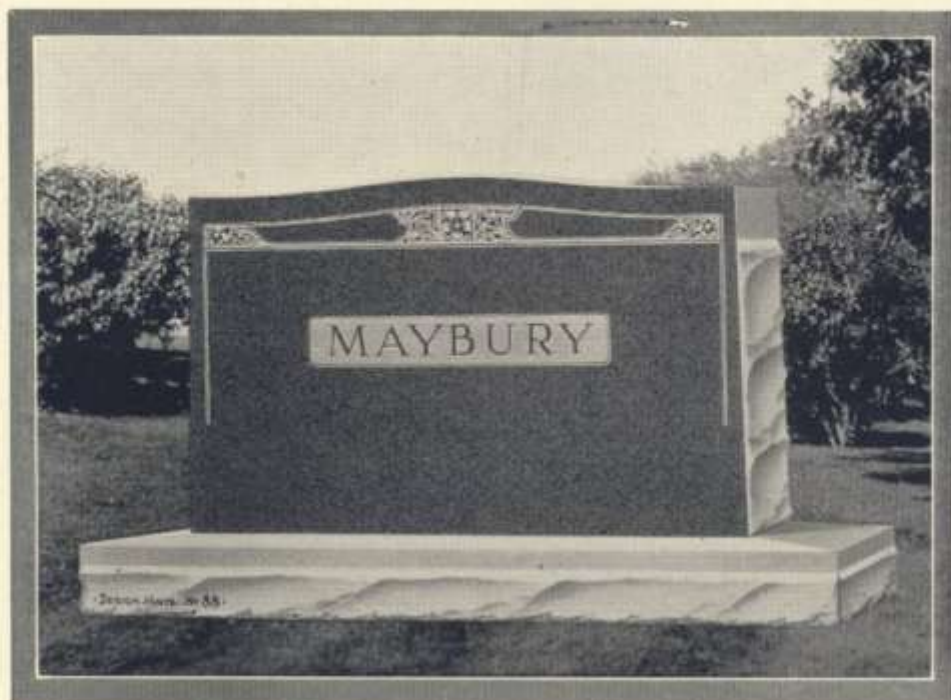


Our Emblem Is Your Protection

Beauty, good taste, grace of design, and long enduring qualities are the attributes of memorials that bear the *Rock of Ages* emblem. They are recognized by discriminating buyers to have a greater value because their imperishable finish is protected by the Rock of Ages Certificate of Guarantee, when so specified by the dealer.

ROCK OF AGES CORPORATION
BARRE, VERMONT

Say you saw it in DESIGN HINTS



Color and Texture

There is enough variety in color and texture in the Gopher line of splendid granites to satisfy the most fastidious tastes.

Golden Pink, Light Gray, Diamond Black
Minnesota Red Mahogany
H-Red, Dark Gray

Dealers who are hard to please are Gopher's most satisfied customers. We welcome the opportunity to prove this assertion.

GOPHER GRANITE CO.

ST. CLOUD,



MINNESOTA

Say you saw it in DESIGN HINTS



A Great Volume of Business For Superior Red and Gray.

The Ahlgren line of Superior Red and Gray St. Cloud, has realized on its anticipated preparedness for business and as a result we have reached new levels of volume for the spring business this year.

We anticipated a continuance of this volume due to the fact that we have shipped the Ahlgren line into new territory and we have had many complimentary letters concerning the quality of our granites and their faultless finish.

Granite City Granite Co.

The Ahlgrens

S. Cloud, Minn.

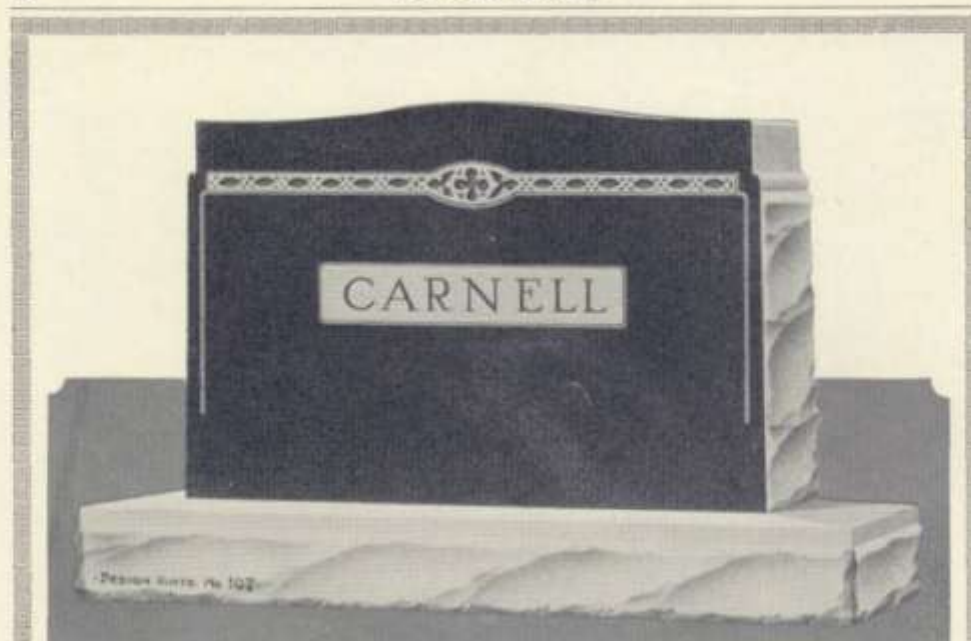
REPRESENTATIVES

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

Say you saw it in DESIGN HINTS



We Prepared for the Last Minute Rush in Red Pearl.

In anticipation of the usual condition of unusual demands just before Memorial day we have prepared ourselves for the customary rush for RED PEARL and as a result we have taken out some choice blocks and made them ready for hurried completion according to your order in the event this comes on again this year.

If you get caught, therefore, at the last minute we will do everything possible to give you the service you demand.

St. Cloud Granite Works
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

**FOR OUR
Boltless Surfacer
Bush Chisel**

It Is Important

that the cuts and key properly fit the chisel.

Satisfactory Results

can be guaranteed only when the new cuts and key are furnished by us. They will fit as well as the original set.

Trow & Holden Co.
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.

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**

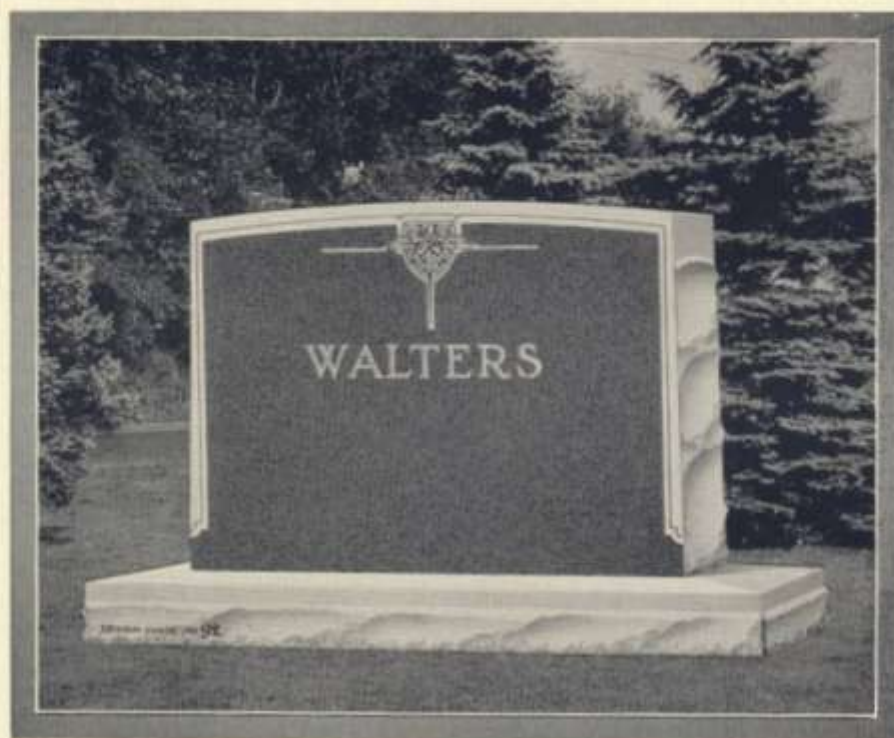
St. Cloud, Minn.

**GRANITE CITY ELECTRIC
COMPANY**

St. Cloud, Minn.

Overhead Cranes Reduce Overhead Costs.

Say you saw it in DESIGN HINTS



Rex Has Answered the Demand For Extra Good Spring Service.

During the last two or three weeks one carload after another of Rex memorials have been going to the various corners of the country. Some of these have been on short notice, all of them have been spring orders.

By the service which Rex has been able to demonstrate this spring we have convinced our customers that it is possible to get deliveries of this kind even for the late hour customers.

We are always prepared to render prompt service.

*Rex Granite Company,
St. Cloud, Minn.*

Say you saw it in DESIGN HINTS

St. Cloud Iron Works Co.

St. Cloud, Minnesota

Manufacturers of



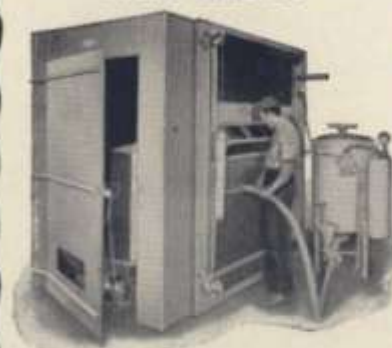
Jenny Lind
Stone Polishers
Shot Wheels
Emery Wheels
Surfacer Frames

Agents for

Dallett Products
Pneumatic Tools
Stainless Glue
Putty Powder



RUEMELIN SAND BLASTS



"Superior In Every Way"

Hundreds of customers have profited by its **Speed, Durability and Practical Service.**
Outfit No. 2 (Curtain Generator Fan) \$470.00
Including Steel Room - \$630.00

GET ON TRIAL

"Midget" Sand Blast Gun (A handy tool) \$30.00
"Zig Zag Sifter" (Cleans Sand) \$19.00
Get our New Catalog and Prices

RUEMELIN

2101 KENNEDY ST. MINNEAPOLIS, MINN. MFG. CO.

SERVICE Is

A NECESSITY WHEN YOU WANT IT.

We have

A COMPLETE LINE OF DOMESTIC GRANITE

Rock of Ages or Pirie's Dk. Barre, Wetmore & Morse or E. L. Smith Lt. Barre, Quincy, St. Cloud, Westerly, F-C Black, Elberton Blue, Winesboro Blue, Concord, Ryegate, Chester, Hallowell, Woodbury, Wausau Red, Connecticut White.

READY TO SHIP IMPORTED GRANITE

Balmoral Red, Grecia Green, Cheviot, Blue Pearl, Emerald Pearl, Black Swede, Ben More Beers Red.

DESIGNS

That are artistic, Up-to-Date, Practical.
Air Brush Designs at Reasonable Cost.

Send us your Sketches for Estimates.
Stock Sheets on Request

EPITAPH

Here lies Anne Mann; she lived an
Old maid and died an old Mann.

BURTON PRESTON & CO.

MANSFIELD, OHIO

GUARANTEED TOOLS

We guarantee our

**SURFACER TOOTH
CHISELS**

against breaking or
jumping in the shank.

We are manufacturers
of Pneumatic tools in-
cluding Surfacers,
Frames and Heads, Pol-
ishing Machines and
all accessories, making
up a complete line of
Granite Working Tools.

We also carry a line of
bar steel, hollow steel
and shot.

Prompt Shipment
Inquiries Solicited



Granite City Tool Co.,
Barre, Vermont St. Cloud, Minn

Say you saw it in DESIGN HINTS



A Masterful Memorial Medium

That discerning eye which perceives loveliness in masterful memorial design will revel in the brilliancy of the polished surfaces of Pirie's Dark Barre Granite—and in the hands of the sculptor or designer it becomes a medium in which he is able to carve any beauty he can vision.

Demand the Pirie Certificate of Perfection.

J. K. PIRIE ESTATE,

Office: Campbell Block, Depot Square.

BARRE, VERMONT

Say you saw it in DESIGN HINTS



A Business Such As We Never Have Had Before In Spring.

That is true of the grist of contracts received by the House of Seven Brothers this year. Our Memorial day business has been greater than ever before.

We know there are several reasons for this. We have tried to maintain an exceptional service to our customers, therefore the old customers know what to expect and the new ones learn it from the old.

Old customers also know of the flawless type of granite and work and we have a splendid return on our new policy of offering new designs to the trade.

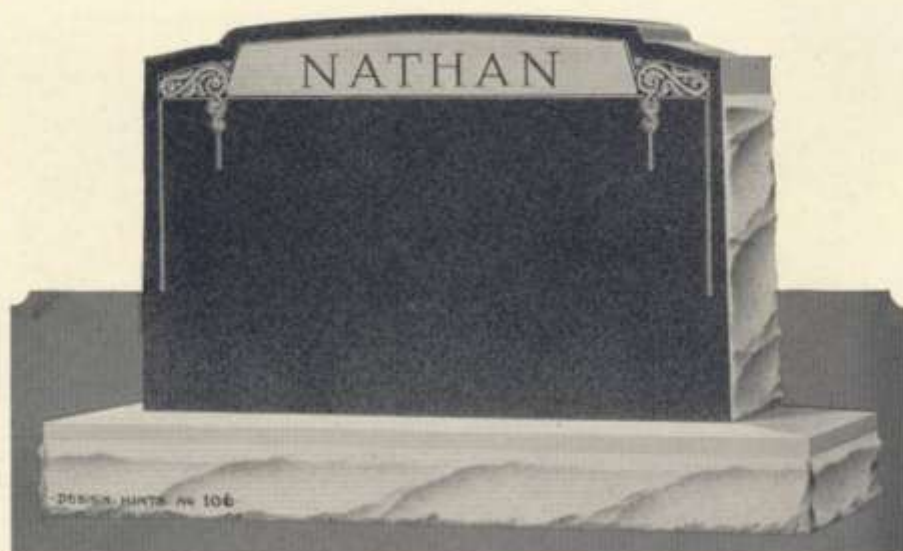
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THE HOUSE OF SEVEN BROTHERS
Universal Granite Co.
St. Cloud, Minnesota

7

Illinois, Indiana, Michigan Representative,
C. F. Carpenter, Box 715, Indianapolis, Indiana.

Say you saw it in DESIGN HINTS



Business Is On The Upgrade And The Man of Action Gets It.

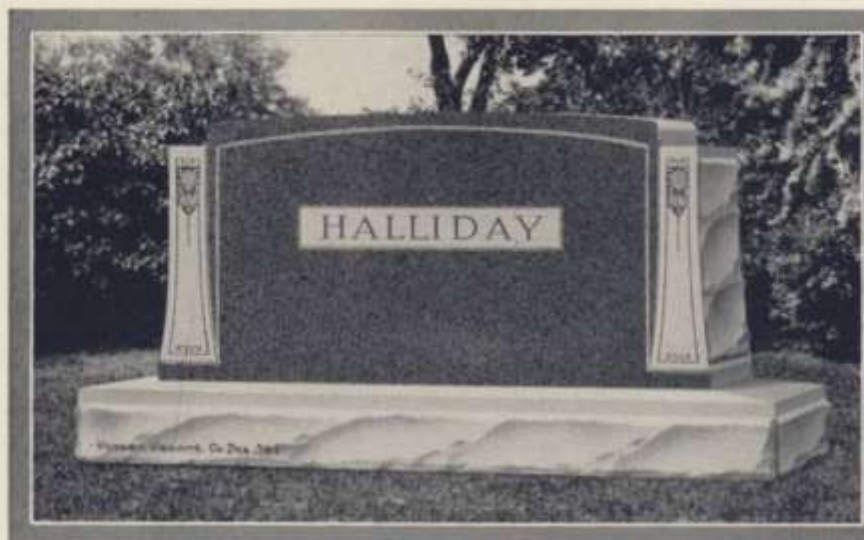
Indications are that this year will be on a par with some of the great business years following the world war. This is the promise of some of the greatest industrial and economical observers in the nation.

The man of action, the man who is aggressive and out for new records, is the man who will gather in the returns on this kind of a wave. We hope the men of the memorial industry will cash in on all their possibilities and will see to it that every lot which has been unmarked for the past several years will have a suitable memorial.

United is prepared to give you its whole-hearted support in a campaign to bring about this result. We hope you will call on us for any assistance needed.

UNITED GRANITE CO.,
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



It Would Be A Mistake—

—to drive hard for Memorial day business now just because it is a big season for you if—

—you should rest on your laurels after you have achieved your goal for this seasonal business.

The test of real selling effort and the final analysis of success comes in sustained effort the year around.

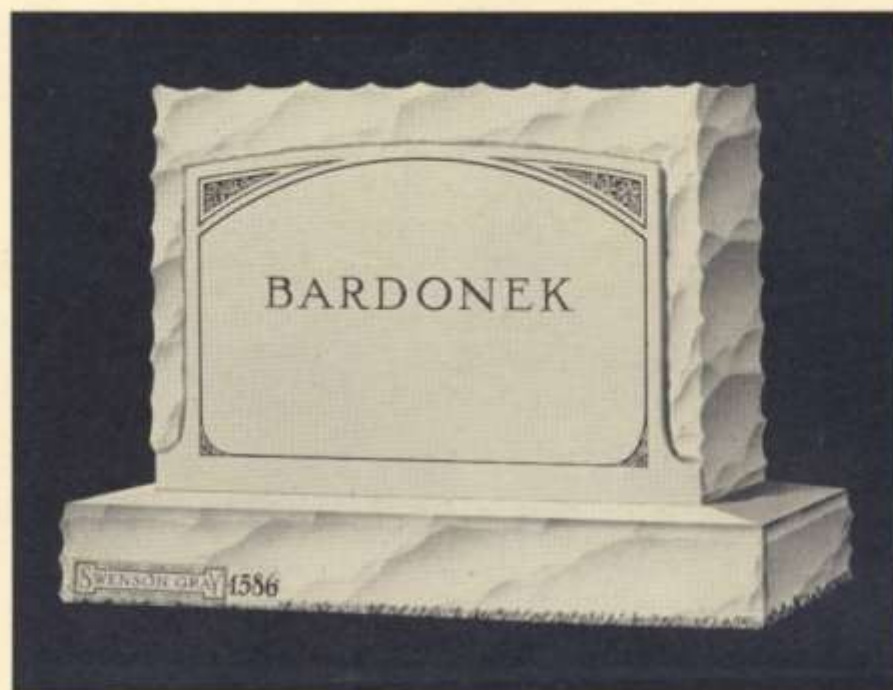
Victory conceptions in design, backed by Victory service in selling, will help you carry out this plan of merchandising that will make good months in all seasons and bring about a good volume for the year.

Each month Victory offers a new idea and many of the outstanding craftsmen of the country are taking advantage of it. Are you?

Victory Granite Company, Inc.,
Barre, Vermont

SALESMEN:—A. A. Hecht, 187-85 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



A new and exclusive Swenson Creation. Sizes and prices upon request.

*For Those
Who Love Beauty—*

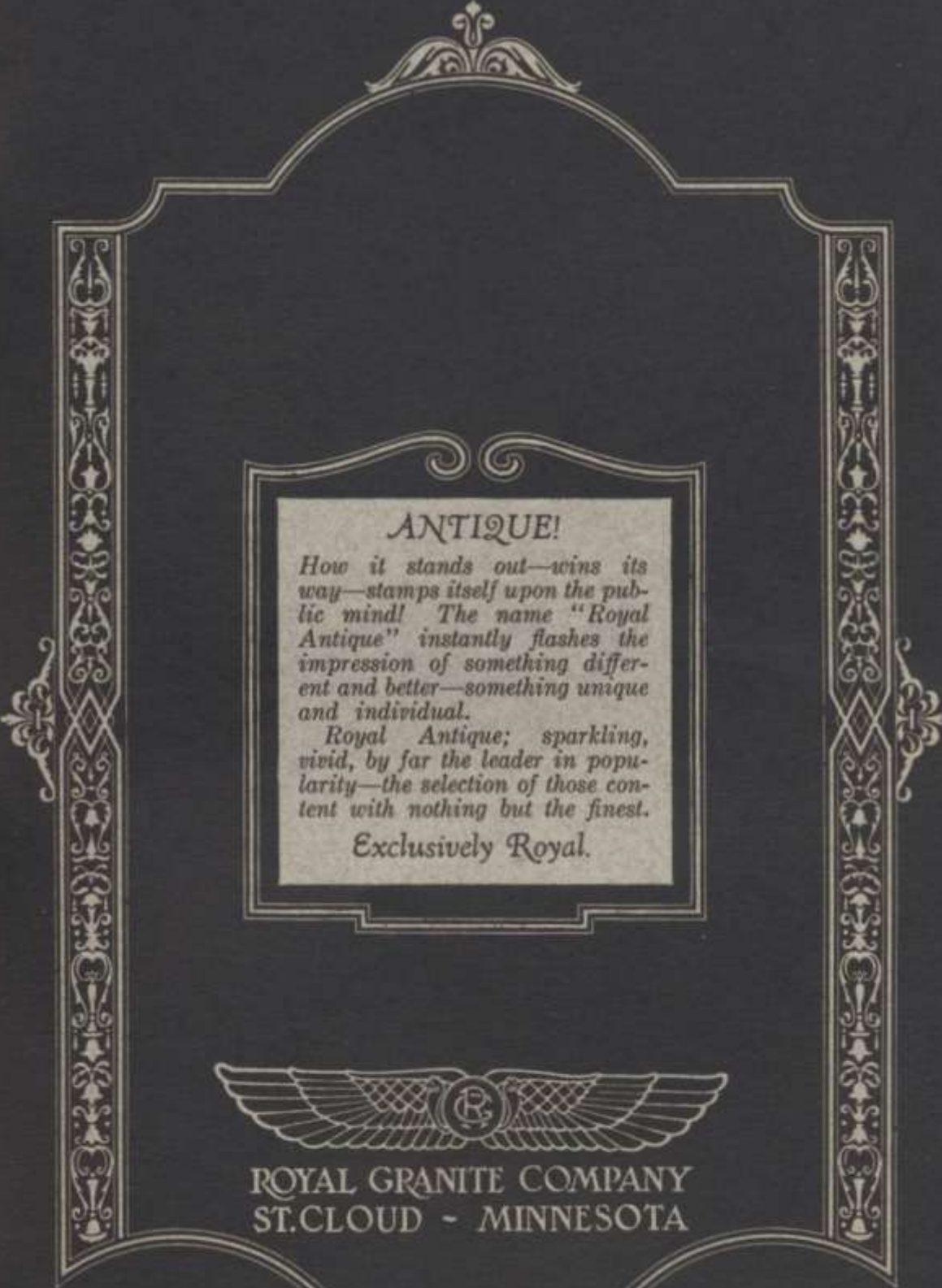
and who insist upon its expression, the John Swenson Granite Co. is constantly developing new memorials in attractive forms. Simple in outline, with lovely decoration, you never will tire of a Swenson Gray memorial.

After continuous exposure to the elements the charm of Swenson Gray Granite remains unchanged.

The John Swenson Granite Co.
Concord, New Hampshire

I. N. Strock, Baltic, Ohio: Ashmore Brothers, Zanesville, Ohio: Fred Haslam,
4019 Kenwood Ave., Kansas City, Mo., U. G. Doran, P. O. Box 92, Dallas, Texas

Say you saw it in DESIGN HINTS



ANTIQUÉ!

How it stands out—wins its way—stamps itself upon the public mind! The name "Royal Antiqué" instantly flashes the impression of something different and better—something unique and individual.

Royal Antiqué; sparkling, vivid, by far the leader in popularity—the selection of those content with nothing but the finest.

Exclusively Royal.



ROYAL GRANITE COMPANY
ST. CLOUD - MINNESOTA

QUALITY!

INEVITABLY it is the accompaniment of distinction—its expression and its prerogative. In the better memorial shops where such standards prevail, the selection of Smith-Barre is not so much an endorsement as a plain indication of a fact—that Smith-Barre manufacturers surpass all others in the fine art of memorial craftsmanship.

A single memorial of Smith-Barre can add new interest and beauty to your show room—a carefully selected group will give it new dignity.

Ask your Barre manufacturer for our Certificate, the symbol of QUALITY.

E. L. SMITH & CO.
BARRE, VERMONT

