Design Hints For Memorial Craftsmen

April 1929, Vol. 5, No. 10

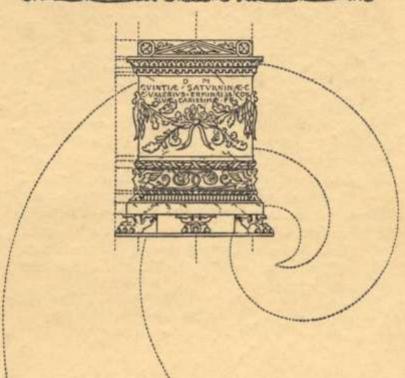
Published Monthly at St. Cloud, Minnesota Dan B. Haslam, Editor and Publisher

This booklet, which begins on the next page, is presented on the Stone Quarries and Beyond web site.

http://quarriesandbeyond.org/

Peggy B. Perazzo Email: pbperazzo@comcast.net January 2013

DESIGN HINTS FMEMORIAL GRAFTSMEN



April, 1929

VOLUME 5

NUMBER 10

The Crisp Charm of Wetmore & Morse Light Barre

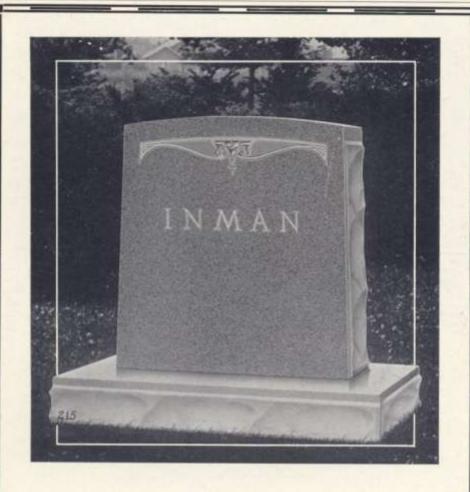
The sense of dignity—that fine appreciation of the fitness of "things well done" which prompts the erection of memorials, instinctively choose as their medium the Light Barre of Wetmore & Morse. Its quiet classical beauty—its fine texture and even coloring—above all, its clean, crisp charm, make it the Superior Granite for memorials, modest or magnificent. Offer it and see if it isn't the choice of the majority.

Request our Certificate of Merit.



Wetmore & Morse Granite Co.,

Quarries: BARRE, VT. Main Office: MONTPELIER, VT.



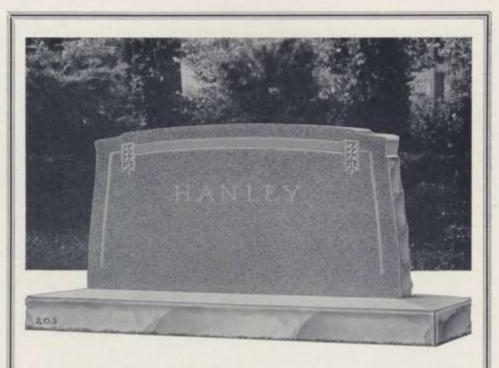
A Year From Today---

What will you be doing a year from today? Will you be plugging along trying to sell memorials of just ordinary granites, or will you tie-up with Emeraltone and sell monuments of superior granite?

Wire or write today for exclusive territory for the sale of this flawless, dark granite.

St. Cloud Granite Works

St. Cloud, Minn.



Eventually

—the choice of the discriminating prospect, seeking the best in granite, design and craftsmanship centers on

"The best in



Mahogany"

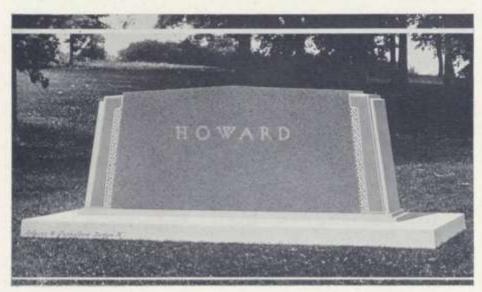
Progressive dealers are pepping up their business and reaping handsome profits by featuring "The Best in Mahogany" in their show-rooms.

May we send you specifications and prices on the Hanley design?

Dakota Granite Works

Milbank, So. Dakota





The Harbinger of Spring

As the balmy south winds of Spring waft across the fields and meadows, new life buds forth in vigorous growth, so will the beauty of design and master craftsmanship of Johnson & Gustafson memorials bud forth new prospects and stimulate your business to a vigorous growth. Ask for sizes and prices on the Howard design our own exclusive creation and give us a chance to prove our statements.

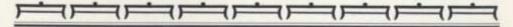
Johnson & Gustafson BARRE, VERMONT

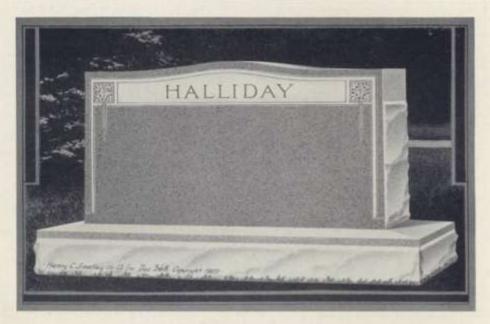
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EXCLUSIVE DESIGNS

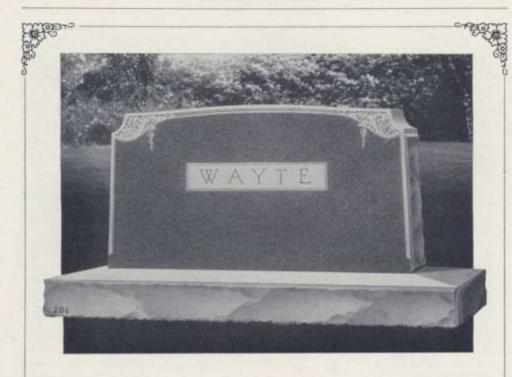
Are Made For

the Smalley line of distinctive granites
that have proven so popular with
the dealers who have tried them.
We particularly recommend
our Pink Westerly for the
Halliday design as shown
in the accompanying
plate. Sizes and
prices on
request.

Royal Blue-Gray Royal Dark Pink Westerly Red Westerly

Henry C. Smalley Granite Co., Inc. 64-84 Penn. St. Quincy Adams, Mass.

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A New Superior Level

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THE Demand for Superior Red and Gray memorials has reached a new level of volume. The quality of Superior memorials has added a large score of new dealers in all parts of the country to its already large following of enthusiastic boosters.

May we have the pleasure of quoting on your next requirements.



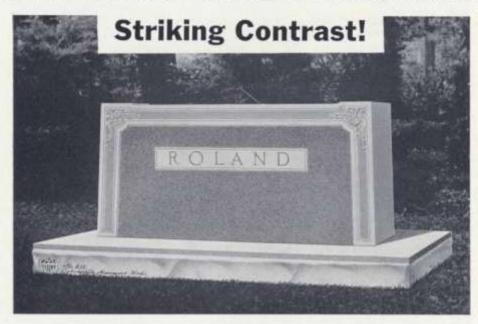
Granite City Granite Co.

The Ahlgrens St. 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

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There is a striking contrast between the hammered and polished surfaces of

Ortonville Ruby Red and J. L. Mahogany Granites

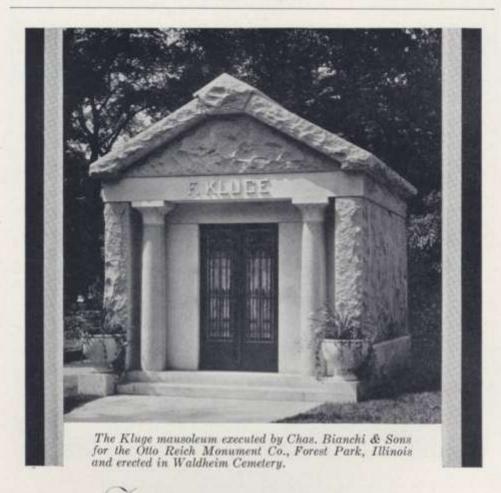
And they are superior granites for fine sandblast carving too. Note the fine contrast between the hammered and polished surfaces of the Roland design, one of our recent creations. Novel and beautiful sand-blast effects are made possible as you will observe in the carving and two-tone border. Write for sizes and our special prices on this design.

Ortonville Monument Works

QUARRIES AND PLANTS: Ortonville, Minnesota

CHICAGO OFFICE 1461 Monadneck Block

Send all Correspondence to Chicago Office.



В	HE overwhelming preference so generously accorded Bianchi me-	Q
I	morials by the foremost dealers of the country is the inevitable	U
A	result of an instantly recognized superiority in quality. Quality	A
N	means a great deal when you know the record behind the promise.	L
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CHARLES BIANCHI & SONS

BARRE, Manufacturers VERMONT



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

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

Unit Number Ten

We have just glanced through Unit X on Memorial Salesmanship and Management and have found therein a few items of great interest to those who are struggling with the matter of contract sales and other forms of credit.

This Unit has particular application to the memorial industry as it stands just now and we think the booklet contains the solution of many perplexing problems of the average craftsman, or at least those who are making an honest effort to bring about the right kind of selling methods in the industry.

The great difficulty with all of us is that we fear what our competitor might do, whereas if we just reasoned it out we would find the competitor in substantially the same frame of mind and he is not doing anything knowingly to tear down the industry.

In an analysis of the uses of credit this report hooks up the three important elements in any business: Sales, Credit and Collections.

And the policy of the retailer the wholesaler or manufacturer are inseparable as they effect one another.

Installment selling, one of the disrupting evils of modern business is condemned, particularly as it applies to the memorial industry and the reason therefor is apparent. It is hardly necessary to say that it is impractical for a memorial merchant to sell on the installment plan because in the event the buyer fails to pay, removal from the cemetery is unlawful in some cities and the expense prohibitive.

The average buyer wants only an honest statement of facts. If he understands you have a definite policy of selling your product on a regular open account basis and that you expect settlement in full when the contract is completed he makes provision to take care of it.

Installment selling, started by some of the country's well known luxuries has run its course in other lines of industry and it is due to make an about-face. It is going to do so because the business man is going to wake up and decide it is a ruinous policy. He has seen the cash stores getting the money and the same trade that patronizes them coming back to him for more credit when they have no money.

Let the seller beware! That should be the new slogan. Let folks know that when they buy they are expected to pay, not next month or next year, but on the first of the month following the purchase.

Historic Ornament and Modern Design

By Dan. B. Haslam.

This is the beginning of a series of articles on Historic Ornament in which beautiful designs of the past are borrowed and arranged in practical schemes for modern memorial design and sandblast execution. We hope this series will prove as generally popular as the other articles on ornament we have previously published in Design Hints. Only those motifs we believe to be best suited to sandblast carving will be illustrated, and an earnest effort will be made to secure past examples that are attractive in outline, symbolic and applicable to modern memorial design.

Three or more sketches of finished designs showing contour and surface enrichment will be illustrated in each plate along with completely rendered details of other design suggestions. Believing our illustrations will be most appreciated, and the finish more clearly defined by rendering them in wash instead of pen and ink, we have carried out this thought in preparing the accompanying Variety in arrangement plate. for side decoration, central motifs, rosettes and borders are also shown in the sketches in our

plate.

EGYPTIAN

In all styles of Art with the exception of that of the Egyptian, we can trace a rapid ascent from infancy, founded on some bygone style to a culminating point of perfection, when the foreign influence was modified or discarded, to a period of slow lingering decline, feeding on its own elements. In the Egyptian we have no traces of foreign influence, and we must therefore

believe that they went for inspiration direct from nature.

The types of the Egyptian ornament are few and natural, the representation is but slightly

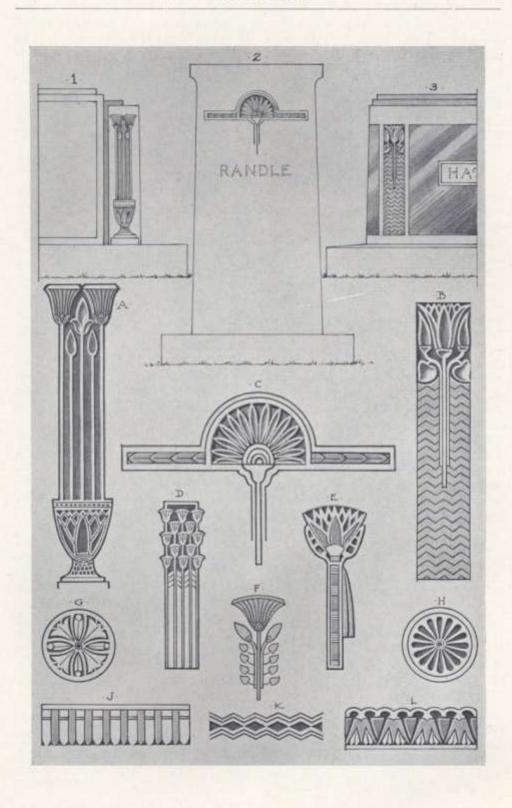
removed from the type.

The chief water plants are two, the papyrus and the lotus, symbolizing the food for the body and the mind. The papyrus was a kind of reed bulging somewhat at its base and surmounted by a flower, which, originally bound into a bud, finally opened to show a profusion of little blossoms at the tips of stems springing from a common center at the bud's base. Papyrus stalks in a bundle were the inspiration of a common column form.

The lotus and the papyrus together with the palm branch with the twisted cord made from its stems, and the feathers of rare birds, which were carried before the king as emblems of sovereignty are the few types which form the basis of that immense variety of ornament with which the Egyptians decorated their buildings and many other works of art, even to small articles used around the home.

While Egyptian ornament was more natural in shape than other types, their representation was architectural rather than true natural form.

The ornament is of three kinds; that which is constructive, or forming a part of the monument itself; that which is representative but at the same time conventionally rendered, and that which is simply decorative. In all cases it was symbolic. The lotus flower not only symbolized the life giving power of the Nile, but also im-



mortality. The Nile was also symbolized in the wave-like zigzag ornament. The palm was sacred to Osiris, god of death.

The crowning member or cornice of an Egyptian building was decorated with feather ornament which appears to have been an emblem of sovereignty.

Animals appeared more often in sculpture decoration than in ornament proper, as did the human figure; but the winged disc, emblem of divinity is important; also the vulture symbolic of motherly care, sacred to Mut, the sun god's wife. In Egyptian Art the soul was represented by a little bird.

The architecture of the Egyptians is thoroughly polychromatic,—they painted everything. They dealt in flat tints and used neither shade nor shadow, yet found no difficulty in conveying to the mind the identity of the object they desired to represent. They used color as they did form, conventionally.

The colors they used were principally red, blue and yellow, with black and white to define and give distinctiveness to the various colors.

-Plate 1-

Three interesting designs are illustrated under numbers 1, 2 and 3 in our plate. We have suggested polished finish for the die in Sketch 3, but this would appear well all hammered, and the others, which show hammered surfaces, are not too ornate for inexpensive polished designs.

The ornament as shown on each of these design suggestions is illustrated in large size below each sketch and lettered A, B and C. Sketch A shows the papyrus flower in combination

with the lotus and its buds rising from a lotus shaped vase. The papyrus is merely outlined on its outer edges, and parts of the flower darkened with carborundum. The surface between the stalks is sunken, and the petals of the lotus vase are finished likewise. The narrow outline around this sinkage creates a most attractive appearance.

The lotus plant and its buds are illustrated in Sketch B. This flower is also raised in a sinkage. The panel containing the wave ornament is blown darker and creates a pleasing contrast with the hammered surface and somewhat softens the incised lines of the wave ornament.

The fan made of dried leaves is shown in Sketch C. This ornament together with the border of feathers makes a very attractive central motif, particularly for tall designs. The feathers in this plan are darkened.

Sketch D is a representation of the payrus growing in the Nile. This is an attractive plan for side decoration. Sketch E represents a full-blown lotus and two buds, bound together with ribbons, the type of the Capitals of Egyptian columns. The small petals of the flower are raised in a sinkage with the centers sunken. The three large petals as shown in the sketch are outlined and darkened in the center.

Sketch F shows the papyrus flower in combination with lotus buds. This ornament is merely outlined and shaded. It is especially suitable to tall designs as a central motif.

Sketch G and H illustrate two very popular Egyptian rosettes. Sketch G represents the lotus flower and its buds, and H repre-

Labor Lost

"You folks don't need a maid. you need a mechanic," said a friend of mine to some people who had been showing him through their home which was equipped with every possible device for saving labor.

"Yes." said his host, "we have saved so much time with all this machinery that now we have time to kill."

That is a wide-spread disaster in America today. We have so much leisure time on our hands that we are driven almost crazy to find new ways to spend it, with the result that most of our entertainment is killing time.

Americans use more labor saving machinery than any other people under the sun. Electrical appliances, gasoline engines, power machinery and rapid transportation have combined to make the working day shorter on American farms and in American factories and homes than anywhere else on the planet. Europeans marvel at the short working day that prevails in the United States.

But it is a very serious question as to whether this short day is producing much satisfaction. People who have no knowledge of how to use time get no benefit and little satisfaction out of lei-

Men who have nothing else to do invent some silly championship contest for the entertainment of others who have less to do. A few months ago it was a flag-pole sitting championship with a dozen men sitting idly astride of flag poles and thousands standing idly by and lookingat nothing in particular.

Then came the coffee-drinking

championship, the gum-chewing championship, and now the mara-Thousands are sitthon dance. ting day and night watching listless and half-conscious individuals stay on a dance floor in an endurance contest which determines nothing more than the question "Which one has the best feet and the smallest brain?"

It is doubtful if we have ever had as senseless and useless entertainment as at present. All the jazz tunes are exactly alike. Moving pictures are monotonously trivial. The dances are universally ugly. One phonograph record

is just like all the rest.

Of what use is it to labor and save for the purpose of buying cars which will take us at the rate of sixty miles an hour to places we don't care to visit, past scenery we don't stop to appreciate? Or of what use is it to struggle through hard labor if we are not prepared to really appreciate the opportunities for culture, education, soul growth and mind filling which the leisure hours offer?

A book that makes us think, an hour's study on a problem of the Selling Memorials, thirty minutes with a magazine full of facts, an evening by the fire with a companion who can talk intelligently—these are the things that make leisure pay.

Blessed is the man who knows how to make an hour of leisure show a real profit.

* * *

If we live long enough we find that other people are very much like ourselves.

GRANITE CHIPS

The 24th Annual Convention and Design Show.

The 24th Annual Convention and Design Show will be held at West Baden Springs, Indiana on August 13, 14, 15 and 16, 1929. The executive committee have arranged the details of what promises to be the greatest convention ever held by the Memorial Craftsmen of America.

Under date of April 20, floor plans of the building were sent to all the manufacturers who exhibited at Chicago and others, and the contract for space which includes the price of the booths is in the hands of the printers, and will be forwarded to the exhibitors together with various other details in a very few days. There should be quite a rivalry among the manufacturers in securing desirable space for this exhibit, and we believe all booths will be sold in short order.

The fact that the exhibit is to be shown in the beautiful hotel such as was planned at Chicago assures the success of this Design Show, and we agree with the officers in that this convention will undoubtedly be the best ever held by the National Association.

* * *

We acknowledge with thanks receipt of the Keystone Memorial Crafts Bulletin, a new publication devoted to the interests of the Memorial Craftsmen of Pennsylvania. "Herb" Mason, Erie, Pa., Secretary and Treasurer of the State Association is the editor of this new bulletin. It will be devoted to news and ideas of interest to all Craftsmen. Its success as

a worth while paper is assured because "Herb" will handle the publishing, and Design Hints congratulates him on his new job, and on his first edition.

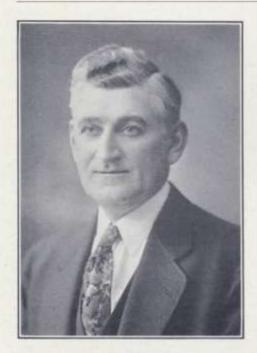
"Herb" says, "For many years it has been the ambition of your 'hired man' to have some sort of monthly communication with all the dealers in our state, but the realization of this ambition has been delayed from time to time by lack of encouragement from our officers and from the dealers on whom we will have to rely for the success of this venture. During a caucus at Allentown with President Jim Carroll and other old work horses of our Association, the Bulletin was again suggested and discussed. result is that your 'hired man' has a new job. This issue of the booklet is our first. I hope you will like it, and that it will become more interesting and more valuable with each succeeding issue."

We hope "Herb" will keep our name on the mailing list.

* * *

P. F. McLaughlin, the handsome gentleman shown in the accompanying plate advises us that he has recently joined the firm Westerly Granite Co. of New Hampshire at Milford, N. H., so henceforth he will be recognized as director of sales of this company.

Mac has been associated with this industry for several years, originally as publisher of a Trade magazine. He states that his firm has adopted a trade name of "Hoover Granite" in order to standardize their product. They



P. F. McLAUGHLIN

have made extensive improvements in their sheds, and have also installed new and modern machinery.

Mac's home address is 4906 North Smedley Street, Philadelphia, Pa.

* * *

We are informed by Mr. C. R. Bonner, salesman extraordinary for W. C. Townsend & Co., Zanesville, Ohio, and special correspondent for Design Hints during his spare moments, which we may add are few and far between, that Mr. Paul Nickels, proprietor of the Superior Granite & Marble Works, Superior, Wisconsin, has recently made a great improvement in the remodeling of his show room and office. The office has been enclosed, and is sufficiently large for a designing department, to carry out Mr. Nickel's own ideas in the art. The work room has been lengthened ten feet, and a large skylight constructed gives excellent lighting arrangement.

Mr. Nickels is at present recuperating from a long siege of illness, and expects to handle the spring sales volume personally. Mrs. Nickels has very ably handled the business during Mr. Nickels' illness, and the improvement in their building is the result of her planning.

ት ት ት Little Billy and Big George

Billy Salladin, St. Paul, Minnesota, Northwestern representative of the Vermont Marble Company sent us the snap shot as shown in the accompanying plate.

Billy is at the left in the picture, and he is, we believe, trying to sell George Carufel, the efficient proprietor of the Fargo



Marble and Granite Works, Fargo, North Dakota, another train load of marble. They are standing in front of Calvin Coolidge's home in Vermont, and both being past masters in the art of selling, are taking off their hats to each other.

* * *

Ruemelin Manufacturing Company, Engineers and Manufacturers of Sandblast Equipment of Milwaukee, Wisconsin, have recently made some improvements in the construction of their Junior Generator.

The tank now holds two hundred pounds of sand instead of one hundred and sixty. They have also provided it with a funnel bottom, which facilitates the movement of the abrasive through the tank. The automatic mixing chamber has been redesigned, and now includes the pure gum rubber valve assembly which has proven to be so successful in

their standard large size machine.

* * * *

Looking For Spring

C. F. Davis, the genial Sales Manager of the Oglesby Granite Quarriers, Elberton, Ga., sent us



the accompanying snap shot of himself in which he appears to be experiencing a severe winter in the northern part of the country.

We can not for the life of us figure out why C. F. would seek out cemeteries at this particular time of the year for his recreation, but then again, he is always doing the unexpected. We believe he was all dressed up and had no place to go, or he most certainly would not have attempted to seek inspiration from a cemetery in the bleak cold winter days of the north.

* * *

On April 6th the Barre Association attained its 14th birthday.

On that date in 1889 the old records show that 14 granite manufacturers gathered to discuss the problems and needs of the Barre district. Before the meeting closed the Association was formed and the following officers elected:

President, Alexander Gordon; Vice-President, H. K. Bush; Secretary, William Barclay (Sr.); Treasurer, Thomas Williams. Board of managers: E. L. Smith,

Board of managers: E. L. Smith, Sidney Wells, James Ingram, and John Sullivan.

The function of the first committee was to build up membership; and in a short while the membership reached a total of 58.

During the past 40 years many officers have come and gone and much has been accomplished to the benefit of the Barre district.

For the benefit of those who know Barre both past and present we give a complete list of presidents and secretaries.

m.						
1.7	D 1	ESI	TV.	E7t	BATY	THES.
-	PG-I	100	12.7	Eta.	CM:	1.0

1889	Alex Gordon
1890-91	John McDonald
1892	William Barclay (Sr.)
1893	J. D. Smith
1894	H. K. Bush
1895	George Lamson
1896	George C. Mackie
1897	William Barclay (Sr.)
1898-99	James McKay
1900-01	James Adie
1902-05	William S. Alexander
1906-07	J. W. McDonald

(Continued on page 24)



In the March issue of Design Hints we published a letter from the secretary of the newly organized Detroit Memorial Art Club which was organized to combat the Community Mausoleum and No Monument Cemetary menaces in Detroit. The following most interesting letter was received from one of our readers, and we are most pleased to publish this along with another letter from Detroit, and also a few letters of commendation relative to our booklet.

New Castle, Pa. April 12, 1929. Mr. Dan. B. Haslam, DESIGN HINTS, St. Cloud, Minn. Dear Sir:

We cannot resist an opportunity to raise our voices in support of the idea which was so well expressed in the letter from the Detroit Memorial Art Club as published in your March issue of Design Hints

We of the Memorial Craft have a business which is based upon the noblest instincts of mankind; whose beginning is lost in the dawn of history; whose finer efforts have drawn inspiration from "The glory that was Greece" and from the crowning achievements of art and culture of all peoples and all times.

It is hard to conceive of any subject which has so many angles of appeal—love, reverence, pride and duty—as the idea of a Memorial. And yet the industry sits back and lets a few skillful promoters and salesmen undermine our solid foundations! Instead of broadcasting our story to the world we let people find it out as best they can.

It appears to us that the time is ripe for decisive and vigorous action. Personally we believe this could best be taken care of by co-operative action among all the quarriers of all materials used for memorial purposes. However we are in favor of any method which will put the idea across and will back to the fullest extent of our limited means and ability any such movement.

Yours very truly, Oak Park Memorial Co. By G. Fred Sherman.

* * *

Mr. Dan. B. Haslam, St. Cloud, Minn. Dear Mr. Haslam:

Thank you very much for the publicity which you gave us in your March issue of Design Hints.

(Continued on page 23)

EVERY MAN A KING

Written for Design Hints by Dr. Roy L. Smith

The average American working man enjoys privileges every day, almost without cost, which kings and queens of a few centuries ago would have given their empires to possess.

The humblest man has more servants at his command than ever served a Roman emperor and none of them ever threaten

mutiny or rebellion.

When Cleopatra, the famed queen of the Nile, rode in state or sat upon her throne she was encircled with a line of servants waving great fans to keep her highness cool and comfortable. Electric fans in American workshops, offices and kitchens do the work better than Egyptian servants ever did with no annoyance or revolt.

Caesar, desiring news, sent his couriers into the outmost corners of Rome, but a hundred thousand news-gatherers rush their word of the latest events along the wires from the most out of the way places of the earth while other thousands set it up in type and deliver it to the doorstep of the lowliest American every morning and night.

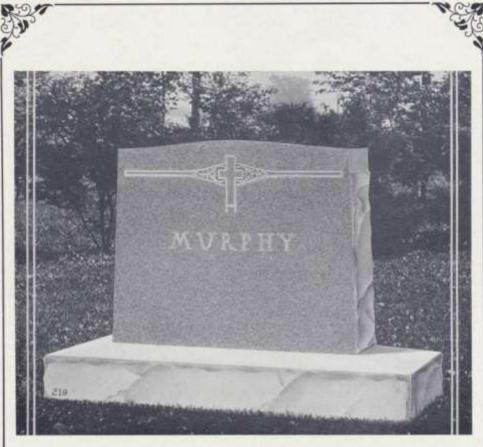
The ancient kings employed their court jesters to thrill their jaded spirits, but the comic strips, the movies and the radio bring better amusement and more of it to the plain people every day.

The modern chemical laboratory, the phonograph, the player piano and the telphone perform feats of magic that no monarch of a hundred years ago could command.

Libraries were the exclusive property and playthings of royalty a few hundred years ago. Today every great municipality boasts of a library, free to the smallest child, with which no king's library would compare. The public schools and universities furnish more wise men than any royal court could summon.

A hundred armed guards protected the lives of royal families. Modern food inspection, under government supervision, protects the helpless children and the unsuspecting home from contaminated food and the public health service guards against disease.

In 1929 every man is a king with a million workers in every corner of the world laboring to make life comfortable, luxurious and beautiful.



Design Hints No. 219

MURPHY

The Murphy design is offered to the trade in pursuance of the demand for attractive designs that will show up nicely in the smaller sizes. This design is practicable for such sizes as 2-6 x 1-0 x 2-2 and 3-0 x 1-0 x 2-8. Ample space is provided for long, family names.

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





DESIGN HINTS 21

Eight Reasons Why You Should Use

MELROSE

Design Service is maintained by a staff of highly efficient devigners

MELROSE

Craftsmen are experienced and carefully selected granite workmen of ability

MELROSE

Equipment is one of the most complete and up-to-date in the world

MELROSE

Memorials are guarunteed against imperfections in workmanship and granite

MELROSE SALES AND SERVICE

MELROSE

Memorials have an appeal and dignity that only master craftsmen can produce

MELROSE

has an unlimited supply of granite from its own quarries

MELROSE

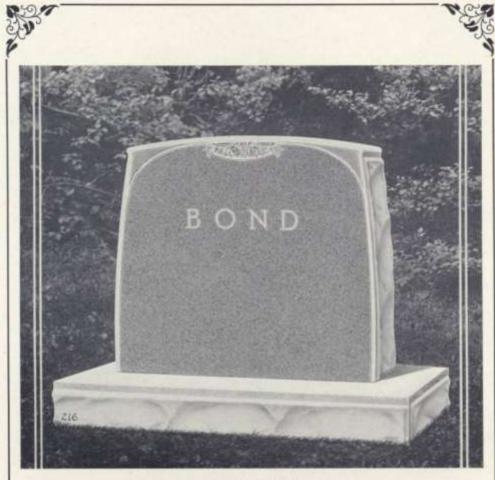
Personnel and equipment assures prompt deliveries on all orders

MELROSE

Sales aids have helped many dealers to overcome difficult sales problems

MELROSE GRANITE COMPANY St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



Design Hints No. 216

BOND

The Bond Design is another Design Hints' offering that will appear well in the smaller standardized sizes. The beautiful sand-blast carving is greatly enhanced by the two-tone panels on either side and the margin which follows the slightly ovaled top and the convex sides of the die. Photos are now available.

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



Granite Chips

(Continued from page 17)

By so doing, you have gone a long ways to help us in getting action on a National Advertising program. We have had a number of retailers mention to us that they saw the news. This shows that your publication is read with interest.

The Memorial Craftsmen's Association of Greater Detroit are cooperating very nicely. In two weeks we start our advertising program. The contract for a six months plan costing \$3,000 has been signed.

In Detroit there are in various stages of promotion, ten No Monument Cemeteries and five Community Mausoleums. You can readily see why we had to act. The advertising we are putting out will be carried under the name of Memorial Craftsmen's Association of Greater Detroit, our new name. We are affiliated with our State and National Associations. Our movement here has about 90% of the retailers back of it, and many of them are members of the State and National Associations.

In January 1929, things and conditions among the retail Memorial Craftsmen of Detroit were about as they are found to be elsewhere. There was anything but cooperation, and it was every man for himself. Today things are different, the craftsmen are organized, and working with each other.

On April 28 there will appear in our leading local newspaper, Detroit's first advertisement to arouse the public to a memorial consciousness, that is, the first advertisement financed by an association of Memorial Craftsmen. A six months program has been planned, and the money raised

to pay for it.

It has taken less than three months for Detroit to organize and get real action. Twenty craftsmen here are already in the movement, and the fact that a few refuse to join does not deter us from action, we will benefit in a much larger degree than

those holding back.

The accomplishments of the Memorial Craftsmen's Association of Greater Detroit to date are small compared to the program outlined for the future. It will pay to encourage the Detroit idea in other centers. By placing your confidence in your fellow craftsmen, all things are possible. It is up to the leading retailers in each section to get the program started.

Again thanking you for your spirit of cooperation, I am

Most cordially yours, A. M. Raisch, Sec'y., Detroit Memorial Art Club

* * *

Enjoys Design Hints

Enclosed find check to the amount of \$10.00 for which send me a copy of "Memorial Design."

I have enjoyed your articles in DESIGN HINTS.

Yours truly, D. B. Ahler, Frankfort, Ky.

* * *

READ FROM COVER TO COVER

Enclosed please find my check for \$10.00 in payment of one copy of your book "Memorial Design."

I have been very much interested in the articles which you have published from time to time, and I consider your magazine the best of the Trade Journals. Every issue is read from cover to cover by myself and my men.

Sincerely yours, O. F. Staples, Valhalla, N. Y.

* * * APPRECIATION

We find your book DESIGN HINTS very interesting and appreciate it very much.

> G. Donato Memorial Co., Pittsburgh, Pa.

* * * WATCHFUL WAITING

I am enclosing my check for \$9.00 in payment of one dozen Design Hints as follows:—

You will note that I am watching Design Hints.

Thanking you for your valued magazine, I am,

Very truly, C. S. Naylor, Mgr.,

The Naylor Memorial Co., Blanchester, Ohio. * * *

And This From the President Of Our National Association

We received the copy of your book, and while I have not had an opportunity to examine it closely, have glanced through it and consider it a very valuable addition to the memorial dealers' library. Men who are not very well schooled in Design should find a lot of valuable information as contained in this book.

> Yours very truly, R. L. Belknap, Pres., Memorial Craftsmen of A. Pittsburgh, Pa.

* * * Granite Chips

	(Continued from page 15)
1908-09	William Marr
1910-11	James Adie
1912-13	John McDonald (J. W.)
1914-15	J. H. M. Jones
1916	Alex Duncan
1916	W. D. McDonald

1918	John A. Cross
1919-20	Alex A. Milne
1921-22	H. J. M. Jones
1923	D. K. Lillie
1924	John A. Cross
1925	James Carswell
1926-28	William Barclay
1929	James Duncan
	SECRETARIES
1889	William Barclay (Sr.)
1890	George Lamson
1891-93	William Dunbar
1894	E. N. Tayntor
1896-98	Thomas H. Cave (Jr.)
	1George G. McAnally
1902-05	James Campbell
1906-08	William S. Alexander
1908-14	Charles Wishart
(First	year part time only)
1915-18	H. P. Hinman
	Athol R. Bell
	R. E. Mitchell
1927	M. W. Newcomb
1928	P. L. Bailey

专专专 Historic Ornament and Modern Design

(Continued from page 12) sents the feather as used in ornament.

The three border designs J, K and L are quite simple, yet exceedingly attractive and particularly adaptable to pleasing sandblast finish. Sketch J represents the feather in ornament, Sketch K the wave-like ornament symbolic of the Nile and L shows the lotus and its bud in satisfactory arrangement.

The method of shading is clearly defined in each of these examples, and we believe our readers will find the designs most interesting and beneficial.

N. N. N.

The world steps aside to let any man pass who knows whither he is going.



Where is the man

—who carries not some form of insurance? Simmers service has given this feeling of security, of insurance against faulty design, granite or workmanship, for many years. Simmers' contracts aim at dealers' and customers' satisfaction. Simmers' memorials will insure an added distinction to your show-room.

Request our sizes and prices on the Whitestone memorial—no obligation, of course.

A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.

EVERY INDUSTRY HAS A LEADER

---KNOWN FOR ITS

THE BUSINESS OF SELLING IS THE
BUSINESS OF DISSOLVING SALES RESISTANCE. HOW MUCH EASIER -- HOW
MUCH MORE PROFITABLE THAT TASK BECOMES WHEN ROCK OF Ages IS YOUR SELLING
TRUMP. THE PUBLIC RECOGNIZES ITS LEADERSHIP. FOR YEARS THEY HAVE SEEN IT NATIONALLY
ADVERTISED. FACTS KNOWN FROM YOUTH ARE ACCEPTED FACTS. YOUR STORY OF THEIR MEMORIAL
BECOMES SO FULL OF INTEREST WHEN YOU POINT OUT
ITS BLUE-GRAY COLOR; ITS CLEAR, SPARKLING GRAIN; ITS
BRILLIANCE WHEN POLISHED; ITS SOFT. WARM SHADE WHEN
HAMMERED.

ADVERTISE IT. TALK IT. TELL IT. Rock of Ages WILL CLOSE MORE BUSINESS FOR YOU.

GET IN TOUCH WITH THE ROCK OF AGES SERVICE BUREAU TODAY. -- THERE ARE MANY BUSINESS BUILDING IDEAS HERE THAT WILL PROVE OF VALUE TO YOU.

Rock of Ages Corporation

Barre, Vermont

If You Want One You'd Better Hurry!

The most complete book of instruction in Design ever published for the memorial industry. Lettering — Drawing — Design of Ornament—Perspective Drawing—Symbols—Mausoleum Construction— Historic Ornament—Greek Curves.

> Price, \$10.00 Postpaid Cash with order

Satisfaction Guaranteed.

Dan. B. Haslam, St. Cloud, Minn.

RUEMELIN -

OUR GENERATOR IS "A BRUTE FOR POWER"

Quickest Control, Simplest in Operation. "Stays Put" without Repairs or operating troubles.

Proven practical in hundreds of factories and dealers' shops.

Rubber Sand Valves, Funnel Bottom Tank, Quick Sand Filler Valve and other vital features fully described in our catalog.

Send for your copy.

RUEMELIN MFG CO.

598 Clinton St., :-: MILWAUKEE, WIS.

PAID FOR ITSELF MORE THAN FOUR TIMES ON JUST ONE JOB!



Device Pat. Sept. 22-21

A Maryland dealer says he considers our device the most wonderful tool ever invented. "It paid for itself more than four times on just one job".

An Ohio dealer says: The most efficient means for lettering in the cemetery that has ever been devised.

A TRIAL WILL CONVINCE YOU OF ITS MERITS.

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.

Be Sure to Specify Make of Car

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

MOUNT BROTHERS, Memphis, Mo.

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.

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

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

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

Write for Descriptive Catalogue.

TROW & HOLDEN COMPANY

Stone Working Tools and Supplies Barre, Vermont.

Motor Equipment Reduces Toil and Increases Profits



MAKES 'EM HAPPY

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

is needed to been bulles made

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

DRIVING POWER

GRANITE CITY IRON WORKS

St. Cloud.

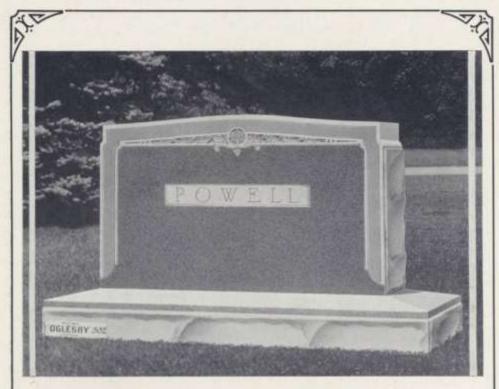
Minn.

GRANITE CITY ELECTRIC COMPANY

St. Cloud.

Minn.

Overhead Cranes Reduce Overhead Costs



Request our sizes and prices on this exclusive Oglesby Design

Beauty Endures-When you Specify

TRADE MARK

BLUE "OGLESBY" GRANITE

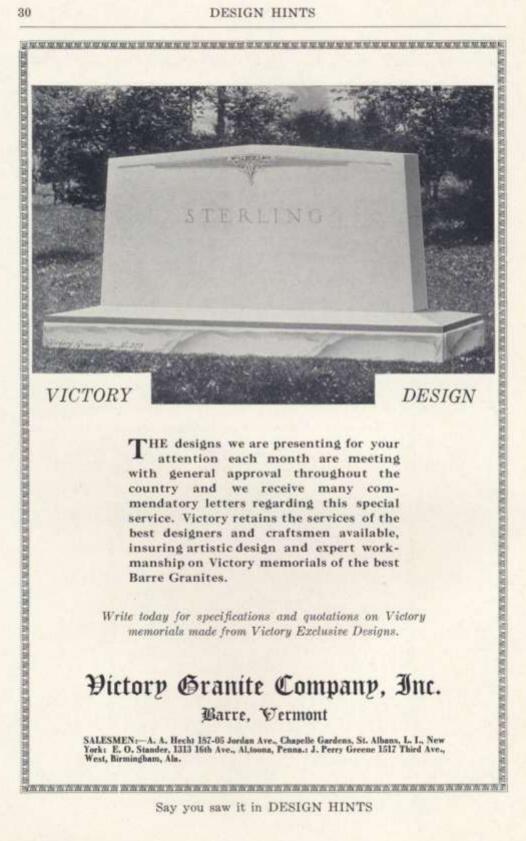
REGISTERED

Back of the thought and skill that produce a beautiful design must stand the assurance of completely dependable granite. That's the value of specifying Oglesby the granite that lasts for generations—that is practical for polished or hammered design and a granite that is second to none for intricate sandblast carving.

Oglesby Granite Quarriers

ROUGH STOCK FINISHED MEMORIALS Elberton, Georgia

SAWED SLABS POLISHED SLABS





Essentials

THE three essentials, design, craftsmanship and granite are happily blended in United memorials. Memorials which reflect the qualties of dignified appearance, artistic carving, the lustre of a liquid pool in their polish, and of permanence. In fact memorials of balanced beauty.

Write today for sizes and prices on the Robinson memorial, We welcome your inquiries.

UNITED GRANITE CO.,

St. Cloud, Minn.





Waldron Shield Co. Inc., Des. 4604

ARTISTICALLY SOUND COMMERCIALLY ALERT

Now when you need action—when you must have fine craftsmanship—precise designing—and then delivery of these items—there's a world of satisfying assurance to know that your Barre business is being executed by Waldron Shield Co., Inc. Here is a plant that is the last word in equipment—and with enough of it to produce work promptly.

IF IT'S A RUSH ORDER—IF IT'S
GOT TO BE JUST RIGHT
SEND IT TO

WALDRON SHIELD CO., INC.

BARRE.

:+:

VERMONT

A Non-Competitive SPECIAL DESIGN SERVICE For Retail Dealers

Read what present franchise holders say!

From and Ohio dealer:

"The extra profit from this one sale made through the medium of your club designs was sufficient to pay the entire cost of our membership for one year."

A Michigan Craftsman says:

"I think the system is wonderful as it eliminates competition, which is the root of all evil. I sincerely recommend this system to any live dealer."

Mississippi Member says:

"We are just in receipt of our Non-Competitive designs and we are more than enthusiastic over them. —Each monument seems to have just the right background, proportion, ornamental design and everything, and yet the design is not misleading."

From Wisconsin:

"It delights all of us to inform you that we sold No. 92 of our Design Service strictly on the merits of Design. Our customer is _____ and every dealer in town and vicinity exerted his utmost to produce a design to his liking. No. 92 won him and made the faith in our Service boundless."

Recent advises from a Craftsman:

"We shall be ready to deliver the monuments made from your designs 44, 9, 54, 64, 7, 74, 8, 71 and 99. In our bids for the orders, emphasis was laid upon their specialty and individuality."

Your territory may still be open. Write today!

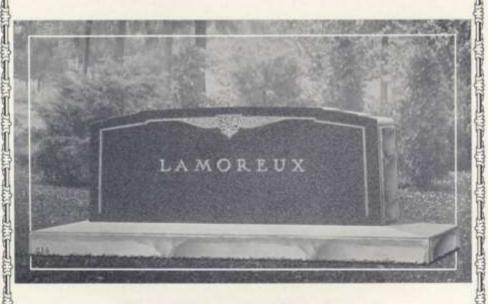
Address

Bliss Design Company,

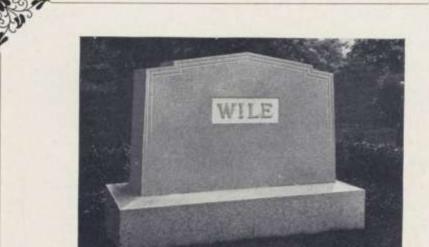
Rockford, Illinois

Lady Luck

---is not the fickle jade she is often heralded to be. She bestows her favors not indiscriminately, but on those who with alert mind and steady hand are ready to grasp every opportunity to advance themselves and their businesses. Memorials created by Rex and finished in the new REX SHAMROCK is one of your opportunities. Will you grasp it? Ask us for more information concerning this dark, brilliant granite---available in large sizes absolutely free from imperfections.



Rex Granite Company St. Cloud, Minn.



Pirie's Dark Barre Granite Has An Impressive Color

Always supplies the essentials of beauty

THE effectiveness of Pirie's Dark Barre lies in the deep tones of its genuine dark color, so pleasing to the eye and so highly attractive. Pirie's Dark Barre Memorials always possess a brilliant luster and together with an even texture they are standards of beauty. They are increasingly popular with those who demand the best.

ASK FOR THE PIRIE CERTIFICATE OF PERFECTION

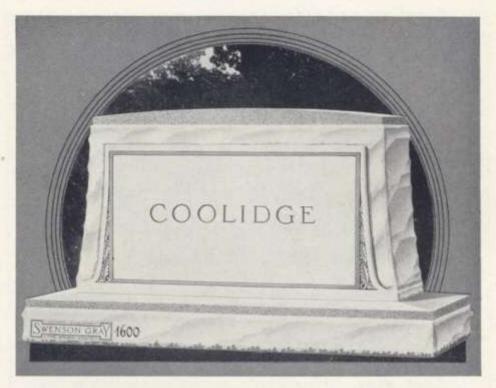


J. K. PIRIE ESTATE

BARRE, VERMONT







M:O:D:E:R:N

HERE AGAIN ARE PICTURED THE UNLIMITED POSSIBILITIES OF

Swenson Gray Granite

IN MODERN DESIGN.

GNS

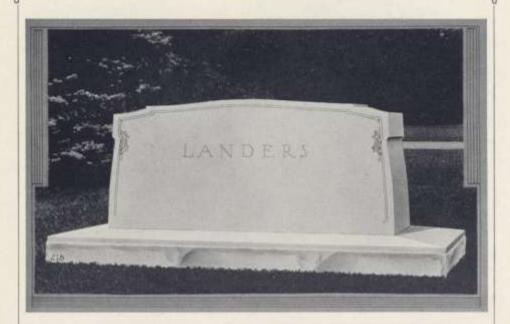
NEW EFFECTS WITH THE CAR-BORUNDUM MACHINE == EXQUISITE SAND-BLAST DETAILS == FINE HAM-MERED FINISH == EVEN ROCK WORK == A MODERN DESIGN BY A MODERN FIRM WITH THE BEST OF MODERN EQUIPMENT. ===

The John Swenson Granite Co.

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

Meson





A SURFACE CAN STAND THE WEATHER BUT HOW ABOUT CARVED DETAIL?

SMITH-BARRE IS HARD, EVEN GRAINED AND DURABLE, IT FORMS EXQUISITELY UNDER THE DETAIL OF INTRICATE DESIGN, AND WHEN YOU DELIVER THE FINISHED MEMORIAL, YOU DO SO WITH THE KNOWLEDGE THAT FROM NOW ON, THAT SAME DESIGN WILL STILL EXIST IN ALL ITS DETAIL. SMITH-BARRE STANDS THE WEATHER—ITS HARD SURFACES, ITS FINE AXED FINISH, ITS EXQUISITELY CARVED DETAILS.

THE SMITH CERTIFICATE OF GUARANTEE BACKS UP WHAT WE SAY ABOUT IT.

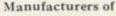


E. L. SMITH & CO.

BARRE, VERMONT

St. Cloud Iron Works Co.

St. Cloud, Minnesota





Jenny Lind Stone Polishers Shot Wheels Emery Wheels Surfacer Frames

Agents for

Dallett Products PneumaticTools Stainless Glue Putty Powder



Beautifully Finished Enduring Granites. The Best For Less.

Green Swede
Winnshoro Blue
Pink Marble
Regal Purple
Elberton Blue
Peerless Pink
Radiant Red
Pink Pearl
Buff Brown
Extra Dark Quincy
Black Swede
Crystal Pink
Golden Pink
Standard Gray
Millstone Point

Gray St. Cloud Red St. Cloud Dark Barre Light Barre Wausau Red Base Stocks Blue Pearl Emerald Pearl Emerald Pearl Beers Red Balmoral Red Grecia Green Red Swede Peterhead F/C Black Italian Statuary

NEW IMPORTED DESIGNS ARRIVING

SAMPLES and STOCK SHEETS on APPROVAL

Monument Dies Monoliths Ledgers

Markers Rolls

Special Low Prices Quoted on Your Sketches THE HOUSE OF CONSTANT SERVICE

BURTON PRESTON & CO.

Mansfield, Ohio

HERE IS THE WINNER!



The Only Surfacer Head on the Market made from Solid Steel Bars

IT HAS NO EQUAL!

Built in large and junior sizes. Will fit any frame

ASK FOR ONE ON APPROVAL!

For Quick Service on anything in the Granite Supplies Line--TRY US.

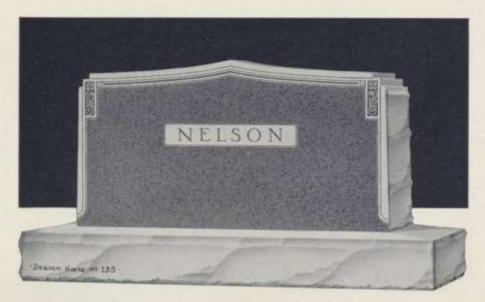
Granite City Tool Company

BARRE, VT.

ST, CLOUD, MINN.

ELBERTON, GA.





Pyramid Red

Enduring as the Prramids of old, who for more than sixty centuries bore testimony

Gray to the memory of great Egyptian Kings, Pyramid memorials will pass down the aisles of time, their lustre undimmed, their carbings clear cut, eminent expressions of the highest ideals in memorial art.

Pyramid

Quarriers and Manufacturers

of the new Crystal Gray now sold by Stanley A. Dodd, Zanesville. Ohio. Direct pour inquiries for this granite to Mr. Dodd or to our office.

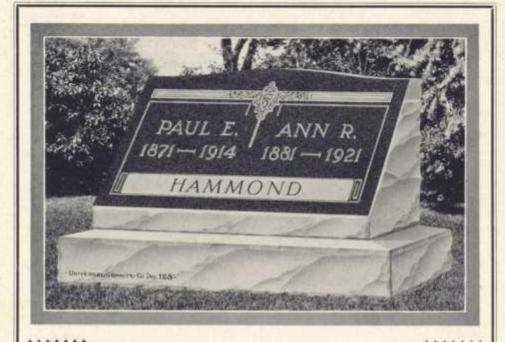
Pyramid Granite Works

Incorporated

St. Cloud, Minnesota



Say you saw it in DESIGN HINTS



Reading The Chart

If you would guide your ship of business safely to its destination you must guide it safely past the reefs of inferior granites, and the shoals of mediocre design and craftsmanship.

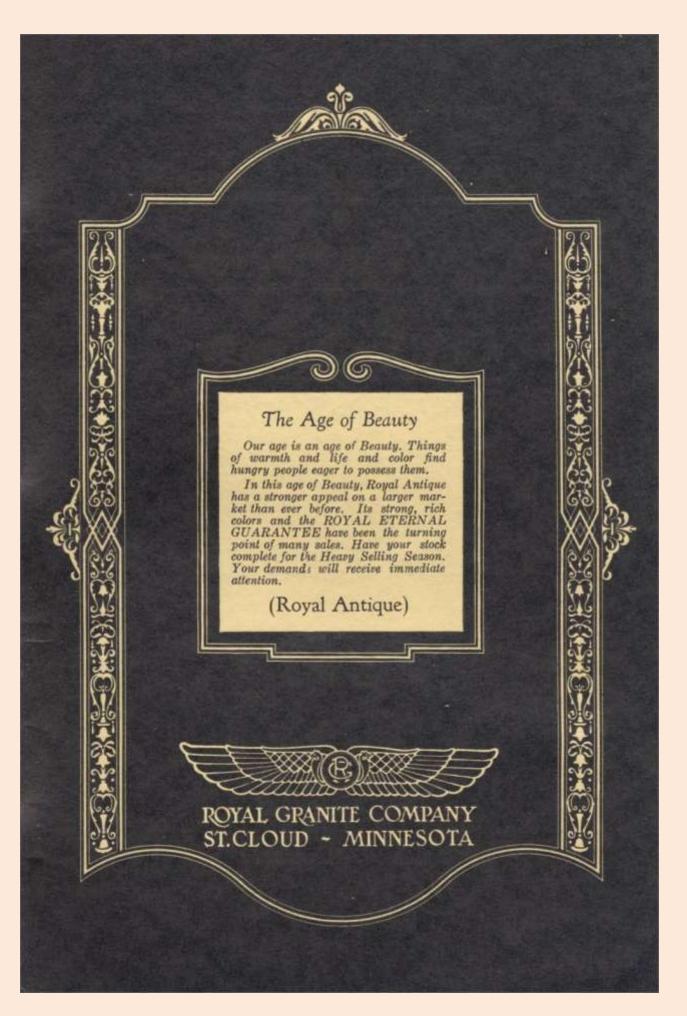
Universal design and service will help you chart a safe course, and will speed you on your journey.

Ask us about it.

Universal Granite Company

St. Cloud, Minn.

LOUIS C. ROEMER
REPRESENTATIVE
AN ILLINOIS INDIANA OF



North Star will be

at West Baden,

Booth No. 1.

North Star Granite Corporation St. Cloud, Minnesota