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
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—it's 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.

Say you saw it in DESIGN HINTS
Eventually
—the choice of the discriminating prospect, seeking the best in granite, design and craftsmanship centers on

"The best in Mahogany"

Progressive dealers are peping 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

Say you saw it in DESIGN HINTS
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

EASTERN REPRESENTATIVES
Mr. Gust. Martenson
Mr. G. A. Arnold
Mr. C. D. Bishop

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

SOUTHERN REPRESENTATIVE
Alex. Duncan

Say you saw it in DESIGN HINTS
SMALLEY
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.

Say you saw it in DESIGN HINTS
The Country's Going Wild Over Grewe's New Granite

"Sterling Mahogany"

You too, will like it

Direct your inquiries to Grewe Granite Company
ST. CLOUD, MINN.

Say you saw it in DESIGN HINTS
A New Superior Level

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. C. KOCH, 316 E 51st St., Kansas City, Mo.
O. A. RAIRDON, Box 423, Bellefontaine, Ohio
C. H. GRUNEWALD, 314 First Bldg., Seattle, Washington

Say you saw it in DESIGN HINTS
Striking Contrast!

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 Monadnock Block

Send all Correspondence to Chicago Office.

Say you saw it in DESIGN HINTS
THE overwhelming preference so generously accorded Bianchi memorials by the foremost dealers of the country is the inevitable result of an instantly recognized superiority in quality. Quality means a great deal when you know the record behind the promise.

Sole Agents For

SALISBURY [N. C.] PINK GRANITE
A Perfect Product

Write for Prices and Information on
Sawed or Polished Slabs   Finished Monuments

CHARLES BIANCHI & SONS
BARRE, VERMONT
Manufacturers

Say you saw it in DESIGN HINTS
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 businessman 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 plate. Variety in arrangement 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 papyrus 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 leisure.

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 looking— at nothing in particular.

Then came the coffee-drinking championship, the gum-chewing championship, and now the marathon dance. Thousands are sitting 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. The 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
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. Nickels' own ideas in the art. The work room has been lengthened ten feet, and a large skylight con-structed 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.

Little Billy and Big George

Billy Salladin, St. Paul, Minnesota, Northwestern representative of the Vermont Marble Company sent us the snapshot 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 Quarries, Elberton, Ga., sent us 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, 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.

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

(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 Cemetery 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 telephone 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.
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.
Eight Reasons Why You Should Use MELROSE

MELROSE
Design Service is maintained by a staff of highly efficient designers.

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 guaranteed against imperfections in workmanship and finish.

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

MEMORIALS
Have an unlimited supply of granite from its own quarries.

MEMORIALS
Personnel and equipment assure prompt deliveries on all orders.

MEMORIALS
Salesmen have helped many dealers to overcome difficult sales problems.

MELROSE GRANITE COMPANY
St. Cloud, Minnesota
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 ovaed 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

---

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. Taynton
1896-98 Thomas H. Cave (Jr.)
1898-1901 George 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
1919-21 Athol R. Bell
1922-23 R. E. Mitchell
1927 M. W. Newcomb
1928 P. L. Bailey

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.

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.

Say you saw it in DESIGN HINTS
EVERY INDUSTRY HAS A LEADER
---KNOWLEDGE FOR ITS LEADERSHIP

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

Say you saw it in DESIGN HINTS
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!

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

Device Pat. Sept. 22-23

MOUNT BROTHERS, Memphis, Mo.

Say you saw it in DESIGN HINTS
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

GRANITE CITY IRON WORKS
St. Cloud, Minn.

OVERHEAD CRANES REDUCE OVERHEAD COSTS

DRIVING POWER

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

GRANITE CITY ELECTRIC COMPANY
St. Cloud, Minn.

Say you saw it in DESIGN HINTS
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**

Elberton, Georgia

ROUGH STOCK
FINISHED MEMORIALS

SAWED SLABS
POLISHED SLABS

Say you saw it in DESIGN HINTS
The designs we are presenting for your attention each month are meeting with general approval throughout the country and we receive many commendatory letters regarding this special service. Victory retains the services of the best designers and craftsmen available, insuring artistic design and expert workmanship on Victory memorials of the best Barre Granites.

Write today for specifications and quotations on Victory memorials made from Victory Exclusive Designs.

Victory Granite Company, Inc.
Barre, Vermont


Say you saw it in DESIGN HINTS
THE three essentials, design, craftsmanship and granite are happily blended in United memorials. Memorials which reflect the qualities 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.

Say you saw it in DESIGN HINTS
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

Say you saw it in DESIGN HINTS
A Non-Competitive SPECIAL DESIGN SERVICE
For Retail Dealers

Read what present franchise holders say!

From an 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

Say you saw it in DESIGN HINTS
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.

Say you saw it in DESIGN HINTS
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

Say you saw it in Design Hints
MODERN DESIGNS

Here again are pictured the unlimited possibilities of Swenson Gray Granite in Modern Design.

New effects with the Carborundum Machine = Exquisite Sand-blast Details = Fine Hammered 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.

Say you saw it in DESIGN HINTS
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 de-
sign. And when you deliver the fin-
ished 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 guaran-
tee backs up what we say about it.

E. L. Smith & Co.
Barre, Vermont

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

Beautifully Finished Enduring
Granites. The Best For Less.

Green Swede
Winnisheo 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
Duck Barre
Light Barre
Wausau Red
Base Stocks
Blue Pearl
Emerald Pearl
Beers Red
Ralmoral Red
Grecia Green
Red Swede
Peterhead
F/C Black
Italian Statuary

NEW IMPORTED DESIGNS ARRIVING
SAMPLES and STOCK SHEETS on APPROVAL
Monuments Monoliths Markers Rolls
Dries Ledgers 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.

Say you saw it in DESIGN HINTS
Pyramid Red

Enduring as the Pyramids of old, who for more than sixty centuries bore testimony to the memory of great Egyptian Kings, Pyramid memorials will pass down the aisles of time, their lustre undimmed, their carvings clear cut, eminent expressions of the highest ideals in memorial art.

Quarriers and Manufacturers

of the new Crystal Gray now sold by Stanley A. Dodd, Zanesville, Ohio. Direct your 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
MICHIGAN   ILLINOIS   INDIANA   OHIO

Say you saw it in DESIGN HINTS
The Age of Beauty

Our age is an age of Beauty. Things of warmth and life and color find hungry people eager to possess them.

In this age of Beauty, Royal Antique has a stronger appeal on a larger market than ever before. Its strong, rich colors and the ROYAL ETERNAL GUARANTEE have been the turning point of many sales. Have your stock complete for the Heavy Selling Season. Your demands will receive immediate attention.

(Royal Antique)

ROYAL GRANITE COMPANY
ST.CLOUD - MINNESOTA
North Star will be
at West Baden,
Booth No. 1.

“The Hub of the Show”

North Star Granite Corporation
St. Cloud, Minnesota