

# *Design Hints For Memorial Craftsmen*

**August 1927, Vol. 4, No. 2**

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/>

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January 2013



# DESIGN HINTS

FOR MEMORIAL CRAFTSMEN



August, 1927

Volume IV

Number 2



## About Your Success With The Fall Business



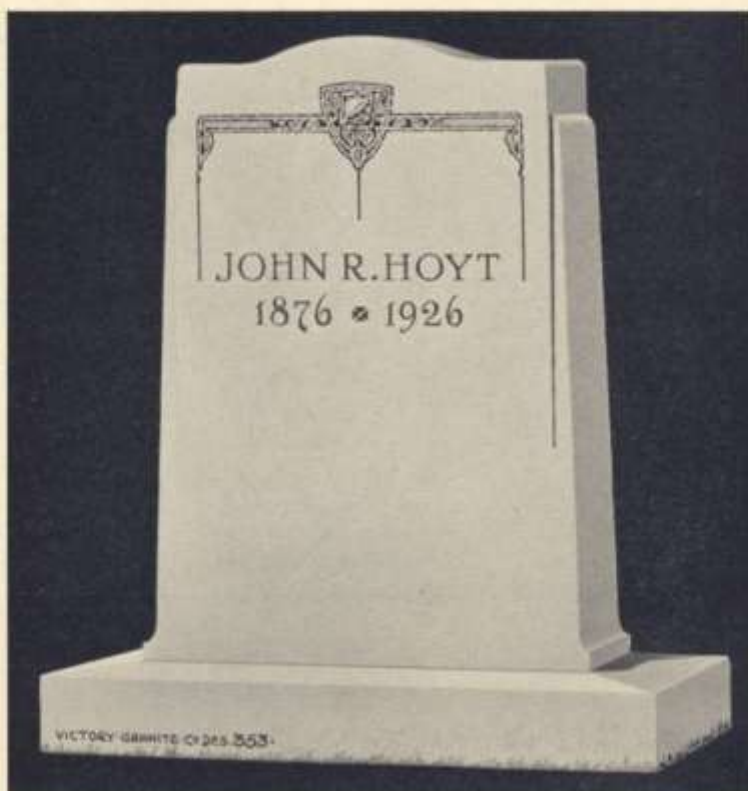
AS usual there will be several months this fall that will almost equal the spring months in demand. Your success will be measured to some extent by your "luck" in obtaining the work you sell before cold weather makes setting impossible.

Remember that North Star can give you thirty days service on any memorial you sell no matter how large. You can make your delivery promises accordingly.

Yes, we still have a hundred carloads of surplus saw blocks.

NORTH STAR GRANITE CORP.  
ST. CLOUD, MINN.





## *The Grace of Simplicity Is A Keynote of Victory Design*

You never see a Victory design that is pretentious. They never bring out a great lot of curves and fancy corners to make them immediately salable.

It is because Victory artists have an eye to the future and know that the conceptions and executions in art, whether in memorial or building, which follow these rules are those which continue in age-old popularity.

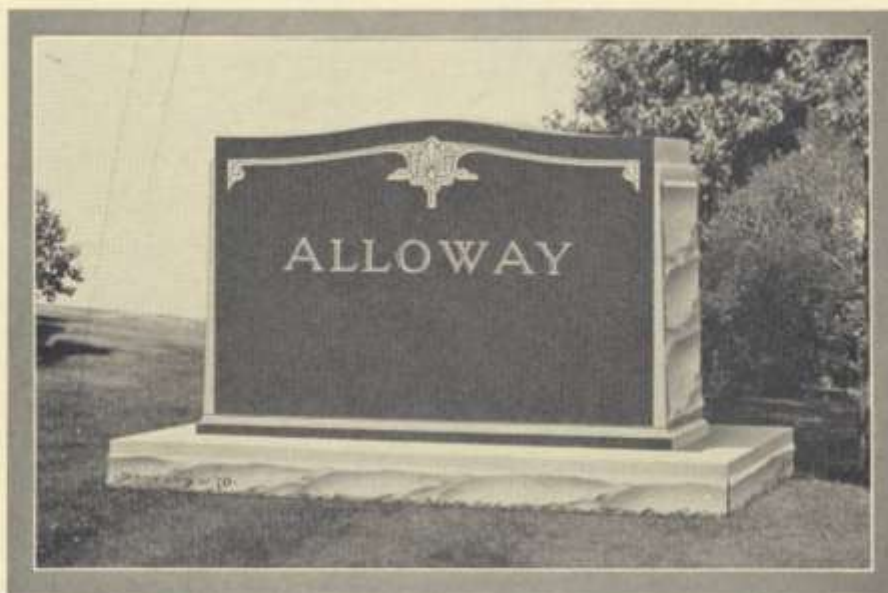
Victory memorials, therefore, always will enjoy this same popularity and the designers of the future will have something tangible and of beauty on which to base their creations.

*Victory Granite Company, Inc.,*  
Barre, Vermont

SALESMEN: A. A. Hecht, New York & New Jersey. E. O. Stander, New York & Pennsylvania

Say you saw it in DESIGN HINTS





## Folks Make A Habit of Going To The Man Heading The Line

It is natural for people to fall in where there is the most demand for commodity or service. Every man has a taste for something better.

He may seek the price during the days of his financial despair but when he returns to solid footing he wants the best he can have.

In the business of supplying memorials there should be a more pronounced demand for this than in any other line of endeavor due, of course, to its very nature.

Hunter's Mahogany stands at the head of the procession and its exclusive feature, one to a territory, together with its *certificate of warranty* makes it a very desirable connection.

Hunter's  
Mahogany  
Memorials

HUNTER'S  
MAHOGANY'S  
MILBANK, S.D.

Quarriers  
and  
Manufacturers

# ROBERT HUNTER

Milbank, South Dakota

Say you saw it in DESIGN HINTS





*The thoughts which inspire your memorial forever give your message to those with whom you may no longer speak. For thoughts are the speech of eternity.*

*"Old Ship" Church—Hingham, Mass.  
One of the oldest edifices in the United States,  
having been erected in 1681.*

*This is the eighth of a series of historic New  
England churches painted by Glen Mindell.*

*Our Certificate of  
Perfection, when re-  
quested from our me-  
morial dealer, en-  
sures you of our per-  
sonal inspection  
through the various  
stages of completion  
and a personal  
supervision against  
defective workman-  
ship and material.  
"Transfer Buckle" "C"*



*"Mark Every Grave"*

**Rock of Ages**  
The Flawless Barre Granite

**ROCK OF AGES CORPORATION**  
BARRE, VERMONT





## Yes, Red Pearl Had Its Host of Friends at Washington.

They marveled at the beauty of its texture and finish. And RED PEARL by expression from the visitors at our booth came into it's own and we had ample foundation for every claim we have made for it.

We invite your inquiry and would be pleased to make you one of those Red Pearl dealers who have never questioned its value as a ready sale maker. We have some beautiful designs for your inspection.

**St. Cloud Granite Works**  
St. Cloud, Minn.

Say you saw it in DESIGN HINTS





*The Mark of Excellence That  
Sells Retailer and User.*

Every memorial executed in Smith Barre has the *Smith certificate* which is a mark of excellence.

Discriminating dealers who know the value of a granite that is uniform in texture and color, a granite that is adaptable to the most delicate treatment of carving and fine finish, always specify Smith Barre.

We will be pleased to have you specify our product in your next *particular* order.

E. L. SMITH & CO.  
BARRE, VERMONT



Say you saw it in DESIGN HINTS





Little Gems In  
**SWENSON GRAY GRANITE**

Beautifying the small memorial is well exemplified in the designing of the Benton and Hertley tributes as shown in the accompanying plate. These exquisite little tablets are modern in design, inexpensive in construction and are splendid sellers. We will gladly send you sizes and special prices upon request. Write today.

---

**The John Swenson Granite Co.**  
Concord, New Hampshire

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

Say you saw it in DESIGN HINTS





Another Sanguinetti Creation

### *Showing The Ideal Of The Artist And Sanguinetti Execution*

The exact likeness of this design may be seen in the Sanguinetti production department at any time. In its execution it brings out to an exact degree every detail of the creation.

Quarried from one of the finest quarries in the country it carries with it the dominating thought of perfection.

Sanguinetti never neglects an inquiry no matter how trivial.

Monuments

Mausoleums

Carving

Statuary

## **Sanguinetti Brothers, Inc.,**

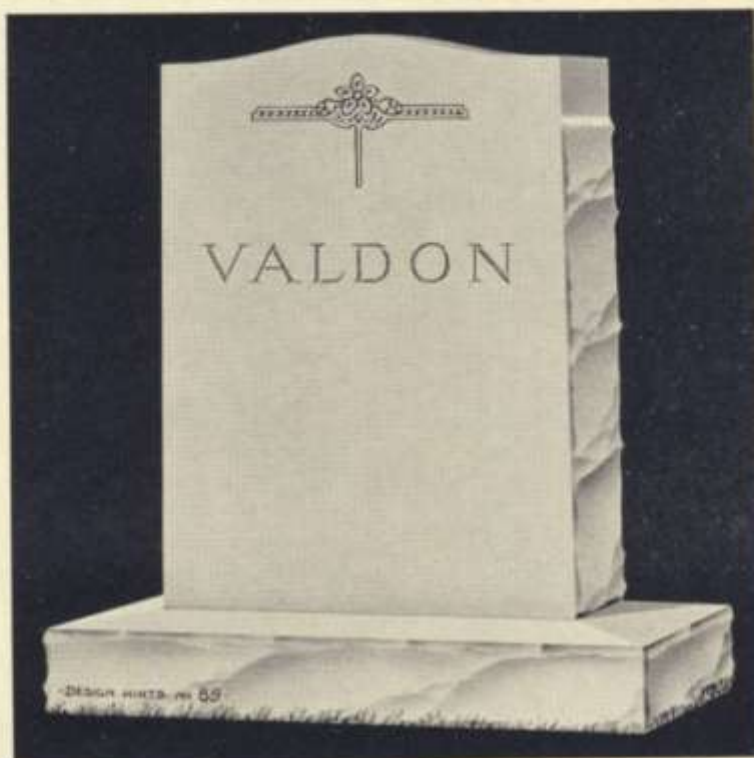
GRANITE MANUFACTURERS

Barre, Vermont

**SUPERCRAFTSMANSHIP IN GRANITE**

Say you saw it in DESIGN HINTS





### *Faithful Reproduction of the Designer's Art in This Memorial*

The picture or the artist's conception of a thing of beauty is often impaired in its execution by the use of impracticable granites.

This can never be said of those who use Wetmore and Morse Barre granite. They make every memorial their own particular responsibility and as a result when it comes time to place the *Certificate of Merit* on it, we do it without fear of unfavorable reaction from the receiver.



**Wetmore & Morse Granite Co.,**

Quarries: BARRE, VT.

Main Office: MONTPELIER, VT.

Say you saw it in DESIGN HINTS





# DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN B. HASLAM, Editor and Publisher.

## DIRECT MAIL FORMS

The effulgent elixir of life in business is trade. Business men get their greatest reaction in their avocation, not through making money, but in seeing the development of their brain-child.

The means of developing more business always is the problem. It requires the application of different sets of principles in the great variety of business enterprises. That which would be most efficacious in one, would be a rank failure in another.

To illustrate: A merchant might advertise 25 per cent. off on clothing or straw hats. A memorial merchant would not be able to do the same thing. The daily paper, therefore, is the merchant's great avenue of expression, but it is not a suitable medium for the memorial merchant, except in the value of letting his territory know he maintains a certain business at a certain place.

He then must consider the other forms of advertising. One by one he discards them—billboards, slides, posters, souvenirs, county expositions, etc., and considers another medium of expression which has gained a tremendous following in the past few years. This is Direct Mail.

Experts along advertising lines now have divided Direct Mail into two classifications: Advertising

and Selling. These are often confused. Direct Mail Advertising is nothing more than turning the attention of the buyer to the thing advertised. It does not impel him to place his signature on the line to close a contract. Direct Mail Selling does the latter. It not only calls to his attention an article of merit but often induces him to sign.

The memorial merchant, therefore, finds his greatest field in direct mail. It is for this reason that Design Hints, through its own advertising department, has tried at different times to develop new ideas in the Direct Mail field to help the memorial merchant in the solution of his problems.

During the next few weeks a new piece will be mailed out to a selected list of memorial men. It is selected only in the fact that a certain number are picked from each part of the country as a test case. These will be mailed out to the list of only 500 dealers.

When you get these circulars we hope you will give them due consideration and if you find them faulty or lacking in what you believe are sales builders in your own community we hope you will write us all about it.

We are anxious to give to the trade something that will keep

(Continued on page 28)



## Monumental Design

*By Dan B. Haslam*

### The Language of The Flowers

**S**YMBOLISM is as old as humanity. Before mankind could read words they read signs and symbols. Although the Egyptians early perfected an alphabet, it was not used for inscriptions on stone: there they used the more ancient hieroglyphics, an elaborate system of picture writing.

Egypt was the mother of civilization. Although her art once developed remained static as no other art ever has; yet branches of the parent tree taking root in other hands flowered gradually into new and beautiful forms.

The waters of the Nile were regarded with religious awe by the Egyptians. They symbolized its power in their ornament by wave like zig-zags. Water-plants shared with the river in whose shallows they grew, something of this mystical significance.

The papyrus and lotus were the chief water-plants. Papyrus stalks in a bundle were the inspiration of a common column form where the capital was formed to suggest the unopened bud. The lotus, a water-lily, the most beautiful of Egyptian flowers (see plate) had a greater religious significance and was even more important in ornamental design than the papyrus. To the Egyptian, it symbolized not only the life-giving power of the Nile but also Immortality.

Greek religion was pantheistic, that is, they believed in a great number of gods, goddesses and lesser deities. Each of these stood for something in the physi-

cal world, as did the Egyptian gods.

Egyptian ornament was built up of symbolical units, Greek ornament was not. If the Greek wished to symbolize the power of a river he did not make zig-zags as the Egyptian had done: he carved a statue of Poseidon, god of waters. Greek symbolism thus is a matter of sculpture rather than of ornament.

The Anthemion or Greek honeysuckle, (see plate) has been imitated in a great variety of ornament, the earlier forms of which were strongly reminiscent of the lotus.

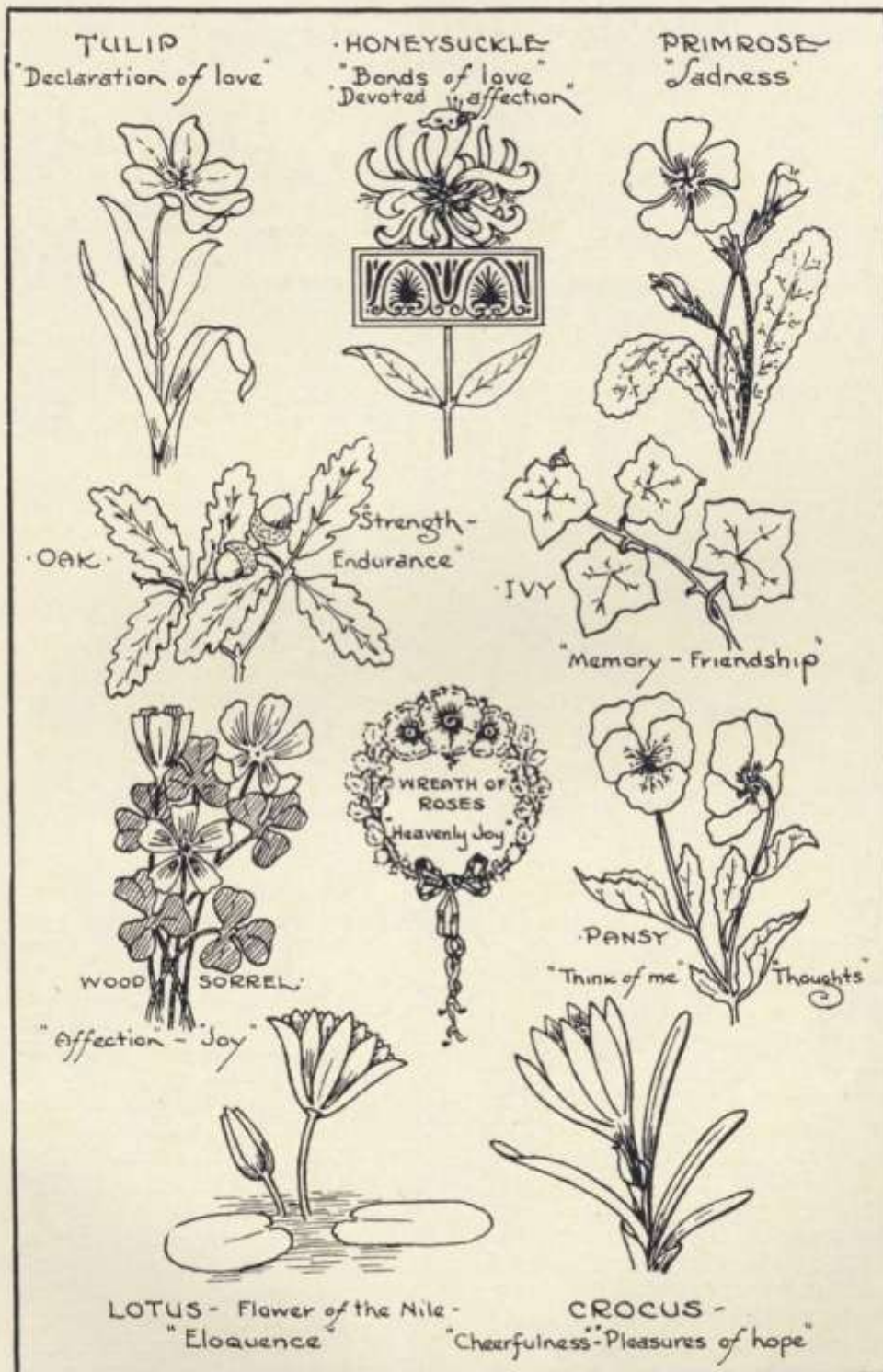
The Roman love of rich and showy decoration formed expression in a number of decorative elements employing fruits, flowers, ram's-heads, ox-skulls, fluttering ribbons, cherubs and grotesques. The festoon a favorite among these symbolized sacrifice (or praise) to the gods, and hence was commonly carved on the temple altars. The eagle to them as to us symbolized power.

The early Christians were almost afraid of beauty; for in turning from the old paganism to the invigorating new faith of Jesus even the beauty which paganism had fostered seemed to them to be tainted with corruption. But a very fascinating study may be found in the symbolism of the period.

Christ was represented pictorially as either a youthful good shepherd with a lamb over His shoulders; or as Orpheus, the

(Continued on page 23)







## Emblems For Memorials



IN the initial article in this series, the author informed the craft that he would be pleased to illustrate any emblems requested by Design Hints readers. There is a wealth of material available for articles of this nature without our finding it necessary to ask for suggestions from the craft but the series is of just that much more benefit to all when emblems not commonly seen or generally understood are called for and such requests are given first consideration. The series will be limited

only according to the demands of our readers and we aim to make each article interesting as well as beneficial.

We have been asked to illustrate the official emblem of the Boy Scouts of America. This article is written in acknowledgment of this request.

The Boy Scouts of America as an organization need no introduction to our readers. And to those of us who have growing boys it is not necessary to further explain that the organization as a whole is well deserving of the



national recognition it has received and worthy of the support of everyone interested in the future welfare of our country. It is clean, healthy, and honest manhood insurance.

The Boy Scouts of America as an organization originated in New York city in 1910 with a membership of about 200 boys. Today there are approximately one million and a half members throughout the world of which about half are in the United States alone. Of the 700,000 members in this country about 120,000 are adult scout leaders and there are also about 850 to 900 professional scout leaders. These professional scout leaders devote all their time to the work and are recognized authorities in everything pertaining to boys welfare work. They are clean mentally and physically and leaders among boys because they love them and best understand their likes and dislikes in both work and play.

Before we were informed as to the correct meaning of the official Boy Scouts' emblem we were of the opinion that the badge represented the fleur-de-lis for it resembles that emblem. We found however that it is really meant to represent the sign of the North on the mariner's compass, in a slightly changed form.

So that our readers may know the correct meaning from an official source of the symbols as shown in the emblem we are printing the information secured from the Boy Scout Manual on the Significance of the Scout Badge. Before doing this however we would like to explain the meaning of the badge from our own study of the symbols as represented.

Taking the general shape of the badge as representative of the fleur-de-lis. The Fleur-de-lis is the emblem of France and of French Kings. Its three petals in the arms of France symbolize, Piety, Justice and Charity. The American eagle symbolizes Liberty and Superiority; the waving ribbon, Pleasure, while the knot is representative of Friendly associates. The five pointed star symbolizes Merit, Guidance, and Heavenly Wisdom.

A summary of the whole scheme discloses that membership in the Boy Scout's organization is one of merit—a superior knowledge of and guidance in the practice of the principles of Piety—reverence to God and parents—Justice—rectitude in dealing with others, and Charity—universal love and the disposition to think well of others. A superior boy, one who derives pleasure and much benefit through friendly association with boys of like caliber, who have learned that cleanliness of body and mind, means health and is the essential attribute toward future success and honest manhood—such is the Boy Scout of America.

### Significance of the Boy Scout Badge

The Scout Badge is not meant to represent either the fleur-de-lis or an arrowhead, although it looks like both. It is really the sign of the North on the mariner's compass, in a slightly changed form. This sign is as old as the history of navigation. The Chinese claim its use among them as early as 2634 B. C., and we have definite information that it was used at sea by them as early as 300 A. D. Marco Polo

(Continued on page 15)



## Sales Letters

By R. E. JOHNSTON  
Addison Lewis and Associates, Minneapolis, Minn.

### Real Emotion vs. Sob Stuff

**N**OTHING is so unpleasant to the writer as some of the lush, insincere or polite people call sympathy.

On the other hand, no other emotion is quite as deep and sobering as the emotions we feel when a dear friend or relative passes away. It brings them face to face with the spiritual border line so to speak and it's a very impressive thing.

People like to think of the dead and the more the loss the more deeply do they think. Likewise, they do not object to reference to the dead, but, pity the man who does not approach the subject kindly and tactfully. Inherent with humans is the desire to hold sacred the memory of those who have passed away. It is a beautiful thought and one that deserves unbounded respect.

So the sales letter for memorials must be human, natural and respectful. The disinterested letter is like putting salt on a sore and likewise is the prying letter.

The last article on sales letters published in Design Hints dealt with the steps and pitfalls in general letter writing. The sample letter in that article was addressed to women.

This article deals with sales letters to men. Men are constructed differently than women. Men's emotions are usually more controlled, their preferences more pronounced, and they are more impatient. While a woman may read an advertisement several times a man discards it after a hasty glance.

Memorial sales letters to men should be mailed to them at their homes. The copy should be geared to interest the man just through a day's work. If any other merchandise was being advertised an appetite appeal might be a good idea to tie up with, but that's too far from this subject to be practical.

Men like letters that are courteous and straight forward. A liberal sprinkling of "we's" and "us's" would fit into this letter nicely. Put yourself in the reader's shoes and let him know your feelings are the same as his. In other words give the letter personality—friendly helpful personality—and your inquiries will show a big increase.

Let's try another letter with the four elements, attention, interest, desire and action in it. In order to give it larger scope we'll keep the man in mind who has lost some member of his family some time ago as well as the man just recently bereaved.

Dear Sir:—

It is real pleasure to be of help to people, particularly when the help is beneficial and appreciated. Outside of our close association with beautiful memorial work that is our one pleasure.

These days it is pretty hard to find time for all the things we would like to do and should do. One of the things that often times manages to slip along without being attended to is the purchase of a suitable

Attention  
Interest



Desire

memorial. An erected memorial is a thing approaching sacredness and when placed takes on a protecting attitude from the first. It is a symbol of stability—rather like Longfellow's "Forever, never; never, forever."

Desire and Action

Don't wait any longer. You will find it a great load off your shoulders when the memorial has been erected. Make sure that the family lot will remain marked and secure through the years. As we have said before, we like to be of as much assistance as possible. Our display rooms have many styles for you to choose from. Won't you stop in tomorrow evening?

Very sincerely yours.

Tell your sales letter problems to Design Hints. All questions will be fully and carefully answered.

Next month another article on sales letters will appear entitled "Combating the Carpet-bagger."

## EMBLEMS FOR MEMORIALS

(Continued from page 13)

brought the compass to Europe on his return from Cathay. The sign of the north on the compass gradually came to represent the north, and pioneers, trappers, woodsmen and scouts, because of this, took it for their emblem. Through centuries of use, changes have been made in it. Now we have taken its shape as that of our badge, and have added to the face of it the American Eagle and Shield, and two stars, to make it more distinguished.

The stars are the scout's guide by night, as they have been of mariners, and are typical of the

outdoor life of every true scout who loves to sleep under the open sky. The star symbolizes the ideals of light, truth and knowledge, which are fundamental in the Scout Movement.

This trefoil badge of the scouts is now used, with slight local changes, in almost every civilized country as the mark of brotherhood, for good citizenship, and friendliness.

The trefoil refers to the three points in the Scout Oath.

Its scroll is turned up at the ends like a scout's mouth, because he does his duty with a smile and willingly.

The knot is to remind the scout to do a good turn to some one daily. The knot is the simple or overhand knot.

The arrowhead part is worn by the tenderfoot. The scroll part only is worn by the second class scout. The badge worn by the first class scout is the whole badge.

The official badges of the Boy Scouts of America are issued by the National Council and may be secured only from the National Headquarters. These badges are protected by the U. S. Patent Laws (letters patent numbers 41412 and 41532) and any one infringing on these patents is liable to prosecution at law.

## PROMINENT CRAFTSMAN PASSES AWAY

A telegram has been received from Richard Groody informing us of the death of his father James G. Groody, who was proprietor of the Washington Marble and Granite Works, Washington Kansas. Mr. Groody died Sunday afternoon August 28. Further information will be given later.



## Successful Convention at Washington

Washington, D. C., August 19th.



ARMED with a world of information relating to the mental and temperamental characteristics of blondes and brunettes, and the application of the elements of psychology to the highly competitive business of selling artistic memorials, the Memorial Craftsmen of America brought their twenty-second annual convention to a successful close in the nation's capital on Friday night, August 19th.

Following the instructive sessions of this twenty-second yearly meeting all of which were well attended and the means of arousing keen interest, the principal business session of the gathering culminated on Friday morning in the election of Robert A. Warner, of Raleigh, N. C., as president, succeeding R. A. Yunker, of Lansing, Mich., who served throughout the past year with energy and diligence in attending to the multitudinous affairs of the national organization of craftsmen.

Other officers chosen were: R. L. Belknap, Pittsburg, vice-president; A. R. Baxter, Trenton, N. J., convention secretary; and Henry Haertel, Stevens Point, Wis., treasurer.

Selection of the place of the 1928 convention remains as a duty of the executive committee during the next few months.

The 1927 meeting opened officially in the Wardman Park Hotel, Washington, convention headquarters, on Monday morning, August 15th, with registration throughout the day. By Tuesday morning, more than five hundred had registered, and it

was estimated that an even larger number attended the sessions without registration, bringing the total attendance at the convention well over one thousand.

The nation's capital proved to be a mecca for the retail memorialists of the United States, as had been expected, and scores who came to Washington were so engrossed in the hundreds of attractions for sight-seers on these historic grounds that they spent little time at the convention proper. There is little doubt, however, that the associations with the many places of interest in the vicinity of Washington has awakened an interest which will be an influence for the betterment of the memorial industry.

Interest was spirited in the continuity of a lecture series before the convention sessions by Miss Grace Usher Shuey, of Chicago, personal analyst and sales authority. It was Miss Shuey, who, with her subjects, "How To Keep Your Customer in Buying Mood," "How To Know Your Customer—To Make the Right Appeal," and "How To Recognize the Psychological Moment to Stop Selling and Close Your Deal," gave the memorial craftsmen of the United States some definite ideas regarding the way to approach and "sell" blondes and brunettes, and withal rendered them a genuine service in her revelation of the science of psychology as applied to the memorial industry.

Other outstanding speakers on the craftsmen's program were: Charles M. Fitz, representative of the West Laurel Hill Cemetery Company, Philadelphia, on, "Re-



lations Between Memorial Retailers and the Cemetery," and Roswell M. Austin, field service representative of the Rock of Ages Corporation, Barre, Vermont, on "The Retailer and His Business".

An outstanding incident of the annual gathering of memorial craftsmen in the nation's capital was the impressive ceremony in Arlington cemetery, where the craftsmen gathered and a wreath was placed on the tomb of the Unknown Soldier by President R. A. Yunker. The tour of Arlington and its historic places was much appreciated by the throng of retail dealers, their wives and representatives of other branches of the industry. The ceremony at the tomb of the Unknown Soldier took place on Wednesday morning, August 17th. It was followed by a tour of the principal places of interest throughout the city.

The main business session of the convention took place on Thursday morning, when reports of the executive committee, board of governors, board of state representatives, the executive secretary, T. E. Cassidy; treasurer, Henry Haertel; cemetery rules committee by E. E. Rich, Cleveland, chairman; apprentice training committee by C. J. Benisch, Brooklyn, chairman; the commemorative art school committee by Walter Horigan, Pittsburg, chairman; and the annual address by President Yunker were delivered.

#### **Boat Trip and Barbecue**

With all business finished, the craftsmen and their families closed the convention with an entertainment program which will be long remembered. They boarded a steamer at two-thirty in the

afternoon and were taken to historic Mt. Vernon, where they spent a profitable and interesting hour and a half inspecting the grounds and buildings, where George Washington, the nation's first President, resided. From Mt. Vernon, the craftsmen proceeded down the Potomac river to Marshall Hall Amusement Park, where the evening was spent in enjoyable entertainment.

A genuine old-fashioned southern barbecue and fish fry was staged outdoors in picnic style, and this was followed by the annual ball, held in the dancing pavilion at the park. The party returned to the capital at 10:30 p. m., tired and happy over the successful conclusion of their twenty-second annual gathering.

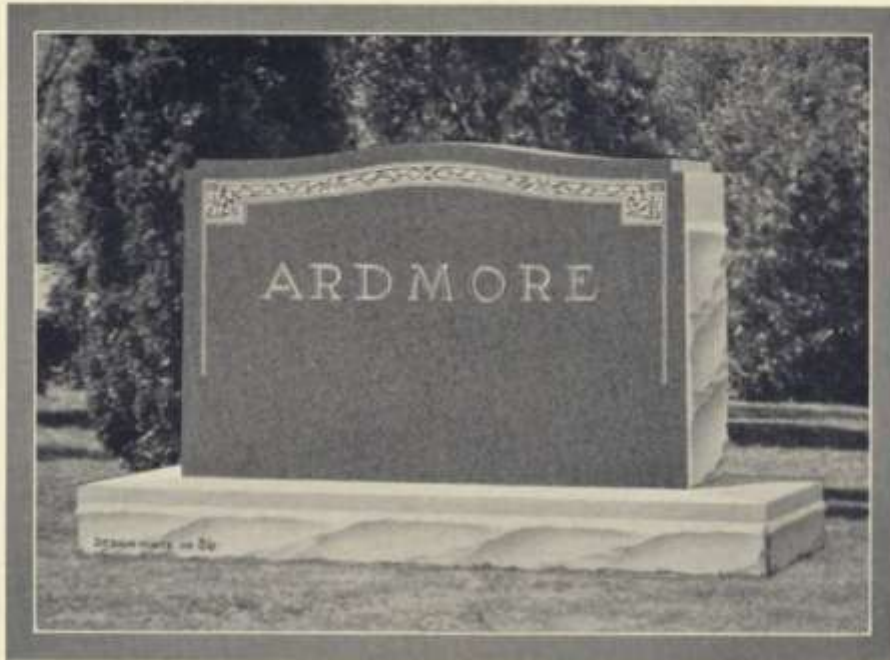
#### **Tented Design Display**

The Memorial Craftsmen departed from custom this year in housing their annual design show, and the manufacturers' showing of late designs in memorial art was presented to the visiting craftsmen and to the public in a "tented auditorium" erected on the Union Station Plaza. Unusually favorable weather helped make the innovation an even greater success than had been anticipated. Earlier predictions that Washington in August would be unbearably hot as a convention city failed to materialize and, instead, nearly all of the week of the Memorial Craftsmen's convention was marked by temperatures as comfortable, and in most instances more so, than has been the case in other cities, believed to have an advantage in this respect.

Although the display as a whole was not so large as that staged

(Continued on page 24)



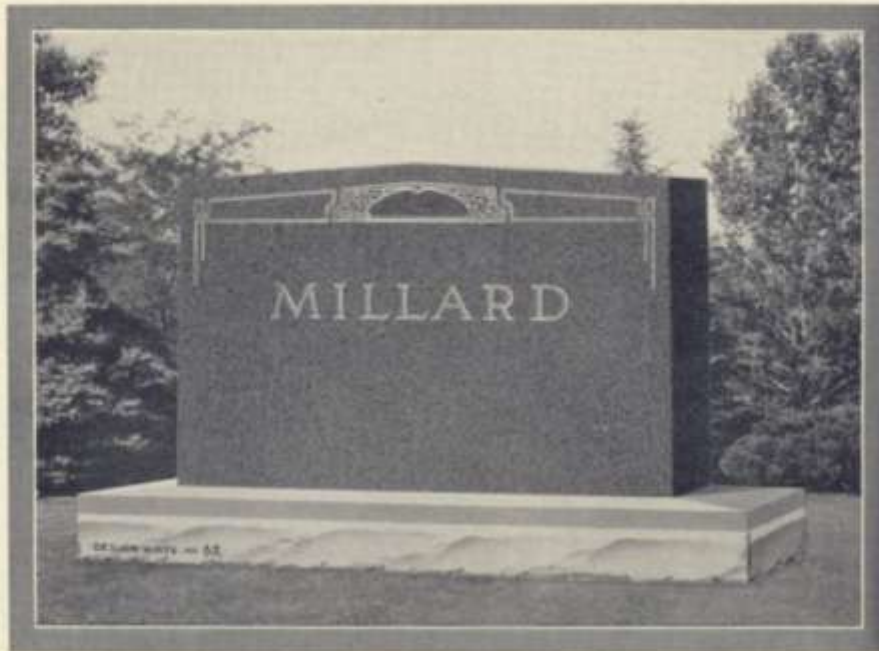


## ARDMORE

The poinsettia, Christmas flower of the South is a symbol of redemption and the birth of hope. Here in the Ardmore design it has been made the chief feature in a very effective band ornament that follows the gracefully curved top and is finished evenly with the axed surfaces on the ends of the die. An attractive and moderately priced memorial.

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





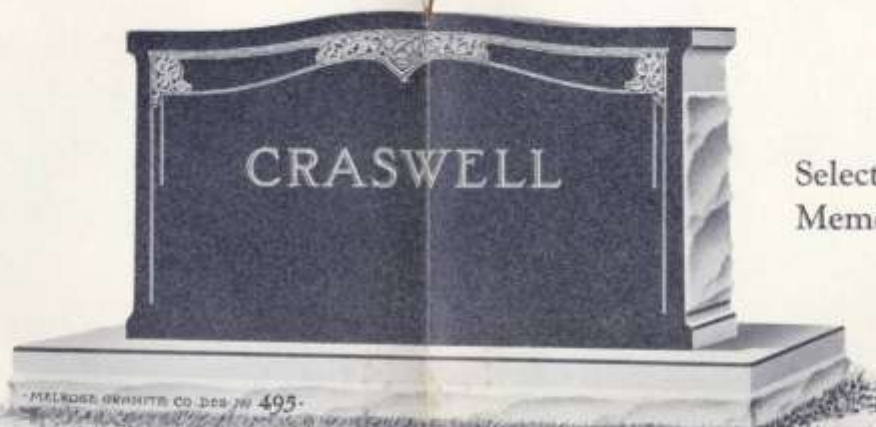
## MILLARD

The beauty of polished surfaces is shown to advantage in the Millard design. The rose, symbol of love has been pleasingly arranged in a very effective panel ornament. It is interesting to note how appropriate to the gable top this area of ornamentation is; and how in addition it has been stabilized in its position by the use of deeply incised lines to complete the idea.

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



Life Is  
Uncertain



Select Your  
Memorial Now

### Better Times Always Teach Men To Provide For The Future

It always has been the custom that where business conditions improve and there is ample labor for the workmen of the country the tendency is to buy for the future as well as for the present.

During the trying and difficult times when the economic trend is uncertain people are wont to buy, so to speak, from hand to mouth.

Good times are coming, however, and America will see a new era of buying. Those business men who have visioned the immense possibilities of a sales psychology of this kind are the men who are on the threshold of a great business development.

For the memorial craftsmen we bespeak this thought and urge them to take advantage of the upward trend and solicit those larger prospective orders for the future.

The time for reluctant buying of memorials is past. Far-seeing business men now provide for their memorials ahead of time.

Most of these select mausoleums or the larger monumental work.

Melrose for years has maintained its own design service with its own artists and designers. It is always prepared to help in the development of any line of business affecting the industry.

We should like to help you develop this business and we know you will be successful if you have a plan. Would you like to take this matter up with us?

**MELROSE GRANITE COMPANY**  
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS

Say you saw it in DESIGN HINTS





The following interesting letter was recently received from a dealer located in the flood area. For obvious reasons we are not publishing his name.

Few dealers would have the courage to continue operations under such trying conditions, and our friend is to be commended for the splendid spirit he is manifesting in continuing with his business in a district where the outlook is so unpromising.

His request for assistance has been ably attended to by Mr. Ralph E. Johnston, author of our "Sales Letters" articles. We are always pleased to aid our dealer friends to the best of our ability and will make an earnest effort at all times to be of real service to those who wish our assistance.

Design Hints,  
St. Cloud, Minn.  
Gentlemen:

We have suffered three floods in less than a year. We had our Fall stock and also our Spring stock before the floods came. In the Fall the floods came and the water scarcely got off our streets before the March floods came, and the water was still on our streets when the June rise came. It has only been about six weeks

that we have been able to travel or conditions such as to permit customers to get in to see us. We have a stock on hand that will retail for upwards of \$35,000. We are heavily overstocked and people in this vicinity have suffered so from floods that money is extra close.

My attention was called to your article on page fifteen in your July number of Design Hints in regard to sales letters. I will enumerate some of my problems and trust that you will be able to assist me in getting out some attractive letters that will bring results, or so that I may be able to reduce my stock to a certain extent. I will greatly appreciate a few sample letters to cover my present difficulty.

We had a flood here in 1922 which cost me over \$7000.00 and since that time we have suffered strikes and three other floods. The four floods and strike alone, without figuring the depreciation on my property, has cost me something over \$21,000.

I have been in business for forty years in———, and my business has always enjoyed a splendid reputation both with manufacturers and retail trade,



but these losses have put a severe crimp in my financial condition. I am making these statements so that you may state such matters you think necessary in composing the sales letters.

Thanking you in advance for any assistance you may offer me, I beg to remain,

Yours very truly,  
Name on file.

Design Hints,  
St. Cloud, Minn.  
Gentlemen:

We wish to congratulate you on the success of your Design Hints on its third anniversary. The July number was especially good. It covered a variety of subjects in a splendid manner.

We also wish to commend you on the stand and space you have given in your journal on the subject of lax credits, "The high cost of slow pay," and trust that you will continue to carry on the fight, as we are satisfied to believe you will. The better class of retail dealers will demand a revision of the past credit program and are going to demand some relief from it.

Yours very truly,  
Ira E. Paine, Vice Pres.,  
Paine Granite Company,  
Grand Island, Nebraska.

Design Hints,  
St. Cloud, Minn.  
Gentlemen:

We read your little booklet every month and find much of interest. We think your articles on lettering in the earlier issues were the most practical of any ever published for the trade.

Yours very truly,  
E. E. Rich,  
American Monument Co.,  
Cleveland, Ohio.

## MONUMENTAL DESIGN

### The Language of The Flowers

(Continued from page 10)

Greek mythological hero, who with his heavenly music, won his bride back from the God of Death. The dove symbolized the Spirit of God which, at His baptism in the river Jordan, had descended and lighted upon Him.

Another very popular and curious symbol for Christ was the Sacred Fish. The letters in the Greek word for fish stood for the words in a Greek phrase, meaning "Jesus Christ, God's son, Savior." St. Clement of Alexandria advised the use of either the fish or the dove on all Christian seals.

The life and art of our time is enriched by making available reliable information as to the use of symbolic motives in the art of the past and that is the purpose of our articles on symbolism.

Ten natural plants are illustrated in the accompanying plate and for a handy reference the name of each flower and its symbolic meaning is shown in connection with each sketch.

Of the flowers and leaves shown in the accompanying plate the lotus, oak and ivy and wreath of roses have been used more frequently in modern design than any of the others.

The tulip is symbolic and a splendid flower for memorial design. The construction of both flower and leaves is simple, and the plant as a whole is practical for many pleasing design schemes.

Unless the honeysuckle is treated in the manner as employed by the ancient Greek, sketch of which is shown in connection with the drawing of the natural



flower, it is too fussy for satisfactory design treatment.

The modern designer may receive much inspiration from the primrose, crocus and the beautiful little sorrel plant. While the construction of both leaves and flower of the primrose is a little more complicated than the others, care in arranging the various parts of the plant in a conventionalized manner will produce satisfying and pleasing results.

The pansy is a beautiful flower but is not popular with modern memorial designers. It should be given some consideration, however, because of its symbolic representation of Thoughts and Memory.

The oak and ivy are commonly known because of their extensive use in memorial designs of the past. Neither leaf is used as much in modern design, however, although many very pleasing designs for sandblast treatment of ornament can be arranged using these leaves as basis.

The rose is the symbol of "Love" and when arranged in the form of a wreath, as illustrated in the accompanying plate, is the symbol of "Heavenly Joy", a most expressive symbol for modern memorial design.

In the middle of a ploughed field the motor car lay helplessly on its side. It had skidded off the road, and through the hedge. The motorist stood looking at it disconsolately. "Hello," called a curious passer-by, "Had an accident?"

"Oh, no; not at all," the angry motorist answered sweetly. "I've just got a new car, so I brought this old one into the field to bury it. Have you got a pick-axe and a shovel in your pocket you would lend me?"

## SUCCESSFUL CONVENTION AT WASHINGTON

(Continued from page 17)

in Convention Hall, Detroit, in 1926, the designs submitted for the approval of the visiting craftsmen and the public were carefully selected and presented a very pleasing and successful climax to the entire convention program.

Fifty booths and display spaces were occupied during the convention design show in the tented auditorium, and the cleverly arranged decorations made a very pleasing appearance. The monuments displayed were set on the sod of the plaza, and by careful arrangement of shrubbery and trees, made to resemble closely an actual cemetery display.

Among the displays in the tented auditorium of especial interest were:

Royal Granite Co., St. Cloud, with Chas. J. Hemberger, Hugo V. Freeburg, William Thomas and Fred Manson in charge of an attractive display of Royal Antique, Royal Mahogany, and Royal Gray memorials.

The St. Cloud Granite Works, with William Shield in charge of a display of Red Pearl.

The North Star Granite Corporation, St. Cloud, presented for approval of the visiting public and craftsmen eight designs, two in Minnesota Pink, four in North Star Red, one Pioneer Gray, and one Indian Red. John Campbell, Wm. Campbell, Sr., Ed Stander and Albert Pool were present to greet the visitors.

The Melrose Granite Co., St. Cloud, was represented by J. M. Gossman and F. F. Hoffman, in charge of an exhibit of Melrose Red, Melrose Gray, and Tapestry.



The Ruemelin Co., showing an up-to-date offering of complete sandblast equipment and demonstration of same, was represented by R. Ruemelin and C. C. Dragoo.

J. B. Sanguinetti, M. Sanguinetti and J. A. Sanguinetti were in charge of a Barre Granite display for Sanguinetti Bros., Inc., Barre, Vt.

The attractive display of the John Swenson Gr. Co., Concord, N. H., was in charge of J. A. Swenson, I. N. Strock and the Ashmore Bros.

The Rock of Ages Corporation, Barre, Vt., presented a display of interesting scenes of quarry and manufacturing plant operations and modern retail memorial establishments, presented through the medium of the modiscope, a new machine for motion display by the automatic showing of slides, showing the selected scenes in natural colors. Ivan Johnson and R. M. Austin, field service representatives of the Rock of Ages Corporation, were in charge of the booth, while Howard N. Morton, president of the Motion Display Corporation, New York City, August Hirschbaum, representing Albert Frank & Co., Boston, advertising representatives of the Rock of Ages Corporation, and Roy L. Patrick, president, J. T. Smith, treasurer, and Athol R. Bell, advertising and sales manager, of the Rock of Ages Corporation, were present a great deal of the week to greet customers and visitors to the display.

Wetmore & Morse Gr. Co., Barre, Vt., occupied a booth in the exhibit auditorium, with Frank C. Corry, Jr., in charge.

An attractive and well-arranged display of memorials in Rock of Ages, Wetmore & Morse, and

E. L. Smith & Co. granites was presented by Johnson & Gustafson, Barre, Vt., with Gus Martenson and Albert Martenson in charge.

The J. K. Pirie Estate, Barre, Vt., occupied a booth, with James Pirie and Robert Bassett in charge.

E. L. Smith & Co., Barre, Vt., also occupied a booth at the design show, being represented by Wendall Smith.

P. K. Lindsay & Co., Inc., Boston, Mass., exhibited the new "Lindsay Portable" Sandblast in Booth 73.

### Survey Action Postponed

Culmination of the efforts during the past several months to launch a survey of the memorial industry was delayed temporarily, when the Memorial Extension Commission decided to postpone for thirty days action on final plans for the survey. The project underwent lengthy discussion in sessions of the commission and probably will be decided upon at an early date.

### Auxiliary Meets

The Women's Auxiliary to the Memorial Craftsmen of America held several interesting sessions during the convention period. For the most part their program included participation with the men's convention in trips about the city, the Arlington cemetery, and the final day's entertainment program. A brief business session of the ladies was held on Thursday afternoon, and this was followed by an address on "Cooperation," given by Ivan Johnson, field service representative of the Rock of Ages Corporation, of Barre, Vt.



# OH GEE! MOULDS

## All Over

Two stuttering blacksmiths had finished heating a piece of iron, and one placed it upon the anvil with a pair of tongs.

"H-h-h-h-h-hit it", he stuttered to his helper.

"Wh-wh-wh-wh-where?" asked the other.

"Oh, h-h-h-hell, we'll have to h-h-h-heat it over again now".—Oklahoma Whirlwind.

## Love's Labor Lost.

A bride, finding that her husband was particularly fond of Welsh rarebit, spent considerable time trying to make it.

After a number of failures in which the neighborhood grocer's supply of cheese was depleted, her efforts were interrupted one morning by the janitor knocking at the door.

"Pardon me," said the janitor, "but you must stop throwing those pieces of linoleum in the garbage can. It aint' supposed to be used for trash, you know."

Boston Child—I want to be read to.

Nurse—What books do you want to be read to out of?

Child—"Robinson Crusoe."

Nurse goes out and returns with "Swiss Family Robinson."

Child—What did you bring me that book to be read to out of from for?

## A Hugging Social

According to the American Mercury, the following is a clipping from the Osborne, Mo., Enterprise: "They paid off a church debt down at North Greenfield Church, near Springfield, the other night with a hugging social.

Eight hundred people attended and \$75 was raised. The rates were: girls under 15, for a two-minute hug, 15 cents; girls 15 to 20, same for 25 cents; girls 20 to 25, same for 50 cents; other men's wives, same for 75 cents and old maids, 3 cents and no time limit."



Moss-O'Leary  
Sez:

Don't go a-  
round with  
another man's  
wife unless  
you can go ten  
rounds with  
him.

## A Tip on Psychology

A colored porter in a hotel was asked why rich men usually gave him small tips, while poor men were liberal.

"Well, suh, boss, I don't know, 'cept the rich man don' want nobody t' know he's rich, an' the po' man don' want nobody t' know he's po'."

"Santa Claus certainly was good to that girl."

"Howzat?"

"See what he put in her stockings."

"What's the ideal honeymoon salad?"

"Don't know."

"Lettuce alone."



## LET'S ALL JOIN IN MUTUAL SYMPATHY

My Dear Friend:

I beg to inform you that the present condition of my bank account makes it impossible for me to send you a check in response to your request for funds for the "Aged and Decrepit Army Worms."

The state of my present financial condition is due to the effects of Federal laws, State laws, County laws, Corporation laws, by-laws, Brother-in-law, Sister-in-law, Mothers-in-law and Out-laws, that have been foisted upon an unsuspecting public. Through these various laws, I have been held down, held up, walked on, sat on, sand-bagged, flattened and squeezed until I do not know where I am, what I am, who I am, or why I am.

These laws compel me to pay a merchant tax, capital stock tax, excess profit tax, income tax, real estate tax, property tax, state auto tax, city auto tax, gas tax, water tax, amusement tax, cigar tax, cigarette tax, street tax, school tax, surtax, syntax, and carpet tacks.

In addition to paying these taxes I am requested and required to contribute to every society and organization that the inventive mind of man can organize. To the society of the St. John the Baptist, The Women's Relief, The Navy League, The Children's Home Fund, The Policeman's Benefit, The Dorcas Society, The Y. M. C. A., The Y. W. C. A., The Boy Scouts, The Jewish Relief, The Belgium Relief, The Near East Relief, The Gold Diggers Home. Also, every hospital and every charitable Institution in Town, The Red Cross, The

Black Cross, The White Cross The Purple Cross and the Double Cross.

The government has so governed my business that I do not know who owns it. I am suspected, expected, inspected, disrespected, examined, re-examined informed, required, commanded and compelled until all I know is that I am supposed to provide an inexhaustable supply of money for every known deed, desire or hope of the human race and because I refuse to donate all I have and go out and beg, borrow and steal money to give away, I am cussed, discussed, boycotted, talked to, talked about, lied to, lied about, held up, held down and robbed, until I am nearly ruined, so the only reason I am clinging to life is to see what in the H— is coming next.—  
Selected.

### Cemetery Sandblasting



#### GET THE FACTS

Here's the 200 lbs. "LINDSAY" complete sandblast outfit at work.

When the above monument was manufactured three years ago by E. Settimelli & Sons, Quincy, for F. P. Davis, Forest Hills, six inscriptions were cut.

\* Cutting the seventh (26 letters), to match perfectly, is described and fully illustrated by photographs in folder No. 7c.

Get your copy now

*"Give 'Em Air!"*  
1926, U. S. Pat. 1,681,212

P. K. LINDSAY & CO., Inc.  
370-384 Atlantic Ave., Boston, Mass.

Say you saw it in DESIGN HINTS



## DIRECT MAIL FORMS

(Continued from page 9)

the industry constantly on the upgrade and we hope that when these Direct Mail pieces are received that they will get, not so much the order as the comment of the dealers and we hope that those dealers who find them unsuitable for their own territories will write us about it and tell us why.

We ask this because we know this is the only manner in which to get a better understanding of the needs of the craft and that is what we are here for.

### *Harry, You Mustn't*

A lady called up the general manager of the telephone company and made a vigorous complaint about the language used by two linemen, while repairing a wire on the telephone pole just outside the window of her room. She stated the language was the most virulent she had ever heard.

The general manager told the repair superintendent to get a report concerning the occurrence from the two linemen involved. The report was duly received. It read:

"Harry and I were ordered to the corner of —th avenue and —st street to repair a cable that was broken on one of the poles. Harry was up the pole, on the cross-arm, splicing the cable, and while wiping the splice with melted lead, he upset the lead pot, and the hot lead ran down my neck, so I said: 'Harry you must be more careful in the future.' That's all"

Teacher—Johnny, name a collective noun.

Johnny—A garbage cart.



The Boyd Memorial—A Valz Creation.

## Service---Quality

If you were to substitute indifferent service for good service or second class merchandise, the loss of sales and customers would make such a business policy prohibitive.

Only quality craftsmanship can reflect your own respect for your merchandise and only quality memorials get the kind of attention that produces sales.

Valz QUALITY has earned the approbation of every lover of art memorials and Valz SERVICE is all the word implies.

## Valz Granite Co.

BARRE, : VERMONT

Say you saw it in DESIGN HINTS



A negro servant was sent by his master into the town to buy some fresh fish. Sam went to a shop and, picking up a fish, began to smell it.

The fishmonger, observing his action and fearing that bystanders might catch the odor, said:

"Hallo, you rascal, why are you smelling my fish?"

"Ah no smell your fish, massa," replied the negro.

"Well, what are you doing?"

"Why, Ah talk to him, massa."

"And what did you say to the fish, might I ask?"

"Why, Ah ask him what news of the sea. Dat's all Ah ask, massa."

"And what does he say to you?" replied the fishmonger trying to humor the man.

"He say he don't know," replied Sam. "He ain't been dere dese tree weeks."

**RUEMELIN  
SAND BLASTS**

## HUNDREDS SAY THAT

everything that could be asked for in speed, thoroughness, operating ease, economy, in short superior engineering, is embodied in RUEMELIN Equipment. Don't send for just the catalog — Tell us your problems. We will be glad to advise you.

**RUEMELIN**

2101 KENNEDY ST. MFG. CO. MINNEAPOLIS MINNESOTA



## Craftsmanship

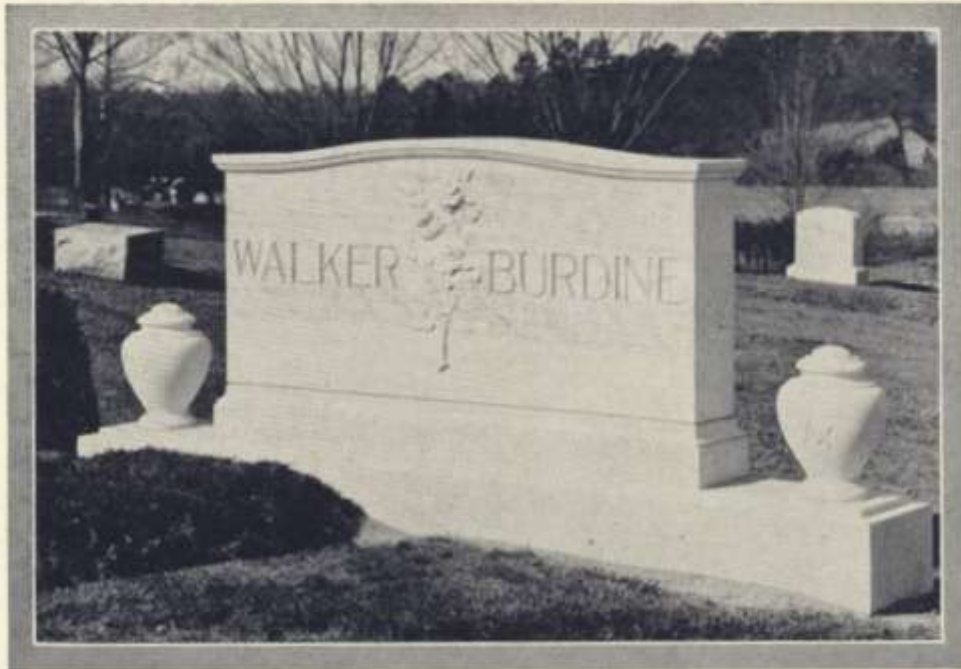
*Consists of many elements including a fine sense of proportions, tasty lettering and carving, and the artistic sense that recognizes a good job. Grewe has all of these—plus.*

**Grewe  
Granite  
Company**

*St. Cloud, Minn.*

Say you saw it in DESIGN HINTS





*Splendid Proportion Shown  
In This Memorial.*

It went into immediate popularity as soon as it was shown.

The type is particularly adapted to Georgia Marble and its richness is appreciated only because of the beauty of the material itself.

We should be pleased to have your inquiry on this design.

**The Georgia Marble Finishing Works**  
"The Promptest Shippers South"  
Canton, Georgia

---

Say you saw it in DESIGN HINTS





### *Look At The Sameness Of This Granite: It's Pirie*

Pirie's Dark Barre Granite seems to hitch up well with the policy of the company in its finish and never-changing texture.

For years we have quarried exactly the same high grade granite, one ledge after another showing it to be exactly alike in all respects.

This has been one of the big factors in Pirie success, because dealers have been buying it knowing in advance the appearance of it to the last detail before receiving their shipments.

*Specify Pirie's Stock in Your Barre Orders*

## J. K. PIRIE ESTATE,

Office: Campbell Block, Depot Square.  
BARRE, VERMONT

Say you saw it in DESIGN HINTS



## St. Cloud Iron Works Co.

ST. CLOUD, MINN.

Mfgs. of

Jenny Lind Stone Polishers  
Shot Wheels  
Emery Wheels  
Surfacer Frames

Agents for

Dallett Pneumatic tools  
Dallett Stainless Glue  
Dallett Putty Powder



### "Air Take-Off Device" For Cemetery Lettering

Changes auto engine into an air compressor by simply removing spark plug and inserting device. No tank required. Will fit standard hose nipple. Air pressure controlled by stop-cock on hose. Engine runs at slow speed while this device takes in fresh air from outside. Long or short hose can be used. Will enable you to cut clean letters and saves time. Satisfied dealers in thirty-two different states using this device.

Free Trial Offer. Order To-day. Try it for 10 days. Positive Guarantee of cash refund if not satisfied. Reference: First National Bank, Memphis, Missouri.

Write for Circular "A".

## Mount Brothers, Memphis, Mo.

Canadian Agents, Richy Supply Co., Toronto, Canada.

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 \_\_\_\_\_

### SURFACER TOOTH CHISEL

This long-lasting tool comes in two sizes and two grades, illustrated and described in our catalogue which is free on request.

Trow & Holden Co.  
BARRE, VT.

Surfacing Machines,  
Pneumatic Hammers,  
and a complete  
line of Tools



Say you saw it in DESIGN HINTS



## Motor Equipment Reduces Toil and Increases Profits



### MAKES 'EM HAPPY

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

### DRIVING POWER

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

### GRANITE CITY IRON WORKS

St. Cloud, Minn.

### GRANITE CITY ELECTRIC COMPANY

St. Cloud, Minn.

**Overhead Cranes Reduce Overhead Costs.**

## IF IT'S TURNABLE WE CAN TURN IT

We have the largest lathe in the world.

Perfect workmanship guaranteed.

### JOHN CLARK CO. ROCKVILLE, MINN.

Chicago Representative:

E. C. WILLISON,  
Monadnock Building,  
Chicago, Ill.

## 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.

Say you saw it in DESIGN HINTS





*Another New Design From The  
Universal Drafting Rooms.*

It brings about another entirely new idea in design and possible execution. Universal's design service has become one of widespread popularity and it is already bringing very satisfactory results to those who have been using it.

The House of Seven Brothers back up this design service with the kind of workmanship that does not need letters of explanation or regrets. It is because each department of our business is presided over by a brother-owner.

Universal welcomes your careful inquiry.

7

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

7

Say you saw it in DESIGN HINTS





Ask us about sizes and prices on this exclusive design

## *Not Only In Originality But In Simplicity Is It Great*

That's what we might say of this latest Giudici creation. It carries with it the idea of originality in design without departing from those well known rules of art which every designer must follow in order to create something that is attractive and yet not too expensive.

We are offering this service to the trade along with our careful attention to detail in production and as fine a granite as may be found.

## GIUDICI BROS. & COMPANY

BARRE, VERMONT

*Joseph F. Giudici, Manager*

*C. Hugo Giudici, Representative*

For polished work we use Pirie's Stock exclusively.

Say you saw it in DESIGN HINTS





## Producing Maximum Results

A good design should produce the greatest possible sales return.

To every dealer there is but one popular design as distinguished from many others, and success is assured where that design is adapted to his particular territory.

Johnson and Gustafson's memorials have proven exceedingly popular because they are carefully designed and completely fulfill the practical selling requirements of the craft.

We will be pleased to furnish you with sizes and prices on our beautiful FENIMORE design D. as shown in the accompanying plate.

We have a large amount of stock work and head-grain slabs, in sawed, ironed, steeled and polished finishes in a variety of sizes, on hand at all times ready for immediate shipment.

Rock of Ages stock used exclusively in polished Barre and E. L. Smith's and Wetmore and Morse's best light Barre in all axed and rock work.

## JOHNSON & GUSTAFSON BARRE, VERMONT

### EASTERN REPRESENTATIVES

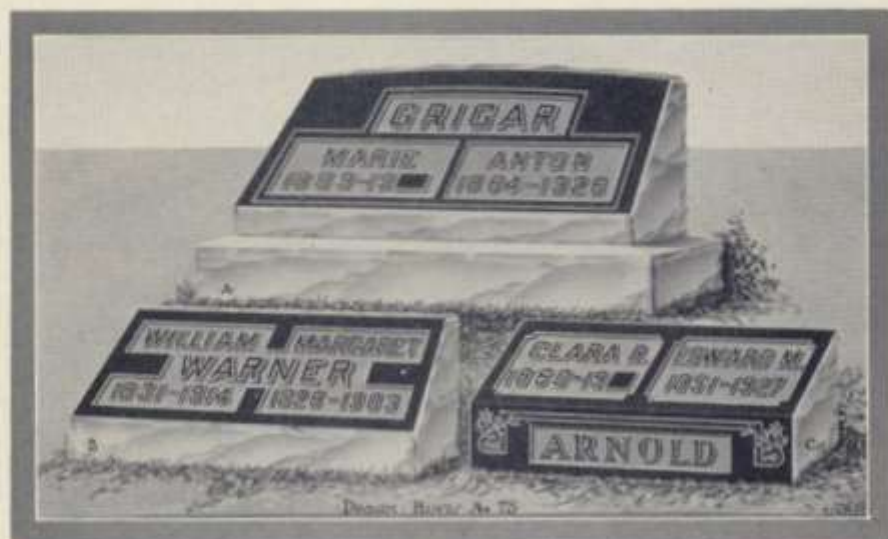
Mr. Gust. Martenson  
Mr. C. A. Arnold

### WESTERN REPRESENTATIVES

Mr. James R. Geen  
Mr. Charles C. Frattini  
Mr. John L. Marsh

Say you saw it in DESIGN HINTS





## What Do You Expect of Us?

Simmers has tried to solve that problem for a number of years; What does the retailer want us to do for him?

We have tried to guide our relationship with the retailer in such a manner as to anticipate his needs.

We have tried to maintain selling helps for him that will help increase his sales.

We have tried to produce for him memorials that will find a ready market.

We have succeeded in a small way in bringing about this accomplishment and our customers are enthusiastic in their praise of its operation.

We welcome your inquiry or comment.

## A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.

Say you saw it in DESIGN HINTS





## Millions to be Added to Business During Next Year.

This money will be distributed into the channels of business in a great variety of human wants.

The people who try hardest are going to get the biggest share. Whether they be in automobiles or clothing it is a matter of selling.

Right in your territory there are, perhaps, dozens of people who could be induced now, in a period of promised prosperity, to buy the memorials they have been putting off for so long.

We recommend SUPERIOR RED AND SUPERIOR GRAY for your use because we know this will turn them against purchasing some other commodity.

---

### Granite City Granite Co.

The Ahlgrens  
St. Cloud, Minn.

Say you saw it in DESIGN HINTS





## Another Good Year Is Just Starting For United

After the convention the retailer and manufacturer starts on a new year, a year which is brought to its grand climax at Memorial day and continues a substantial pace until the convention.

United has just closed a splendid year and with an outlook that is optimistic and the right kind of indications we are confident that the coming year will be one of its greatest.

The men who are using United memorials also are having one good year after another.

---

**United Granite Co.**  
St. Cloud, Minn.

Say you saw it in DESIGN HINTS





## *Our Dealers Find It So.*

Every week Pyramid is shipping all three of its granites to one company. Our records show us that where a dealer is buying the three of them we are getting a more constant flow of business.

This means that he has a good variety in the Pyramid line:

PYRAMID RED

PYRAMID GRAY

PYRAMID'S ST. CLOUD GRAY

and finds in them an ample display for his show room.

There is something in this besides mere claim as the results will show and we think the plan could be very successful with others.

## Pyramid Granite Works

Incorporated

St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



# REX

*The King of St. Cloud Granites*

*REX will always give the impression of strength and enduring service.*

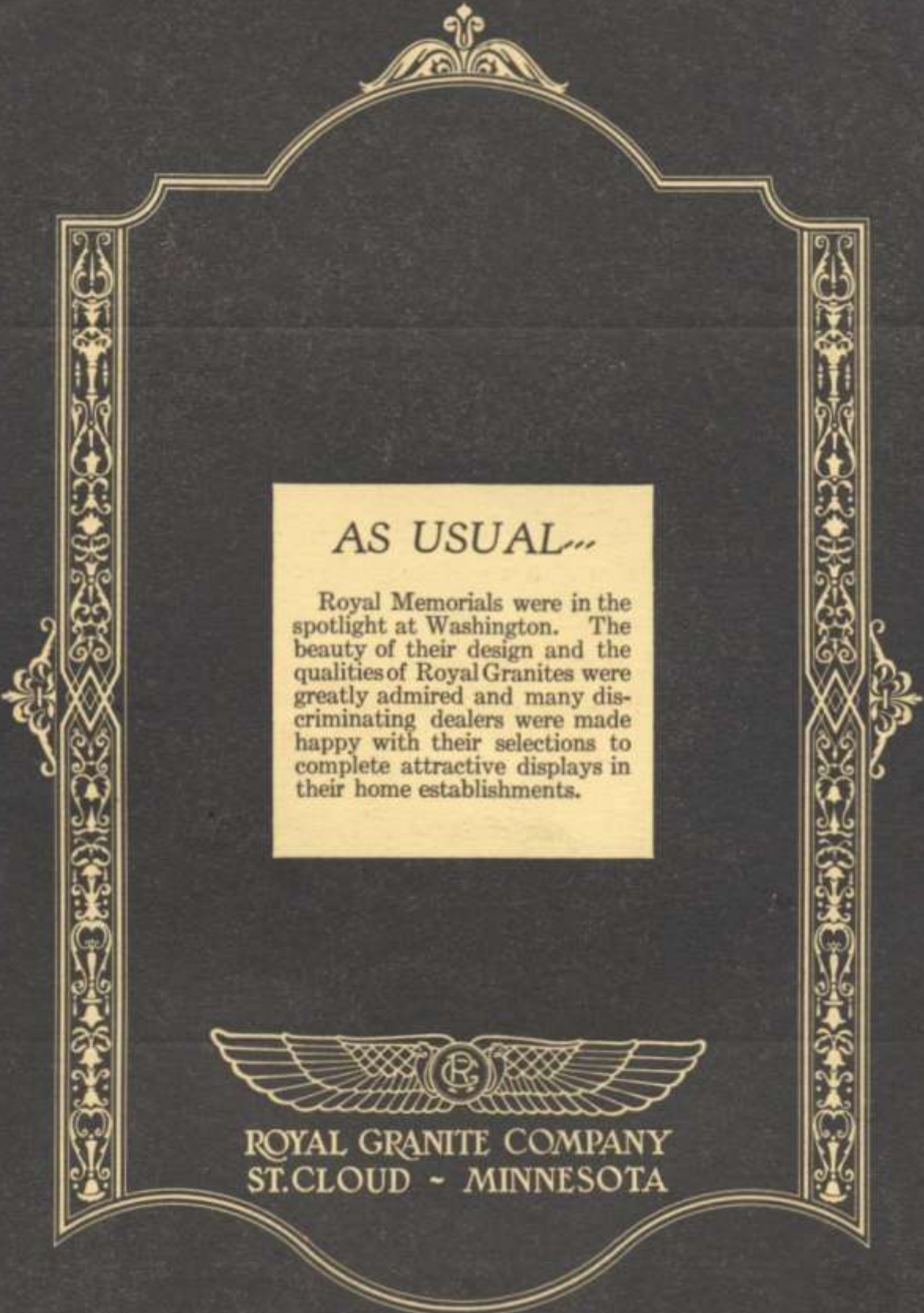
*It is that kind of granite.*

*Many of you know this.*

---

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





## AS USUAL...

Royal Memorials were in the spotlight at Washington. The beauty of their design and the qualities of Royal Granites were greatly admired and many discriminating dealers were made happy with their selections to complete attractive displays in their home establishments.



ROYAL GRANITE COMPANY  
ST. CLOUD - MINNESOTA