

# ***Design Hints For Memorial Craftsmen***

**December 1926, Vol. 3, No. 6**

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Dan B. Haslam, Editor and Publisher

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December 2012

# DESIGN HINTS

FOR MEMORIAL CRAFTSMEN



December, 1926

Volume III

Number 6

WE WISH!  
That the New Year will give  
YOU:

The buoyant spirit of boyhood  
and the adventure that goes with it.

The enthusiasm of the young man  
starting out to make his fortune and  
the willingness to work thereby.

The conviction and pause of the  
matured man to enjoy the fruits of  
your labor, and

The rounding out of a big year  
by a friendly, fraternal feeling for  
your associates and those who come  
into contact with you.

With these you are bound to win!

---

**A. M. SIMMERS & SONS**

A. M. Simmers    A. W. Simmers.    George Simmers  
St. Cloud, Minn.



## What More Could You Ask Than These Three For 1927?

Throughout the New Year you are going to see new ideas of the Pyramid line, beautiful in themselves and of especial brilliance in the manner of their workmanship. The three Pyramid features are without a doubt in a class by themselves. We are confident they will be a source of satisfaction to you and that you will find them ready sellers in the display room of your establishment.

Pyramid Red, Pyramid Gray and Pyramid's shade of St. Cloud Dark Gray are popular among those who have been buying them month after month since Pyramid started business.

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

Say you saw it in DESIGN HINTS





### *Rex Red Is Going To Have A Big Year For 1927.*

Are you going to have your share of this business? We know it is going to be a lot bigger because we are confident that it will come in for repeat orders from those who are starting the use of it.

This Rex Red is a little different shade than any red we have seen so far, a beautiful lustre of its own. Users have told their friends in other parts of the country and we have had new inquiries every day and requests for samples. We know this can result only in many new friends of Rex Red and we urge you, too, to try some of it in your show room.

Start the New Year right with Rex Red.

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

Say you saw it in DESIGN HINTS



## Here's A Connection That Really Means Something

Not everybody can buy Hunter's Mahogany. Only those companies which are able to talk a quality grade of memorials and who are interested enough in their business to have their customers come back to compliment them can handle it successfully. It is for this reason that Hunter sells only to one in a territory.

This gives the one man an exclusive sale of a quality product; it gives him the backing of our certificate of warranty and he is thus able to tell his prospects that everything in the material and workmanship must be right or would be made so. If Hunter's Mahogany is not now represented in your territory we would advise you to get in touch with us.

Hunter's  
Mahogany  
Memorials

**HUNTER'S  
MAHOGANY'S  
MILBANK, S.D.**  
TRADE MARK

Quarriers  
and  
Manufacturers

**ROBERT HUNTER**  
Milbank, South Dakota

Say you saw it in DESIGN HINTS





May we submit sizes and prices on this exclusive Universal Design?

## Seven Wishes Are Always Better'n One

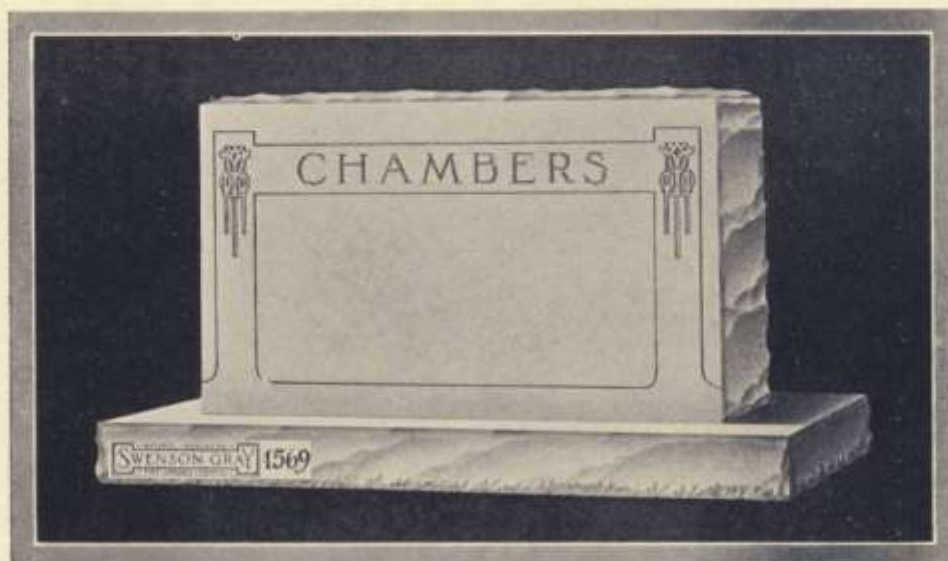
If each one of us could have seven wishes and we could give you every one of them seven days every week we'd wish each time that you would be able to cash in seven hours every day on your past efforts and that when we meet you at the convention you'll be glad you adopted the Mystic Sign of the Seven and ran your course along its parallel.

The House of Seven wants you to know it's with you at New Year's time and throughout the year.

THE HOUSE OF SEVEN BROTHERS

**7** Universal Granite Co. **7**  
St. Cloud, Minn.

Say you saw It in DESIGN HINTS



Let us send you sizes and prices on this exclusive Swenson creation

## GREETINGS

*Swenson takes this opportunity to*

G      *Wish you and yours the best of*  
 R      *Everything throughout the New Year*  
 A      *Nothing but joy for thee and thine, our*  
 Y      *Sincerest wish all down the line, with*  
          *Orders abundant all of the time, in*  
 GRANITE      *NINETEEN TWENTY SEVEN*

THE JOHN SWENSON GRANITE CO.

CONCORD, NEW HAMPSHIRE

L. N. Strock, Baltic, Ohio: W. G. Watt, 968 Decatur St., Decatur, Ill:  
 Fred Haslam, 4019 Kenwood Ave., Kansas City, Mo.  
 U. G. Doran, P. O. Box 92, Dallas, Texas.

Say you saw it in DESIGN HINTS





## The New Year is Here and It Finds Show Rooms Depleted

It is time for taking stock and learning where we are going to be for Memorial Day business.

It is during the winter months that relatives of deceased persons look out for the monuments that will be in place on the nation's great day of memory when they pour into the cemeteries of the country to place garlands on the graves of the dead.

If you would be prepared for this business you must have your stocks well chosen and of ample variety. We should be pleased to furnish designs of anything we may have or could make up for you anything that you may be in need of to make your display rich and tasteful.

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### UNITED GRANITE CO.

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



**Here Is A Pearl that is Sold Often  
To Men Of Distinction**

It's first name is Red and it has all the elements of beauty and finish that the name implies.

Red Pearl has found many new places of display in the past two years and it is through the reputation which runs on ahead of it that it has become so eminently successful.

We invite you to try your next prospect on Red Pearl because we know that it will attract still others to your show room.

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

Say you saw it in DESIGN HINTS





## North Star's Constellation Includes Many Fine Granites

If North Star can boast of one thing it is that it is fixed in the regularity of its products. It is fixed in that it is steadfast and unchanging. It clings to the age-old theory that men are expecting certain things behind certain names and trade marks and it never disappoints.

Topping this thought is that of the *Constellation of North Star*, the granites which are sold with it. We might name half a dozen fine granites but we content ourselves with calling to your attention the lustrous element of Pioneer Dark Gray, beautiful in its finish and lasting in its texture. We invite comparison of any dark gray granite with Pioneer and we are confident of the ultimate outcome.

Settle on the products of North Star. There's enough variety in them without going farther.

## North Star Granite Corporation

St. Cloud, Minn.

William Campbell  
President

Olaf Frick  
Vice Pres.

Dave Alexander  
Treasurer

John Campbell  
Secretary

Say you saw it in DESIGN HINTS





# DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN B. HASLAM, Editor and Publisher.

## THAT WE HIGHLY RESOLVE—

It's time to resolute again. Folks about the world are now engaged in looking down the hill of the past year—or up as it may be according to results—and are then facing the New Year.

What great zest we have at the beginning of the New Year! We frame resolutions as fast as the imagination moves us. We think we'll do better now than ever before.

Many good resolutions are kept—by men of indomitable and unchanging spirit. Countless others are left in the wreck of human frailties, and human desires that are not held in tight rein.

We know of one resolution that the average man could make and keep this year. We say the average man, because it applies to all but those who are indolent, lazy, shiftless. That is the resolution not to waste time.

Every year in America there is more time wasted than is used. We are called by provincials a hustling people. Sometimes, however, we are, figuratively speaking, running around on a dime.

We often appear busy because we are waving our hands in a vortex of unpurposed motion.

There are statisticians, men of figures, for almost all purposes in this country. They can tell us how

many ounces of coal were consumed in American industry; they can tell us how many calories we punished in our Sunday dinner; they can tell us what disease or automobiles did to wreck American homes, but there has not as yet arisen a man who can tabulate the wasted time.

None of us admit that we have wasted it. It would be a hard thing to check up. But if all the wasted time was put to useful purpose America would be even a greater nation than she is now.

Play time there must be, of course, because men must have it to sharpen them in times of heavy responsibility, and to put an edge on work, but it is the lost motion, the purposeless effort, the lack of red-hot interest that keeps men from getting the best out of their time.

We may be able to reclaim lost fortunes, we may be able to balance last month's loss with this month's gain, we may be able to replace any one of a thousand other things that is within our grasp but time gone is never to be recovered, never to be retrieved—it lies in the scrap heap of roseate dreams that are not realized, not consummated, and it is because we neglected the greatest and most important element to their realization—Time.

So in wishing you the greetings

(Continued on page 20)

# Monumental Drawing and Lettering

*By Dan B. Haslam*

## THE POINSETTIA IN APPLIED ORNAMENT

THE Poinsettia, Christmas flower of the South, has come to be a Christmas symbol throughout the whole land, a symbol of the Nativity of Christ, of redemption and the birth of hope.

"A Mexican plant with beautiful flowers," is the dictionary's definition of the poinsettia. It is very popular at this particular season of the year and for this reason as well as for the beauty of the flower, is often referred to as the Christmas rose although it is not a member of the rose family.

The shape of the younger leaf is somewhat similar to that of the rose but the edges are smooth, not serrated and the leaf rather oblong in shape. As it matures however the leaf changes in form entirely, the edges though smooth are very irregular, and while the leaf veins are similar, the matured leaf bears but little resemblance to the sprout. The leaf stems are slender, reddish in color and arranged irregularly on a rather heavy flower stalk.

The flowers are a beautiful red in color, very large in size yet delicate in structure and exceedingly popular as a Christmas decoration in the home or arranged in many varied design schemes for Christmas boxes, paper and seals. The Holly is also used for such de-

corative purposes, but it is generally conceded that the Poinsettia is more popular and by far the more beautiful of the two plants.

The Poinsettia like the other flowers illustrated in this series is expressive in religious symbolism, beautiful and practical in structure and worthy of consideration as a decorative motive in pleasing memorial design. Some consider the flowers and leaves too large for practical memorial design, especially when simplicity of detail is the demand, but if a little care be exercised in the arrangement of the various parts of the plant, satisfactory results are easily produced, even by the inexperienced designer.

The Poinsettia in its natural state is illustrated in Fig. 1 of the accompanying Plate. These drawings were made from a single plant which may be obtained from any florist at this season of the year. It will be noted that the petals of a single flower are greatly varied in size and when two flowers are examined for comparison there is a difference in the number of petals. Thirteen petals were found in one and fourteen petals in another of the two flowers examined. The difference in shape of the young and more

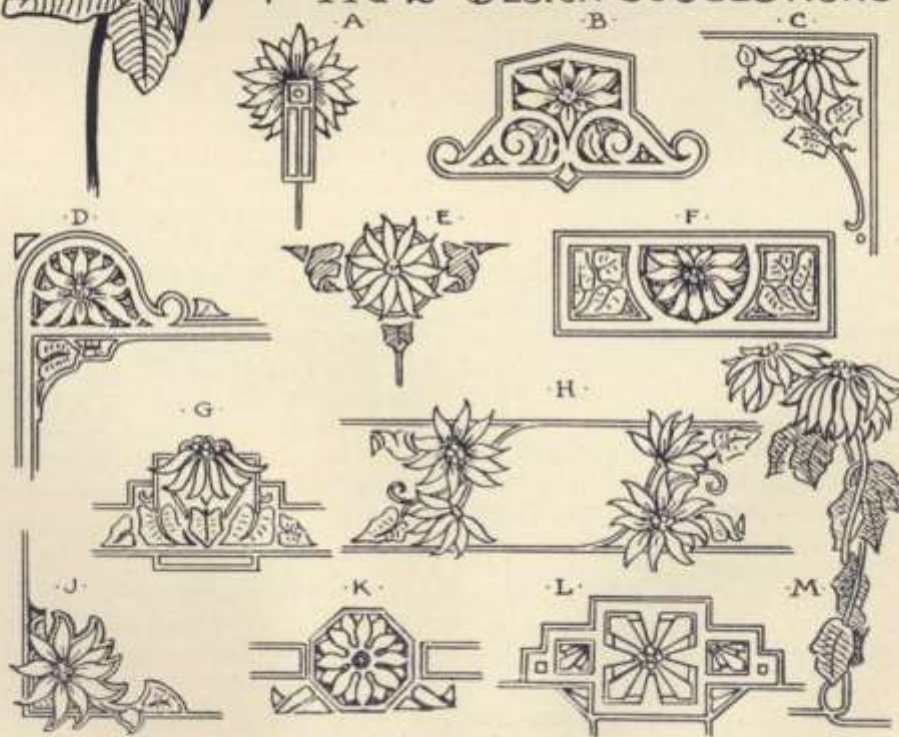
(Continued on page 20)



FIG. 1. POINSETTIA.



FIG. 2. DESIGN SUGGESTIONS.





## Emblems For Memorials



**I**N the October issue of "Design Hints" we illustrated a correct drawing of the Emblem of the American Legion along with an explanation of its symbolic representation. This article was the first of a series dealing with emblems for memorials.

We presumed the first article would be of interest and benefit to the craft but we had no idea that the publishing of any particular emblem would create general interest in our work. We are agreeably surprised to learn that the publishing of the American Legion emblem has proven very popular not only with the members of the craft but with others as well.

Our illustration and complete definitions of the symbols as shown in the American Legion emblem were published in a recent issue of *The American Legionnaire*, the official publication of the Minnesota

Departments of the American Legion and The American Legion Auxiliary. And, all details have been forwarded to the National Headquarters for the purpose of publishing in the National publication of the American Legion.

The industry is elevated in no small degree by this national recognition which was entirely involuntary. The writer is gratified to be able to contribute something to the organization of which he has felt he has been

somewhat of a passive member since its inception.

It has been suggested that we give the Veterans of Foreign Wars' organization, a similar treatise on its official emblem. This article is published in acknowledgment of this request and we hope it will be accepted with general approbation by its members.

We believe our rendering of the Veterans of Foreign Wars' emblem will prove of unusual interest to the members of the craft. In order to successfully reproduce a correct rendering it was necessary for us to secure details from the officers of the local branch. The only details we were able to secure were reproductions of the emblem in a very small size. Naturally the work in connection with the making of a correct reproduction was rather difficult and our drawing should be all the more valuable to the trade



because no dealer will need experience the same difficulty.

Our rendering as shown in the accompanying Plate is authentic and is plain enough for any one to readily understand the various symbols as represented.

The Veterans of Foreign Wars' emblem is in the form of the Cross of Malta. It is a real Foreign Service Decoration, the official Insignia of this organization and is recognized and protected by the United States as such.

It is a time honored Cross and has been worn with dignity from the days of the Crusades so it is especially fitting for its present purpose.

History does not tell a more fascinating and romantic tale than that of the Knights of the Crusades who were inspired purely by unselfish motives, and united under the banner of Christianity, after a lapse of 1000 years, failed to drive the Turk from the land he defiled. This feat was accomplished by the allied soldiers in the World War. Such is the origin of this beautiful emblem selected by the founders of the Veterans of Foreign Wars' organization which is symbolic of the justice and rectitude which sent the American soldiers as Crusaders in modern times to foreign shores.

Radiating from the circles of this Cross are the rays of light symbolizing the spread of Democracy among the nations led by our own great nation.

Over all is superimposed the eagle shield signifying military service under the starry banner of the land of Liberty. The bald eagle is an American bird and has been our Nation's emblem from the days of the Revolution. In one claw the eagle holds the Olive branch of "Peace" while with the other it

clings to a number of arrows, symbolic of War and Power held in reserve. Thirteen stars representative of the thirteen original Colonies are arranged in the sun directly over the head of the eagle. As previously explained the sun is symbolic of Life and Power or the source of life and power. The name Veterans of Foreign Wars of the United States is placed in the circles representative of continuity and completeness. As the circles are continuous so also is the Veterans of Foreign Wars of the United States for so long as there are unjust Governments so long must we maintain our rights for as new wars come on other Veterans will carry on where its members leave off. The Veterans of Foreign Wars' emblem binds all with that same spirit of comradeship that existed among the Veterans of the old Crusaders.

An emblem that is representative of the loftiest of ideals, the ex-service man who is privileged to wear it may well be proud of such an honor. It means that he was one of a body of modern Crusaders who, journeying to foreign lands risked his all to make the world safe for Democracy. A power in War and a reserved power in Peace, a true American soldier, the source of Life and Power through all Eternity.

The writer is one of the many who Uncle Sam considered an example of that old proverb, "The pen is mightier than the sword", and with that he was presented with a gun, a uniform and a job drawing maps. The gun was given him to keep clean and the uniform presented because it would not better fit any of the other three or four million. Like many others who were compelled to fight the enemy from this side of the waters, he would give

(Continued on page 22)

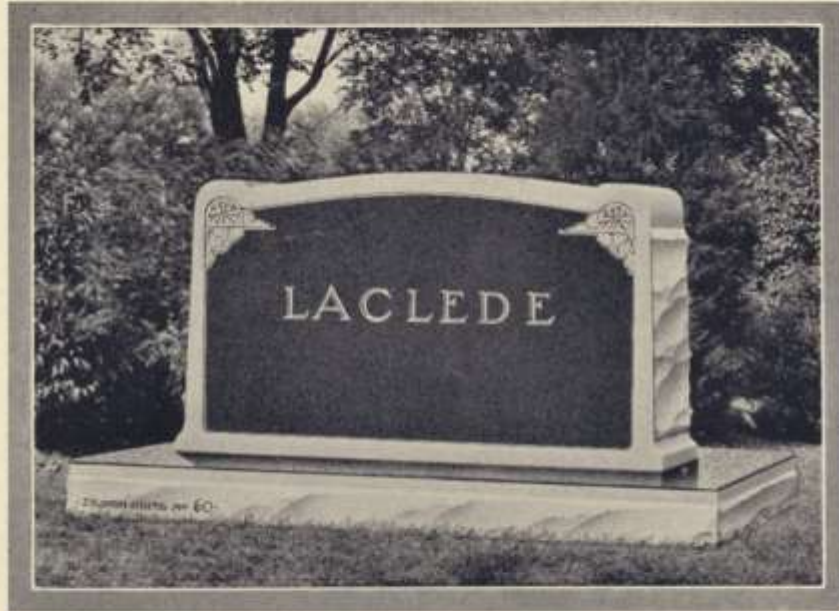


## TENNYSON

The Rose, a symbol of love and devotion lends itself admirably to pleasing arrangement in conventional decorative design for memorials. Note how artistically this most beautiful of flowers has been handled in the TENNYSON design and how well the scheme harmonizes with the graceful curve of the top. The polishing of the rounded edges on the ends of the die gives a final touch to this inexpensive memorial which has all the qualities in appearance of the more costly types.

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



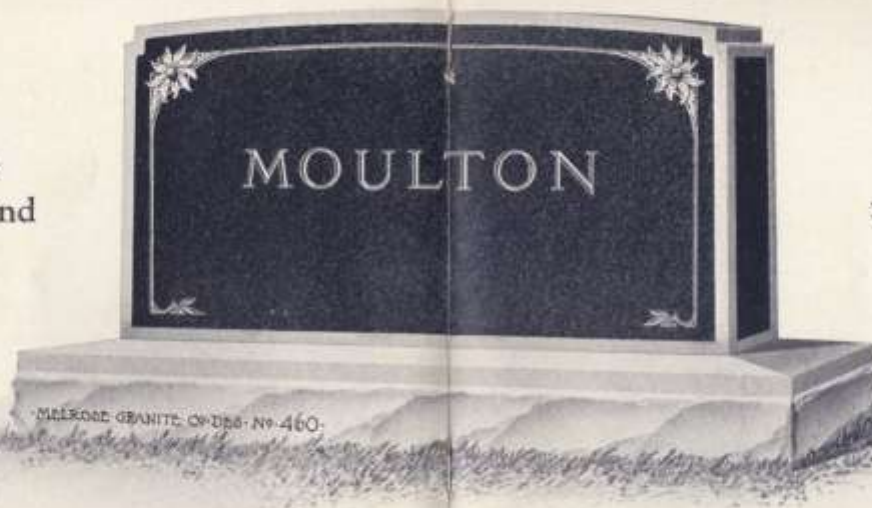


## LACLEDE

The Poinsettia, a symbol of redemption and the birth of hope, has been arranged in an exceedingly attractive manner in the Laclede memorial. This illustrates again that it is unnecessary to incur much extra expense in producing something out of the ordinary in modern memorial design. Keen contrast is displayed between the polished surfaces and hammered margins of both die and base. A dignified, elegant, distinctive yet inexpensive memorial is the result of our efforts and one which will appeal to the prospect of moderate means.

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

Another  
New Year  
Comes 'Round



Let's Make  
It A  
Snappy One

### Retailers On Their Toes Won't Get Run Down At The Heels!

That's our idea of the way to keep abreast of the times and keep stocking your business firebox with new and untold tons of rare ideas—ideas that will project your mission and bring down the customers with less effort.

Melrose long has kept an eye on the retailer in all its business development and business policies. Melrose knows that the business can be founded only by a very definite understanding between manufacturer and seller, and if we ever deviate from that plan you just let us know.

Melrose has ungodly ideas for you! Ideas that will help you render a satisfactory accounting when the shadows of this New Year lengthen into memories of deeds well or poorly done. We have the kind of designs you need to get the prospects interest; we have the kind of granites that will make him stay sold and the kind of administrative policy that will help you in your countless little problems of the day.

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

## Dealers' Private Memorials



### **THE SUMMERSGILL MEMORIAL**

The summersgill memorial was winner of second place in the recent Dealer's Private Memorial Design Contest conducted through the pages of "Design Hints".

This beautiful design, while not as large or elaborate as some we received photos of, is worthy of the credit accorded by the Judges and Mr. R. L. Summersgill is to be congratulated in winning second place in the contest.

The Summersgill memorial is a splendid example of the "Build while you live" idea insofar as the slogan applies to the dealers personally. In sending us the photo of his memorial, Mr. Summersgill writes as follows:

Wanesburg, Pa. "Enclosed please find design of a monument that is erected on my lot in Green Mount Cemetery for my wife and myself, both living, which shows that I have

practiced the "Build while you live" idea.

He also informs us that he has sold many monuments to people who are living, largely due, no doubt, to his own example.

The Summersgill memorial is pleasing in design, well proportioned and careful workmanship is apparent throughout especially in the lettering. The letters in the family name being unusually interesting in the double recess treatment. It reflects to a marked degree the characteristic execution of details for which we have strived the past decade or more.

### **THE BATCHELOR MEMORIAL**

A Plate showing the Batchelor memorial is also submitted with this article. This memorial having been erected for twenty years is not modern in design or treatment, of course, but the story in connection with its erection is as in-





teresting as the design is unique and practical for its purpose.

A photograph of the memorial was sent to us by Mr. William H. Batchelor of Shoals, Indiana. As previously stated it was erected twenty years ago and was especially designed to include the names of the father, mother and eight children of the Batchelor family in what was considered as the best and most practical manner.

The memorial is hexagonal in form and the inscription letters arranged in the six panel-like sides of the die. This provides a single side each for the inscriptions of the father and

mother, while the children's inscriptions are arranged in the other four surfaces, two names and dates to the side.

We are pleased to submit herewith Mr. Batchelor's letter which is the most interesting it has been our pleasure to receive for some time.

Design Hints

St. Cloud, Minn.

Gentlemen:

"Please find enclosed a photograph of my own family memorial which I erected on my family lot twenty years ago.

I designed it especially for my large family. My name, date of birth and the names and birth dates of my wife and our

eight children are cut in the sides of the die.

Having lost our family documents by fire which destroyed our home, we often refer to our memorial as the family record, and it's an assured fact, this record will not be lost the same way. We are very proud of our memorial. I did not have five dollars left after it was set and paid for and because I was a cripple, the neighbors criticised me for spending so much money when as they said I needed it for necessary things.

Well I am still a cripple, on crutches all the time but the monument is there and I am still doing business.

Signed,  
Wm. H. Batchelor.

### THAT WE HIGHLY RESOLVE—

(Continued from page 9)

of this new season, in extending to you our fraternal respects and regard we express the hope that you will take advantage of your time and will realize on every precious moment.

We hope that you will find in it new treasure and will show great impetus and unrivaled advance in your business as a result.

We hope that, above all, you will get the great satisfaction which comes from doing a job well and realizing that, so far as you know, it could not be done more thoroughly.

And with this thought we wish you a Happy, Prosperous and Productive New Year.

Say you saw it in DESIGN HINTS

### MONUMENTAL DRAWING AND LETTERING

(Continued from page 10)

matured leaf is also illustrated in the renderings of the natural plant. In design schemes the large leaf is often drawn to resemble the leaf of the holly although the shapes of the two leaves are not so similar as represented.

Twelve design suggestions using the Poinsettia as a basis are offered in Fig. 2 of our plate. Most of these arrangements are very simple and practical for modern sandblast treatment of ornament.

Sketches B, E, F, G, H, K and L are offered as central motives in design while the others are for side decoration.

An ornament similar to sketch D is carved in the LACLEDE memorial, *Design Hints* design number 60 which is shown on another page of this issue. Any of the other suggestions may be just as pleasingly arranged in memorial design even though simplicity of detail is requested.

Sketches C, H and M are a little too natural and also too fussy for simple and correct memorial ornamentation, but if the design is merely outlined and the detail kept small the results obtained will not be displeasing.

The student in design will experience but little difficulty in successfully drawing a Poinsettia. Copying the natural plant is the best practice and at this particular season of the year, many plants are available at the florists which may be or should be purchased at very attractive prices. Also, do not overlook the discarded Christmas seals and boxes for ideas in pleasing design schemes.



## GRANITE CHIPS

### ***MOVES FROM WASECA TO MANKATO, MINNESOTA***

Mr. Sam S. Hanson, proprietor of Waseca Granite & Marble Works, is moving his memorial stock and machinery from Waseca to Mankato, Minnesota. After January 1, 1927, his new establishment will be known as the Mankato Memorial Service.

He has purchased a commanding location of two lots on the bend of the Main Street, and will manufacture memorials in his new shop in the rear of these lots. The stock will be displayed in the yard adjoining the office located on the second lot. The move will cost about \$15,000, but he feels this is justified with the broader possibilities in the larger city.

### ***COLLINS & DOANE COMPANY BUILDS NEW SHOP***

Libertyville, Illinois. With the completion of the new building of Collins & Doane Company, at 345 East Park Avenue, there is brought before the public eye the remarkable and successful record established by this company in its 14 years of business in Libertyville.

In 1912 W. I. Collins purchased from a Mr. Welsh the one-room shop maintained by the latter near the North Shore depot. The equipment was worth only a few dollars and there were just four memorials in the place. Recently when the company was ready for the new quarters, 100 tons of granite were moved from the old place to the new. This is only a phase of the tremendous increase of the business.

The dimensions of the new plant are 80 feet long and 40 feet wide, on a lot 175 feet long and 50 feet wide. The site is on the south side of the street, about 2½ blocks east of Milwaukee Avenue. The building is set back 21 feet from the street.

Upon entering the main doorway, one is ushered into a spacious, commodious show room. It is 60 by 26 feet and contains a pleasing variety of memorials. Directly to the rear of the display room is the 20 by 26 foot work-shop. A five-ton crane enables the workmen to move stock work to any part of the building with ease and expediency. The machine room is located to the left of the work-shop.

The building is of brick construction, with steel window frames and cement floors, making it as near fireproof as possible.

A visit to the building shows that the company is keeping pace with the call for service and business that has arisen in the past few years. With the new plant in operation, there is not a shop in Illinois better equipped for economy of production and handling work in the monumental line.

### ***ANNOUNCING THE ARRIVAL OF A NEW STONE-CUTTER FOR THE CRAFT***

The problem of supplying apprentices to the trade is somewhat alleviated by the arrival of a bouncing baby boy in the home of Mr. and Mrs. M. A. Dilisio, Boscobel, Wisconsin. Mr. Dilisio aside from being the proud father is the progressive proprietor of the Bos-

cobel Marble and Granite Works. Lucian Harris Dilisio arrived November 20. Mike has already placed his order for a complete set of stonecutter's tools, a set of drawing instruments and a kit of memorial designs, so the youngster will not be handicapped for lack of equipment to make him the leading designer salesman of the Northwest. "Design Hints" extends congratulations to the proud and happy parents.

### **TEMPERANCE IN CORRESPONDENCE**

It is the letter before us, talking in good or bad English which gives the side lights to character and marks the writer as genuine, distinctive, cultured, or the reverse.

The uncared-for finger nails or the frayed cuffs are unpleasant indications conspicuous at once in a personal interview; yet an understanding smile or a winning manner sometimes charms these defects into the background; but our thoughts committed to paper and sent as our personal representatives, dismally minus the charming smile, are dissected and judged on their merits alone.

Temperance in our choice of words in a letter is essential. Never make the mistake in business of allowing your bad temper full rein, though your anger be amply warranted. It may give one the utmost satisfaction to write a scathing reply to a correspondent who writes in large letters that "The war is over" because you do not allow him to fix your

prices. The world is full of persons who take this method to arouse you, then they await in smug complacency your indignant reply to their sarcastic communication. If you, in writing, commit yourself in a thoughtless manner they are immediately justified in their own eyes and assume still further an injured attitude.

To become tiffed in a verbal argument is perhaps forgivable but there is no excuse for one to engage in what is unquestionably the childish practice of "calling names" in black and white with plenty of time to realize the results. A soft answer not only turneth away wrath but it is good business.

Indulge yourself if you must verbally when caustic and unreasonable letters find their way into your daily mail, but have yourself well in hand when you settle down to dictate your replies—Remember that the angry man in an argument is always wrong.

### **EMBLEMS FOR MEMORIALS**

(Continued from page 13)

everything to have had the foreign service necessary in order to enjoy the honor of being a member of the organization of the Veterans of Foreign Wars of the United States.

To the Veterans of Foreign Wars we doff our hats. Wear your emblem—you are the envy of every ex-service man who is not so privileged.



## Dates of the Winter Conventions

### Western Meetings

STATE	DATES	PLACE
MICHIGAN	Tues. and Wed. Jan. 11 and 12	Hayes Hotel, Jackson
ILLINOIS INDIANA WISCONSIN	Tues., Wed. Thurs. Jan. 18, 19, 20	Edgewater Beach Hotel Chicago, Ill.
MINNESOTA	Tues. and Wed. Jan. 25 and 26	New Nicollet Hotel Minneapolis
IOWA	Thurs. and Fri. Jan. 27 and 28	Hotel Savery Des Moines
NEBRASKA	Tues. and Wed. Feb. 1 and 2	Corn Huskers Lincoln
MISSOURI	Thurs. and Fri. Feb. 3 and 4	St. Louis
KANSAS	Tues. and Wed. Feb. 8 and 9	Wichita
OKLAHOMA	Thurs. and Fri. Feb. 10 and 11	Severs Hotel Muskogee
COLORADO	Tues. and Wed. Feb. 15 and 16	New Albany Denver

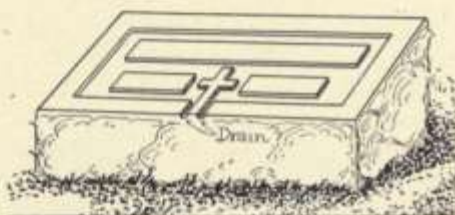
### Eastern Meetings

MAINE MASSACHUSETTS CONNECTICUT	Tues., Wed. Thurs. Jan. 18, 19, 20	Boston
NEW YORK	Tues. and Wed. Jan. 25 and 26	Ten Eyck Hotel Albany
PENNSYLVANIA MARYLAND DELAWARE-D. C.	Thurs. and Fri. Jan. 27 and 28	York Pa.
NEW JERSEY	Tues. and Wed. Feb. 1 and 2	Newark
OHIO	Thurs. and Fri. Feb. 10 and 11	Southern Hotel Columbus
TENNESSEE	Tues. and Wed. Feb. 15 and 16	Hotel Patten Chattanooga
CAROLINAS	Tues. and Wed. Feb. 22 and 23	Jefferson Hotel Columbia, S. C.
VIRGINIA	Thurs. and Fri. Feb. 24 and 25	George Mason Hotel Alexandria

## IDEA EXCHANGE

### HELPFUL CRITICISM

The marker illustrated in the accompanying Plate is one previously shown in a recent issue of *Design Hints*. It is the subject of a little criticism on the part of one of our readers, a man who is not only a prominent designer but one of the most progressive dealers of the Northwest.



Constructive criticism is always welcome and beneficial to all especially when the suggestions come from such recognized authority.

The craftsman who sent this design regarded it from his own viewpoint as perfect for the purpose no doubt, as did we, but its publication brought the following:

"Friend Dan:

I always get a nice kick out of *Design Hints* and appreciate being on the mailing list.

I noticed the two suggestions by Mr. ———— more particularly the one showing another way of draining the hickey. May I call attention to the location of the cross in this sketch. The cross should always if possible be at the top or above any family name or inscription, never below. If used on either side of a name or inscription, it should never fall below the top of the letters and the top of the cross

should never be lower than the top line of any engraving.

We see the misuse and misplacement of this emblem in many ways and its use on memorials should have careful consideration at all times.

Whatever branch of the Christian religion we belong to, there is but one emblem—the cross—and it must be above all else when used."

The Idea Exchange Page was opened as an experiment, but we are now convinced that it gives a welcome opportunity for the dealers to show their initiative in ideas and various methods towards the improvement of the Art for which we are continuously striving.

### SEIZES TOMBSTONE FOR DEBT; THEN HE PUTS IT ON SALE

Batavia, N. Y.—A new article has been placed in the market here—a second hand monument. Judd H. Blanchard, monument dealer, has advertised a monument for sale at auction, having seized it for non-payment. A judgment was returned against the purchaser in Supreme court. A legal notice of the sale states that the stone will have to be recut as it had already been marked and set up.

If more business men read good books we would have better business standards.

If you don't think you have to start at the bottom—try to shovel coal from the top of the pile.



### **"LET US HERE HIGHLY RESOLVE—"**

When the New Year knocks on the door and begins to wipe his feet on the threshold of 1927, let us get out our think-tank, clean her up, adjust the carburetor, put in a new supply of spark-plugs and gas, then shove her into high speed and proceed to make a few New Year's Resolutions.

For instance let us resolve:

To be good.

To be decent.

To be kind and considerate.

To be true to ourselves.

To be square with others.

To earn more and spend less.

To talk less and think more.

To crowd less and give the ladies a seat.

To improve business.

To be a loyal citizen.

To be the right kind of a thing we are—whether it's husband, father or son.

To do everything else that we ought to do which hasn't already been mentioned.

And then let us pack all these resolutions in moth balls, stow them away up in the attic, and forget all about them, as usual—and "Get to Work."

### **SLOGANS**

Slogans are of unquestionable value in advertising. Often they are much more effective and a great deal more convincing to prospective buyers than even a well thought out and carefully worded advertisement. However, too many business men adopt a slogan which promises a great deal, and pro-

ceed immediately to forget the obligation they assume with its use. Slogans to be continuously effective must be founded on truth in their actual statements or in what they imply.

If you have a slogan be sure that every one in your organization is familiar with its import and that the policies which you pursue will not leave you open to attack as in the case of the enterprising coal dealer who adopted for his business the slogan. "It's a Black business but we treat you White."

A customer upon receiving a bill for coal for which he found he had been charged at the rate of \$20.00 per ton, sent in his check with an accompanying letter suggesting that the coal man change his motto to read, "It's a Dirty business, but we clean you good."

### **MODESTY**

It fell to my lot once to do a turn with the Sixth Sherwood Foresters as Liasson Officer. One night the skipper and I were waiting developments in the dugout which served as company headquarters. A young cockney lieutenant came in from a reconnoitering patrol and with the usual modesty of his kind gave his report. But at the conclusion he showed his native shrewdness.

"And, by the way, Captain," he said, "I want to recommend Corporal Green for not only one of the best soldiers in our outfit but one of the bravest men in the whole army. Do you know, Captain, he followed me wherever I went."

# OH GEE! MOULDS

## ILL SAY IT'S POTENT

"How about the bootleg goods in this town?" inquired the stranger of the hotel clerk.

"In what way?" asked the clerk.

"Is it potent?"

"Potent' is the word sir. Why a gentleman who was stopping with us went to the theatre one night. He stepped out during an intermission and purchased a few drinks in a nearby alley. Then he returned to the theatre."

"Well, what's so remarkable about that?"

"He wasn't aware, sir until the doorkeeper kindly told him, that it was the next night."

"Can I sell you a couple of tickets? We're getting up a raffle for a poor man in our neighborhood."

"Just cut me out. I wouldn't know what to do with a poor man if I won him."

"Do you know why I won't marry you?"

"I can't think."

"That's right. You've guessed it."

"You were out in the rain yesterday without an umbrella."

"That's all right. I eat salt mackerel every day and it keeps me dry."

## I GUESS HE WAS RIGHT

Lord Billingsgate's butler was instructing a new colored servant in his duties.

"Now, Samuel," he said, "when Lord Billingsgate rings you will answer saying 'My

Lord, what will you have?'" This was practiced with varying success several times.

A few hours later having occasion to summon the servant his lordship was astonished to be addressed with:

"My Gawd, what does you want now?"

"There's a sign that says 'Refined Dancing Every Night But Sunday'."

"Oh, then, let's wait till Sunday."

## YOU BANKERS BETTER STICK TO THREE

A breathless man rushed into a bank and up to the teller's window. He slapped a fifty dollar bill down on the counter and shouted:

"I'll take two cases."

"Two cases of what?" asked the teller.

"Two cases of anything you've got. I'll drink anything."

"Say you; this is a bank. Where do you think you are?"

"Well, I saw a sign outside that said 4%."



Moss-O'Leary  
Sez:

The Thrifty  
man is one who  
can make his  
running ex-  
penses walk.





## Words

by

*Edw. F. Flynn, Director Public Relations  
Great Northern Railroad and Director of  
Rotary International.*

If I should say words are worth more than gold and precious stones, you would doubt my statement, but let's see.

The right word used at the right time has saved lives and has saved nations; the wrong word has precipitated war and sacrifice. Lives are more valuable than anything else in the world.

And words, if we can find the right ones for song or play or story, mean fortune, and more than that, make one immortal. The words of Aristotle, in his philosophy, ever new, and of Shakespeare, in his plays, as popular today as ever, and of Abraham Lincoln, in his debates and addresses, have made these men immortal.

Weren't the words of these men worth all the wealth of all the nations of all times? For what rich man do we respect for his riches only?

Be careful of your words; be prudent in their use.

Words! Oh for the power to use the right ones at the right time!

Words! The dictionary is full of them. Help yourself to immortality.

(Courtesy Great Northern Goat.)

### SOLDIER MEMORIES

It was during one of the more or less exciting days in October, 1918, we were on the Cambrai front and things were moving.

My particular doughboys were covering a front of about a quarter mile with a sunken road doing duty as a trench. One big raw-boned mountaineer from down Tennessee way got a sharp bite on the back of his neck. He bent over and caught the obnoxious cootie just as a bullet whizzed by where his head had been a moment before, and buried itself with a smack in the mud behind him. He looked at the hole in the dirt and then at the cootie. His voice trembled with emotion and gratitude.

"Mistah Cootie," he said,

"Ah cain't recommend yo' for a medal, an' Ah cain't promote yo', but Ah sure can reinstate yo' to full duty!"

And with these words he gently tucked the little lifesaver back into the front of his shirt.

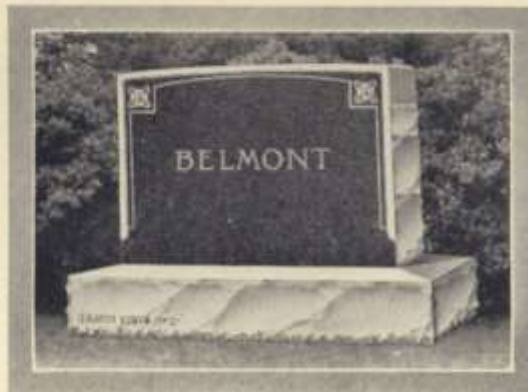
Judge—"But what evidence have you that these men are insane?"

Officer—"Well, your honor, the Scotchman was standing on the curb throwing handfulls of money into the street and the Hebrew was picking it up and giving it back to him."

She—"You told me before I married you that you were well off."

He—"I was but I didn't know it."

## Start The Year Right With Grewe



We have the unbounded spirit of youth, linked with the careful attention of experience in the Grewe organization. We invite you to come to Grewe for your memorial problems during the coming new year.

**G**REWE'S  
OF  
OOD  
RANITE

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

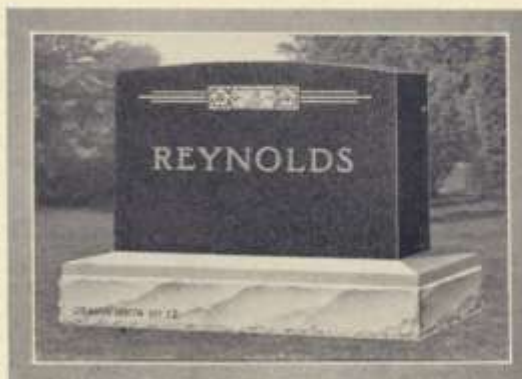
**S**UPERIOR  
ALABLE  
ANDBLAST  
ERVICE

Say you saw it in DESIGN HINTS



## *This Is A Good Resolution*

To have something more distinctive in your show room, something that would bring them across the street and would convert lookers into buyers—that should be a fitting resolution for the New Year. Why not try to get this kind of a result with Little Falls Black.



Little Falls Black Granite Co., Little Falls, Minn.

## Motor Equipment Reduces Toil and Increases Profits



### ***MAKES 'EM HAPPY***

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

### ***DRIVING POWER***

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

**GRANITE CITY IRON  
WORKS**

St. Cloud - Minn.

**GRANITE CITY ELECTRIC  
COMPANY**

St. Cloud - Minn.

***Overhead Cranes Reduce Overhead Costs***

Say you saw it in DESIGN HINTS

## 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.

## 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

## OUR LATEST CATALOG NUMBER 7

Should be in the hands of every monument dealer. It is a vital part of the equipment of the trade. Free on request. Send for a copy today.

**Trow & Holden Company**  
Barre, Vermont  
**Stone Working Tools and  
Supplies**

Say you saw it in DESIGN HINTS





## Special Design Offer To Help You Sell

The above beautiful photo binder containing three dozen **Design Hints** photos, size 11x14 inches, finest photos available, mounted on highest quality linen backing that prevents constant fraying at edge.

**\$25.00**

Binder labeled **Photographs** can be expanded to contain limitless number of photos. Will carry 100 and permit easy display. Rich in appearance, durable, black seal grain karatol, flexible.

Photos furnished with one inch binding strip for convenience in flat opening.

Just the thing for studio or road work. It lends dignity to your sales talk.

### It Sells For You

Regular price on photos is 75c each or \$9.00 per dozen

**THIS OFFER IS GOOD ONLY UNTIL JAN. 20, 1927**

Address

## Design Hints

Lock Box 601

**St. Cloud,**

**Minnesota**

## How Many Shades Have You?



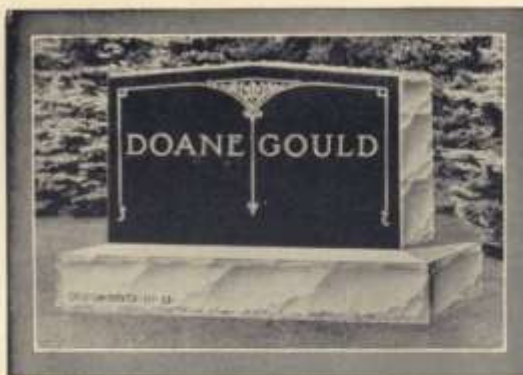
If you have all others but Minnesota Mahogany you haven't a complete display and you're not being square with your customer unless you are able to show him. Try Minnesota Mahogany on your next year's supply.

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

## New Years Is Moving Day For The Ideal

In order to take care of the increasing demand for our product, it has become necessary for us to secure more room. The first of the year we are moving into larger and better quarters where we will be in a position to give you the most prompt SERVICE in high grade memorial work.

**IDEAL RED**  
**IDEAL GRAY**  
**IDEAL SUNSET RED**



*IDEAL GRANITES finished in the IDEAL way*

Send us your sketches for estimates.

**IDEAL GRANITE CO.**  
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



## A New Year To Fight For Results--For The Fighter

The New Year is a year for the fighter to fight for more results. He will go out to make 1927 bigger than 1926 whether or not he hears the melancholy chant of the pessimist who says there isn't a bright outlook. Superior Red and Superior Gray with fine new stocks and a good working organization behind them will give the retailers of the country a big boost in making it possible to show a substantial increase during the coming year.

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*Granite City Granite Company*

*The Ablgrens*

*St. Cloud, Minn.*

## *A Prosperous New Year!*

*Royal sends greetings to all its friends and wishes to announce that it resolves in 1927 to make its products stand out just as they did in the years before it.*

*Royal hopes your New Year will be filled with new enthusiasm and new accomplishment. If you gain these you can ask for no more because you'll get it without asking.*

*ROYAL GRANITE COMPANY  
ST. CLOUD, MINNESOTA*