

Design Hints For Memorial Craftsmen

June 1930, Vol. 6, No. 12

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Dan B. Haslam, Editor and Publisher

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March 2013

DESIGN HINTS

for Memorial Craftsmen

*Apparently some people find
your competitor a square
shooter and an agreeable fel-
low. Is it possible you could
be wrong in your opinion of
him? ♦ ♦ ♦ ♦ ♦*

JUNE, 1930

VOLUME 6

NUMBER 12

|||
After All
|||

After all, a product as familiar with perfection as Wetmore and Morse Light Barre must eventually arrive at that position of eminence which Light Barre now occupies. Unmatched appearance . . . a quality wholly its own . . . an adaptability to any treatment—these are the figurative steps upon which Wetmore and Morse has climbed to leadership. They are the factors which make memorials *sell*.

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



WETMORE & MORSE
GRANITE CO.

SMITH

PAUL
HOMER
CRANDALL
·1889·
·1927·
-m-
|

BARRE

Ideals

for an
Ideal
Product

*Your letter will
bring a photo-
graph of this de-
sign to you.*

Since that time, the time of our beginning, when the E. L. SMITH ideal of building eternal merit into memorials was first conceived, many of the most prominent names in the retail field have become our good customers. From year to year they keep returning . . . confident . . . realizing from experience that the E. L. SMITH ideals of conception and craftsmanship never falter.

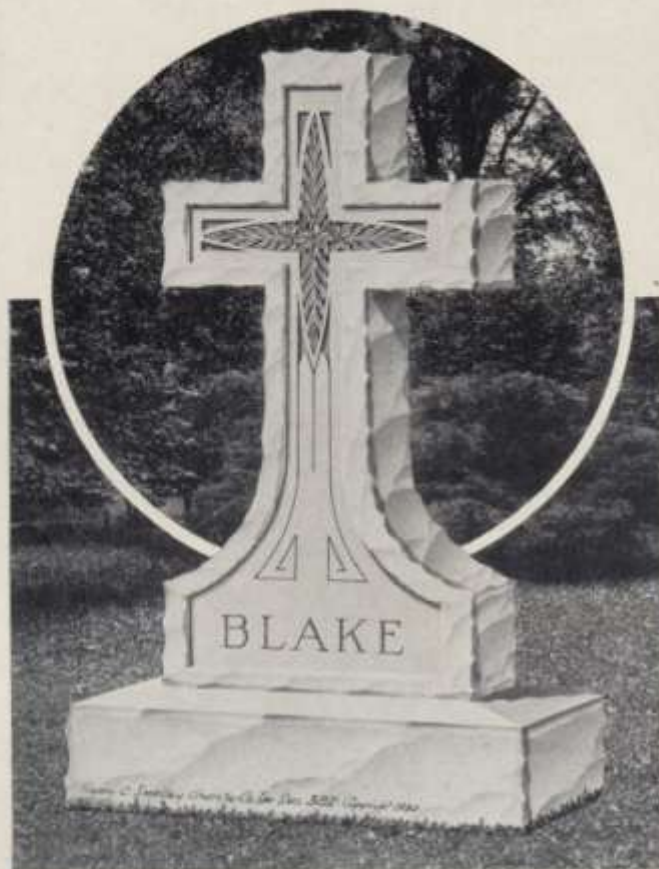
Smith-Barre Granite Will Win For You

E. L. Smith & Co.



Barre, Vermont

Say you saw it in DESIGN HINTS



Henry C. Smalley Design No. 382

Faithfully Expressing Your Ideals

Through an inborn feeling for beauty, cultivated by study and practical experience, Smalley Craftsmen are eminently qualified to faithfully interpret and execute your ideals in fine memorials.

Only a sympathetic grasp of the dealer's viewpoint has enabled Smalley to carry out the idea behind every design successfully and in detail.

*Write for our sizes and prices on the Blake Design
in any of the following Smalley granites.*

*ROYAL DARK and ROYAL BLUE-GRAY from the old
Souhegan Quarry; and PINK and RED
Westerly Granite.*

Be Sure to visit our Booth at Buffalo.

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

Say you saw it in DESIGN HINTS

A TRIPLE THREAT

In the combination of Superior Red, Superior Gray and Persian Granites there is a triple threat to sales resistance which is invaluable to you.

Each one of these granites is fully capable of filling any memorial need, yet each is distinctly different from the other. Together they give you a variety which will do much in making sales for you.

Give them the opportunity to prove their worth by subjecting them to the acid test of actual performance.



Granite City Granite Company

THE AHLGREN'S

ST. CLOUD, MINNESOTA

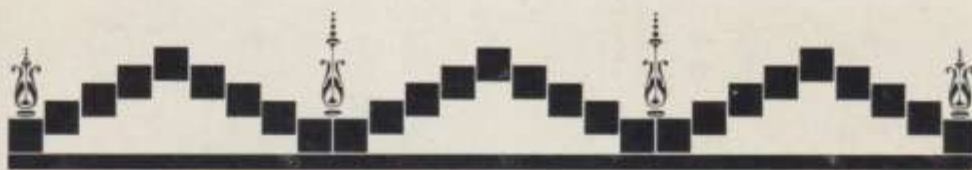
REPRESENTATIVES

R. G. KOCH, 316 E 51st St., Kansas City, Mo.

O. A. RAIRDON, Box 423, Bellefontaine, Ohio

C. H. GRUNEWALD, 314 Eitel Bldg., Seattle, Washington

Say you saw it in DESIGN HINTS



Fighting the Price Evil

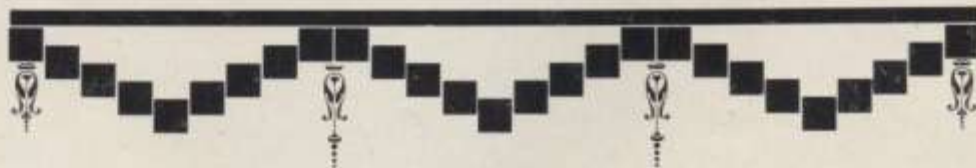
At frequent intervals in the life of any industry there is a decided trend in sales activity. Often it has a depressing effect on men in the industry.

The memorial industry is affected at times by this peculiar attitude. People do not buy memorials, or if they do, they want something cheap.

Energetic dealers everywhere are using **Rex Garnet** and **Rex Shamrock** to combat this evil. When the talk veers around too much to price, they show their customers memorials of these beautiful granites. You will be surprised at the efficiency with which this simple formula defeats the objection of price.

REX GRANITE COMPANY

SAINT CLOUD, MINNESOTA



Say you saw it in DESIGN HINTS



Johnson & Gustafson Des. M-2

Ask for stock sheets of finished work for immediate delivery.

Johnson & Gustafson BARRE, VERMONT

EASTERN REPRESENTATIVES

Mr. Gust. Martenson
Mr. C. A. Arnold
Mr. W. L. Rogers
Mr. J. Comolli

WESTERN REPRESENTATIVES

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

SOUTHERN REPRESENTATIVE
Mr. Alex. Duncan

SEE OUR EXHIBIT AT BUFFALO

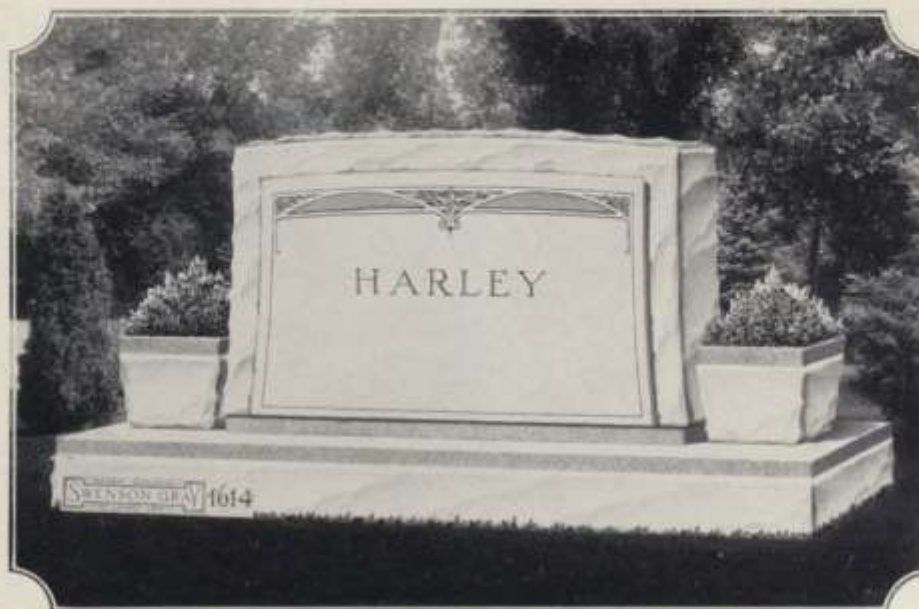
FAITH

The memorial craft is an industry built primarily upon the foundation of faith. For it is not often in the lifetime of a man that he must purchase a memorial. He is often guided by the advice of friends who at one time or another have erected a memorial to perpetuate the memory of one beloved. The dealer whose memorials keep faith with his promises has, therefore, a great advantage.

Realizing this, we use the best of Barre Granites in our memorials. Rock of Ages for polished work and E. L. Smith and Wetmore & Morse Light Barre for hammered work. Thus, through the years, Johnson and Gustafson memorials retain the superb artistry and symmetric beauty which is their hallmark.

For you this may mean more sales, and surely will mean much for your reputation.

Say you saw it in DESIGN HINTS



Among Those Present...

Wherever it is, Swenson Gray Granite creates comment and inspires admiration. Like a shining light it dominates any assemblage of distinguished granites.

Everlasting—remarkably clear in color—fine grained—it represents the utmost in memorial quality.

It is a granite which by the very clearness of its superiority will give you tangible means with which to convince your client.

With Swenson Gray Granite we offer you a splendid selection of designs which were created especially for it. Use both to get the best results.

The John Swenson Granite Co. Concord, New Hampshire

L. N. Strock, Baltic, Ohio; Fred Haslam, 4019 Kenwood Ave., Kansas City, Mo.

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 Go-a-Fishing Feeling.

Orange blossoms and June brides, summer picnics and mosquito bites, babbling brooks and shady nooks—the hookworm season is upon us. We are right in the midst of the summer slump and we are wondering now that vacation time is nigh what we have done with our winter's savings.

The summer slump is a summer slump because that's what we make of it. And as we sit idly by the favorite old stream or cast out into the water lillies for something bigger we sometimes are seized with a terrible pang of conscience as we wonder if we have actually earned this vacation. The June bride of yesterday is just plain "MA" tomorrow, as time in its fleeting moments carries on from week to week.

The profits of the spring are dissipated in the summer slump unless we make something of the summer slump. A little creative selling, the will to keep up a certain goal in our volume during the summer will bring it crumbling to its defeat.

The memorial industry is essentially an industry of warm seasons, made possible because of the verdant surroundings into which they fit so admirably. It is a time when folks think of re-

membering their dead, when they would erect something to preserve the memory.

We are for the fishing and golfing season and hope everybody has a good time but don't let the summer slump get into control.

In order to overcome this slow and easy feeling which strikes the business world during the summer months we recommend a very carefully planned campaign for the business which may come through during that time.

The undercurrent of statistics may be fooling around with some folks. It is a sort of an excuse to wait until conditions improve so we can go out and do next month some of the things we should be doing now. Let's pay no attention to this evil and bring about our own prosperous conditions.

A few years ago a philosopher said at the dawn of the new year that the spoils for the year belonged to the fighter. To the fighter, then, will go the victory this year too and he will deal such a smashing blow that he will put old summer slump down with his first onslaught and will then bare him to his foundations, thus proving that there isn't any such thing as a summer slump. Let's hook up fishing with working and let each take its turn, allowing neither to take the saddle.

Practical Newspaper Advertisements on Three Live Subjects

By Harvey R. Kruse

1. *Promotion of the Private Mausoleum.*
2. *Promotion of Memorial Sales.*
3. *Combatting the No-monument Cemetery idea.*

There's only one way to lick any tough problem and that's to go after it aggressively. The methods of ten years ago have passed on forever. We're in a new era now and we have to use new era methods.

By this we don't mean going "hog wild" on expenses and promotional effort. But if you have been very conservative on such matters, why not consider a little more pressure to create sales,—especially along the line of advertising?

The three subjects suggested in the headline are certainly live ones for the Memorial Dealer and are tough problems that we've got to face with considerable thought and aggressive effort. From time to time in these articles we plan to discuss phases of advertising and promotional effort to meet these problems.

Two Newspaper Advertisements on the Private Mausoleum:

No. 1

DISTINCTIVE AND EXCLUSIVE

Probably no other type of Memorial has been conceived by man that renders as fitting a tribute as the Private Mausoleum. It is a worthy tribute to worthy family names. May we tell you more about these beautiful new structures?

No. 2

DIGNITY AND PEACEFUL BEAUTY

Intimate . . . secluded privacy where it is wanted most. To thoughtful families, the Private Mausoleum is suggestive of everything fine and

beautiful in the service to which it is dedicated. It is a Memorial of lasting dignity and beauty. May we show you designs and give you additional information?

In these two advertisements we have tried to set out brief appeals to *family pride* and the desire for *exclusiveness* and *appropriateness*. The story was purposely made brief,—acting as a "thought provoker" rather than in the capacity of selling outright. When you can get people to thinking about you and what you have to offer, you have gone a long way towards promoting new business.

Two Advertisements to Promote Memorial Sales:

No. 1

HAVE YOU FORGOTTEN A LOVED ONE?

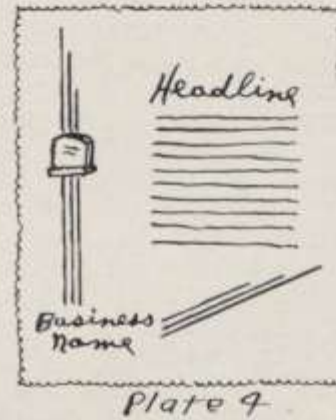
Days fly past and its easy to postpone action, even though one's conscience does cause trouble at the neglect. Choose a fitting Memorial—NOW, and know the peace of mind that comes from such a thoughtful reverent expression of love and devotion.

No. 2

THE TRAGEDY OF AN UNMARKED GRAVE

A life lived in its fullness . . . friends . . . family . . . loves and joys—yet come to such a tragic end—to lie there in an unmarked grave.

Every grave should be marked with a fitting Memorial to the name which once was vibrant with life and energy. Many beautiful Monument designs are now on display in our show rooms.



Two Advertisements to Combat the No-Monument Cemetery Idea.

No. 1

DOLLARS NEVER MEASURED THE MEANING OF LOVE AND DEVOTION

Occasionally someone advances the idea of a Cemetery without Memorials. But somehow the thought of seeing one of our own loved ones left there silent and alone, practically without a single trace to mark their final resting place, seems too far removed from our idea of respect and devotion to even be considered.

True enough such an idea saves the cost of a modest Memorial. But since when have devotion, love, and family pride been measured by worldly dollars? Such things mean more than any gold ever coined by man. And surely they are worthy of a fitting marker to their honor and memory.

We are equipped to design Memorials according to your own individual tastes and desires.

No. 2

YOU BE THE JUDGE

Whenever someone suggests the idea of a Cemetery without Memorials, just pause for a moment and consider what such a scene would represent. You would be in the presence of a few square feet of ground, the last final resting place of someone you loved. Recall the joys, hopes, and ambitions of that life and what they meant to you.

If ever a person felt unworthy it's at a time like that, and if ever one longed to do something it's when you are thus under the influence of a deeper and finer feeling. Frankly, would you feel just right if you allowed that grave to go practically unmarked? —With little or no effort to honor and respect the life for which it stands?

A fitting Memorial symbolizes that respect better than anything else yet conceived. In our office are many new designs just received and we will gladly help you in the choice of stone and location.

(Please turn to page 24)

The New Orleans Tomb

PART IX

By Leonard V. and Albert R. Huber

That the New Orleans tomb can be erected for a comparatively small price has been demonstrated in the past articles of this series. It is also possible to design a structure having lines that appeal to the most discriminating and to those who know something of architecture. Such a tomb is illustrated this month. It is not a cheap tomb nor is its price so high that there is comparatively little demand for it. It fills the demand for an above-ground tomb having the richness and refinement of a good mausoleum without the great cost of such a building.

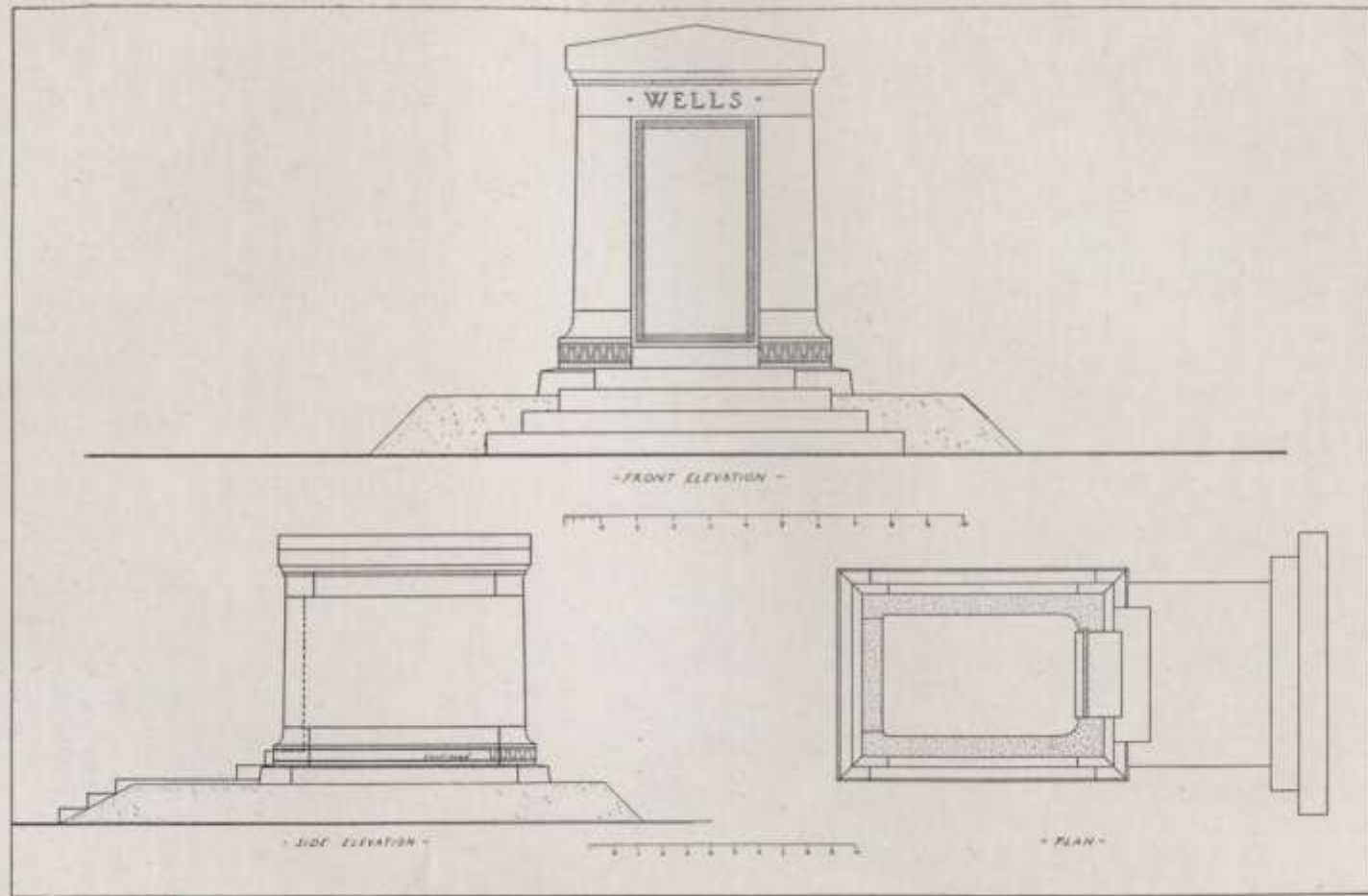
The "Wells" tomb has sides in monolithic pieces; the roof is also a monolith. The sides are slightly hollow to allow two caskets to be placed on each shelf. Crypt shelves are built directly into grooves which have been cut into the sides of the tomb, (on the interior, of course). The roof has a cyma recta moulding which is used quite effectively in this connection. The lower course of the tomb is ornamented with a fret and the door is also ornamented by a sand carved border. The tomb sets on the mound or terrace commonly used in New Orleans. This tomb is rather a difficult one to erect. The large pieces make it imperative that a boom derrick of at least 8 or 9 tons capacity be used.

The "Wells" design is the most permanent of all the tombs so far shown; the unusually small

number of pieces used in its construction and the great weight of its principal members all go toward making it time-proof. Compare such a tomb with the best community mausoleums so far produced and even the most skeptical will be forced to admit that the tomb stands alone in a class by itself, the last word in permanency and time-resisting construction.

Mr. Lester E. Harris, Executive Secretary of the Memorial Craftsmen of America, warns that the community vaults promoters are constantly putting over new projects. Thus far no better weapon to fight the public vaults has been evolved than the private tomb; the writers receive letter after letter from dealers throughout the country along these lines, "my customer is thinking about going into a community mausoleum but likes the idea of an inexpensive private tomb. How much does such a tomb cost?" Such letters indicate that many dealers throughout the nation are thinking about the New Orleans tomb. How many of these dealers have had the courage and foresight to erect such a structure for sale? Introduced in this way to a community the tomb should pay its own way immediately.

This is the last of this series of articles on the New Orleans tomb.



Memorial Types

By

CAPTAIN JOHN K. SHAWVAN

CHICAGO BRANCH MGR.

MULDOON MONUMENT COMPANY

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THE SARCOPHAGUS

Classical to the greatest extent is the sarcophagus type. Its interesting symbolism as well as its true use has made it a pleasing and desirable choice as a modern cemetery memorial. Primarily the sarcophagus consists of a case used as an enclosure for a coffin.

The word "sarcophagus" is derived from the Greek and means "flesh consuming". The origin of this type of memorial is primarily Greek as far as the great majority of our present abstractions are concerned, although the oldest known sarcophagi are those of Egypt. Some of them are as old as the pyramids.

The ancient Greeks made many of their sarcophagi out of Assius stone. The caustic properties of this stone were of such a nature that the body was consumed in a very short time.

On some occasions these sarcophagi were buried underground, and, in other cases, in tombs above ground. Many of the old sarcophagi that have been recovered are so beautiful in form and sculptured with such skill that they defy all modern effort to parallel them.

The true sarcophagus monument is hollow and has a cap or cover piece which may be removed to entomb the body. However, the more popular modern sarcophagus type of memorial merely simulates the case to contain the body, but in reality the die block is cut solid.

The sarcophagus as a basis of design has probably been more abused by American commercialism than any other type. In its present use as a memorial, the original function of its true use should never be lost sight of, even though it is cut solid and exists only in simulation of its true significance.

Striving to draw a logical conclusion as to what governing characteristics should be recognized, the attention is at once directed to minimum size. Since in its original form the die block was to contain a body, it necessarily follows, even though only in simulation, that the die block should at least be of sufficient size, if hollowed out, to contain a human body. The minimum size permissible to accomplish this end would, therefore, be not less than 6'-6" in length and 2'-2" square on the end.

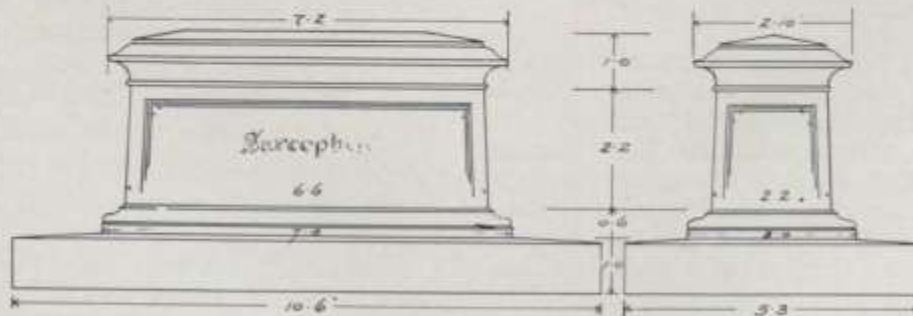
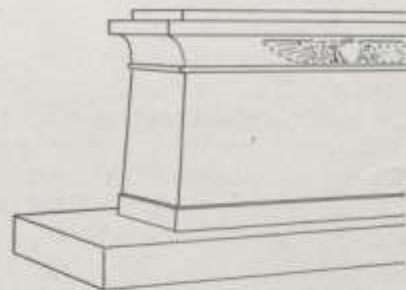
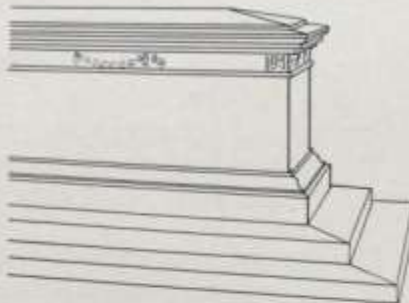
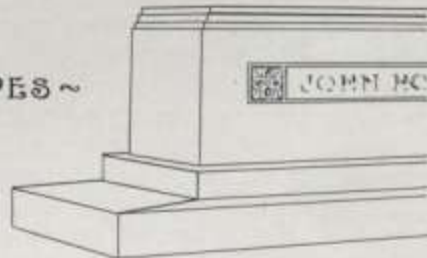
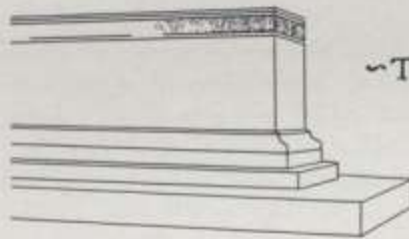
The sarcophagus in its original use did not necessarily carry a projecting base. However, in its modern application as a symbolic outdoor cemetery memorial, it is greatly enhanced in its setting by the application of one, two or even three bases.

To accomplish the best results, the general measurements and proportions should be governed as follows:

The bottom base should be twice as long as it is wide, with a minimum of 10'-6" in length and 5'-3" in width. The die



~TYPES~



block should always be three times as long as the thickness from the front to the back of the end. The rise of the die block should be the same as the thickness from the front to the back of the end, except in an unusually large example, in which case the die block may be a little lower in proportion to its thickness. The graduation in the proportion of three to one in the shape of the die to two to one in the shape of the base is balanced by greater width of the end washes of the bases. Longer end washes very much enhance the setting of the whole composition and since the bases are not an integral part of the actual sarcophagus, it is not material whether they are ornamented or plain or whether they miter at the corners or not. In some cases a modest treatment of mouldings on the wash of the second or third base will lead the eye up in a more gradual sweep to the ornate treatment of the sarcophagus itself.

The sarcophagus may be very plain, extensively sculptured or architecturally decorated. Many of the old sarcophagi were extensively sculptured with bas-relief carving depicting important events in the life of the person whose body was to be enclosed, in some cases completed before the death of the principal.

A previous reference in this chapter is made to the abuse of the sarcophagus type by American commercialism. The principle of the abuse is the extensive production of the type in such ridiculously small dimensions that the simulation of a tomb to hold a body is completely lost. The only possible excuse for an undersize creation of a sarcophagus is

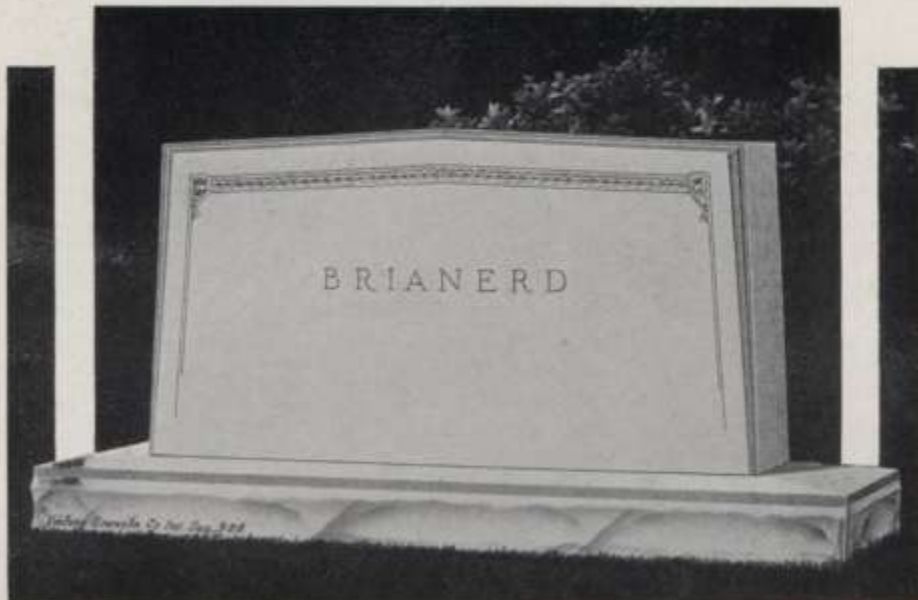
that it might be dedicated to the memory of a child, though this is rarely the case.

The sarcophagus memorial should always be dedicated to one individual and should exhibit only one individual's full name and not merely a family name. The inference here is obvious, since the true sarcophagus would contain only one body, and should the sarcophagi be made extra large, as is occasionally done, with two bodies enclosed, then two names would be applied.

In the event of a sarcophagus being used in the center of a family burial plot as the principal family memorial, it should carry the name of the senior member of the immediate generation, and all other inscriptions of individuals buried in the plot should be carried on individual markers placed at each grave. A marker repeating the name of the senior member of the family and giving the dates of birth and death may also be placed at the individual grave of the person to whom the memorial is dedicated, if desired.

The prevailing custom is to bury the senior parents directly in front of the center of the memorial and all other members of the family to the sides and behind the memorial. It is very unethical to carve numerous inscriptions on a base or on the ends of the sarcophagus.

The preferable setting of this type is on the level, flat ground and it is rarely attractive when placed on a hillside.



Victory Granite Co., Inc. Des. 388

Ask The Man Who Buys Them.

This is the best way to find out the value of VICTORY designs and VICTORY memorials. We are not asking you to test the advantage of handling them in order to prove it up.

First write one of your craftsmen friends who is using VICTORY service and get his reaction. Knowing before you try it, you are doubly assured of success when you start.

New ideas for you every month. Write a new volume of business through VICTORY ideas and VICTORY memorials.



Victory Granite Company, Inc.

Designers and Manufacturers of Barre Memorials

Barre, Vermont

Say you saw it in DESIGN HINTS

Convention News

The program for the national convention is now under consideration. Endeavors are being made to make the program of intense interest to those who attend the convention. The talks that will be given will be by men who know their particular subjects. One of the speakers already arranged for is the President of the Association of American Cemetery Superintendents. Memorial dealers are dependent upon cemeteries for the success of their business, so it should be a real treat to hear from a man who occupies the highest elected position in the cemetery field.

One thing that causes more trouble to memorial dealers than any other is the difficulties that arise between dealers in the same locality. "Building Up Relations With Your Craftsman Neighbor" is the title of a talk by C. G. Gloeckler, President of the Memorial Craftsmen of Iowa. Mr. Gloeckler knows his subject. He has been in the retail memorial business for thirty-two years.

After twenty years of thought, he fought the deadliest kind of destructive competition; and then solved the problem in a way that made money for him and his neighboring dealers and made all the dealers friends. The war was over and Mr. Gloeckler is going to tell how he did it at the Silver Anniversary Convention. He is going to show you how you can do in your home town just what he did in Iowa. Mr. Gloeckler alone would be worth the cost of the trip to the convention.

DESIGN CONTEST

The Memorial Craftsmen of Philadelphia are going to award, at the National Convention at Buffalo, a prize of \$50.00 for the best design of a memorial monument. The wholesale cost of the monument covered by the design is not to exceed \$500.00. Competition is to be open to anyone in the industry or outside of it.

President Robert L. Morriss has appointed as a committee

(Please turn to page 26)



Convention Hall at Buffalo, N. Y.

Liberty Designs and Granites



See them in
Booth 4
at Buffalo

PROFITABLE SALES

Successful selling must be founded on an understanding of each customer's requirements; on ability to give him advice regarding his requirements; on talent to produce good designs; and on resourcefulness, capacity and skill in manufacturing. Liberty's remarkable growth is due to its individual analysis of the needs of each customer and on thought-out planning in going out after desirable new business.

Let Liberty Service help you to more profitable sales.

Liberty Red.
Liberty Gray.
Liberty Standard Red.
Liberty Minnesota Pink.
Damask-Oglesby Blue.
Light and Dark Barre.
Hoover Granite and
Belview Mahogany.



Liberty Granite Co., Inc.
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

Having No Name He Made One

Written for Design Hints by

Dr. Roy L. Smith

James Smithson, whose fortune founded the Smithsonian Institute in Washington, D. C., was the illegitimate son of an English Duke. His mother was of royal birth and in the boy's veins there flowed the blood of kings. But the "bar sinister" robbed him of all his natural rights of inheritance, even denying him a name. He started with nothing, not even a name.

"If England will not give me a name," said young James as a lad of fifteen years, "then I will go out and make one for myself that will live long after the names of Northumberland and Percy are forgotten."

The determined youth graduated from Oxford University at the age of twenty-one and began immediately to win the highest scientific honors the empire could confer. He became a world famous traveller and scientist, a member of a half dozen of the most noted scientific societies of Europe, wrote extensively for scientific publications, and died leaving a fortune of a half million dollars to the government of the United States of America for the purpose of founding an institution "for the dissemination of scientific knowledge throughout the world," to be known as The Smithsonian Institute.

His dream has become a fact. The name Smithsonian is known throughout the globe—in places where the names Northumberland and Percy have never been heard.

Some men acquire great names; some men have great names thrust upon them; but the greatest are those who, starting with nothing, make great names for themselves.

In the final values no man IS more than he has BECOME.

That which is given to us by circumstance, fortune, accident or chance can be taken away by the same means. That which we have BECOME is eternal.

The only claim some men have to greatness is the fact that they are the son of their father. They have a big chance because their father was a great man.

It is better to begin with nothing and become something than to start with much and remain small.

No good fortune can give us a great character. We have to make it.

....BOTH LOVELY AND DURABLE....



The
Ideal
Memorial
Granite

The lovely Smart memorial was finished by the Peerless Granite Co. of Barre, Vermont for the Heller Bros. of Chicago.

When a retailer is asked to furnish a memorial whose beauty will endure through the generations, he can make no better selection than Pirie's Dark Barre. As an ideal memorial granite, it has color, texture and durability that are unexcelled.

J. K. PIRIE ESTATE

BARRE,



VERMONT

PIRIE'S Ñ DARK Ñ BARRE

Say you saw it in DESIGN HINTS



Melrose Manufactured for William J. Blake Monument Co., Chicago, Ill.

Say you saw it in DESIGN HINTS



Ages Of Beauty In A Fine Mausoleum

The accompanying illustration is set forth in this issue not only to show the wide possibilities of mausoleum selling, but to demonstrate also that Melrose has the facilities for turning out the highest type of mausoleum work in addition to the less expensive monuments. This mausoleum is all hammered, beautifully finished, and a splendid example of all that constitutes fine design and expert craftsmanship.

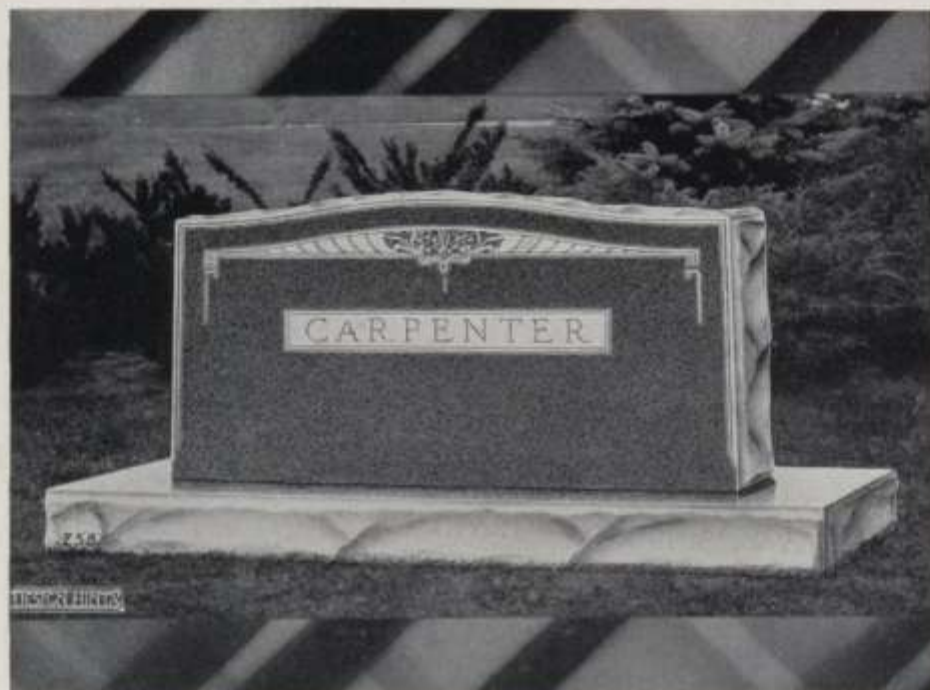
In addition to this type Melrose suggests the smaller mausoleum to combat the community mausoleum evil. We have designs and plans for any who are interested in the smaller type.

MELROSE GRANITE COMPANY
ST. CLOUD, MINNESOTA

Yes! We'll See You At Buffalo



Say you saw it in DESIGN HINTS

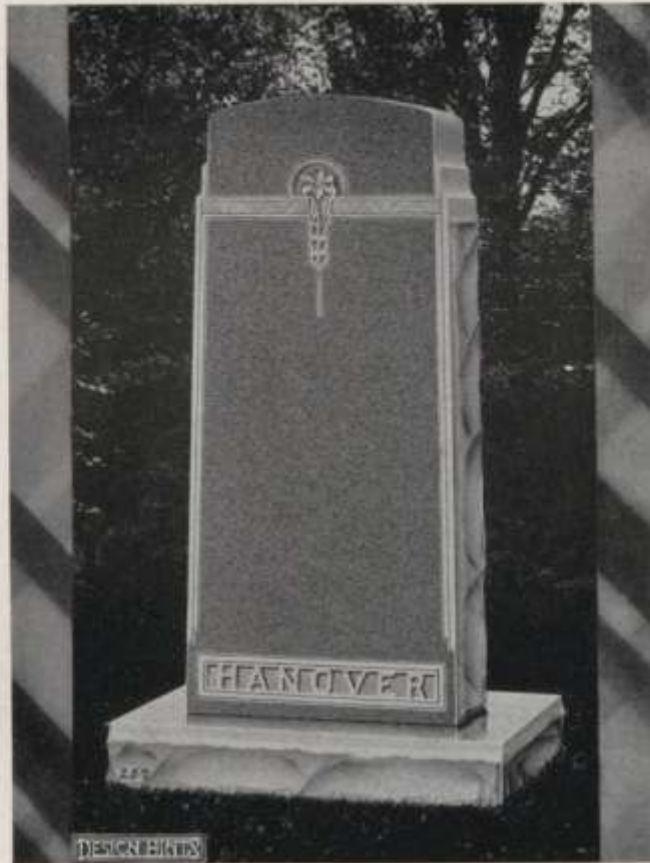


Die—4-0x0-10x1-10 Polished 1 or 2 sides, Balance Rock.
Base—5-4x1-6x0-8 Polished Flat Top, Sides Rock.

Carpenter

We are illustrating two very interesting memorials on these pages. The Carpenter is a horizontal or panel type memorial and the Hanover a vertical or tablet type. There is the same amount of stock and polishing in the dies of both designs. The difference in the size and finish of the two bases, however, permits of a more finished memorial in the Hanover type.

Beautiful 11x14 photographs of the designs shown on pages 22 and 23 will be furnished by Design Hints for 75c each.



Die—1-10x0-10x4-0 Polished 1 or 2 sides, Top and Shoulders Axed, Balance Rock
Base—2-6x1-4x0-8 Polished Flat Top, Rock and Margin Top 4 Sides.

Hanover

In other words, the difference in stock and manufacturing costs of the two bases will permit the cutting of the axed top and shoulders on the Hanover design and also an axed margin around the four sides of the base. These two memorials are inexpensive and should prove very interesting and readily salable. Photos are now ready for distribution and may be had by directing your request either to Design Hints' offices or any of Design Hints' advertisers.

Please write the manufacturers listed in Design Hints for Sizes and Prices on the designs shown on pages 22 and 23.

Practical Newspaper Advertisements on Three Live Subjects

(Continued from page 9)

These last two advertisements were somewhat longer, but they had a definite story to tell and therefore required greater length. Naturally you will have to use a little more space for them, but if the No-Monument Cemetery idea has cut into your business it might be worth the extra cost to combat it aggressively with advertisements of larger size.

Attention has not been called to the layouts for these advertisements. Plates 1, 2, 3 and 4 suggest various different "trick" layouts which any newspaper can set up for you.

Plates 1 and 2 are merely four-point rule layouts with perhaps a single hairline inside. Place the headline, business name, copy and illustration in the positions indicated. No other border is used except the rules as shown.

Plates 3 and 4 illustrate two more layouts. The outside border can be some kind of a decorative stock border which all printers and newspapers have in stock. The inner parallel rules of the layout proper should be *hairlines* graduated in length as shown.

You can use any of these layouts for any of the six advertisements discussed in the article. Of course in the two devoted to the Private Mausoleum, use an illustration of a Private Mausoleum instead of the regular Memorial illustration. We hope some of these advertisements will be of value to you.

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You Need Steam to Get Up Full Speed

Summer slumps come because we let the steam get low. We are often in the fishing frame of mind whether or not we are fishing. The man who needs the things we have to sell will buy them in July as well as he will in March or April.

We offer as an antidote of the summer slump our CRYSTAL GRAY, sold in Minnesota under this name and elsewhere as PURPLE CRYSTAL. Keep up the interest during the summer months with this fine granite.

CRYSTAL GRAY

*Dealers in the State of Minnesota
may address inquiries to*

Pyramid Granite Works
Incorporated
St. Cloud, Minnesota



PURPLE CRYSTAL

*Dealers outside the State of
Minnesota may address inquiries
to*

Wm. M. Dodd and Son
Incorporated
Zanesville, Ohio

Say you saw it in DESIGN HINTS

Convention News

(Continued from page 16)

to pass on the merits of the different designs submitted, Mr. Robert H. Warner, Raleigh, N. C., Chairman; and Mr. E. E. Rich, Cleveland, Ohio; Mr. O. J. Hammell, Pleasantville, New Jersey; members of the committee.

Designs should be sent to the office of the Memorial Craftsmen of America not later than August 1st.

EXHIBITORS AT BUFFALO

The exhibitors' list while still incomplete at this moment stand as follows:

Anderson-Friberg Co., Barre, Vt.; Berkeley Granite Co., Atlanta, Ga.; Chas. Bianchi & Sons, Inc., Barre, Vt.; Harry A. Bliss, Inc., 1000 Elmwood Ave., Buffalo, N. Y.; Carborundum Co., Niagara Falls, N. Y.; Chester Granite & Polishing Works, Chester, Mass.; Cold Spring Granite Co., Cold Spring, Minn.; Cook, Watkins & Patch, Inc., Boston, Mass.; Cooper Marble Co., Knoxville, Tenn.; Dallett Co., 165 West Clearfield St., Philadelphia, Pa.; Davis Bros., Riverton, Vt.; Dawson-MacDonald Co., Inc., 178 Purchase St., Boston, Mass.; Wm. M. Dodd & Son, Inc., Zanesville, Ohio; Thos. W. Dunn Co., 546 Greenwich, New York City, N. Y.; Elberton Granite Quarriers & Manufacturers Ass'n, Elberton, Ga.; Georgia Marble Co., Tate, Ga.; J. P. Gilman Granite Co., Kansas City, Kansas; Granite Manufacturers Ass'n, Inc., Barre, Vt.; Harris Granite Quarries Co., Salisbury, N. C.; Robert Hunter Granite Co., Milbank, S. D.; Johnson & Gustafson, Barre, Vt.; Jones Bros. Co., Barre, Vt.; E. G. Ladewich & Co., Mansfield, Ohio;

(Please turn to page 30)

Send in Your Designs for

INDIANA LIMESTONE

Estimates on Your

Mausoleums

Roof Stones

and

Crypt Linings

We will be pleased to send you quotations for any of the New Orleans Tombs shown in Design Hints.

JOHN A ROWE RUSTIC MONUMENTAL WORKS

Burton E. Hansen, Prop.

Drawer 317 - Bedford, Ind.

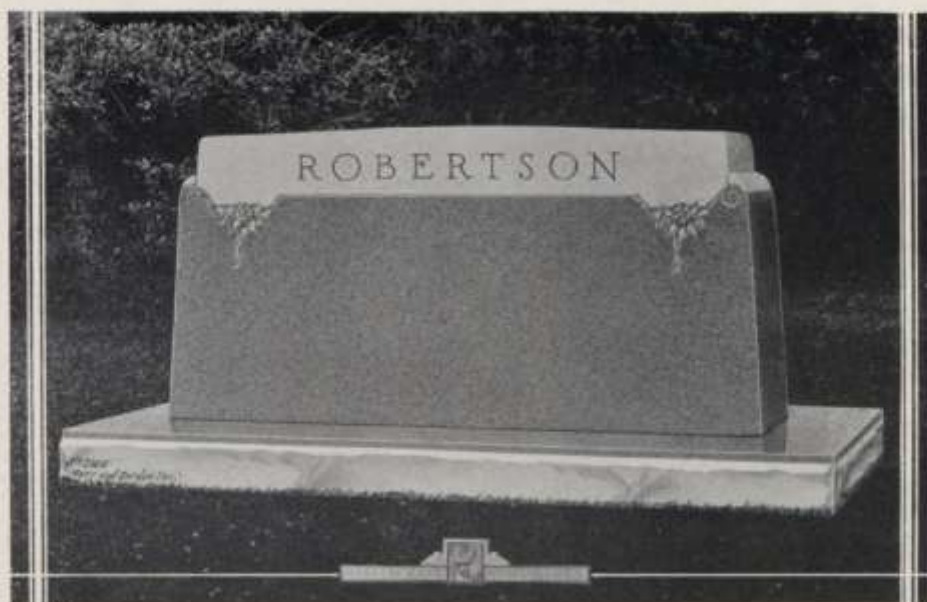
OUR CATALOG NUMBER 7

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 unless you have one on hand.

Trow & Holden Company

Barre, Vermont

**Stone Working Tools and
Supplies**



There are none better than the Best...
and the "Best" means Mastercraft.

Referring, of course, to Mastercraft Memorials,
a Hallmark of quality in the granite industry.
Mastercraft means the ability to make better
products than can be found elsewhere, and these
memorials have created a place for themselves,
a height seldom reached even by high class crea-
tions.

—See Our Mastercraft Memorials at Buffalo—

Marr & Gordon, Inc.

Barre, Vermont

SALESMEN

W. F. Adams,
7 Michigan Road,
Worcester, Mass.

C. D. Bishop,
Lantz Apartments,
Mansfield, Ohio.

E. E. Hoppes,
425 Beech Street,
Kearny, New Jersey.

R. L. MacLane,
1026 Builders Building,
Chicago, Illinois.

Harry K. Myers,
Hotewood Apartments,
Charles & 31st Streets,
Baltimore, Maryland.

William C. Smith,
Room 1258 Graybar Building,
420 Lexington Ave.,
New York City.

C. Lenwood Moore,
3205 Drexel Drive,
Dallas, Texas.

MASTERCRAFT MEMORIALS

Say you saw it in DESIGN HINTS

Obituary

A. D. George is Stricken While Visiting Mother

Adelbert Dana George of 321 East Third street died suddenly June 14th, about 7 o'clock as he called at the home of his aged mother, Mrs. Flora Thayer, 316 East Second street, on the way to his office. He had left his home to go to the office and as was his custom, stopped at his mother's home to leave a bouquet of pansies with her. While conversing with Mrs. Thayer, he was seized with a coughing spell and walked out onto the porch, where he sank to the floor and died before medical attention could reach him.

Mr. George suffered a hemorrhage of the lungs which lasted but a few moments before life was extinct.

Adelbert Dana George was born at Stratford, Vermont, November 3, 1873. In 1900 he came from Barre, Vt., to Dixon, where he has since resided, being associated with his brother in the wholesale granite business. On December 25, 1912, he was united in marriage with Miss Myrtle Will, daughter of the late Charles Will. He leaves to mourn his sudden passing, his wife, his mother, one brother, Austin George, and one nephew, Wylie George.

Funeral services were conducted from his late residence, 321 East Third street, Monday afternoon at 2:30, Rev. A. Turley Stephenson, pastor of the Methodist church officiating and with interment in Oakwood.

Excerpts from the Dixon Evening Telegraph.

Get the GENUINE



Panel shown in central position. Standard size 5' 9" Wide size 7' 6"

The Ruemelin Square Shooter Curtain combines the durable qualities of steel and rubber with practical operating features that make possible maximum speed of carving.

"Takes The Guesswork Out of Carving"

Shadowless Spotlight Illumination. Full Accessibility. No Rebanking. Ease of Operation. (Ball Bearings).

NOZZLE TROLLEY: At small additional cost our practical nozzle carrier may be attached to this curtain. The carrier supports the nozzle at right angles to the work.

(Ask for catalog No. 14-A)

"PATENT NOTICE: Ruemelin curtains are fully protected by patents. All infringers will be prosecuted. Beware of cheap imitations".

Ruemelin Mfg. Co.,

598 Clinton St.
MILWAUKEE, WIS

St. Cloud Iron Works Co.

St. Cloud, Minnesota

Manufacturers of

Jenny Lind
Stone Polishers
Shot Wheels
Emery Wheels
Surfacer Frames

Agents for

Dallett Products
Pneumatic Tools
Stainless Glue
Putty Powder





Backed By Results

There must be a reason why dealers over the country continue to buy EMERALTONE month after month. Their best explanation is its ability to meet all sales resistance.

Added to this they have their experience in the most successful selling of RED PEARL, the Jewel of St. Cloud.

These two fine granites, plus a definite manufacturing and wholesale policy make for the success of those dealers handling EMERALTONE and RED PEARL.



St. Cloud Granite Works, Inc.
St. Cloud, Minn.

Say you saw it in DESIGN HINTS

Convention News

(Continued from page 26)

Marr & Gordon, Inc., Barre, Vt.; Melrose Granite Co., St. Cloud, Minn.; North Star Granite Corp., St. Cloud, Minn.; Pangborn Corporation, Hagerstown, Md.; Pike River Granite Co., 53 Jackson Blvd., Chicago, Ill.; J. K. Pirie Estate, Barre, Vt.; Burton Preston & Co., Mansfield, Ohio; Rock of Ages Corporation, Barre, Vt.; Royal Granite Co., St. Cloud, Minn.; Ruemelin Manufacturing Co., 598 Clinton St., Milwaukee, Wis.; A. M. Simmers & Sons, St. Cloud, Minn.; H. C. Smalley Granite Co., Quincy, Mass.; E. L. Smith & Co., Barre, Vt.; Spacerite Co., Wollaston, Mass.; Stewart & Pratt, Barre, Vt.; Universal Granite Co., St. Cloud, Minn.; Vermont Marble Co., Proctor, Vt.; Waldron Shield Co., Inc., Barre, Vt.; Wetmore & Morse Granite Co., Montpelier, Vt.; Wholesale Granite Co., Atlanta, Ga.; H. A. Whitacre, Inc., 66-67 Sixty-ninth St., Middle Village, Borough of Queens, New York City, N. Y.; Winnsboro Granite Corp., Rion, S. C.

BUSINESS SESSION

The business session of the Buffalo convention will take place on the mornings of August 12, 13 and 15th. The late afternoon and evening of the 14th will be given over to a big entertainment at Niagara Falls. One of the speakers already secured for the convention is Arthur S. Tupper, President of the Association of American Cemetery Superintendents.

Mrs. Robert L. Morriss, President of the Ladies' Auxiliary, is making extensive plans for the entertainment of the ladies.

The exhibit space so far taken exceeds either Chicago or West Baden Conventions.

PRICES THAT PLEASE QUALITY CLEAR THROUGH Choose From These Choice Granites Monuments—Tablets—Dies

Silver Pink	Marshfield Pink
Bothnia	Brocade
Saint Green	Wausau Red
Peerless Pink	Prize Pink
Elberton Blue	Emerald Pearl
Balmoral Red	Linn O'Dee
Green Swede	Coopersburg Black
Dark Quincy	Red Missouri
Regal Purple	Oglesby Blue
Gray St. Cloud	Beers Red
Red St. Cloud	Gibraltar
American Black	Extra Dark Quincy
Millstone Point	Excelsior
Westerly	F/C Black
Base Stocks	Banner Black
Buff Brown	Peterhead
Crystal Pink	Light Barre
Grecia Green	Premium Pink
Winnsboro Blue	Black Swede
Radiant Red	Blue Pearl
Dark Barre	Pink Pearl

Pink and Blue and Mahogany Marbles
Imported Monuments and Italian Statues
in Stock

BURTON PRESTON & CO.
Mansfield, Ohio

ROSS SCRATCH BOARD

Sample of work done on Ross Scratch Board. Letters and lines were scratched on with a small, stencil knife.

MEMORIAL DESIGNERS USE

ROSS SCRATCH BOARD

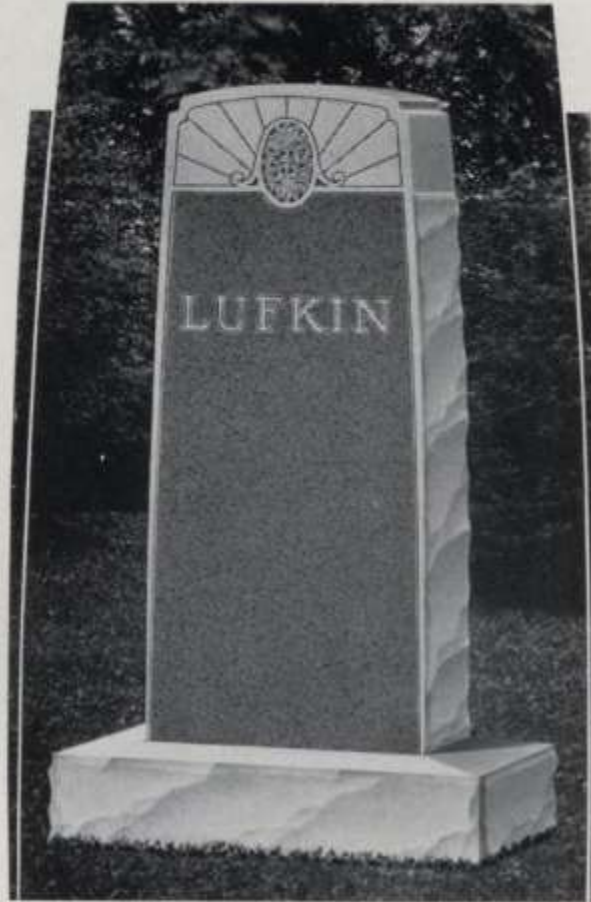
—exclusively in the making of fine airbrush drawings. V-sunk lines, letters and high lights on carvings can be scratched in the surface. No need for Chinese white —more effective and saves time.

All the drawings in this issue were rendered on Ross Scratch Board.

Write for samples and prices.

Chas. J. Ross Co.,
1525 - Fairmount Ave.
Philadelphia, - Pa.

FOR
CRITICAL
PROSPECTS



WALDRON SHIELD CO., INC., DESIGN 4649

WALDRON SHIELD invites critical buyers; those who really make comparisons before choosing their memorials; prospects who purchase because of merit alone. When such buyers make their decisions, Waldron Shield usually makes a shipment.

Compare it yourself, and you'll quickly understand why Waldron Shield memorials are virtually sold when seen.

◆◆◆◆◆ SEE OUR EXHIBIT AT BUFFALO ◆◆◆◆◆

WALDRON SHIELD CO., INC.
BARRE, VERMONT

Say you saw it in DESIGN HINTS

GLOBE H. C. CHILLED SHOT

For sawing, cutting and polishing Granite, Marble and other hard stone

BEST BY EVERY TEST

Special treatments for strength and durability render it 35 to 40 per cent more efficient in length of service and cutting capacity than the ordinary cast-iron low priced shot. Its maintained uniformity and quality insures satisfaction at all times.

Manufactured by
The Globe Steel Abrasive Co.

Mansfield, Ohio.

Write for Samples.

Yes! We have it.

Headquarters for everything in the memorial manufacturing line.

Granite Cutting Tools, Portable Polishers, Sullivan Compressors, Suction Devices, Sharpeners, Drills, Surfacers, Grindstones.

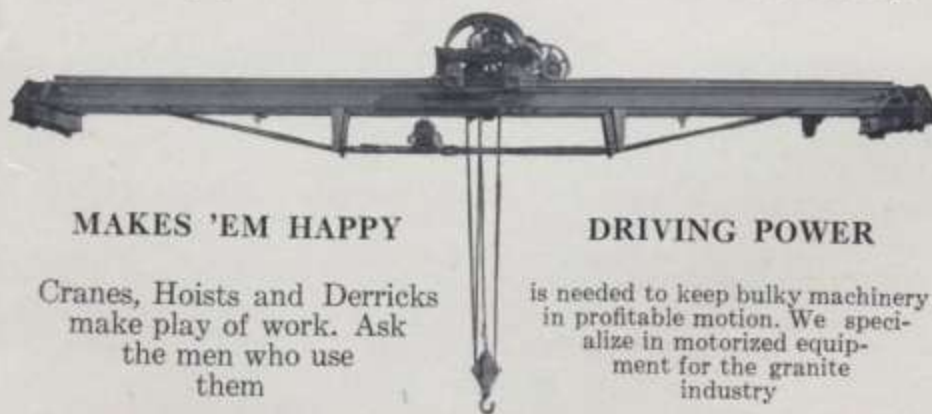
Lane Cranes, Edgers, Polishing Wheels and Supplies.

Sand Blast Equipment, Hawk Brand Steels, Ottawa Silica Sand and a Complete Line of Hardware.



GRANITE CITY TOOL CO.

St. Cloud, Minn. - Barre, Vt. - Elberton Ga.

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



A STANDARD OF VALUE

JUST AS gold is the standard of value for money, so Simmers-built memorials are the criterion of monumental excellence. There are none better.

Just as the nature of gold is unchangeable, so is Simmers' unwavering tradition of adhering always to the finest principles of memorial craftsmanship.

Like gold, Simmers-built memorials are a solid business asset which no energetic dealer in monuments should pass by.

We hope to see you at Buffalo. **Booth No. 87.**

A. M. SIMMERS & SONS

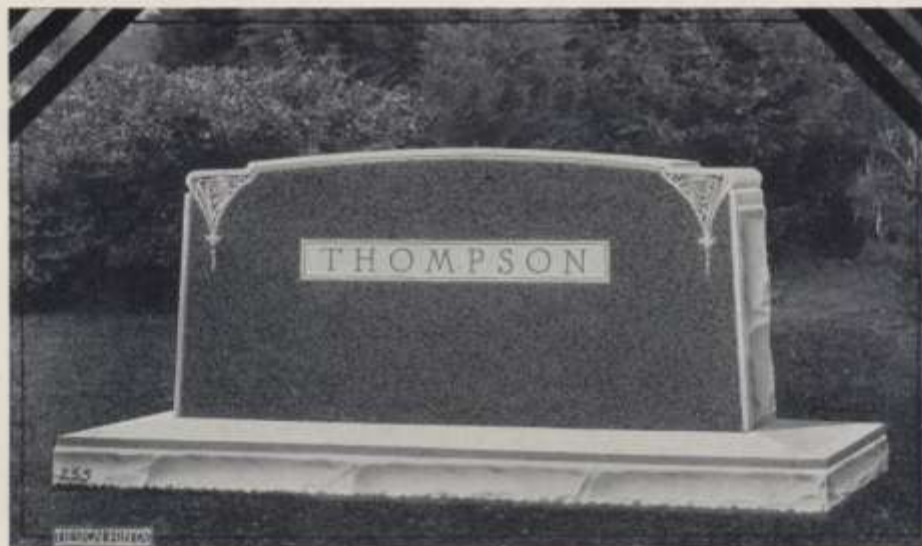
A. M. SIMMERS

A. W. SIMMERS

GEORGE SIMMERS

ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



Pledged to Progress

New and better methods of manufacture are constantly changing the complexion of our industry. What was the peak of perfection yesterday may not be regarded as that today.

The manufacturer who keeps abreast of these improvements gives a better product and a finer service to the dealer.

United is doing just that—making use of these improvements so that dealers handling United memorials will not be retarded by an inferior product.

Keep abreast of United's progress by handling United memorials.

UNITED GRANITE CO.,
ST. CLOUD, MINN.

Say you saw it in DESIGN HINTS

Now comes just one more inspirational development of tremendous value to our craft; the development of

MEMORIAL PLASTIC DESIGN ART

When you have a prospect worthy of a more talented and impressive effort, have an exquisite special design modelled in clay, cast in bas-relief and beautifully colored in oils.

An investment in a special design in this medium is an investment in an indestructible memorial art exhibit that will surpass in beauty and appeal all former exhibit mediums you have used.

An added feature of this new development is that of modelling memorial art compositions; modelled to any scale desired and exquisitely colored to match the materials specified.


Is it not true that creative genius, directed to elevating the design standards of an entire industry, is remotely removed from the imitations or substitutes offered for this genius?



Bliss Design Company

Rockford, Illinois

Say you saw it in DESIGN HINTS



When You Call on Cold Spring About a Mausoleum Project:

YOU ARE first assured that Cold Spring will work with only one on the project you have in mind. (When two or more dealers want us to assist them on the same sale, it is our policy to cooperate with only the first of these dealers who gets in touch with us).

Should you require any conceivable type of special design service, you are assisted by Harry McClellan, a nationally recognized memorial designer and mausoleum specialist, who heads our design department. This department, under Mr. McClellan's guidance, has built up an eminently beautiful line of designs for mausoleums and public memorials as well. They await your call.

State your needs either to the Home Office at Cold Spring, Minn., or to the Sales Office at
862 Hanna Bldg.,
Cleveland, Ohio.

The Cold Spring Granite Co.
Builders with Cold Spring Pearl Pink and Pearl White

Demand The Proof

The only way to be sure that you are
getting genuine

Sterling Mahogany

is through the certificate. On every Sterling Mahogany memorial manufactured by GREWE there is a Certificate of Guaranty that is your proof of perfection. Don't be satisfied with anything less than this—The Certificate alone is worth more money, because it tells your customer he is getting the very best.

Grewe Granite Company

WHOLESALE EXCLUSIVELY

St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



They Speak of Depression

Business, according to those sages who interpret its pulsations, is altogether down at the heel. Yet North Star is already on the way toward another record year of activity—a year promising to be a decidedly prosperous one. Dealers in the North Star family seem to be untroubled by the common worry, for they're keeping us busy as ever. . . .

Just by way of opinion, perhaps a certain five-to-fifteen-day service, a series of well known, individualized dealer helps, and a regular policy of constructive creation have something to do with it.

North Star Granite Corporation*
St. Cloud, Minnesota

**Firmly in agreement with
the Benisch Plan Idea.*



Say you saw it in DESIGN HINTS



OF COURSE!

Big Joe

and

Little Al

will be on the job as usual at

Buffalo

Aug. 12...13...14...15
(Before and After)

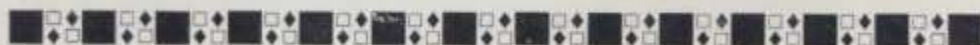
**Old Friends and New Ones
Will Be Welcome In Booths**

57 and 65

We Hope To Meet You!

UNIVERSAL GRANITE CO.
ST. CLOUD, MINNESOTA

The Home of Big Joe, Little Al and the Seven Brothers



Say you saw it in DESIGN HINTS

Ortonville Ruby Red

J. & L. Mahogany

Good dealers in increasing numbers are specifying Ortonville Ruby Red and J. & L. Mahogany for fine memorials because they know their marked superiorities—true, clear color, even grain for intricate sandblast carving, keen contrast between hammered and polished surfaces, brilliant lustre, firm and durable.

Our product will meet YOUR Standards of Quality.

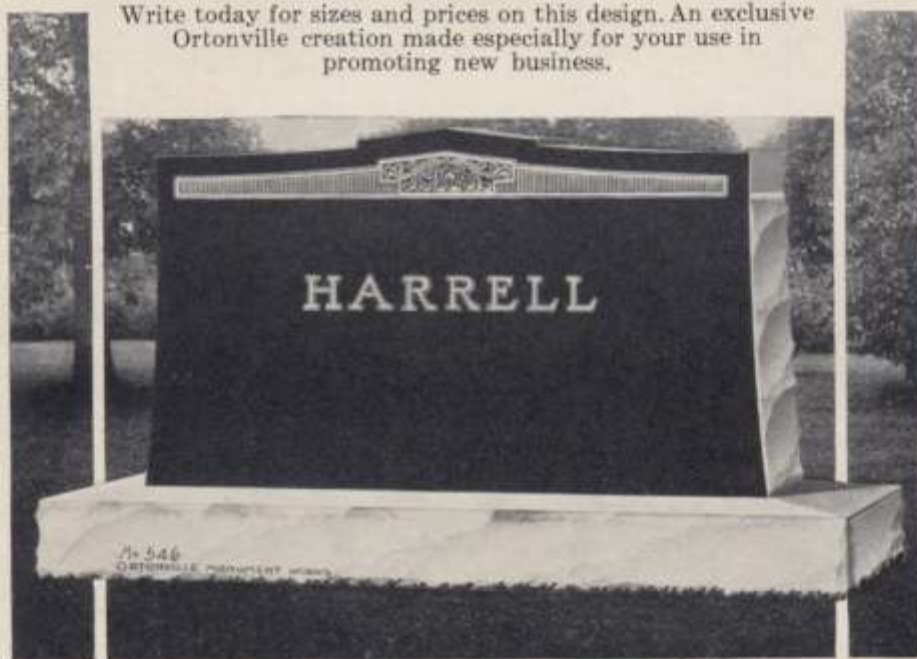
Ortonville Monument Works

Quarries and plant:
Ortonville, Minn.

Chicago office:
1461 Monadnock Block

SEND ALL CORRESPONDENCE TO CHICAGO OFFICE

Write today for sizes and prices on this design. An exclusive Ortonville creation made especially for your use in promoting new business.



Say you saw it in DESIGN HINTS



The first impression, that first reaction of the faculties to any object, is really more influential in making sales than any other one element. Artists have broken schedules to paint a passing scene that pleased them; executives have spent valuable hours with trivialities that evoked their admiration.

Royal Antique has come to the fore because its first impression is made effectively and emphatically—an impression of color that knows no rival, an impression of pattern that goes beyond challenge, a dominating impression of beauty. Royal Antique makes friends quickly.



ROYAL GRANITE COMPANY

St. Cloud, - - - Minnesota



IT requires more than "just granite and design" to make commemoration really expressive. The selection of a gracious material shares equally with the creation of eloquent designs the responsibility for successful monumental erections.

Rock of Ages is now offered to you graded for steeled, axed, and rock face work. Its cost parallels that of all other standard light Barre granites. Rock of Ages costs no more because it is advertised.



Ten of the Barre District's Leading Manufacturers Are Now a Part of the Rock of Ages Corporation. There is No Divided Responsibility between Quarrier and Manufacturer When Your Order Is Placed with Any of the Following Plants:

Barclay Bros.	Barre
Canton Bros.	Barre
E. A. Chase Granite Co.	Northfield
Eureka Granite Co.	Montpelier
Grearson & Lane Co.	Barre
The Lawrence Co.	Montpelier
Wm. Milne Granite Co., Inc.	Barre
Perry Granite Corp.	Waterbury
Phillips & Slack	Northfield
George Stralton, Inc.	Barre

Rock
of Ages
Corporation
Barre, Vt.