

# *Design Hints For Memorial Craftsmen*

**March 1927, Vol. 3, No. 9**

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Dan B. Haslam, Editor and Publisher

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<http://quarriesandbeyond.org/>

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January 2013

# DESIGN HINTS

FOR MEMORIAL CRAFTSMEN




March, 1927

Volume III

Number 9

## *We Were Wrong--*

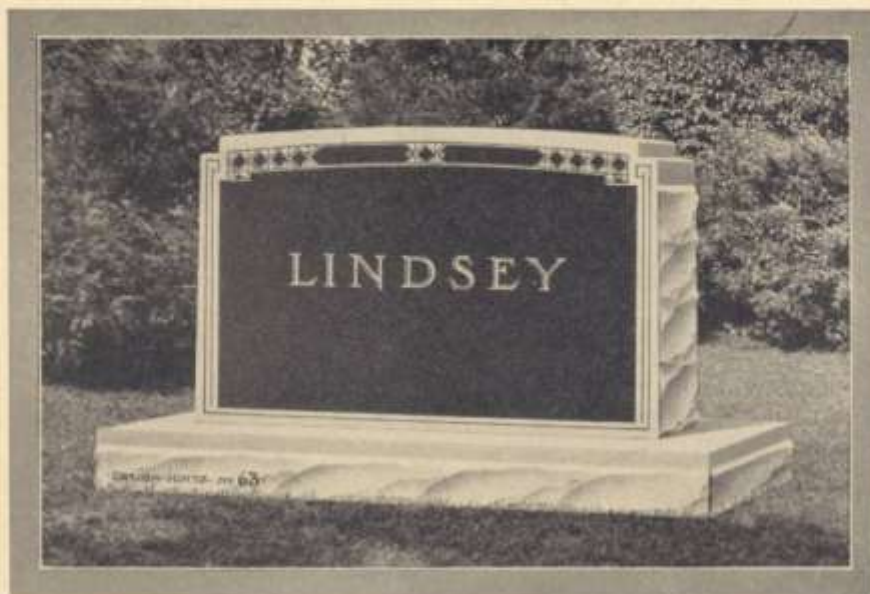
N much of our advertising we stated that we had on hand a six months supply of rough stock. A recent survey of our rough stock surplus revealed the startling fact that we have more North Star Red on hand than we used during the whole year of 1926—and it was a good year.

This stock is not random sizes of doubtful value but immense saw blocks of splendid quality.

Your order is already quarried.

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The North Star Granite Corp.  
St. Cloud, Minnesota



## The Jewel of the Show Room Will Enhance Early Buying.

With an ample supply of fine memorials on the floor and then RED PEARL as the great, effulgent stone of the cluster there is nothing more to think about in the matter of early spring sales.

We urge your consideration of RED PEARL for spring display because we are confident that it will assist you in early and sure prospects.

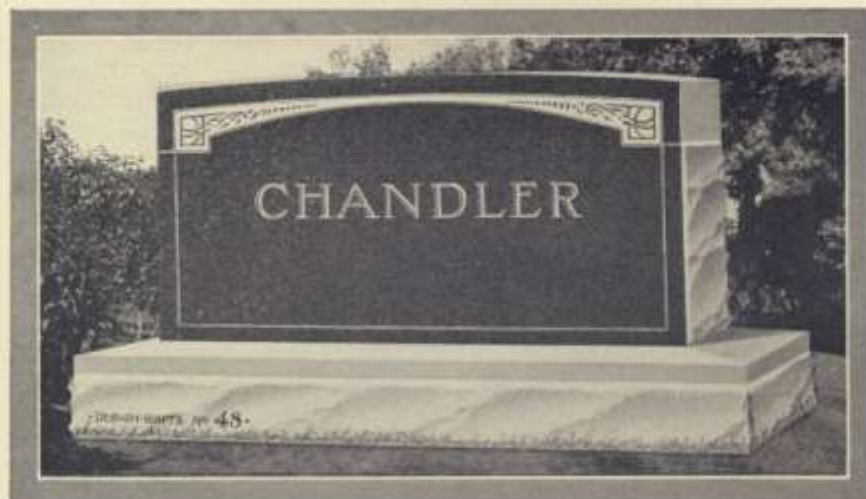
Try the Lindsey memorial with RED PEARL as the material and expect the kind of results you are sure to get—and even surpass.

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

Say you saw it in DESIGN HINTS





## Our Slogan: GOOD SERVICE.

If goods sold do not please the price will not. Time and balance sheets have taught us that what is not reliable is not cheap.

You want service and are willing to pay what is fair and right provided you get an honest return for your money. Poor goods are merely poor goods regardless of what the price is.

What you want is not first of all cheap goods but goods that please. Price is secondary for unreliable service is never cheap.

We offer you under these terms our service. Try us and you shall prosper by it.

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

Say you saw it in DESIGN HINTS



## There Is Something In Design That Must Be Properly Set Off

In presenting to you the Blanchard design for your consideration for spring business we believe we have selected a conception which should be of immediate, popular and constant appeal.

This design has all the qualities of excellence which those who would remember their dead are looking for and it has none of the elements which causes it to be prohibitive in price.

United has a large number of designs to select from. All you need is a letter to bring this information to you.

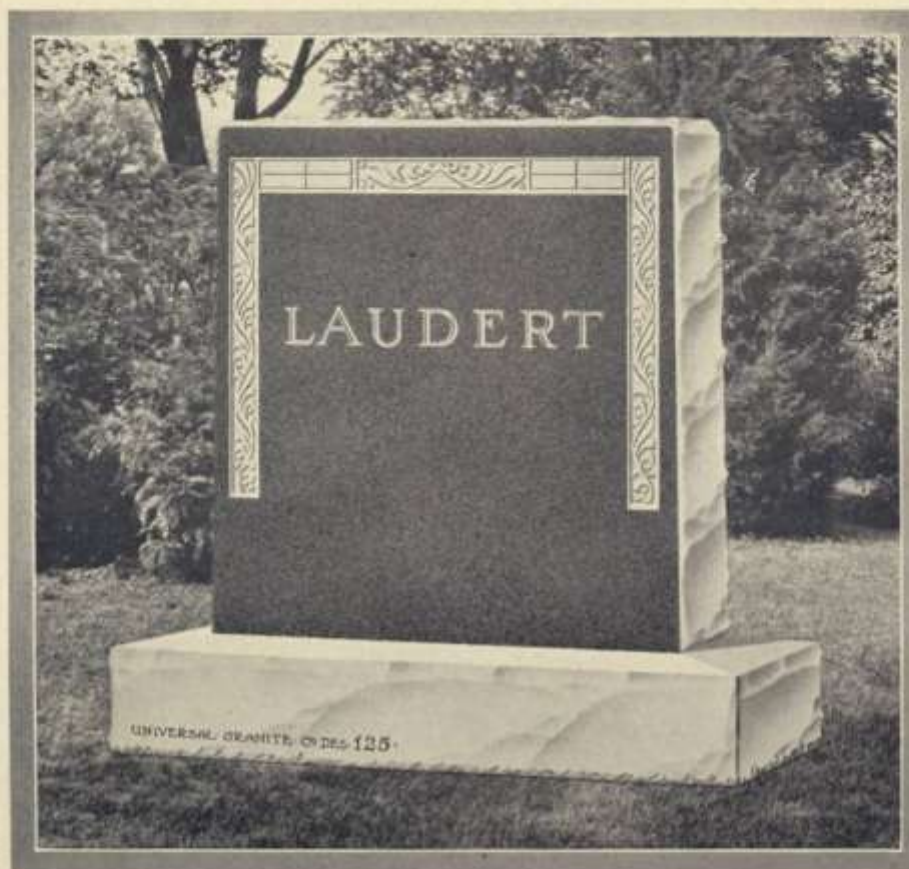
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### UNITED GRANITE CO.

St. Cloud, Minn.

Say you saw it in DESIGN HINTS





## Give This Memorial The Chance It Looks For in Your Show Room

We believe that the Laudert design, properly finished, will give your show room a new air of interest. We are confident of this because we have seen it go out of here in finished product. When it leaves the Universal shop it is finished properly because that is a Universal habit.

We should be pleased to have the opportunity to help you in your spring sales. Although we have been quite busy we are still prepared to take care of more.

7

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

7

Say you saw it in DESIGN HINTS



## The Rock-Faced Memorial In Swenson Gray Granite

Success in the designing of rock-faced memorials depends on the designers ability to create something artistic and at the same time retain the rugged beauty of the natural stone. This has been well accomplished in the beautiful Hanson memorial, another Swenson offering.

Of course granite must be given consideration for the completed ideal and in designs of this character none is more practical, beautiful or durable than the incomparable Swenson Gray.

Our plant, with its traditional pride in work well done is equipped in men and machinery to serve you.

To answer any questions—to send you estimates—will be a pleasure.

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

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

Say you saw it in DESIGN HINTS





## There Is A Difference In Rex And It's Not All In Strength.

Even though' the Rex granites have all the enduring qualities of strength and ruggedness to make them stand out as something unique there is something else about them that makes them distinctive.

Rex granites will help to build up an atmosphere of exclusiveness in your display room. We hope you will put the Loren memorial in place for those early spring prospects.

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

Say you saw it in DESIGN HINTS



## Yes, We Are Enjoying a Fine Spring Business.

But it is not affecting, in the least, the service which you always find at Simmers.

It is because the Simmers organization from sales promotion to shipping is built along the lines of efficiency which means you get it when you want it.

Try the Bronson design with Simmers granites for an early spring rush and a satisfactory business before Memorial day.

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### A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.

Say you saw it in DESIGN HINTS

## READ "WHAT OUR CUSTOMERS SAY"

Letters from among hundreds of satisfied users of Ruemelin Sandblasts

### Midget Sand Blast Gun

"No dealer should be without one"  
"We have two in operation"  
"Just what we needed"



STEEL ROOM—CURTAIN—GENERATOR

### Complete Outfit Generator, Curtain and Fan

"Very satisfactory in every respect"  
"Would not trade for any other on the market"  
"Our greatest asset"  
"Is working 100 per cent"  
"Congratulating ourselves on choosing your machine"  
"Works just fine"  
"A real time and money saver"

### SQUARE SHOOTER CURTAIN

"The right idea"  
"Best that can be bought"  
"Is the biggest help"  
"A great asset"  
"Looks good, works fine"  
"Entirely satisfactory"

### ZIG ZAG SAND SIFTER

"It certainly cleans the sand"  
"We like it very much"  
"We find it entirely satisfactory"  
"Does a quick, clean job"  
"We like it fine"  
"Just what we have been looking for"  
"Worth 10 times the price"  
"Quickly paid for itself"

It pays to install "Stay Put-Sell Itself" Equipment

Complete Sand Blast Equipment. Get on trial—Zig Zag Sifter—Midget S. B. Gun  
RUEMELIN MANUFACTURING CO. 2107 Kennedy St., Minneapolis, 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 spec-  
ialize in motorized equip-  
ment 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





# DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN B. HASLAM, Editor and Publisher.

## THAT MAN KNOWS HIS BUSINESS

How often have you heard this expression from an outside world—from people who know little of the business the individual of whom they speak.

The man who "knows his business" is the fellow who keeps in touch with all events of his times.

He studies marketing, he studies finances, he studies exports and general conditions of industry and agriculture.

He knows what to expect in general business next month and next year.

This man walks into a place of business or meets a prospect on the street. He talks every business but his own.

His conversation is fascinating because he knows things the other fellow doesn't know.

He talks about other things with such a degree of interest that the prospect approaches the subject of buying himself. It is a voluntary sale.

This informed individual has an edge on the man who goes in and talks only of what he has to sell. The buyer likes to know that the seller has something besides the selfish interest at heart.

Any man engaged in selling can get for himself the same information this enlightened man has. He can read any one of a half a dozen magazines on the subject and within a surprisingly short length of time he will be informed on these subjects.

We know of a memorial craftsman who devotes only about half his time to his own business. He is engaged in civic matters, in political movements and other things entirely aside from the business.

He has a hectic interest in the movement of his times and he exudes this sort of interest. He has a good office and shop organization. His business is taken care of without any lost motion or lost time.

Yet he is more successful than any one of his competitors who work out in the shop and slave away at the desk. They are doing a detail work which could be done successfully by clerks or bookkeepers.

If anyone in his town is in the market for a mausoleum or a fine memorial they think of him first because "he is the man who knows his business." He often gets a chance without competition.


This is not an argument for

(Continued on page 27)

# Monumental Drawing and Lettering

*By Dan B. Haslam*

## THE PRIMROSE IN APPLIED ORNAMENT

 A wild flower is better known than the simple beautiful primrose. This favorite flower, found in hedgebanks, meadows, etc. is abundant in spring before other flowers are out and its name means "first rose."

The rather pale primrose the "firstling of the year" comes with the daffodil, and is the most renowned of the primrose family. The leaves are radical, oblong in shape, rounded at the apex and gradually narrowed at the base, without a distinct stalk. The midrib is prominent and the veins strongly marked. The edges of the leaves are irregularly indented.

The corolla is more or less salver-shaped with an elongated tube, widened above the insertion of the stamens. It possesses five spreading deeply notched lobes, pale yellow in color. The long slender calyx is five pointed.

There are many relations in the primrose family. Possibly one of the most commonly known is the Evening Primrose. This plant is exceedingly common, so persistent and so profuse in its growth that it is often regarded as an obnoxious weed. It is often referred to as the Sunset flower because of its nocturnal habits, the flowers spreading wide open at sunset and partly or wholly closing the next morning. The corolla possesses four, pale, lemon-yellow, large and

rounded lobes. The flower spreads slightly less than two inches. The plant is common particularly in the northwestern states, Minnesota alone claiming five varieties.

The Birds-eye or Mealy Primrose, so called because its leaves are covered on the under sides with a white or pale yellow powder, is another interesting member of the primrose family. Its lilac or pale purple flowers are clustered like those of the cowslip, at the top of a short stalk, a few inches above the unwrinkled leaves. It flowers in June and July and gets its name of birds-eye from a patch of yellow which is found around the mouth of the corolla-tube.

It is presumed that some critics will insist that the leaves of the primrose are too large in comparison to the size of the flower for practical memorial design ornamentation. The leaves are somewhat large and in a way unattractive for simple design motives, but like some of the other plants previously shown in the series, careful and tasty arrangement of various parts will produce satisfactory results. The flower and buds alone are of such size and shape to be applicable to many pleasing arrangements in conventional design schemes.

The natural growth of the primrose is illustrated in Fig. 1 of the accompanying Plate. Note



FIG. 1. PRIMROSE NATURAL FORMS



FIG. 2. DESIGN SUGGESTIONS.





the size of the leaves as compared to the flowers and buds. It will also be observed that this flower is as beautiful and possibly more distinguishable when arranged in design schemes as illustrated in Fig. 2 of the Plate.

The ten design suggestions, using the parts of the primrose as a basis, illustrated in Fig. 2, are all practical for modern sandblast treatment.

Sketches C, F, G, H, and K are arranged as central motives in design while the others may serve best as side decorative schemes.

The student will experience but little difficulty in successfully copying the primrose. The flowers are quite simple in outline and the leaves so irregular that drawing becomes very easy even for the inexperienced.

### MONUMENTAL DRAWING AND LETTERING

Re-printed at the request of several Design  
Hints readers

The January number of "Design Hints" contained a review on Perspective Drawing from articles previously published exclusively through this booklet.

Two plates were shown in connection with the article, and it was mentioned that the author did not wish to attempt to convey the impression that professional designers take the time to lay out all the details as shown in our plates in the drawing of the average memorial design.

Speed being most essential, the modern designer has devised methods that aid him in securing the same accurate results without all the preliminary work necessarily shown in order to explain perspective and its phenomena.

He explained that if enough of "Design Hints" readers were interested in the subject he would re-publish the article and plate which explains these so-called "tricks of the trade" or shortcuts in perspective rendering of memorials.

Much to our surprise we received many letters from dealers asking us to re-publish this part of the series, and we are pleased to comply with these requests. We trust this article will be of interest and benefit to all.

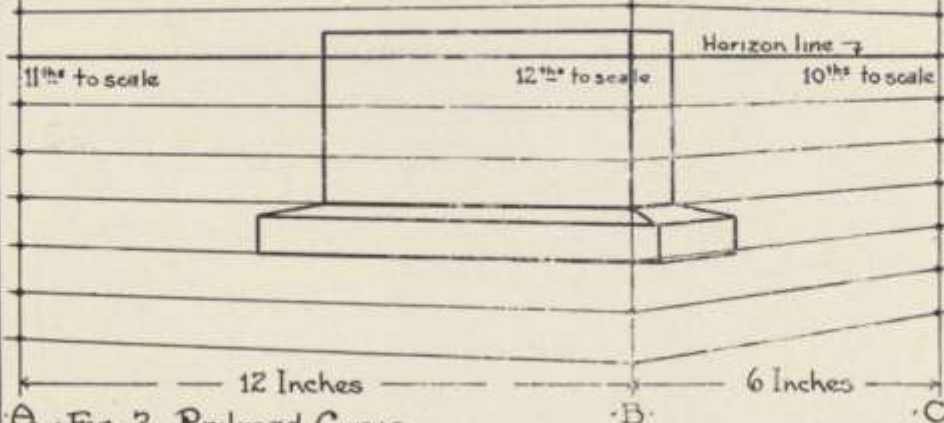
Our plate illustrates two popular methods that are comprehensive and when put into use will enable anyone to make perspective drawings quickly and accurately.

Very few, if any, designers take the time to lay out a ground plan before proceeding with the perspective, especially on work of simple outline. Let it be stated right here, however, that in practice and until the student acquires a good working knowledge of the subject, it will be best for him to work from a ground plan for the vertical lines of the perspective. This was explained in the previous articles, and is not shown in the accompanying plate.

In making drawings of memorials it often happens that one vanishing point or both are so far away as to be off the drawing board. This is always the case where one is making a fairly large drawing on a small board. In that case it becomes necessary to make use of some system that will enable the draftsman to locate these most essential points.

Fig. 1 of our Plate illustrates what may be termed a Perspec-

FIG. 1. SIMPLE METHODS DRAWING MEMORIALS IN PERSPECTIVE



A. FIG. 2. Railroad Curve

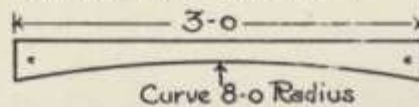


FIG. 4.

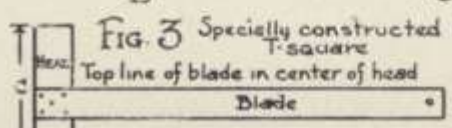


FIG. 5.

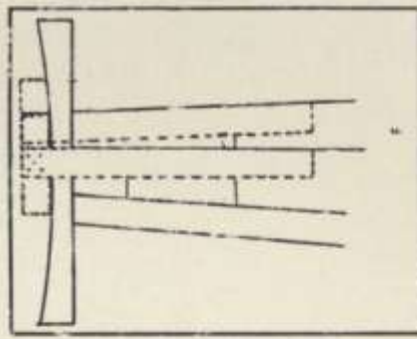
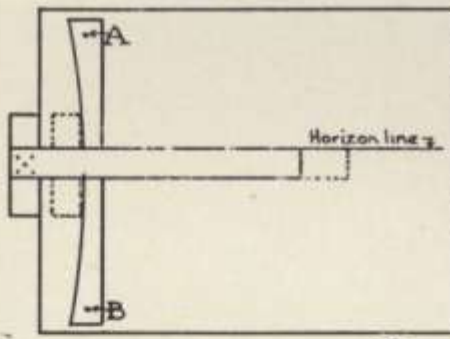
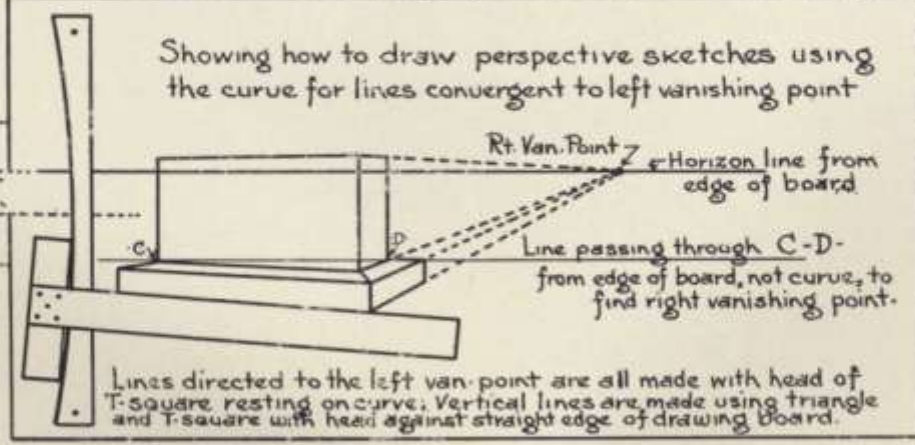


FIG. 6.







## NEVILLE

Substantial in size, modern in design, economical in construction and appealing to that prospect who is looking for something different and yet inexpensive. The sandblast treatment accorded the lettering is very interesting. We recommend this design to you as one that will appeal to the prospect of moderate means.

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





## RANDALL

All polished memorials will ever appeal to the buyer who demands designs that are dignified and elegant in appearance. The Randall design has these features without incurring much extra expense. The flat surfaces of the die and base, as well as the carving and lettering permit machine finish throughout and this fact places the Randall tribute in the class of the moderately priced memorials.

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

If You  
Expand  
With Us

CRASWELL

Our Aim  
Has Been  
Realized

MELROSE GRANITE CO. DES. NO. 495.

### Melrose Will Never Deny the Right of Any Business, Whether or Not He Be Competitor, To Grow and Prosper

We like to see the other fellow get along, whether or not he is meeting us on the "field of honor" in the duel for business.

We believe it is the inherent right of every man in business to grow and prosper.

It is the only tonic which keeps business up in America—the growing side of it, the development which makes men work a little harder to accomplish more things.

Enlarge the thought of Melrose philosophy to its last degree and you have our conception of the aim of the retailer.

If we want our competitor to grow and prosper we want all the more the retailer to get along and this whether or not he is on the books, as it were, of Melrose.

The outside world is free to all of us and those who would deny certain rights to others will cease to grow themselves.

We emphasize this fact because we would encourage fair dealing, healthful competition and sound business whether it be among wholesalers or retailers.

All of us have an opportunity in this way to eliminate the existence which is our privilege and duty.

Melrose granites are always at your disposal. Our large organization is engaged month in and month out in planning, designing, perfecting and manufacturing new ideas in memorials for your consideration.

We are giving what you have sought in ideas of service and design and selling. We have tried to build up the business of the retailer because we know the while that those things which help him will help the manufacturer.

If Melrose can help you with ideas or anything else to build up a profitable spring business we are more than glad to do so.

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

Say you saw it in DESIGN HINTS

Say you saw it in DESIGN HINTS



tive Chart. This method will work out splendidly where one is handicapped with a small drawing board.

By making this chart out of heavy paper (cardboard preferred) and using thin or tracing paper for the perspective rendering, the chart will last indefinitely and may be used for hundreds of drawings of a specified scale.

If possible, secure a piece of white cardboard twenty inches long by twelve to fifteen inches wide. Now using the board the long way, measure in about an inch from the left edge and draw a vertical line A. Fig. 1. Twelve inches from A and to the right draw vertical B. Six inches from B and to the right draw vertical line C.

A horizontal line is now ruled across the cardboard about four or five inches from the top. This line is to serve as the horizon line of the perspective.

It must now be determined at what scale we wish our perspective renderings to be made. For ordinary work  $1\frac{1}{2}$  inches to the foot will work out in a nice manner so we will assume that this scale is satisfactory. Remember we are going to work to scale now, not actual measure. Starting from the horizon line and working downward on line B measure off about six feet (to scale) placing a point at each foot. One point or more may be placed above the horizon line, all depending on how much of the memorial drawing will be shown above the horizon.

Again starting from the horizon line and on vertical C, measure off tenths of a foot to scale and point off until you have the same number of points as shown

on B. Now on line A, starting from the horizon and working downward, point off elevenths of a foot. One or more points may also be placed above the horizon on both verticals A and C.

By drawing lines from the points on B to the points on A and C, the perspective horizontal lines of the picture will be established. Sharper perspective may be obtained by dividing vertical C into ninths and A into tenths. Be sure that points are measured upward and downward from the horizon line. No matter how you change the units of measure on lines A and C, the points are equal feet on line B.

Having drawn construction lines it is now well to ink them in with a good black ink so they will show clearly through tracing paper and the chart is complete.

Now place a piece of tracing paper over the chart, secure necessary points for the verticals of the picture from the ground plan which should be placed above at sufficient distance to prevent distortion, and the horizontal lines of the drawing may then be secured from the guide lines of the chart. Space would not permit showing ground plan in the examples as shown on our Plate. It is assumed the student clearly understands this part of the subject so he should experience no difficulty finding the vertical lines of the object for his drawing.

Of the many time saving methods employed for drawing memorials in perspective, that as shown in Fig. 6 is probably the



most simple as well as one of the most satisfactory.

Fig. 2 shows an arc of thin wood or other material, known as a railroad curve. This can be easily made of beaver board or purchased from drawing material supply-stores.

For memorial drawing the curve should be approximately eight foot radius and about three feet long, although two feet long will be satisfactory for ordinary work.

In order that the perspective be accurate, a specially constructed T-square, as shown in Fig. 3 should be secured, the top line of blade to be in the exact center of the head. Satisfactory results may be attained, however, without going to this trouble, and the ordinary T-square will do for simple memorial work.

The first step is shown in Fig. A. Place the curve at the left side of drawing board and hold same in place with a small nail or tack at A at about the center of the curve and with the use of the T-square, with its head against the head of the drawing board, draw a horizontal line across drawing paper which will serve as the horizon line of the perspective. Now place the head of the T-square on the curve so that the top of the blade is even with the horizon line which you have just drawn from the edge of the drawing board. Now place a tack in the curve at B to hold it in place, and we are then ready to proceed with the rendering.

Lines convergent to the left vanishing point on the horizon are drawn from the top edge of the blade of the T-square with its head resting on the curve as

shown in Fig. 5. Vertical lines of the picture are secured in the usual manner from the ground plan placed above the perspective. The right vanishing point is located as shown in Fig. 6 by drawing a horizontal line parallel with the horizon across the lower corners of the die using corner C as a starting point. Where this line crosses the extreme line of the end, place a point as shown by D. In other words, points C and D will be of equal distance from the horizon. Now from the lower right hand corner of the front of the die, draw a line through D and to the horizon. The right vanishing point is established where these two lines intersect.

All vertical lines of the drawing are made by use of the triangle and the T-square with the head of the latter resting against the straight edge of the drawing board, not curve. As above mentioned the curve is only used for drawing lines convergent to the left vanishing point.

Careful practice of these two simple methods will enable anyone to become most proficient in perspective rendering of memorial designs. Remarkable results are easily and quickly attained by those who have had but little if any instruction in perspective, and because of this fact the work is made unusually interesting.

Author's Note—The student will be able to secure a railroad curve as shown in Fig. 3, from any mill worker. Basswood about 3-16 inches thick is the best material. Drawing supply stores also carry them in stock sizes



## Dealer Comments on "Why Not Change Our Credit System?"

As published in the February number of "Design Hints"



THE February issue of "Design Hints" contained an article written by Mr. C. Oogard relative to the manufacturers present credit system. This article has created somewhat of a furore among our readers, and we are receiving many letters from the craftsmen, some in favor of and others opposed to the system as suggested by Mr. Oogard.

Mr. Oogard, a man who is very familiar with all branches of this industry, advanced the thought that some great changes in the manufacturers credit system must be made in order that the memorial industry be placed on a sound business basis.

He stated that the manufacturers are so lenient in extending credit that any retail dealer who wishes may take advantage of the situation and may obtain unlimited credit in any producing district. It is therefore unnecessary that the retail dealer establish credit in his own city and also unnecessary for him to have any particular credit worth. It enables anyone without experience, without capital, without credit at home, to enter the selling field.

He realizes that the dealer who causes most of the trouble, who cuts prices to the bone, who causes the retail monument dealer to be held in ill repute, who uses every means of unfair competition, is the dealer who does not pay his bills. The continually growing list of long past due

accounts in the manufacturing centers is positive proof that something must be done to counteract it and the remedy is simple if the manufacturers and dealers will give the matter a little serious thought. The interest and carrying of charges on long past due accounts and the subsequent losses entailed on account of those that are never paid, are a very considerable item in general overhead cost which is eventually reflected in the price of granite and ultimately borne by the buying public.

It is an acknowledged fact that the retail dealer who discounts his bills enables the manufacturer to carry the long time accounts. This being true he is entitled to a larger cash discount than he now gets and Mr. Oogard believes the dealer who pays his bills will welcome the following proposal which we re-publish for the benefit of those who may not have read this article in the last issue.

1st. All granite monumental work to be shipped sight draft attached to bill of lading whether the purchase is worth one dollar or a million.

2nd. A larger cash discount be given to the dealer who takes up the draft in 15 days from date of shipment.

3rd. If cash discount is not taken, then draft to be paid in full upon arrival of shipment.

4th. In the event that for any reason shipment is not accepted by the purchaser and draft taken

up when shipment arrives, purchaser to be put on a cash basis. 5th. A uniform draft to be used on all shipments reading as follows: "In consideration of purchaser agreeing to the shipment of the monumental work covered by the attached invoice sight draft attached to bill of lading, the shipper agrees to give the purchaser a cash discount of 5% upon the payment of this draft within 15 days from date of shipment. In the event the discount is not taken advantage of, the net amount of the invoice is due and payable upon arrival of shipment covered by this invoice. The shipper of the monumental work covered by this invoice guarantees the work to be in accordance with the order given the shipper by the purchaser.

Signed: "THE SHIPPER"

We are taking the liberty of publishing two of the letters which we have received from dealers who are opposed to this system and two letters from dealers who are highly in favor of it.

Mr. C. Oogard,  
% Design Hints,  
St. Cloud, Minnesota.

Dear Sir:

I just read an article in "Design Hints," "Why Not Change Our Credit System?"

Now look here. I am going to speak out this time. I have been in the memorial business for twenty-one years and in that time have noticed many great changes. You will know that in the past we have had a Corbett, Fitzsimmons, Jeffries, Sullivan, Willard, all public idols whose days have come and gone as will everything that comes out.

Here is what I wish to say. Prior to 1914 most of we dealers bought our material from the Barre granite center. They became independent and thought they were "it". The war came on and caused an advance in freight rates as well as in the cost of granite. The St. Cloud granite center was not sufficiently developed at that time for most of us to secure A No. 1 stone, but as soon as we were enabled to secure the proper service, we confined our efforts to selling the St. Cloud product and you can see what has happened to the sale of Barre granite in the West.

Now you come out and tell the dealers who are responsible for the development of the St. Cloud product, that you favor a system that will drive, we who did our part in putting this over, out of business or drive us to other fields to secure our stone.

In my twenty-one years in business I have always paid my bills within thirty days and you won't find a manufacturer in St. Cloud who can say that he has lost one cent on me. I have given a note only twice while in business. I think that thirty days is long enough to extend credit to anyone.

Here is my point. I most certainly will not pay for goods before they are delivered at the station and inspected. Only last year I bought a stone that was to have been polished on two sides and upon examination found it was polished on one side only, so I turned it down as you would have done. The manufacturer made a draft on me for this amount, and I told my banker to refuse to honor it, and the draft



was not paid. You see the conditions we are up against and see where I stand on this subject, squarely and flat-footed.

As time advances there is always something to take the place of that which we have had to do with. If you people adopt your plan I will buy my goods elsewhere.

Signed: W. H. WORMINGTON,  
Monett, Missouri.

Design Hints,  
St. Cloud, Minnesota,  
Att'n. of Mr. C. Oogard.

Dear Sir:

I received the February number of "Design Hints" in which was contained the best article you have ever published, "Why Not Change Our Credit System?" I am for it one hundred percent with the exception that I do not think the cash discount, you mention, is enough. It should be ten percent, so that it will give the good-pay retailer a chance to compete with the carpet-bagger and poor-pay dealer.

To arrive at this and so that the manufacturer will not lose money, the best plan for him is to raise his prices five percent. By giving us ten percent discount will allow him to get the prices he is now getting which I believe is enough or raising prices ten percent and giving the cash customer fifteen percent cash discount. This would soon weed out the poor-pay dealers.

All the manufacturers need is a little nerve to put it across and it would work over night, but they are all yellow and too much afraid that they will lose some business. They might lose some business, but they will not have one bad or slow account on their books.

I have been engaged in the memorial industry for ten years. I have turned down a lot of business, but up to the present time I have never lost one dollar and right now I only have eighty dollars on my books. I never miss taking advantage of a cash discount if it is for only one cent. All it takes is a little nerve. I maybe do less business than some, but I am not hard-up, and I am always in a position to take care of my bills promptly.

Yours for success,  
P. H. HAMERLY, Prop.,  
Menomonie Marble & Granite  
Works,  
Menomonie, Wisconsin.

Mr. C. Oogard,  
% Design Hints,  
St. Cloud, Minnesota.

Dear Sir:

I have read with much interest your proposed credit system as contained in the February number of "Design Hints". I am quite certain the writer of this article has had very little to do with the operating of a retail monument business and if he had I am sure he would in no way have proposed such a system unless there is more to it than he has explained.

Will try to relate to you in as few words as possible the disadvantage I see in your system would be to the better class of retailer. I would be known as a small retailer for my last years business was just a little over thirty-one thousand dollars.

In buying granite in order to conduct my business, when I give an order for a car or less, you wholesalers have but the one account to look after and make collections, while the re-



tailer in doing this small amount of business has hundreds.

And no doubt right here you will appreciate the fact that there should be a system worked out wherein the retailer is enabled to do a cash business. I am for it if it can be done but my opinion is that it cannot be generally applied for you will have a system that will work well in one section of a state and be a total failure in other spots owing to the difference in crop conditions. I have tried every year to do a cash business, in fact I do not want anything else, but by exercising greatest precautions we have much more credit than we care for.

In buying under your system as I see it, on the 4th day of December I gave one of the largest St. Cloud manufacturers an order for a car of granite and that work is not shipped today. We will say on the 4th day of December I had the money to pay for this car. Three months have passed, I have sold five thousand dollars worth of the monuments for cash and parties have signed contracts to pay the cash when the monument is delivered. Nearly all of these customers are new men to me as I have not done any business with them previously and it is the stranger we have to deal with nearly every time. This stranger agrees to pay me three hundred dollars cash for a memorial which is to be delivered on a certain date, but I am two weeks or more late in the erection of it. He will say, "I had the money two weeks ago, but I have not got it now. I will have it for you in ten days," or such a matter. Some of them will and

sometimes the account runs for thirty or sixty days and when you could have had cash if the monument had been delivered on time. This condition is true in many cases.

On the other hand say on the 4th day of December I informed my banker that I had ordered a car of finished granite and would want some money to take care of it. He informs me that everything is alright and they will see me through. Well, we will say, on the 20th of March, I am in hopes the car will be here by that time, I will go to the banker and inform him that my car of granite is on hand. Now the banker informs me that it was three months ago since he promised to let me have the money. It was alright then as they had plenty to loan but they are low now and cannot spare it. There it is again. It often happens in just that way.

In my opinion the wholesaler in order to do a cash business will first have to carry a large stock of finished work so that he can make shipment of a car in four days after he gets the order and at the same time there must be steps taken to help the retailer do a cash business. The wholesaler becomes quite well acquainted with his customers and to a certain extent knows from the first whether he wishes to do business with a certain retailer or not. While the retail dealer in nearly every sale transacts business with people he knows nothing about or people with whom he has never had any previous business relations.

Now Mr. Oogard, better the situation if you can. I am with you if you can better conditions



but I still believe the manufacturer today is in a better position to get his money and takes less chances than the retailer.

If you will inquire around St. Cloud I am sure you will not find a manufacturer who can say he has ever lost a dollar in selling work to me. Many of them know me very well and today I owe only one manufacturer and that is less than fifty dollars for work just shipped. It takes a car from fourteen to sixteen days to come from St. Cloud to Stockton, therefore it means that fifteen days is paying for everything before you have an opportunity to inspect it.

Hoping you will answer a few of these questions, I am

Yours very truly,

C. W. TOTTEN, Prop.,  
Stockton Marble & Granite  
Works,

Stockton, Kansas.

Mr. C. Oogard,  
% Design Hints,  
St. Cloud, Minnesota.

Dear Sir:

I noticed your article "Why Not Change Our Credit System?" in the February issue of "Design Hints" and think it one of the best I ever read. I think it the best solution to eliminate the many price-cutters in this field.

The price-cutter buys his stock (some taking a year to pay for it) and sometimes never pay for it and then beats some other firm. He sells and erects work for almost nothing and places in a bad position legitimate dealers who pay their bills. He often refers to us as robbers and will sell even markers twenty dollars cheaper than the good-pay dealer. He can afford to sell work cheap

for he has no intention of paying for same.

I would like to see all the manufacturers adopt your system as suggested and we might be able to eliminate these scalawags for they should be out of business. Most of these fellows are not mechanics and the sooner you adopt your system the better it will be for all concerned.

Hoping you will put it into effect at once, I am

Yours for success,

HENRY OSWALD, Prop.,  
Henry Oswald & Company,  
Cincinnati, Ohio.

## MONUMENTAL DRAWING AND LETTERING

Continued from page 19

curves either 90 to 100 inch radius will do as the 96 inch ones have to be made up special to order, and are rather expensive. The author will be pleased to help you if you are unable to secure a curve from your local supply store.

### Ye Modern Times

Little Joan: "Mummy, what's this funny thing I've found?"

Mother: "That's called a hairpin, dear. If you take it to grandma, she'll show you how it was used."

Them was the days o' real sport

"Did you—utterly without warning—assault this poor wholesale salesman and throw him into the street," demanded the district attorney.

"Yes," replied the retailer.  
"Three times."

## GRANITE CHIPS



The accompanying cut shows the Plant of the Bowman Monument Works, Bowman and Henning, Proprietors, Burlington, Kansas.

Mr. M. L. Bowman the senior member of the firm has been in business in Burlington the past eight years.

While this Plant is not one of the largest in Kansas it is very well equipped and the proprietors give proof of their progressiveness in the installation of sandblast equipment which they use in all their lettering.

Mr. Bowman is in charge of shop detail while Mr. Henning handles the selling end of the business.

### In Memoriam

Leonard Neis, the senior member of the firm Leonard Neis & Sons, Jefferson, Wisconsin, died January 29th at the age of sixty years, from a complication of diseases. The deceased established the present Firm in Jefferson in 1894 and continued it successfully until his death.

The business will be conducted along the same plans by his sons, Leo, Harold, and Gerald, the latter two being twins. Leo, the oldest son, has been in the business since leaving school several years ago and has been in active charge during his fathers protracted illness, so is competent in every way.



### New Firm At Lake City, Minn.

Messrs. Carl Westring and Rudolph Johnson have started in business at Lake City, Minnesota, under the firm name Lake City Granite Works established and formerly owned by W. C. Snyder, deceased.

Both these gentlemen are practical workmen having been previously employed at the Sauk Rapids Granite Company, Sauk Rapids, Minnesota, where Mr. Westring was foreman for several years and Mr. Johnson a cutter.

Their many friends will wish them success in their new venture.



Drawn by Norman Issott, Designer with J. F. Bloom & Co., Omaha, Neb.

### WHO IS IT?

We present for your approval or disapproval a very cleverly executed drawing of a well known dispenser of Commemorative Art at wholesale or half-sale, all de-

pending on the size of the order. He has been talking about granite in "Regal" terms so long, someone has crowned him with a Derby which is becoming as you will notice, (if you think so). No, it is not Art Soule. We are wondering how many of our readers will recognize this gentleman. Who is this hat model? We will present six beautiful photos of any Design Hints designs to the first dealer who writes giving us the name of this example of sartorial elegance. Editor's note: The dark spot directly north of the upper lip is not a blemish in the drawing or paper. Although you will hardly recognize the "mous-tawche", two long years were required to bring it to its present state of uselessness. The long cigarette holder serves a practical purpose in its back-stop protection for the misplaced eyelash, thereby insuring full benefit of the entire length of the cigarette for the smoker.

### It Has Made A Difference

In our new and more capacious location we have turned out a great deal more work of a higher level of quality and we continue to get an increased volume.

There must be a reason for this. Those retailers handling Ideal granites know it.

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

## THIS MAN KNOWS HIS BUSINESS

(Continued from page 9)

men to run away from their work. The work of the average business man is not altogether in his office or shop. Some of it involves interest in the things which helps his community because a prosperous community reflects itself in all lines of endeavor and what we do in a constructive way for our communities helps our business both directly and indirectly—directly for the men who are engaged in civic work and indirectly because of general uplift.

This is not an argument for goat feathers, as some well known writers would call them. It is an argument for civic activity which brings about its own rewards.

To be informed on the trends of the times and then to apply the knowledge we gain—that is what happens just before a man is successful. It seems to be that sort of an accident which makes some men succeed where others fail.

**Ho! Hum!**

"It's too bad," said the governor of Florida to the governor of California. "Your Aimee flew away and Miami blew away."

**All Other's Cash**

"How do you know your daughter trusts God?"

"By the company she keeps."

Patronize the advertisers in *Design Hints* if you want to obtain satisfactory results.



*If You  
Want a Job*

*or a  
Hobby*



*Where You  
can be Your  
Own Boss*



*learn  
Illustrating*



*that Pays  
Well*



*and Keep Your  
Own Hours*



Our new catalog "A Road to Bigger Things" tells you how. You will also be interested in the illustrations and comments by Neyssa McMein, Leyendecker and other nationally known artists who are among the Federal authors and contributors. Just send in your name, age, occupation and address for your free copy.

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Say you saw it in DESIGN HINTS





## Only A Short Time Remains For Memorial Day Business

Have you prepared yourself to handle an increasing number of prospects with a great variety of ideas, tastes and preferences?

The Ahlgren line with Superior Red and Superior Gray will aid you in making the sale, no matter how difficult.

Ask us about our sizes and estimates on the Brionne design.

---

**Granite City Granite Co.**

The Ahlgrens

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



The Manning Memorial was Finished  
by us in Silver Grey Marble  
Fine Axe Finish

If you wish to give your customers the best and at the same time increase your profits and lessen your troubles—specify GEORGIA MARBLE in in your Memorial contracts and have us finish your work complete for you.

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

Say you saw it in DESIGN HINTS





## If They Knew They Could'nt Buy It Elsewhere They Would Come.

That is the way of human nature. That is the height of Hunter's Mahogany—they can't buy it everywhere, therefore it is exclusive.

And it has the quality for making it just that way. It is a rich, dark shade, with a fine texture and a brilliant finish.

It takes either polish or axed work with equal effectiveness. We know you will like Hunter's Mahogany and if your territory has not as yet been taken we would advise that you ask us about its salient features, our fine design service, our certificate of warranty which guarantees the stock and workmanship and the many other added features which are typically Hunter.

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

## "Air Take-Off Device"

### For Cemetery Lettering

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

TERMS: C. O. D. with refund privilege ten days from receipt of order, if not satisfied.

GUARANTEED; Two years against defective parts.

Your car has compression, Why not use it?

State Make of Car

Weight 2 pounds Price \$30.00 C. O. D.

MOUNT BROS., Memphis, Mo.



### Boltless Surfacers Bush Chisel

This Trow & Holden tool will commend itself on sight to every stone-worker. Instead of being held in place by a nut and bolt, the cuts of this chisel are firmly fixed by a V-shaped key or wedge. They can not work out; they have no bolt holes to weaken them, they will not break; they can strike a harder blow; and they can be taken out or put in in thirty seconds.

Send for catalogue.

**TROW & HOLDEN CO.**

Barre, Vermont

### GLOBE H. C. CHILLED SHOT

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

### BEST BY EVERY TEST

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

Manufactured by

**The Globe Steel Abrasive Co.**

Mansfield, Ohio

Write for Samples.

Say you saw it in DESIGN HINTS





## Our Men Are Not Disgruntled; There Is Plenty of Work For Them

Grewe optimism is distinct and realistic because there is ample reason for it.

Our shop has been running steadily all winter pouring out a constant flow of fine memorials, finished in high-class Grewe fashion with Grewe craftsmanship as a chief asset. The booking of orders, in fact, has been so unceasing that we have added new machinery to take care of the additional business.

It is because of this steady increase that Grewe has been busy all winter and our men have been working a full six-day week.

They have been turning out the kind of memorials that sell and Grewe dealers will tell you that there is whole truth in this assertion. Be sure that you have the distinctive Grewe qualities on your floor for spring and summer business.

**G** REWE'S  
OT  
OOD  
RANITE

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

**S**UPERIOR  
ALABLE  
ANDBLAST  
SERVICE

Say you saw it in DESIGN HINTS

Get Your Supply of  
**"Rose Red"**

---

**For Spring**

You can buy it in the rough by the piece or the carload and we know that this beautiful stock will help you put your show rooms in the proper color for the spring business.

*Ask us about our arrangement with the trade.*

---

**Empire Quarrying Co.**

St. Cloud, Minnesota

**IF IT'S TURNABLE  
WE CAN TURN IT**

We have the largest lathe in the world.

Perfect workmanship guaranteed.

**JOHN CLARK CO.**  
ROCKVILLE, MINN.

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Chicago Representative:

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

**St. Cloud Iron  
Works Co.**

ST. CLOUD, MINN.

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Mfrs. of

Jenny Lind Stone Polishers  
Shot Wheels  
Emery Wheels  
Surfacer Frames

Agents for

Dallett Pneumatic tools  
Dallett Stainless Glue  
Dallett Putty Powder



# Royal Will Lead



IN the canvass of the spring business we predict leadership of Royal as usual. Royal has gone on year after year in a marked advance of sales that it cannot be otherwise.

Your prospect sees Royal dotting the cemeteries of the country and he can't get away from its beauty and appropriate tone and color—it was meant for memorial granite.



ROYAL GRANITE COMPANY  
ST.CLOUD - MINNESOTA