

Design Hints For Memorial Craftsmen

November 1926, Vol. 3, No. 5

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Dan B. Haslam, Editor and Publisher

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December 2012

DESIGN HINTS

FOR MEMORIAL CRAFTSMEN



November, 1926

Volume III

Number 5

“You Bet!”

*H*E was asked if he had Royal and that was his exclamation. It just happened that the prospect was educated and knew what he wanted.

What a woeful thing it would have been if he couldn't have said so. And the way he did say it indicated he was glad the customer knew what he was talking about.

Royal Roads to Riches Roam 'Round Royal



ROYAL GRANITE COMPANY
ST.CLOUD - MINNESOTA



Careful Buying Now Means A Good Start For Next Year

You will need to select your display room memorials with great care during the winter months. Although you may be unmindful of it, prospects are passing your place every day who are contemplating purchases in the spring and who are watching your show room as they pass and, perhaps, making mental reservations as to the kind to select. If you have the right kind of designs on your floor they will come in early and sales will not be a matter of doubt. If you wait you are gambling with the loss of the sale. United would be pleased to give you any kind of design ideas needed to develop this business.

UNITED GRANITE CO.

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



Red Pearl Will Set It Off Just As You Would Have It

The Wyman design is beautiful in itself, but add to it the luster and richness of Red Pearl and the job is done. We believe you will find them inseparable in high grade work. We offer you Red Pearl on the same basis as granites of lesser distinction and we are sure that you never will be without it once you have made an installation.

St. Cloud Granite Works
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



North Star Introduces Another New Design

In the Whittier design we believe we have brought forward for the retailers of the country an idea that should bring out immediate appeal. It has all the points of a high-priced memorial without entailing too great expense. It is different in design and is executed in a stock that meets the most exacting requirements.

North Star designs with North Star Granites and workmanship bring about a combination of material and skill that has no peer. We offer you this service with the confidence that individual memorials will be with you but a short time—they are ready sales producers.

North Star Granite Corporation

St. Cloud, Minn.

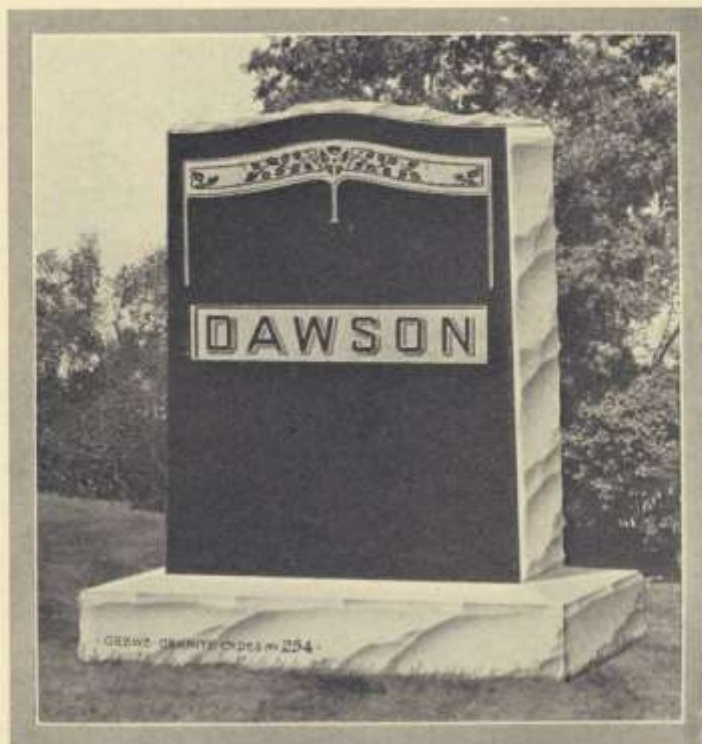
William Campbell
President

Olaf Frick
Vice Pres.

Dave Alexander
Treasurer

John Campbell
Secretary

Say you saw it in DESIGN HINTS



A New Grewe Design With Pulling Power.

Scrutinize carefully the Dawson design offered by Grewe this month. It has all the elements of interest and urge to buy. It will attract in your show room, sell without hard effort and wasteful hours and will give your firm the stamp of genuine quality and leadership.

Grewe shapes this design with master craftsmen—men that have been in the habit of turning out the very finest work for decades, and we believe that this design should develop a new buyer interest during the winter months.

We solicit your kindly consideration of the above memorial and will deem it a pleasure to furnish you with all information by the mere asking.

GREWE'S
OF
GOOD
GRANITE

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

SUPERIOR
ALABLE
ANDBLAST
SERVICE

Say you saw it in DESIGN HINTS



Developing A Desire To Buy With Display

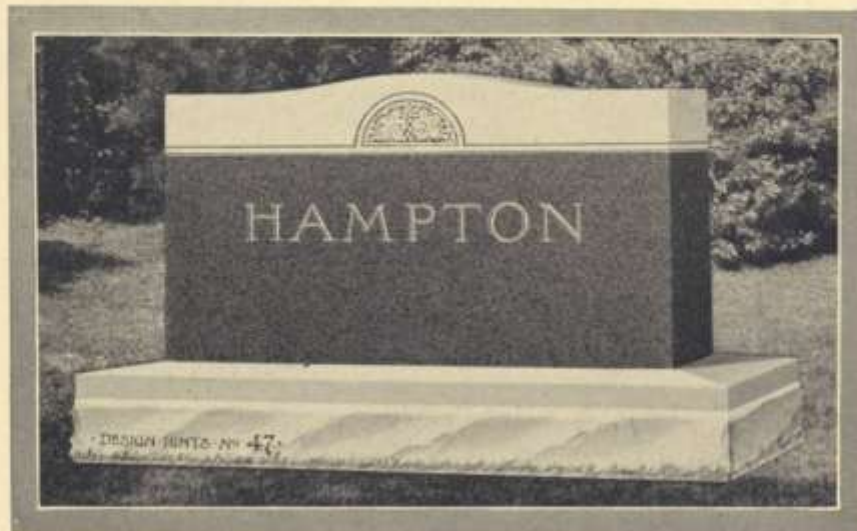
Rex products will stimulate in your prospect the desire for action. There is a difference in Reds and Rex claims to show you just that difference.

Perhaps your neighbor has it in stock; look about you—in the next town, or the one next to it—and see Rex displays that have held the center of interest in the stores of the progressive craftsmen.

We believe you, too, will find Rex a source of assistance in promoting more sales.

Rex Granite Company
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



There Is An Ancient Solidity In The Pyramids

Just as there is in Pyramid products. We have built our business policies on solid foundations and have fostered only the best interests of the retailers as their life's blood.

Starting with three high grade granites—Pyramid Red, Pyramid Gray and St. Cloud Dark Gray—Pyramid carries this theme throughout its relationship with the retailer in serving him year in and year out.

Pyramid Granite Works
Incorporated
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



THAT TAILORED "STUFF" Has Its Big Advantage

Hunter products mean to the retailer what well-made cars or clothing mean to their respective trades.

With Hunter it is a matter of getting the highest type of retailers and then backing them up with the kind of a product that can be guaranteed without fear of replacement.

Our certificate of warranty not only assures you complete satisfaction but it also gives you additional talking points with your prospects. Added to this is the territorial rights which gives you protection and prestige.

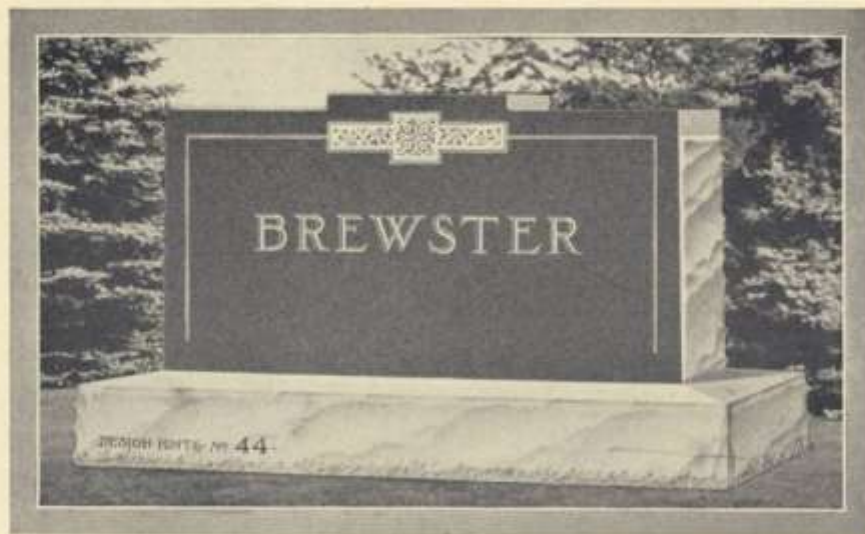
Hunter's
Mahogany
Memorials

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

Quarriers
and
Manufacturers

ROBERT HUNTER
Milbank, South Dakota

Say you saw it in DESIGN HINTS



It Is Right With The Designer Only When Properly Executed

Carefully designed, pleasing in contour, correct in proportion, attractive, yet inexpensive;—the Brewster memorial meets every requirement of good taste in modern memorial design.

A satisfactory reproduction of this design in granite can be secured only by the employment of the best in material and skilled craftsmanship. We respectfully refer you to our Plant where the utmost care is always exercised in faithfully reproducing work according to the ideas of the designer and the demands of Craft.

A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.

Say you saw it in DESIGN HINTS



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN B. HASLAM, Editor and Publisher.

THE POWER OF YOUTH

Proverbial because it has come down the wall of time and has engraved itself into human consciousness is the axiom that "youth will have its fling."

The length of the course—of youth—depends on the direction and accuracy of the "fling."

Philosophers tell us that youth is a state of mind—rather than a particular time of life; not the red-cheeked, slick-haired boy of adventurous spirit and active knee—it is rather a "temper of the will, a quality of the imagination, a vigor of the emotions, a freshness of the deep springs of life."

Youth makes courage the master of timidity. It loves the life of adventure and shuns the appeal of ease. So, we are told, men of fifty often have that spontaneous, everlasting, buoyant trait more than the boy of nineteen, and that men don't grow old merely by living a number of years but by deserting their ideals—ideals they got during youth.

"Years wrinkle the skin, but to give up enthusiasm wrinkles the soul," and this philosopher goes on:

"Worry, doubt self-distrust, fear and despair—these are the long, long years that bow the head and turn the growing spirit of dust.

"Whether seventy or sixteen, there is in every being's heart the love of wonder, the sweet amaze-

ment at the stars and the starlike things and thoughts, the undaunted challenge of events, the unfailing child-like appetite for what next, and the joy and the game of life.

"You are as young as your faith, as old as your doubt; as young as your self-confidence, as old as your fear; as young as your hope, as old as your despair."

And what a splendid thing youth is! How much more splendid when we know we can have it with us—always. "Cowards die a hundred times; heroes only once." Where is the man who would not like to subscribe himself to these things if he knew how?

Let's therefore sing a song to youth and encourage it to remain with us and lifting our glasses say, in all sincerity:

Here's to youth.

A New York City teacher was trying to illustrate "The Lord is my shepherd." She knew her class could not understand a shepherd, so she compared the idea with the traffic policeman near the school. On the next week she asked one youngster what the last lesson had been about, and the kid replied, "The Lord is my cop—I should worry!"

Izzy: "Vell, did you have a good game?"

Ikey: "Fine! I found seven balls."

Monumental Drawing and Lettering

By Dan. B. Haslam.

THE ROSE IN APPLIED ORNAMENT



THE Rose—by far the most popular among the great variety of our flowers. Pleasing, delicate, fragrant, beautiful in its natural form and easily adaptable to many artistic conventional design schemes.

The student will experience great difficulty in successfully copying a rose accurately. Rose petals are so thin, transparent and so twisted that copying becomes quite difficult even for the most experienced draftsmen. We are frank to admit that even though we have had some twenty years drafting experience, the rose causes us more worry and produces more tedious work in reproducing than any other flower, except in conventional form of course. We know of no rules that will aid the student in copying a rose accurately. It is advisable however to copy from nature rather than from printed forms, for nature is the best and only teacher.

We have often heard it stated that a granite carver's ability is put to the test by his skill in artistically reproducing a rose. If he can carve a rose satisfactorily and accurately, he is considered a master artisan, and is entitled to the highest wages paid for such talent and ability. The designer of memorials should be put to this same test, but we do not believe it has ever been done and his workmanship could not be compared with that of the carver's because everything is in his favor and the actual work of an entirely different nature.

In successfully reproducing a rose on paper more study is given to shadows than to form. The edges must be broken or the flower will appear overworked and too stiff. The shadows are generally curved to convey the idea of roundness.

Roses develop slowly from the bud and all petals radiate from the center. The petals are smaller at the center, those farthest away being larger and more developed.

There are many varieties of roses and each has its peculiarities in color, form, size and shape of petals. These should be understood, especially if the draftsman attempts reproducing the flower in oils or water colors.

The rose leaves are as important in rendering as the flowers themselves. They are oblong in shape, serrated, arranged in clusters of three, five and sometimes seven leaflets and with stipules adherent to the leaf stalk.

We believe the accompanying plate to be the most interesting of the many shown in our series. A spray of roses, leaves and buds is illustrated at the top along with various parts of the natural plant.

The two large pen and ink renderings of the natural flower are shown for the purpose of clearly illustrating our assertion that shadows play a most important part in the successful rendering of petal forms as well as the general shape of the flower proper. The outline of the flower itself is suggested in the use of light broken lines.

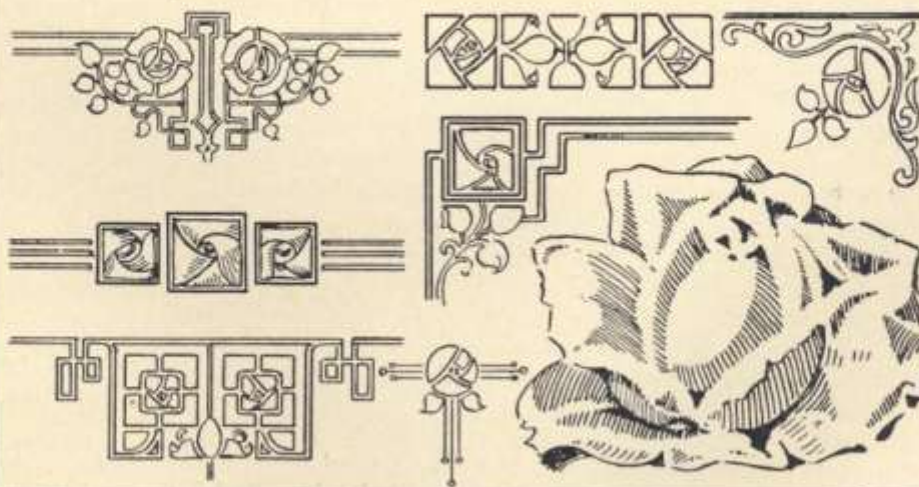
FIG. 1. ROSE



FIG. 2. DESIGN SUGGESTIONS.



FLOWER FORMS CONVENTIONALIZED.



While, as previously explained, in its natural state the rose is the most difficult to draw of any of our flowers, it is easily adaptable to many simple and yet beautiful conventional design forms.

In Fig. 2 of the accompanying Plate and under Design Suggestions, we have illustrated four varied arrangements of the flower in conventionalized form. The examples are all very simple in construction and when employed in design schemes are beautiful, and practical as decorative motives in pleasing memorial design.

As an aid to the student we have illustrated in Fig. 2 a few design suggestions using the four styles in varied schemes. These plans are all practical for memorial application, especially in the popular sand cut finish.

We believe this article to be of more real benefit to the student than any we have previously shown in our series. We appreciate the fact that there is but little help for him in this article as far as successful rendering of the natural flower is concerned, but we have tried to explain many times that natural floral motives are considered improper and impractical in correct memorial design because they do not emphasize structure. This is rather a nice rule to strictly adhere to, when the rose is taken into consideration.

The Rose is as expressive in religious symbolism, or it might be best to say nearly as representative of the good things of life, as the Lily. Like the lily it is the flower of the Virgin Mary and is symbolic of Love, Wisdom, Beauty, Purity, Christ, Divine Love, Spiritual bliss and God's heavenly grace. On a cross it is representative of the Death of Christ, and arranged in

the form of a wreath denotes Joy or Heavenly Joy. The rose bud symbolizes Hope and Promise.

Let us so live that we may be entitled to a rose or a lily or both, arranged in pleasing CONVENTIONAL design on our own memorial or hickey.

TEST YOUR WITS

A chambermaid is said to have put twelve travelers into eleven bedrooms, and yet to have given them each a separate room in this way: She put two of them in No. 1 the third in No. 2, the fourth in No. 3, the fifth in No. 4, the sixth in No. 5, the seventh in No. 6, the eighth in No. 7, the ninth in No. 8, the tenth in No. 9, and eleventh in No. 10. She then came back to No. 1, where she had left the twelfth gentleman along with the first, and conducted him to No. 11.

A "ketch somewhere in it! Who will send us the mathematical solution?"

Magistrate (severely): "The idea of a man of your size beating a poor, weak woman like that!"

Prisoner: "But your worship, she keeps irritating me all the time."

Magistrate: "How does she irritate you?"

Prisoner: "Why, she keeps saying, 'Hit me! Beat me! Just hit me once, and I'll have you hauled up before that bald-headed old reprobate of a magistrate and see what he'll do to you.'"

Magistrate: "Discharged."

Design Hints advertisers are proud of their products and want you to be proud of using these products.

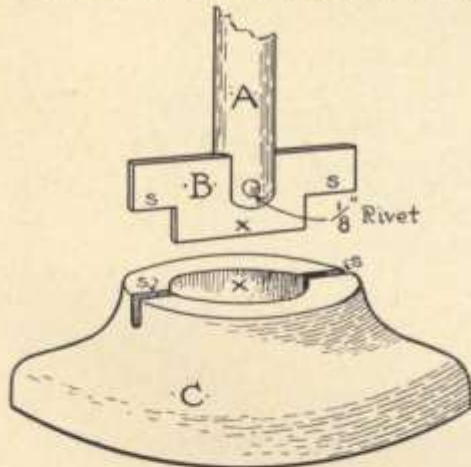
IDEA EXCHANGE

We are indebted to Mr. C. W. Horne, Hampton, Iowa, for two suggestions for this page that are beneficial and very interesting.

Mr. Horne's suggestions cover the making of a polishing outfit for small surfaces, where a larger machine is not available, and another unique idea for a marker drain. Both ideas are clearly illustrated in the accompanying Plates.

The following materials are used in the construction of the small polishing outfit. One shaft (A of sketch) $\frac{1}{2}$ " soft steel, one piece of steel (B) about $\frac{1}{8}$ "x2"x $\frac{1}{2}$ " and one cast iron O. G. bridge washer as shown by C of our sketch.

The shaft (A) is fastened to the



small piece of steel B with a single $\frac{1}{8}$ " rivet, thereby allowing a little play during the operation of the machine.

A notch $\frac{3}{16}$ " wide is cut across the top of the washer like the notch in the top of a screw, and the little plate B (ss) fits in it like a screw driver. The projection X at the bottom of plate B fits into the hole of

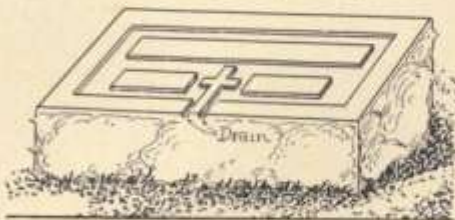
the washer and prevents the plate from easily slipping out of the notches during the course of operation.

In operating the machine, real fine chilled steel shot is used first, then emery and emery powder, the same as used in any polishing process. For a Buffer, a round piece of wood is used, with similar notches. The under side is covered with wool felt. The buffer is weighted down as heavily as possible, when using putty powder for the final process.

A heavy duty electric drill furnishes the power for operating this machine. The steel shaft A is used in place of the drill shank.

Mr. Horne states that he has used this outfit with very good success in the polishing of name bands and other small surfaces on various granites.

Mr. Horne's marker drain idea is somewhat similar to one other suggestion offered except that he has cut a small cross between the marker dates and by allowing it to run through the margin of the panel, proper proportion is made possible. The useful features of this drain are completely disguised in



the cutting of the cross, and the scheme just that much more valuable because of this successful

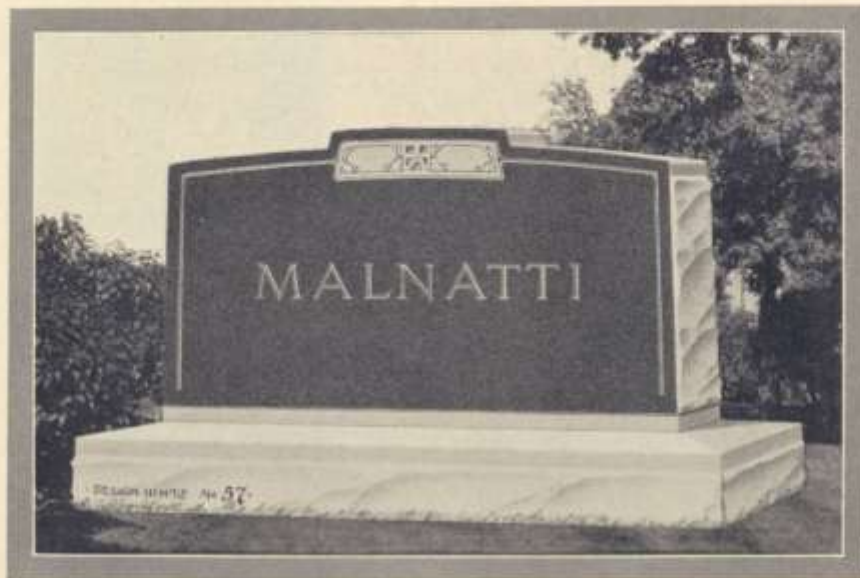
(Continued on page 21)



SONDEN

The extreme simplicity and marked individuality of the Sonden design will gratify the taste that seeks the very fine in the unusual form. Not only in its enrichment but in the splendid strength of its structural details, the Sonden creation is true to modern memorial design ideals.

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

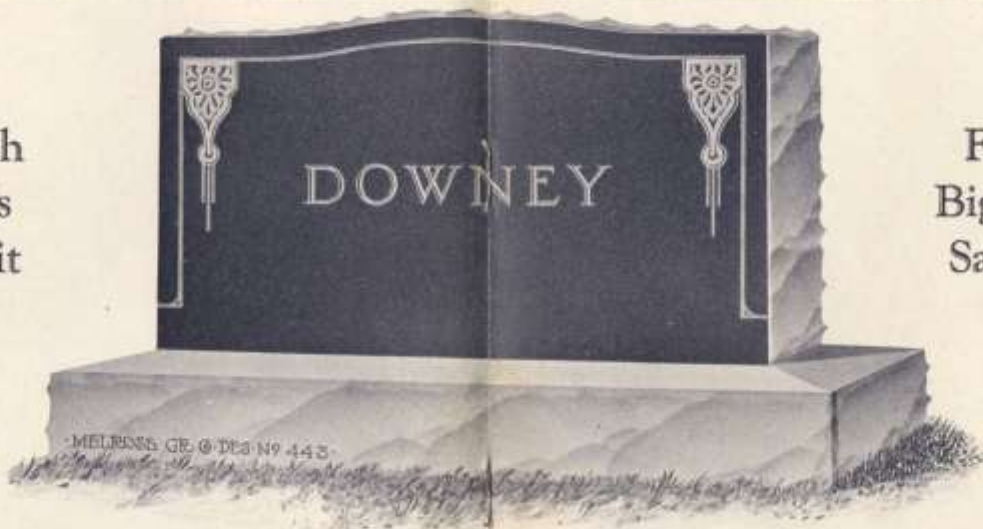


MALNATTI

A commendable study in inexpensive memorial designing is shown in the Malnatti memorial. Variety is shown in the graceful curve of the top and by the addition of the hammered margin around the bottom of the die. The sandblast ornament is beautifully executed, simple in detail and in harmony with the structural features of the design—.

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

Catch
This
Spirit



For
Bigger
Sales

Melrose Wants You To Be More Prosperous Therefore The Unusual Service

Never have we been satisfied with the mere selling of our products. We don't like to see Melrose creations linger in the sales rooms of the nation's retailers.

To prevent just such a situation it was necessary for Melrose to do several things, each of paramount importance in itself.

First, we must select our stock with care and cast aside any that had even a hint of seam or imperfection.

Second, We must have the design, beautiful, enduring and original, for our guide, and then craftsmen to carry out to the last detail the burning vision of the designer.

Third, we must devise a way to help our retailers help themselves by sales suggestion, advertising aids and other little boosts to take men away from the countless human limitations found in the average business—memorial or otherwise.

Melrose has staked its ALL to living up to these standards and has kept faith with the retailer. We believe those who have taken advantage of this three-fold service will admit it.

We are confident, too, that you will be impressed with its efficacy. Try the world's largest now.

MELROSE GRANITE COMPANY
St. Cloud, Minnesota

St. Cloud Granite Men Are Guests Of Ruby Red Quarriers

Pictures, etc. by Amos Useless Wunn of the party.

ON October 29th and 30th a group of St. Cloud Granite men took advantage of of a most cordial invitation from Charles Johnson of Anderson Bros. and Johnson to visit the Ruby Red district at Wausau, Wisconsin.

The St. Cloud party included Messrs. William Campbell, Sr., President of the North Star Granite Corporation, Arthur Ahlgren, Secy-Treas. of the Granite City Granite Co. and President of the Northwestern Granite Manufacturers Assn., Alfred Haugen, President of the United Granite Co., Carl Kallin, President and J.B. Carlson, Vice President of the Pyramid Granite Works, Alex Simmers, Secretary Simmers & Sons, Hugo Freeburg, Secy-Treas. of the Royal Granite Co., Nic Finneman, the world's champion sample maker and D. B. Haslam, almost an Editor and Publisher of *Design Hints*, the most useless one of the party.

The last and least member of this group of distinguished men was taken along because of his keen knowledge of car mechanism and strong back qualifications for tire changing. In a trip of over 285 miles there is sure to be some trouble especially when one is compelled to ride in such cheap cars as the Packard, Nash, and Essex and these men were not taking any chances.

Fortunately we did not run out of gas, plenty was supplied by the various members of the party and many memorial masterpieces were conceived, quarried and finished during the course of the trip.

Leaving St. Cloud at 7:30 A. M. Friday October 29th, we arrived in Wausau at 6:00 P. M. in ample time to partake of a most sumptuous dinner served in Wausau's new million and a half dollar hotel, which we understand was donated to the city by Mr. Chas. Johnson our host. Anyway Charlie looks as though he could do his city a good turn like that and still have a little left to run it.

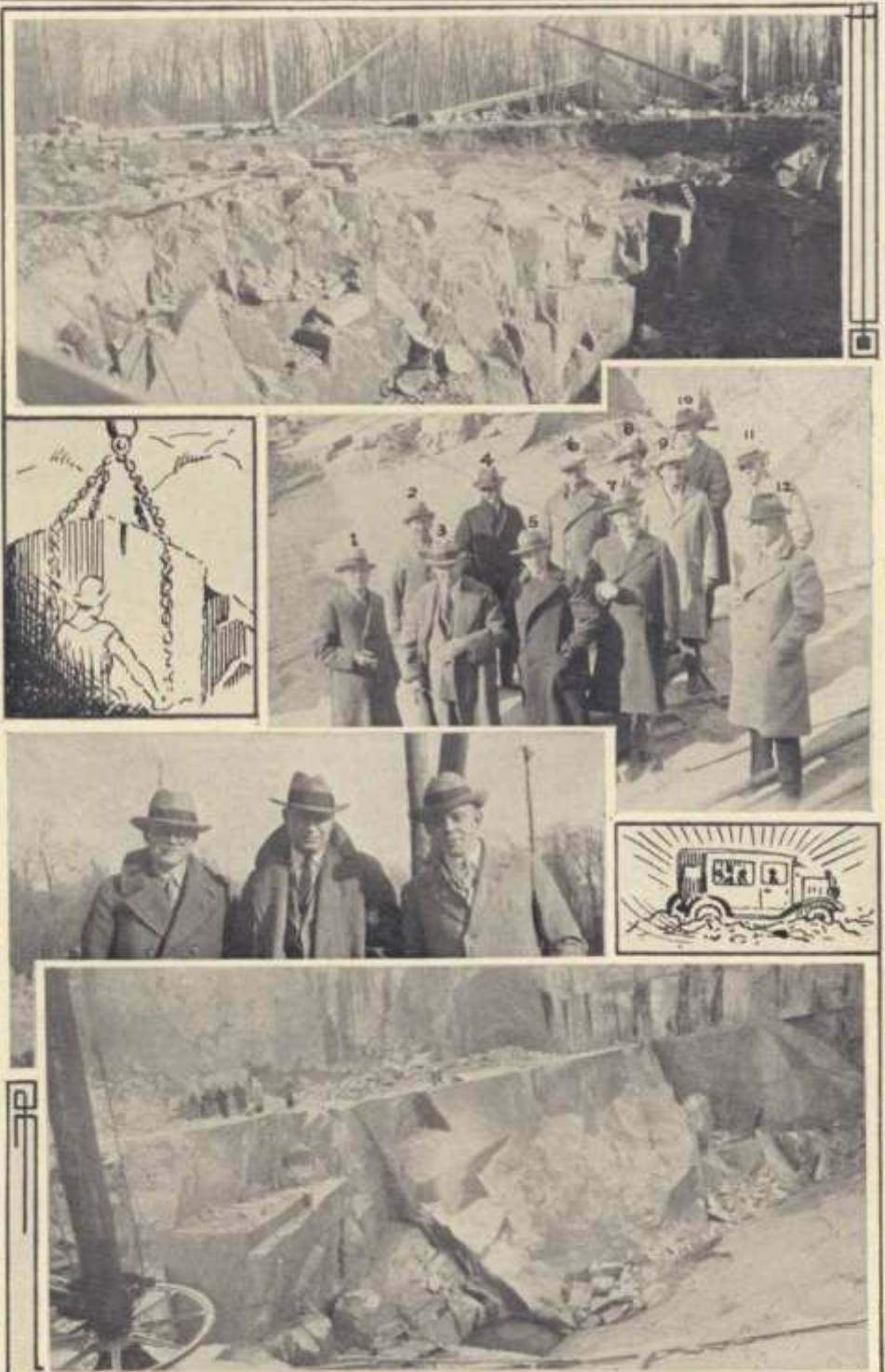
Our time Saturday was spent in visiting the quarries and sheds of the district.

The pictures as shown by the accompanying plate were taken while on the trip to the various quarries. They are offered our readers at no extra charge.

It might have been possible to take better pictures than as shown by this exhibit especially when one has such splendid subjects to work with but considering the fact that Amos and his camera were so badly shaken up due to Charlie Johnson's driving over so many rough and forgotten roads, because he lost his way, the results are not displeasing.

The first quarry visited was that of the Anderson Bros. and Johnson Co. as shown in the extreme lower part of the plate. The size of the ledge as shown in this picture may be compared to the group of visitors standing on top at the left.

The group picture as shown in the upper center was taken in this quarry. Reading from left to right and according to number for your convenience is No. (1) Chas. Johnson, (2) Mr. Anderson, (3) Will Lambrecht, (4) Carl Kallin, (5)



Granite Men at Wausau

Alex Simmers, (6) Arthur Ahlgren, (7) William Campbell, Sr., (8) Hugo Freeburg, (9) Nic Finne-
man, (10) Alfred Haugen, (11) Julius Johnson, (12) J. B. Carlson.
Mr. William Cambell, Sr. just returned from a trip to Scotland, that is why he looks so much better than the rest.

The quarries of the Rib Mountain Granite Co. and Lake Wausau Granite Co. were then visited and the quarry trip ended at the Marathon Granite Co. Quarry where a delicious luncheon was served. A new ledge of the Marathon Quarry is shown at the top of the Plate.

The three good looking men shown in the lower center are, reading from the left, Chas. Johnson, William Lambrecht and Julius Johnson, our hosts. No, Chas. is not as old as he looks by this picture. He is a very young man, just arrived at 21, according to his own statements. We do not know what detained him.

The time Saturday afternoon was spent in visiting the sheds of the firms previously mentioned, the local Cemetery and many points of interest around the city of Wausau.

As a crowning feature of the day's entertainment a banquet was held in the Schroeder Hotel, Saturday evening. Chas. Johnson and Arthur Ahlgren presided at the table at which were seated besides the St. Cloud guests, Messrs. Anderson and Johnson senior members of the firm Anderson Bros. and Johnson, Nelson of the Rib Mountain Granite Co., Kell of the Lake Wausau Granite Co., Lambrecht of the Marathon and Julius Johnson.

In a few well chosen words and in behalf of the St. Cloud visitors Arthur Ahlgren thanked the Wausau men for their generous hospi-

talities and expressed the sentiment of us all when he said "We hope that some time in the very near future we may have the pleasure of a return visit from you gentlemen. I can assure you a most hearty welcome in St. Cloud."

Get together meetings of this nature are of great benefit, to all concerned and it is hoped they will be continued. The St. Cloud and Wausau manufacturers are to be congratulated in doing everything possible to create good feeling, good fellowship, and advance the harmony that has always existed between the two competitive districts.

Here's to our Wausau friends. May their shadows never grow less.

WELL—DID YOU?

Alexander the Great—St. Louis World's Series hero has nothing on Alexander Haight, who presides over a ladies furnishing store, for colored people, in Memphis. Ever since the "world serious" the Memphis Alex has been puffed up over the name he carries but even before that he considers himself quite a pitching star when it comes to putting over sales. However, he found his match recently when a customer kept him pulling one thing after another from the shelf without buying. Finally as he was fast losing his patience she asked to see a fur coat. Summoning his last reserve he tried to sell her that. "We gar'ntee this," he told her, "t' be genuine skunk fur an' it'll weah fo' yeahs and yeahs." "But s'pose it gets wet in de rain—will it spoil?" "Ma'am," drawled Alexander, all patience gone, "did you ever heah of a skunk carrying an umbrella."

IN MEMORIAM

Manitowoc, Wisconsin,
November 10, 1926

John Nespor, pioneer monument man of the city and one of its older residents, passed away at the family home, 415 N. Eighth Street, this morning, aged 75. Mr. Nespor had suffered a stroke, but had been confined to his bed only three days.

Mr. Nespor was born in Bohemia September 28, 1851, and for 60 years had been a resident here, coming to the city when 16. He early established his own business and for nearly a half century he had conducted the business of manufacturing and erecting monuments and doing work of all kinds, and was widely known. He was a charter member of the C. S. P. S. society which founded and built the opera house and Mr. Nespor was one of the active workers in the project. He retired from active business several years ago but retained an interest in the work and in affairs of the city.

Married fifty-three years ago to Julia Maresh, Mr. Nespor is survived by his widow and ten children, Mrs. A. Kostlevy, Mrs. Carl Geisler, Mrs. Jerome Dick, Mrs. Otto Geisler, Mrs. Wm. Bruechert, Mrs. Albert Hinrichs, and Ladimer, Milosh, Bajemil and Zdenek, all but the latter being residents here, Zdenek Nespor being at Elmyra, N. Y., and unable to be here for the funeral.

Mr. Nespor was well known among the pioneer residents and was held in esteem as a man of high character and a good citizen.

From Manitowoc Herald-News.

IDEA EXCHANGE

(Continued from Page 13.)

handling of a practical idea which in no way impairs the artistic appearance of the marker.

"We look forward every month for *Design Hints*" writes Mr. Horne. We appreciate his words of commendation as well as his valuable suggestions for this page.

We derive great pleasure from reading the many nice letters we receive from our friends regarding our work. We appreciate this thoughtfulness on their part and while commendatory words are always welcome and an inspiration to put forth greater efforts, still too much praise is apt to make us too easily satisfied with results. We are not satisfied with *Design Hints* and we never will be until we can feel that we have reached every individual with something of merit and benefit.

We want your ideas and suggestion for the improvement of our publication and too, we want and invite your criticisms.

We ask your help in making *Design Hints* the publication we all wish it to be.

AIN'T IT SO

Laugh and the boss laughs with you,

Grouch and you lose your job;
For many a sale as been clinched
with a smile

But gosh darn few with a sob.

"Has she a very good musical education.

"Splendid. You can tell her the name of a song and she can tell you what's on the other side of the record."

Stotzer Granite Co. Wins \$25.00

Prize Awarded in Design Hints Dealer's Private Memorial Contest.

CON November 15th our Dealer's Private Memorial Design Contest was closed and we take pleasure in announcing to the trade that the Stotzer Granite Co., of Milwaukee, Wisconsin, are the winners in this contest.

A photo of the winning design is shown along with this article. Design Hints congratulates the Messrs. Stotzers, not only in winning the contest but in the exquisite taste they have manifested in the selection of a suitable design for their family memorial. Congratulations are also extended Mr. Arch S. Hill, designer for the Stotzer Granite Co., whose genius as a creator of fine memorials is acknowledged by every one who is acquainted with his individual style.

The Stotzer memorial of Barre granite was recently erected at Portage, Wisconsin. The sizes furnished us are as follows. Die 9-8x1-6x4-4; Vase 3-0x1-8x1-2; Base 11-8x4-0x0-8.

The Stotzer memorial is beautiful in design, expressive in religious symbolism, substantial in size, correctly proportioned, dignified and elegant in appearance. Every detail is skillfully executed and in harmony with the whole scheme. The carved wreaths, symbolic of Remembrance are artistically arranged in sunken panels. The treatment of the family name is unusually interesting. Here too the panel idea is used with pleasing effect, a triple arrangement suggestive of the Trinity. The laurel symbolic of Victory, victory over death, victory over sin, is employed as a decora-

tive motive in the wreaths and the band around the vase.

The Stotzer memorial expresses everything most desired in modern memorial design. It is a credit to the designer and to the industry.

It is hoped that some good will result to the craft from consideration of this contest as well as some others we are contemplating for the future.

We are very grateful to all who sent us photos for this contest and wish them better luck next time.

While we were not successful in receiving as many photos as we really looked for, those we did receive are all creditable and worthy of consideration both from an artistic as well as substantial appearing standpoint. In fact our contest was truly a case of Quality rather than Quantity.

It is quite natural for us to assume that the dealers are so prosperous, twenty-five dollars as a prize is too uninteresting or can it be possible that so few dealers have taken the time or thought it necessary to erect their own private memorial. We dislike to believe such a predicament possible but if we judge conditions from the impressions derived by conducting our contest, it must be admitted that there is room for doubt.

In other words like the plumber with the leaky pipes and the tailor whose children are in rags, we have not enough faith in ourselves or in our work to practice what we preach.

No it cannot be possible. We have too much faith in the members



of the craft to believe that such a deplorable condition exists.

We are positive that there are hundreds of dealers who could send us photos of their own family memorials if they would. Some dealers we suppose are not interested in contests, while others are too modest to send in designs of their own conception.

If by our efforts we have interested or reached those dealers who think the "Build while you live" idea applies to the prospect only, and have in any way made them believe in what they are trying to make others believe, then our time has been well spent and our work just that much more successful.

We again wish to express our sincere thanks to the dealers who so generously gave us their support in this contest.

"Is football your favorite game?"

"No, quail on toast is mine; what's yours?"

HIS SALARY WAS PAID

"Conscience doth make cowards of us all," quote the preachers. That appealed to an old darky preacher who had moved North with the colored immigration, during the period following the war, into Chicago's Black & Tan belt. There he had acquired a church which included quite a numerous but slow paying congregation. One Sunday, his salary being long overdue, he decided to try out the proverb. So in the course of his prayer he announced feelingly—"Lawd dere am in dis heah congreegashun one man what am goin' with anudder man's wife. Unless he put five dollahs in de coleeshun plate, give me the strength t' read his name from dis heah pulpit." When the plate came in, it contained seventeen five dollar bills and a two with a note pinned on it reading, "Honest Parson, dis am all Ah got today but Ah'll sure bring de rest Thu'sday to prayer meetin."

OH GEE! MOULDS

MODERNISM

Gruff Father to Son: "Why don't you get out and find a job. When I was your age I was working for \$3.00 a week in a store, and at the end of five years I owned the store."

Son: "You can't do that nowadays. They have cash registers."

"And whose little girl are you?"

"Mary Ann's."

"What a nice name for a mother."

"Mary Ann's not my muvver, she's the cook. My muvver is the lady that boards wiv her and writes how to take care of little girls."

Modern ad: "For rent, handsome bungalowette with a garagette, kitchenette, bathette, parlurette and porchette."

"Patrick, you told me you needed the alchocol to clean the mirrors with and here I find you drinking it."

"Faith, mum, it's a-drinking it and breathing on the glass Oi'm a doing."

Corporal: "I hear that the drill sergeant called you a blockhead."

Private: "He certainly did not."

Corporal: "What did he say?"

Private: "All he said was 'Put on your hat, here comes a woodpecker.'"

Some singers only hit on one tonsil.

HOW MANY?

Newly: "They say Jones' wife had triplets after reading the 'Three Musketeers.'"

Wed: "Good heavens, mine was reading the 'Birth of a Nation' when I left."

She: "Should evening dresses ever be worn to bridge parties?"

He: "No, in playing bridge it is only necessary to show your hand."

Sunday-School Teacher: "Who commanded the sun to stand still?"

Archie "Mussoloni"

Ma: "I wish you would destroy son's kiddie car."

Pa: "Why?"

Ma: "He took the little girl next door for a ride and made her walk home."

Another thought that depresses us is what kind of homes the home-made pies you buy down-town must come from.

It isn't easy, nowadays, for a young fellow to find a wife who'll help him do the dishes.

Saying a girl is bow-legged does not always mean she has a lot of beaux.

Hi—They tell me the new Stenog's a Quaker.

Jack—Well, she sure knows her oats.



Mozz-O'leum
Sez:

Anyway, a man can still take a chew without feeling that he should first offer one to the lady.



Temper

by

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

Temper may be essential in fine grades of steel, but in human beings it is not so good. Even with a temper a man wouldn't get into such difficulties if he could keep it, but when he loses it he is done for.

In court the lawyer knows that when his opponent loses his temper he is hors de combat. So it is in daily life. The man who loses his temper is out of the battle, whipped, defeated, beaten. His absence is more valuable than his presence.

I had a friend who often lost his temper and became very flushed and excited. The last time he lost his temper scolding some one he dropped dead in the middle of his tantrum. This wasn't strange. People who lose their tempers have at least an even chance to die of apoplexy.

Even if the hot headed man doesn't part with his life, he generally loses his point or his business or his case when he has one of his fits.

Moral: If you have a temper, keep it.

Courtesy Great Northern Goat.

THERE IS ALWAYS A REASON

Three brothers left the farm to work in the city, and all got jobs in the same company, starting out at the same pay. Six years later one was receiving \$100 a month, a second \$200 and the third \$500.

Their father, hearing of these salaries, decided to visit his sons' employer, and find out why they were paid on what seemed to be such an unfair basis.

"I will let them explain for themselves," said the boss, as he pressed a button under his desk.

Jim, the lowest paid man of the three, answered.

"I understand the Oceanic has just docked," said the employer. "Please go down there and get an inventory of her cargo."

Three minutes later Jim was back in the office.

"She carries a cargo of 2,000 sealskins," replied Jim. "I got the information from the first mate over the telephone."

"Thank you, Jim," said the boss.

"That will be all."

He pressed the button again, and Frank, the \$200 man, reported.

"Frank, I wish you would go down to the dock and get an inventory of the Oceanic's cargo."

An hour later Frank was back with a list showing that the Oceanic not only carried 2,000 sealskins, but that she also had 500 beaver and 100 mink pelts.

The employer pressed the button a third time and George, the \$500 man, walked into the office.

He got the same instructions his brothers had received.

George did not return for three hours and the office had closed for

the day, but his father and the boss were waiting for him.

"The Oceanic carries 2,000 sealskins," he began. "They are offered at \$5 each, so I took a two-day option on them, and I have wired a prospect in St. Louis, offering them to him at \$7. I expect to have his order tomorrow. I also found 500 beaver which I sold over the telephone at a profit of \$700. The mink pelts are of poor quality, so didn't try to do anything with them.

"That's fine," said the boss.

Then when he had gone, the employer turned to the father and smiled.

"You probably noticed," he said, "that Jim didn't do as he's told. Frank does as he's told, while George does without being told."—Exc.

HARD BOILED

The black-haired waitress, very much out of sorts, sailed haughtily up to the table at which sat the grouchy customer. She slammed down the cutlery, snatched a napkin from a pile and tossed it in front of him.

Then striking a furious pose—

"Watcha want?" she snapped.

"Couple eggs," growled the customer.

"How'd ya want 'em?"

"Just like you."

Two Hebrews—Cohn and Levy—went to Atlantic City for the first time, and were going to take a bath. Before going into the water Cohn says to Levy: "I'll make you a bet that I'm dirtier than you are."

"Vell," said Levy, "you got a cinch. Ain't you three years older dan me?"

TWENTY YEARS AGO

No woman exclaimed to a barber: "It's all right in front, but I don't like the way you've trimmed it at the back of my neck."

Not a man in this city was found stiff in his garage as a result of breathing carbon monoxide gas.

Your ears were not assailed by somebody's excited declaration: "Say last night I got Station GLUZ, Hokum City, on my three tube heterogeranium."

Nobody interrupted you at your work by asking you for a word with six letters meaning a musical instrument used by the natives of the Scattered Islands of Archipelago.

You did not hear an invitation like this: "Try some of it, Bill; I made it myself. First you get a nice clean keg, or a big crock, then take nine baskets of grapes, and—"

But somewhere a mother said: "Clara, pull down your skirt and don't cross your knees that way."

HE GOT THE JOB

Frank Vanderlip, financier and economist of New York and the man who dealt himself a private hand and enjoyed it in the Government investigation last year, says that in his early days he had a lot of amusing experiences with office boys. One, recalled distinctly, concerned a boy whose face seemed strangely familiar one morning when he applied for a job. "Aren't you the boy who applied for this position a couple of weeks ago?" he asked the red head. "Yes, sir," answered the boy. "And didn't I say I wanted an older boy?" "Yes, sir," he grinned, "that's why I'm here now."

IN MEMORIAM

Grandpa in the motor car,
Pushed the lever back too far,
Twinkle, twinkle, little star,
Music by the G. A. R.

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The Ahlgrens
St. Cloud, Minnesota

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Say you saw it in DESIGN HINTS

Minnesota Mahogany



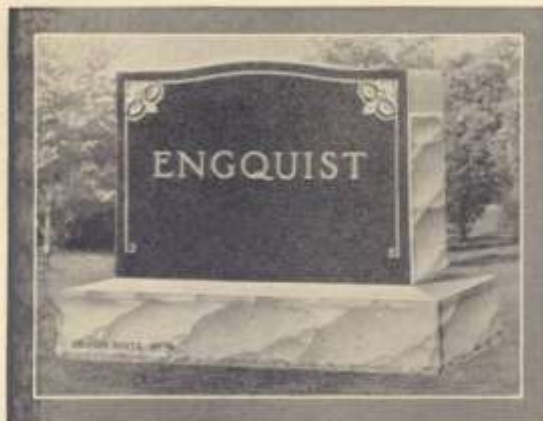
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