Design Hints For Memorial Craftsmen

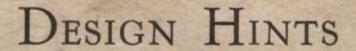
September 1930, Vol. 7, No. 3

Published Monthly at St. Cloud, Minnesota Dan B. Haslam, Editor and Publisher

This booklet, which begins on the next page, is presented on the Stone Quarries and Beyond web site.

http://quarriesandbeyond.org/

Peggy B. Perazzo Email: pbperazzo@comcast.net March 2013



for MEMORIAL CRAFTSMEN

> SEPTEMBER 1930



VOLUME 7

NUMBER 3

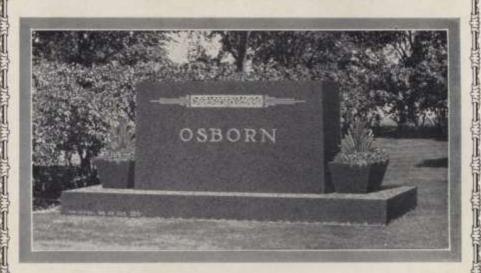


The spot-light of public discrimination has for years played steadily upon Wetmore & Morse Light Barre, yet not once has it faltered or failed us under the most searching, critical scrutiny. Each season more prospects have inspected it, and each season its sales have correspondingly increased.

If there is such a thing as a 'poor' piece of Wetmore & Morse Light Barre, it is left at the quarry. Every block furnished to you or your manufacturer is carefully inspected before shipment. Every memorial of Wetmore & Morse Light Barre is flawless to the point of perfection. We'd like an opportunity to prove it to you.

Wetmore & Morse Granite Company

Quarries: Barre, Vt.
Main Office: Montpelier, Vt.



Our Insurance and Yours ?

UNIVERSAL'S INSURANCE IS TO BE FOUND IN THE STEADFAST ADHERENCE TO THE SIMPLE TENET OF "GIVING A LITTLE MORE OF EVERYTHING THAN WE MUST".

IT INSURES SATISFACTION FOR THE DEALER AND HIS CLIENT. IT INSURES HIS REPUTATION AND OURS. IT INSURES A STEADY INCREASE IN BUSINESS FOR HIM AND FOR US.

IT IS THE ELIXIR WHICH PUTS LIFE INTO OUR RELATIONS WITH THE TRADE, FOR IT BINDS US TOGETHER BY A COMMON BOND WHICH WILL NOT PERMIT OF FAILURE.

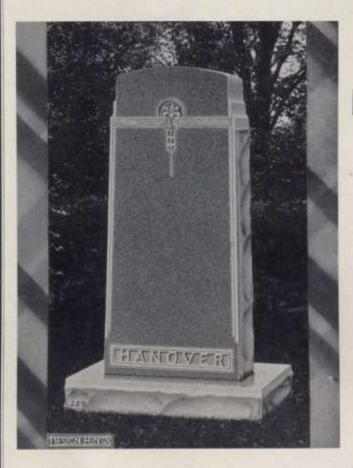


"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota Mich. Ohio Rep.-III. Ind. LOUIS C. ROEMER



A Question of Granite?



Use EMERALTONE

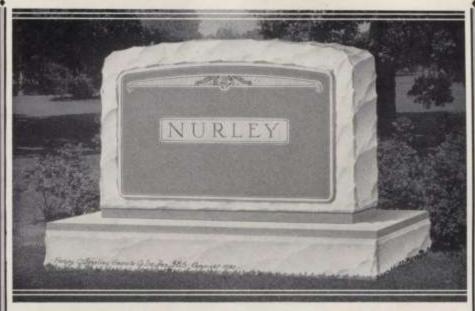
The sale of a monument is perhaps one of the most delicate and difficult operations to be found in the field of selling. An enormous number of factors enter into the sale—some introduced by the product—some by reason of the great delicacy required in the sale of a monument.

We do not claim that Emeraltone will solve all your sales difficulties; but we do say, with a certainty born of long experience with it, that it will dispose of the problem of monumental material for particular sales.

Use this tried and true granite in your next order. Your inquiry or order will be handled with efficiency and dispatch.

St. Cloud Granite Works, Inc.

St. Cloud, Minn.



Henry C. Smalley Granite Co., Inc. Dec. 385 Copyright 1930

PEP UP

...your Fall Sales with

THE SMALLEY LINE

... of Designs and Granites

Back of our efforts to produce the best memorials are many years of experience, and a modern up-to-date plant equipped with the latest, time-saving machinery. And the result is—memorials that your customer will want on sight.

SMALLEY GRANITES.....

We use Royal Dark and Royal Blue-Gray from the old Souhegan Quarry; and Pink and Red Westerly Granite.

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

Swenson Designs Are Made To Fit Any Condition

Swenson designs are created to fit any circumstance or set of circumstances. They stand out wherever you see them, living testimonials to the extraordinary results obtainable thru intelligent thought and judicious care in design creation.

Fitted to display the salient features of the beautiful granite which is their medium of expression —SWENSON GRAY.

Fitted to satisfy any preconceived desire in design which your client may manifest.

Fitted to embrace the wide financial range which the average memorialist encounters.



THE JOHN SWENSON GRANITE CO.

CONCORD, NEW HAMPSHIRE

I. N. Stock Baltic, Ohio

Fred Haslam 4019 Kenwood Ave. Kansas City, Mo. The Coste Design is the latest addition to the line; observe it closely for it is one of a line famous for their appropriateness and value.

TESTS THAT SHOW SIMMERS' SUPERIORITY

There is only one test capable of proving the merits of Simmer's Memorials; the test of actual usage. Memorial retail display rooms over the entire nation have been their proving ground. Their reputaion of reliability has emerged from the crucible of stern reality, from actual performance in the field.

For one reason or another, you may never have tried Simmers' Memorials in your sales display. If you haven't, think of this; they have proven themselves a great aid to other dealers who operate under conditions identical to the ones you face and they will surely do the same for you.

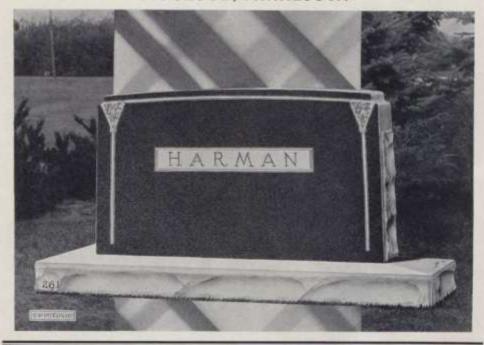
A. M. SIMMERS & SONS

A. M. SIMMERS

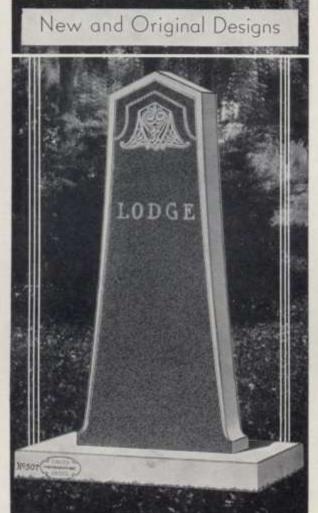
A. W. SIMMERS

GEORGE SIMMERS

ST. CLOUD, MINNESOTA



Say you saw it in DESIGN HINTS



Smith-Barre new and original designs are created for your use in selling more Smith-Barre granite. Photos of any of these beautiful designs await your request. We suggest that you write today for your copy of the Lodge design, a new and original Smith-Barre creation.



Don't Be Misled

Don't think for one moment that Smith-Barre, because it's so widely respected and so highly spoken of, costs more than you're accustomed to paying. Even though it is exceptionally high in quality it is quite normally low in price.

Your next order can be brightened with the fine-grained beauty of Smith-Barre without any noticeable increase in your invoice. Try it, and you'll quickly discover why Smith-Barre is specified daily by a sizable family of economic-minded dealers who know value when they meet it.

E. L. Smith & Co.
Barre, Vermont





DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota DAN. B. HASLAM, Editor and Publisher

What Is The Outlook?

Every man in business, no matter what business that may be, is interested in the solution to the above question. What is going on in the business world now? When is this incline, which economists have been predicting for so long, coming?

Business inflation or depression affects all business people whether they be in big business or even the smallest. It seems to be a matter of circulation and constant buying of the commodities of life.

Each time there is an overinflation it is sure to be followed

by a depression because the markets become flooded and then we enter into what is known as a buver's market.

The result is the man who has the money to spend is watching the markets very closely. He will not buy until the things he needs sluff off a few more points.

That kind of buying is wise only from the standpoint of the single transaction. The buyer does not know that the economic circle, which he is helping to create and drive down prices, is going to swing around and strike him before it has completed its course.

If he be a man in business, then the things which he has to sell are going to be driven down in price. If he be a workman then he is going to work on shorter hours with less pay because people are not buying.

The old theory, therefore, of some men who believed themselves astute and urged people to buy only the things they absolutely had to have, is exploded. It comes back as a boomerang and hits them squarely on the chin.

When depression comes big business starts planning ways and means to avoid its most serious consequences. It plans big building programs, road construction and other things-not for the sake of immense profits at these times-but for the sake of protecting their domestic markets and keeping up the purchasing power of those markets which include for the most part in its ranks the average wage earner.

Business will pick up and continue to grow and prosper along sane lines just so long as business men keep encouraging people to buy. It is better for all of us: better for the buyers themselves because they are absorbing constantly a supply of raw and manufactured materials which would be a drug on the market under the other system.

We believe the memorial industry has had an exceptionally good year so far due, perhaps, to the fact that the men in the industry have gone out with an optimistic attitude and have encouraged people to buy. We believe it will have a good year in spite of the cry of hard times on the part of others.

A Combination Letter and Booklet to Promote all Phases of your Business

By Harvey R. Kruse.

With all the problems that face a Memorial Dealer today, it's not surprising that a man wonders what he should emphasize in the matter of advertis ng—and what he can afford or not afford to concentrate upon.

If you have a good sum of money to spend, the question automatically solves itself because you can then give attention to each phase in turn and design some sort of advertising to pro-

mote each angle.

But most men have only a limited sum available and therefore this money must be spent judiciously. We say that if you can afford to do so, it's a splendid thing to prepare special folders, letters, and newspaper advertisements on each of such problems as the No-Monument Cemetery idea, the Public Mausoleum menace, promoting of new business, etc.

But when you can't cover each of these fields as you'd like to, the next best thing is to plan something that does the job in combination. That's what we'll discuss this time—a combination letter and booklet which covers the various phases of your business

Its another tricky combination idea. Plates 1 and 2 give you the idea at a glance. A die-cut job on the main sheet of paper allows you to fold it over into position on the letter-head as shown in Plate 1. The extra pages are trimmed to size by

your printer and stapled into position for the booklet as shown

in Plate 2.

The main letter-head carries your message to the prospect. The booklet tells about Memorial Designs, Private Mausoleums, your special private design service, an editorial on the No-Monument Cemetery idea, and other subjects you may choose.

The complete combination has the advantage of novelty and smartness. It is so different that anyone receiving it in the mail will look it over out of sheer curiosity because of the novelty

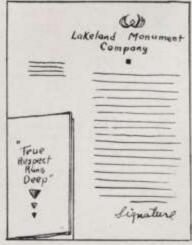
of the thing.

To make it still more interesting we recommend that the letter be folded only once thru the middle — making it practically square—to fit a 5¾" x 8½" envelope (a standard size purchasable by your printer without trouble and an interesting size that will attract attention upon being received). In addition, this way of folding does not crease the little booklet itself but keeps it intact and fresh in appearance.

We will suggest copy for the letter in this article. But the contents of the little booklet should be a matter of each dealer's choice. One man might want to use half or all of it on Memorials while another might want to devote it to Private Mausoleums or some other problem. Likewise one man might find use for a booklet of 7 pages while another would require 11 pages.

would require 11 pages.

Most of the booklet should consist of illustrations and descriptions of new designs and new ideas in Memorial symbols. If you want a short editorial on the subject of Memorials for this



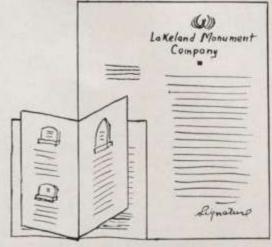


Plate 2

Plate 1

booklet or a story to combat such problems as the No-Monument Cemetery idea and the Public Mausoleum, we suggest you look back over previous issues of Design Hints and from the articles of the past you will find much material which can be "lifted" intact for your copy.

For the Attention of Mr. W. H. Smith, 2115 Clarendon Blvd.,

-Thank you.

Dear Sir:

If you are the individualist we belive you to be, will you let us tell you about a story which fits that individualism perfectly?

Many years ago, one heard little about this attitude of making one's self different from those around you. Life and home and what one did was little different from that of the family next door.

Today however each person tries to express his own personality. Homes and their furnishings reflect the character and personality of the people living in them. The kind of clothes and cars one drives accomplishes the same result.

Did it ever occur to you that a lovely Memorial-erected to someone's memory-should likewise symbolize the character for which it

It may be interesting to know

that we in the memorial industry have developed this thought to a farther degree than you would ex-pect. The life of a self-sacrificing educator can be symbolized ac-curately and beautifully. The life of a far-seeing builder of business can be transferred to stone.

There are lines and devices of our modern art which can picturepermanently and definitely for the ages—any character described to

We can do the same for you. Create a beautiful symbolic design that is exclusively yours and your family's. Perpetuating the things which have set you and your family apart from others. The little book-let accompanying this letter gives you an idea of what we have already done.

May we tell you more about it

in detail?

Very truly yours, (Signature)

To carry out the thought suggested in this letter, it would be a good idea to show several designs (created by you if possible) which DO symbolize certain kinds of character. Give a short description of the problem you encountered in each one and how you solved it with this particular design.

"Establishing Proper Relationship With Your Craftsman Neighbor"

This address was delivered by Mr. C. G. Gloeckler, Mount Pleasant, Iowa, President of the Memorial Craftsmen of Iowa, on Tuesday morning before the Craftsmen in Convention at Buffalo

We, as Memorial Craftsmen, are engaged in a business that in many ways borders on the ideal. We are the custodians of the task of weaving the garlands of precious memory and love into permanent form and placing it upon the plot that, to most folks, is considered sacred. I say this because when I go to the spot where the mortal remains of my father and mother were laid, I stand there with reverance. I feel that the ground on which I stand is hallowed ground and instinctively I bare my head. Have I any right to think that the spot that means so much to me is any more sacred than the spot where those whose memories are dear to you have been placed. Have you and I any right to believe that the resting place of those we love is any more "set apart" than the plots of our clients who commission us with the placing there of the shrine which is to keep the memory of their loved ones from perishing; and tell the story of the time in which they lived and wrought to generations yet unborn. Can this commission be fulfilled by doing less than our very best and can we do our very best under the trade practices commonly found to exist in our craft?

Someone has said that competition is the life of trade. I am not denying the statement, but I think the term Competition needs defining. If we mean by competition that stimulant that drives men on and out to greater effort and prompts them to ever increasing purpose to render better service, for he who serves best is most worthy of success; if we mean that force that acts as a brain teaser resulting in better stock, more artistic designs, more attractive display rooms, better working conditions for his men. That makes the dealer study his business, endeavoring to learn how to conduct it more efficiently, more economically, how to lift it to a plane where it will be respected and honored among the business places of his town.

Competition that will do these things may be classed as the life of trade.

But as I look back over the past thirty years and check up on competition as I have seen and known it, I find the results have been vastly different. I see it developed in so deadly a form that it not only destroys dealers but is destructive to the public, Also, let us look at some of the results of senseless, deadly competition.

First, it leads men to distrust and hate their competitors. And when we get to mistrusting and hating our



Mr. C. G. Gloeckler, Mount Pleasant, Iowa

competitors we do some strange things. Prices are made at which real first class work can not be furnished and the firm exist. This in turn leads to substitution in material and an effort to cheapen the Memorial in every way possible so as to get out on it and leave a few dollars profit. It leads dealers to resort to all

(Piease turn to page 14)



O ORGANIZATION AS-CENDS TO LEADERSHIP WITHOUT A TRUE APPRE-CIATION OF ITS RESPONSI-BILITY TO THOSE WHO MAKE UP ITS CLIENTELE. IN HARMONY WITH THAT THOUGHT, ROCK OF AGES REALIZES THAT ONLY THROUGH CONTINUED SER-VICE AND ENERGETIC CO-OPERATION WITH ITS PATRONS CAN IT RETAIN ITS OWN POSITION OF LEADERSHIP. WHERE BE-FORE YOUR SATISFACTION WAS AN AMBITIOUS OB-JECTIVE, IT HAS NOW BE-COME BOTH AN AMBITION AND AN ESSENTIAL.

Rock of Ages Corporation Barre, Vermont

Memorial Types

BY

CAPTAIN JOHN K. SHAWVAN

Chicago Branch Mgr.

MULDOON MONUMENT COMPANY
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The Monolith

The monolithic type is rather modern in its adaptability as a family cemetery memorial and is

increasing in popularity.

This type appears in a multitude of variations and borrows a cross origin from most any other type. Its one qualification of type individuality is that it be fashioned entirely out of one piece of material. Thus, a panel, sarcophagus or shaft, when the entire structure appearing above ground is hewn from one piece of material, is termed monolithic.

Many recent examples of monolithic memorials have appeared that exemplify simplicity to a

very pleasing extent.

Containing all the gracefulness of the die of the well proportioned panel monument, the base may be eliminated and the structure placed directly on the foundation at ground level.

Again, developed in larger and more massive proportions, the monolith may symbolize a sarcophagus or, treated as an obelisk, it may be applied with a solemn and dignified result.

* Simplicity of structure and the lack of joints and number of pieces are probably the greatest features that appeal to the cautious builders of this type. The viewpoint is undoubtedly that the durability and greater length of time of existence is favored by this selection. However, to create a monolithic memorial solely to

gain this end is hardly meritorious, since it will be borne in mind that the number of pieces, providing the joints are correctly arranged from an engineering standpoint, is immaterial to the durability of the structure. For example, the pyramids of Egypt, formed of many pieces and many joints, are of the greatest durability.

The proportions, size, ornamentation and adaptation of the monolithic type are as varied as the examples themselves.

The governing features of this type should be merely the symbolism and environment.

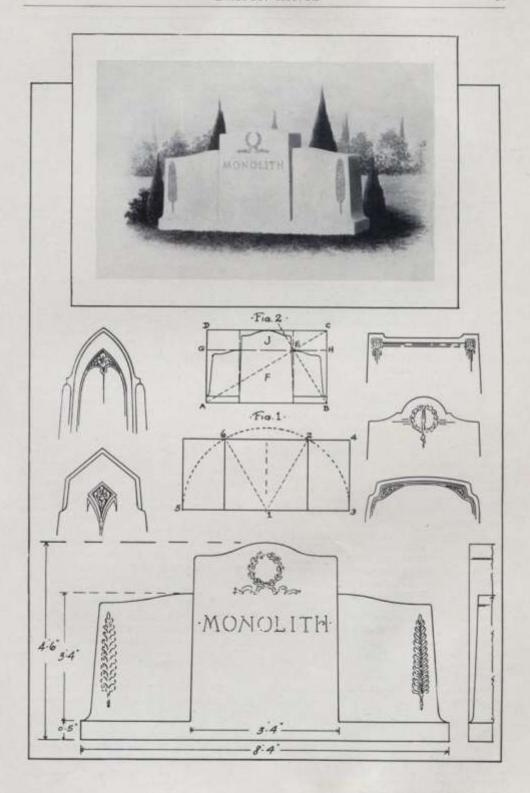
THE PLATE

By the Editor.

In preparing our scale sketch of Mr. Shawvan's monolith design we have kept in mind a very important rule of good design and that is: if the primary mass is divided into three vertical divisions, the center division should be the larger, with the remaining divisions of equal size. Just how much smaller or larger to make these divisions depends, of course, on the knowledge and good taste of the designer. As an aid to the inexperienced draftsman we have illustrated two simple methods in Figures 1 and 2 that will enable him to arrive at satisfactory sizes for designs of this character.

In Figure 1 we have illustrated an easy method for describing not

(Please turn to page 30)



Establishing Proper Relationship With Your Craftsman Neighbor

(Continued from page 10)

sorts of subterfuges to get the work away from this or that competitor. Some of the fantastic stories that are told strain the imagination of the most credulous buyer to the breaking point. Dealers forget their psychology and get to thinking that the proper way to build confidence in their own firm is to malign and discredit every other dealer. Each one as he calls knocks and discredits and tears down every other. He is, in fact, according to his own recital, the only honest one in that section of the state. This program is followed by, more or less, all who call and by the time the prospective customer has been interviewed by six, eight or ten different dealers, each of whom has relieved himself of his quota of pent up hate and spilled his bucket of poison, the customer is completely bewildered. He wonders if there is an honest man engaged in the monument business or if the whole craft is owned and operated by a bunch of crooks. More than that, he is just as much bewildered as to values. sense of proper values has gone; destroyed by the very persons whose livelihood depends upon its retention. All confidence in the dealer and his craft has been destroyed, and thus a business that might, that should enjoy the very highest respect of the public, an asset no business can thrive without, is battered to destruction by poor business ethics and a senseless strife and hatred that we are pleased to call competition.

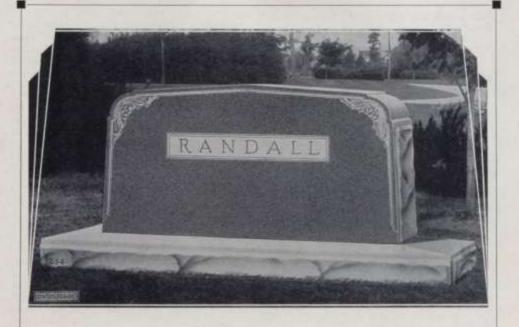
I hope to live to see the day when that sort of practice will be banished. I think our craft must become conscious of the fact that we need the respect and high esteem of the thinking public and that this is never gained by malicious practices and subterfuge. The only way to secure it is to be frank and honest with our clients, courteous and friendly with our competitors, straightforward and reliable in our dealings with all men. Only so can we become worthy of respect and esteem. But I hear someone saying, "A beautiful theory but bordering too closely on the ideal to work". It is here that I wish to take issue. One thing is sure. We, as a issue. One thing is sure. We, as a craft, have not reached desired success under the old plan. Is it not advisable to try something new? "But", someone will say, "No one ever had competi-tors as mean as mine. I have to do something to protect myself". If you

will stand before a mirror and gaze in you will, probably, find the likeness of one as bad as any. "How are we going to remedy the evils you mention?" someone will say. I bring no panacea for all ills but the first step up is always the first step out and that, in my judgment, is building up friendly relations with our Craftsman neighbor.

There is a new note in business today. It is called cooperation. It is more or less rapidly supplanting war. The nations of the earth are putting forth ever increasing effort to get on together on friendly terms. The wicked waste of war has permeated the thinking of even the dullest nations. And everywhere, the world around, we see the struggle going on to banish the God of Mars. And this spirit is being carried over into the conduct of business. They have learned that war is as destructive in business as with nations.

Shall our craft which has suffered so much from so short sighted a policy be less prudent? If we are—if we remain at that stage of development then we are poor business men. No time you spend in your business will pay you greater dividends than for you to get into your car—drive over to the next county or the next town-and visit a few hours with your competitor. He will meet you half way, or if he does not the first visit he will the next and by this friendly gesture you will have planted the seed which will grow and ripen into district and state organizations without which it is no more possible for the monument business to thrive than for the hardware or shoe dealersor the professions—all of which have their state and national organizations. We have our national and state associations and every dealer should see that his name appears on the list of members of the same, but there is great need of local or district organization.

It is here that the great need exists, for it is in the district or local groups which meet each month, that the larger opportunities for contacts are presented which should result in friendly relations and a more sane brand of competition. I grant you it is no small task to get a group of men together who have been in the habit of knifing each other, but it can be done and when the organization has been effected and the men get the thrill of cooperation—of working with machinery well oiled by the spirit of friendliness—the feel of working with



"If a man build a better mousetrap the world will beat a pathway to his door even though he lives in the wilderness."

Buyers of better things may have gone to the wilderness in the past.....BUT

....in these days of high development in distribution and scientific selling

....the merchandise is brought to them, AND

.....the same buyers would walk miles.....if they had to.....to buy UNITED memorials, BUT

.....they do not have to, because there are prosperous UNITED dealers in every community worthy of the name.

United Granite Company St. Cloud, Minnnesota

Establishing Proper Relationship With Your Craftsman Neighbor

(Continued from page 14)

lack of friction, they marvel that they ever thought that war could carry a business to success.

Let me tell you how it worked out in the district association to which I belong. Some ten years ago the secretary of the national association called a meeting of dealers in our section-Southeastern Iowa. I think nine or ten dealers were present. Nearly all of them estranged, unfriendly, resulting from nasty competition that all practiced and each condemned in the other fellow. All had met with so much disaster by such senseless trade practice that we were grabbing at straws. It was a strange group meeting—all about as congenial as a bunch of dogs and cats penned in a room would be. But the national secretary kept out the glad hand and after a while took us to the dining room and sat us down to a dinner calculated to subdue the most ferocious spirit. After this he got us into one of the small sample rooms of the hotel and talked to us about the advantages of being friendly and how much more pleasure and profit we would get out of doing business if we could discuss problems of the trade with men who were in the same business. One dealer remarked that he would like to be friendly because he had often thought if he should die not a man in the same business would come to his funeral. After a little time the secretary had persuaded all who were there to join the national and state associations and after he had gotten our checks tucked away he suggested that we form a district association and elect officers. We had become so friendly by this time that we readily assented. And after selecting a place for our first district meeting we went home launched upon a sea of new and strange experience and our meager bank account a little more depleted; some of the men full of doubts and some seeing a silver lining.

No one man is responsible for whatever measure of success one may have reached, all work for the desired end of building up friendly relations with the men about him in the same business. We meet in different towns where the members live. As a rule, we meet in the resident dealers place of business. The extreme points in our district are a little over one hundred miles apart

and at least once each year we meet at each end, causing the dealer at the other end to drive that far, and, as a rule, they do it. We try to reach the place of meeting about noon. We have dinner together. The meeting follows. Papers are read and talks given on subjects of trade interest. We discuss informally trade problems. How to conduct our business more efficiently—how to render better service to our customers-how to be fair to ourselves as well as to our clients as regards prices-in fact, any subject that troubles or perplexes or is of interest to our particular business. We do not always agree. Each has the privilege of thinking for himself but the discussions are always friendly. Now and then we vary the routine, if surroundings are favorable, by an hours fishing or a round of golf.

An item of interest is the extra pains we take in cleaning up and arranging our stock display, for, believe me, when the boys come we want to look classy. We set some work with artificial grass, maybe set some cut flowers here and there. There has been a noticable increase in the quality of stock carried—each ambitious that his own place should look inviting and successful "when the boys come".

Well, I could go on for a long time talking about the results in this group but I have already occupied too much time. Just one word more. I want to say that there is no attempt made to have uniform prices. Each dealer makes whatever price he wishes and there is a considerable variation of price in the district, however, not as wide, I think, as before and the quality of Memorials carried and placed in the cemeteries has been greatly improved.

BE THANKFUL

At the conclusion of the sermon the deacon passed the contribution box and it came back with one poker chip, a pants button and a plugged nickel in it. As was his custom, he brought the collection to the altar for the minister's blessing.

"Let us give thanks," said the preacher.

"For what?" asked the deacon, taking a look at the collection plate, "We got the plate back."—crow's SMALL OPERATOR.

Quit talking about yourself for a while and see if anyone else will bring up the subject.

H. & L. Designs



H. & L. Polish

BARRE GRANITE

UR DESIGNERS HAVE SPARED NO EFFORT OR EXPENSE IN DEVELOP-ING A LINE OF DESIGNS SUITABLE FOR THE BETTER CLASS MEMORIAL DISPLAY.

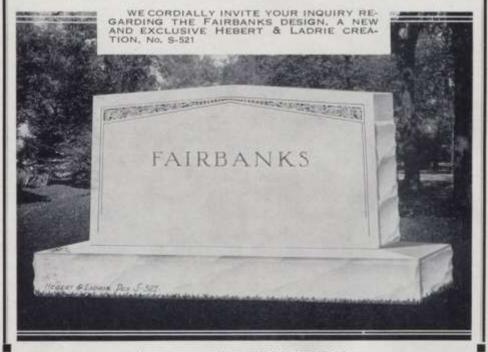
THE LINE INCLUDES HAMMERED OR STEELED DIES HIGH LUSTRE POLISH DESIGNS AND THE WORK IS DONE THE H. & L WAY.

WE ARE PREPARED TO TAKE CARE OF YOUR WANTS—BETTER THAN EVER. OUR SERVICE WILL WARRANT YOUR GOOD WILL.

HEBERT & LADRIE

:: SANDBLAST SPECIALISTS ::

BARRE, UT.



Say you saw it in DESIGN HINTS

Successful Failures

Written for Design Hints by Dr. Roy L. Smith

The world has usually been slow to appreciate the worth of its geniuses and outstanding leaders. New ideas have always had to fight for their lives. History is full of the stories of successful failures.

Cervantes, the greatest of all Spanish novelists, died in poverty, neglected and ignored. His grave is unmarked and the place of his birth is unknown. Although a gallant soldier of the king his loyalty went unrewarded except for the honorable scars he carried to his grave. It is doubtful whether a hundred people in Spain in 1616 believed that a genius had died, yet his one book, Don Quixote, has gone through more than 300 editions and has been translated into more languages than any other piece of literature in the world except the Bible and Pilgrim's Progress.

Lincoln's Gettysburg address, which now adorns the walls of offices, universities, libraries and homes, did not receive editorial mention in a single newspaper in the nation at the time of its delivery, except in terms of ridicule and derision. The files of the papers during the days of the Civil war show Mr. Lincoln to have been a man in high disfavor with enemies and supporters alike.

John Fitch, the man who first operated a steamboat, exhibiting his invention before the members of the Constitutional Convention in Philadelphia in 1787, was considered a crank and a visionary. George Washington thought so little of the steamboat exhibition that he accepted a dinner invitation for the same hour and did not attend, although the convention adjourned for the purpose of being present.

Charles Goodyear failed for eleven years in his search for some means of vulcanizing rubber and finally died in poverty and was carried to his grave in obscurity. Now the world rides on air as a result of his labors.

Jesus of Nazareth died upon a cross between two thieves, the most ignominious death that could be inflicted in His day. He left less than one hundred and fifty loyal followers, no books, no writings and no organization. Yet the world dates all its legal documents in reference to the day of his birth and his ideals are more influential in determining the life and destiny of more people in the world than any other man who ever lived.

No man is a failure because the crowd has rejected him. "Truth, crushed to earth, will rise again," and a great work, well done, will never die. Our town, too, is full of successful failures: Men and women who have succeeded in building great characters and no fortunes.

.....GUARANTEED.....

When Cook, Watkin & Patch, Inc., guarantees a memorial, you may be sure that you need never questions it quality.



Quick Turn=

You will find our memorials move quickly when placed in your show room. We shall be pleased to send

you sizes and prices on the lovely Payne design one of our new and exclusive creations.

Gold Bond

Our Gold Bond of Perfection not only guarantees the quality of the memorial to you, but is a sales help in that it aids

MD= 1872

in that it aids greatly to reassure your customer as to its high grade.

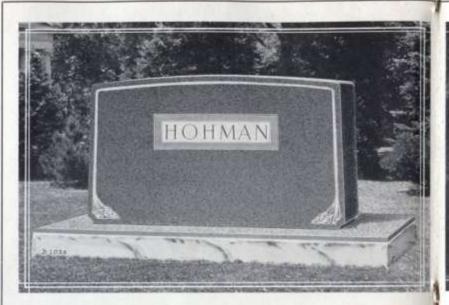
COOK, WATKINS & PATCH, Inc.

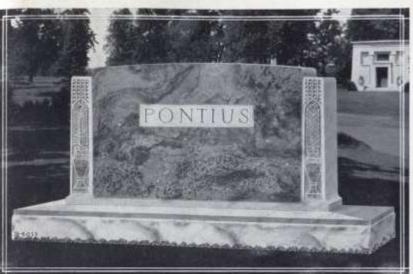
PAYNE

BOSTON, MASSACHUSETTS

Plants: Barre. Vermont







MELROSE RUSSET

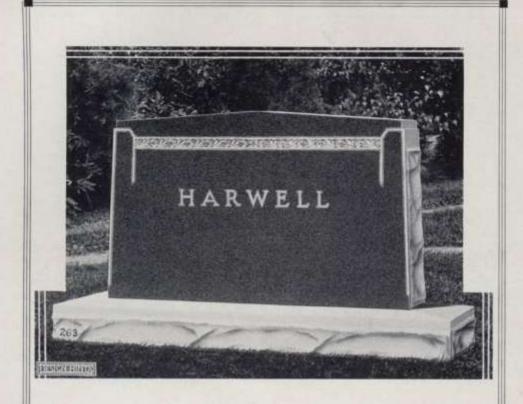
Has helped many dealers to new volumes

In the march of progress in the colored granite field Melrose always has been among the first to recognize anything that will help the dealers of the country in their problems with the buyers. In offering MELROSE RUSSET we are sure you will find it of immense value in building up the proper prestige in the colored granite field.

It has already done a great deal for other dealers. It can do the same thing for you.

MELROSE GRANITE COMPANY

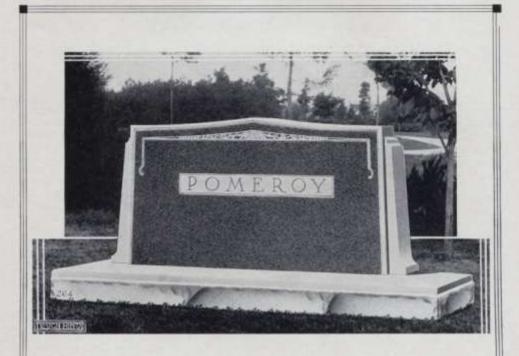
ST. CLOUD, MINNESOTA



HARWELL

The Harwell memorial shows pleasing variety in the design and arrangement of ornament. This design will look well in either small or large proportions and because of the arrangement of the carving at the top with only narrow margins and incised lines down the sides ample space is provided for a long family name. We believe our readers will find this a practical, attractive and inexpensive design in any granite.

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



POMEROY

Because of the axed ends and mouldings at the top the Pomeroy memorial is more costly than designs usually shown in these pages. This treatment is becoming more popular, however, and really the extra cost is negligible when one considers how much more attractive the all-finished memorial appears in either the show room or cemetery.

The Pomeroy design will meet every requirement of good taste in the selection of memorials of refinement and character.

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

The Benisch Plan

Report of ROSWELL M. AUSTIN
Special Representative of the Memorial Extension Commission
at Buffalo Aug. 14, 1930.

Before attempting to proceed directly to the report, will you bear with me kindly while I indulge in a slight bit of history?

Inasmuch as I have no personal knowledge of conditions previous to 1926, I shall not try to go behind that date. know, however, that beginning in 1926 the forward-looking members of the Memorial Craftsmen of America, together with the forward-looking members of the producing branches of our business, were conscious of the fact that some promotional efforts must be made to better our conditions. At that time we were conscious of shortcomings within ourselves; we were free to admit them, we were also free to admit that we did not know how to correct them. We were conscious also of the pressure of the promotion of other We kept luxuries upon our customers. repeating that the appeal of the radio. the appeal of the automobile, the appeal of numerous other luxuries, cut into our customer's dollar to such an extent that we were not getting our fair share of that dollar, and being conscious of those conditions, these forward-looking members got together for the purpose of instituting promotional efforts.

I know that at that time an extensive advertising campaign was contemplated. At that time, also, there was proposed to all of us a method of bettering our outlet before we tried to increase the flow through that outlet, and out of that proposition grew the survey and study course. In the institution of that survey and study course was born the Memorial Extension Commission, a body consisting of representatives from all three branches of the industry, five retail dealers, five manufacturers, and five quarriers.

That effort, spent in the survey and the execution of a study course, we who have received it feel, was an enormous step forward, for the very first time we had a textbook of our business, we had a tool in our hands not comparable by any advancement, any advance tool that the industry had ever received, and I have frequently made the remark that any dealer could better afford to be without his pneumatic tools than the study course which was available to him in dollars at a mere song.

But suddenly we discovered that, whereas, before promotional methods should be attempted in order to better our conditions, we needed efforts not only to better our conditions but to preserve the very industry, the very life of the industry. We found that although before we had shortcomings, we had other luxuries cutting in upon our customers. At last, for the first time, we had a definite enemy against us. I refer particularly to the no-monument or park plan cemetery; for, my friends, I think I do not need to reiterate to you that the success of the no-monument cemetery means the death of the monument business and when the monument business dies the retailer, the manufacturer, and the quarrier have got to look for something else. Something, then, had to be done and done at once, not only to promote our business but to preserve it.

Your study course had been financed by contributions from the quarriers. I think that the retail dealers, as well as the quarriers (we will say producers instead of quarriers) realized that it was not fair to continue to ask for contributions. Consequently, some method of financing such a promotional effort was necessary to be found.

Out of the numerous plans proposed there was a plan proposed by Mr. Charles Benisch of Brooklyn which seemed to appeal to most of those who had any opportunity to look them over. Out of the numerous plans, they kept referring to Charlie Benisch's Plan, and finally the one which became most spoken of was Charlie Benisch's Plan, and it became just as natural as anything to be called The Benisch Plan.

Strictly speaking, The Benisch Plan was a financial plan only. Having been presented to the Memorial Extension Commission which had foreseen these promotional efforts, the Memorial Extension Commission, finding a means to raise money, then began to evolve a scheme to invest that money, and at first it was intended to propose to the dealers and to the quarriers and to the manufacturers a plan, complete in all its details, but they did not know how many quarriers would be willing to subscribe to



Creations of the Masters

B MEMORIALS THAT HAVE BEEN FOR YEARS SATISFYING THE CONSTANT CRAVING OF MAN FOR A TRIBUTE THAT REALLY TYPIFIES THE DEVOTION OF AN EXACTING KIN

MASTERCRAFT BASES ITS BUSINESS POLICY ON THIS ONE THEORY AND MARR & GORDON GAMBLES ITS WHOLE BUSINESS CAREER ON THE THEORY THAT BUYERS ARE STILL LOOKING FOR THE KIND OF MERCHANDISE THAT WILL ANSWER ALL THEIR REQUIREMENTS FOR PERFECTION, EVEN THOUGH THERE MAY BE A TRIFLE MORE ADDED TO THE COST.



W. F. Adams, 7 Michigan Road, Worcester, Mass. Harry K. Myers, Homewood Apartments Charles & 31st Streets, Baltimore, Maryland.

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

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

New York City.

New York City.

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

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

Marr & Gordon, Inc. Barre, Vermont

The Benisch Plan

(Continued from page 24)

that plan, they did not know how much money would be available, and so they concluded that instead of proposing a definite plan, with all its detail, to propose merely a skeleton plan indicating their desires along the lines of promotional work.

So, on January 13, 1930, the Memorial Extension Commission proposed the plan which has been selling within the last few months and which, I think, you perhaps would like to have read at this

"The Benisch Plan. At a meeting of in Cleveland, Ohio, on the twenty-third day of January, 1930, at which a majority of the Commission were present and voting, the following resolution was unani-

mously adopted:

" 'RESOLVED. That an assessment of not exceeding fifteen cents per cubic foot on all rough stock used for the erection of memorials other than public memorials in the nature of buildings instead of monuments, and for mausoleums other than public mausoleums, be levied by the producers of granite and marble and collected at the source. Such sum as may be secured by such assessment shall be expended under the direction of the Memorial Extension Commission.

'The purposes for which this fund is to be raised and expended were agreed to be as follows: First, publicity and advertising. The proportion of the fund to be spent for this item, as well as the other items, the medium through which it is to be operated, and all other details are to be determined after acceptance of this program and after it is learned approximately how large a fund will be avail-

able.
"'Second, the promotion of memorial commemoration. This expression, affirmative in terms rather than negative, is aimed at efforts to further the idea of memorialization by monuments rather than by no-monument, memorial park, or public mausoleum methods. It must, of course, be, at times, combative of destructive influences, but for our standard, our principal, it was decided to take the attitude of building up our industry instead of the destructive attitude of tearing down some other industry. This item in-cludes the upbuilding of memorial dealers through the study course and through any other educative methods available. "Third, the extension and improve-

ment of outlets. As expressed by one of

the members, we have got to have a place to put our memorials. This item is aimed at that object and includes the plan of promoting interest in the cleaning up of wayside cemeteries, the fostering of cemetery rules and plans designed to create cemeteries which attract people and cause them to desire to use that method of memorializing their loved ones. (Signed) C. J. Benisch, Secretary; R. L. Belknap, Chairman.

"Having read the foregoing report and approved of the objects and purposes set forth, in consideration of like acceptance by other producers, the acceptance of the plan is hereby acknowledged with the understanding that the amount of the assessment, the time it shall become operative, the time and manner in which remittances are to be made, and the details of the operation of the whole program, shall be determined by the Memorial Extension Commission,' and lines were pro-

vided for signatures.

This form of agreement was sent out to the various producers throughout the country, and there was an immediate response to it, a surprisingly large response to it, in my opinion, without any further efforts of sale. So meetings of the Memorial Extension Commission were called and at each one of these meetings the producers who had signed this agreement were invited to be present. It was discovered that never did we have a full meeting of all those who had signed or intimated their desire to join with this effort. At the next meeting some of those would be absent and some new ones would be present.

Finally, on May 20, this last year, it was determined by the Commission that if we were going to get anywhere with this problem it must be the sole job of somebody to go out and either sign up the quarriers or give up the matter. I happened to be the goat they picked on. From June 1, I have been devoting my time to the sale of The Benisch Plan to the quarriers, and friends, I point with pride to the list that you see at the back of me. Thirty-one quarriers have indi-cated their intent to join with you in

The Benisch Plan.

You will remember that the agreement provided that the adoption of the plan, the date it should take effect, the amount of the tax, and all details, were left to the Memorial Extension Commission. However, a meeting of all the signatories to that contract was held, and their desires, their impressions, and their wishes were consulted, and that meeting of the quar-

A Pyramid Feature

**

NEW RECORDS ARE BEING ESTABLISHED EACH YEAR BY PYRAMID MAHOGANY, THE FEATURE OF THE PYR-AMID LINE OF GRANITES WHICH INCLUDES—

Crystal Gray Gray St. Cloud

OUR QUARRIES ARE IN FINE SHAPE TO CONTINUE THE HIGH PRODUCTION OF THIS FINE MAHOGANY AND WE ARE CONVINCED IT WILL FINISH THE YEAR FAR A-HEAD OF LAST, AND A NEW LIST OF SATISFIED DEALERS WILL BE MAKING MORE PROFIT AND SALES AS A RESULT OF IT.

Pyramid Granite Works

Incorporated
St. Cloud, Minnesota

Purple Crystal

SOLD EXCLUSIVELY BY US
IN ALL PARTS OF THE
COUNTRY EXCEPT MINNESOTA—A GRANITE WHICH
TAKES A HIGH POLISH AND
WILL REFLECT CREDIT TO
ANY DISPLAY ROOM, EVEN
WHERE THE VERY BEST
ARE EXHIBITED

WE ARE ALSO FEATURING TWO OF OUR WELL ESTAB-LISHED GRANITES—

Sunset Pink

and

Dawn Gray

BEAUTIFUL AND EASY TO HANDLE.

Rough Stock - Polished Slabs Finished Memorials

Wm. M. Dodd and Son

Incorporated Zanesville, Ohio

The Benisch Plan

(Continued from page 26)

riers recommended to the Commission that The Benisch Plan be adopted to take effect January 1, 1931, that the tax be ten cents per cubic foot, and that a program, beginning with a two-year period, be instituted, and so I am proud and honored to announce to you, and I do this with solemnity, that on August 13, yesterday, at three chirty-seven P. M. (I know the time), the Benisch Plan was inaugurated. (Applause) It goes into effect January 1, 1931. The tax is to be ten cents per cubic foot, and the first program that will be attempted will be a program contemplating two years of progress.

Now, between this time and March 1, because that is the date when we have any reason to expect a sizeable income from this plan, the duties, the activities of the Extension Commission have to be financed. Practically all of the money which had been available had been used up, and so you must admit if this thing were going to be put over successfully, some money had to be had in advance.

As an earnest evidence of the faith of some of the dealers in this plan, I want to announce to you that out of gratitude to the producing centers who made it possible a certain retailer, who asked that his name not be divulged has offered to loan to the Commission, without interest and immediately and for as long as they need it, the sum of \$5,000 to reimburse the Commission. (Applause).

Other retail dealers and producers immediately followed with offers of loans to underwrite the activities of the Commission until funds be available under the plan. Those concrete evidences of faith and loyalty surely touch your heart strings. When faith and loyalty inscribed upon the banner of a crusader are concrete and not just a phrase, that crusade becomes a march of progress which simply cannot be stemmed, and I maintain further that The Benisch Plan cannot succeed unless faith and loyalty are the watchword, continuously energizing the whole program.

Memorial Craftsmen, you have The Benisch Plan today because you asked for it. In your annual convention at West Baden Springs last year you endorsed it unanimously. You have reaffirmed your endorsement in every state meeting you have had.

(Please turn to page 32)

ITALIAN MARBLE STATUARY



We have 2000 Statues in stock for quick delivery.

All Regular Designs and all sizes.

Reasonable Prices.

Courteous Treatment.

Prompt Service

H. A. WHITACRE, INC.

66-67 Sixty-Ninth Street Middle Village, Burough of Queens NEW YORK CITY CARRARA, ITALY

Yes! We have it.

Headquarters for everything in the memorial manufacturing line.

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

Lane Cranes, Edgers, Polishing Wheels and Supplies.

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



GRANITE CITY TOOL CO. St. Cloud, Minn. - Barre, Vt. - Elberton Ga.



Sold and erected by P. F. Eisenbrown Sons Co., Reading, Pa.

It's really quite a simple matter for you to sell a mausoleum the North Star way. Modern-minded designers have created a handsome line of designs for you, understanding architects will take care of all your technical worries, and Original Minnesota Pink will solve your most exacting problem over material. The Jackson mausoleum was sold that way, and everyone concerned is quite thoroughly satisfied. . .

Have you, by any chance, overlooked writing for our mausoleum book?

North Star Granite Corporation St. Cloud, Minnesota

THE PLATE

(Continued from Page 12)

only the whirling square but also the root-five rectangle, either of which is considered appropriate for good design insofar as rules are concerned. In Figure 1 a square is drawn to scale in size according to the height desired. This is bisected at 1. The line 1-2 is used as a radius and the semi-circle 3-2-6-5 described. 5-4 is a root-five rectangle and 2-3 and 5-6 are rectangles of the whirling square as are also 3-6 and 2-5.

The relation of these rectangles to certain compound shapes is shown in Figure 2 in which we we have roughly outlined Mr. Shawvan's design within these rectangles. In this example, however, the wings are not as wide as those shown in the design and in our scale sketch. The method for describing the rectangles as shown in Figure 2 is simple and will be easily understood by the inex-perienced draftsman. The size of the design is first to be determined in both length and height. Then draw a rectangle to scale according to these sizes. Bisect this rectangle with line A-C indicated in our sketch by a dotted line. At right angles to this line draw a dotted line from B, or the lower right-hand corner of the sketch. Where line B intersects line A-C at E a point is established which cuts from the major shape a rootfive rectangle or a square and two whirling squares G-H-A-B, F being the square. The smaller rectangles at the sides of F are satisfactory in size for the wings of the monolith and the rectangle J, the top of the center division, consisting of a square and whirling square is properly related to the other rectangles and is, therefore, in harmony with the whole design.

PORTABLE SURFACER— SLIDING BAR TYPE

The last word in power, durability, efficiency, and economy of operation for the craftsman in stone. This surfacer is made in two sizes, and is fully described, together with its equipment, in our catalogue No. 7, sent free on request.

TROW & HOLDEN COMPANY

Stone Working Tools and Supplies

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.

Pirie's Dark Barre

An Ideal Memorial Granite

Every dealer can increase his service to his community by insisting that his customers buy only memorials that remain unchanged in beauty through the years. Pirie's Dark Barre is one granite that can be used to accomplish this purpose. Its beautiful color, texture, and durability are unexcelled. It is truly an ideal memorial granite.

And It Appeals Instantly

Pirie's Dark Barre is the kind of granite you should keep on exhibit in your showroom because it appeals instantly. Its undisputed excellence is a silent salesman that means profit for those who exhibit it.



J. K. PIRIE ESTATE BARRE, VERMONT

The Benisch Plan

(Continued from page 28)

In the first analysis, the success of The Benisch Plan depends upon us. You see before you the names of thirty-one signatories to the plan. I want to tell you, in all frankness, that some of those signers are there with misgivings. willing to sign, not so much because they thought the proposed plan was what we needed, though they have expressed confidence in the members of the Memorial Extension Commission, but because you asked them to sign. Many did so, facing the hazard that they would lose customers who would take their business to the producers who are not signers of the plan. That is more of a hazard than I believe you appreciate. You will agree with me, I think, that their signing is a concrete expression of their confidence in you, and I hope that every one of you will make it your purpose to see a representative of every signer of The Benisch Plan who was here at the convention and thank him personally for his expressed participation in its plan.

Loyalty calls for sacrifice. If you are loyal to the signers of The Benisch Plan, you will be called upon to sacrifice lower prices. Have you the loyalty to stand that test, because upon your conduct, your consistent and continuing conduct in that regard depends the success of The Benisch Plan and the support of it by those who have already signed it and by those who, we hope, will join us yet?

May I express a personal matter. President Morriss has referred to some success that I have had in going about and selling this plan. As much as I appreciate the expression, I want to be honest and tell you that any success I may have had has been due to the wonderful assistance I have received upon every hand by craftsmen, by manufacturers, by quarriers, wherever I have asked for it. I have been received cordially, with unfailing courtesy, and with hospitality. The work has been fatiguing in the heat, but it has been a deep pleasure, and your consideration more than repays me for any of the fatigue and discomfort connected with the work. I am profoundly grateful to be taking an active part in an activity so momentous to the whole memorial industry.

Get the GENUINE



Panel shown in central position. Standard size 5' 9" Wide size 7' 6" The Ruemelis Square Shooter Curtain combines the durable qualities of steel and rubber with practical operating features that make possible maximum speed of carving.

"Takes The Guesswork Out of Carving"

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

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

(Ask for catalog No. 14-A)

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

Ruemelin Mfg. Co.,

698 Clinton St. MILWAUKEE, WIS

-DALLETT=

Tools and Supplies

We are Northwest distributors for all Dallett products. Write us for any of the following—



Pneumatic Tools Truline Stencil Cutter Stainless Glue Putty Powder

We Manufacture— Jenny Lind Polishers Shot Wheels Emery Wheels Surfacer Frames



-All Mail Orders Handled Promptly-

ST. CLOUD IRON WORKS CO. ST. CLOUD, MINN.



Star Performers In A World Which Demands Exceptional Performance

DERHAPS there never was a time when individuality was not appreciated, but it remains a fact that it never was so essential as it is today. The commonplace no longer receives more than a passing glance, but the exceptional performance monopolizes our attention and interest at once.

From their first appearance up to now Shamrock and Garnet have monopolized attention wherever displayed. They are so absolutely individual that it was but a question of time before they entered the foremost ranks of granites in selling ability. They represent today a sales force which cannot safely be disregarded.

REX GRANITE COMPANY

ST. CLOUD, MINNESOTA

A Combination Letter and Booklet to Promote all Phases of your Business.

(Continued from page 9)

These illustrations will give your prospect visible proof of the work you are doing and start his mind working on the qualities of character that might in turn be symbolized in his own memorial or that of a member of his

family.

Leaving a thought such as this with your prospect gives him a definite impression which sets you and your work apart from that of the general group of dealers who are merely selling stones for memorials. —All of which is merely emphasizing once again the advisability of selling designs rather than memorials.

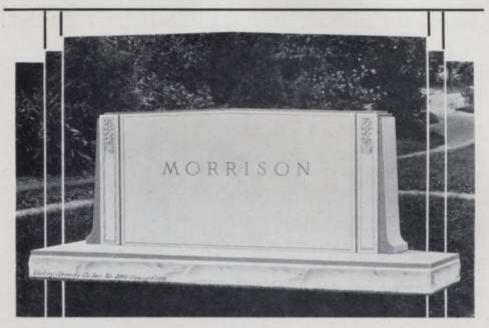
As for the arrangement of this combination letter and booklet,

there are still a few details not yet discussed. The entire job can be printed except for the salutation and the name and address of the prospect receiving it, which should be typed in to match the printed typewriter letter. Use a good quality of paper. A two color job would add considerable prestige, spotting a little orange or blue on the decorative wreath at the top of the letterhead as well as on the capital "D" of the Dear Sir and other points in the booklet.

Sign each letter personally in ink. The copy of the main letter can be written in typewriter type. Your printer can give you suggestions on the arrangement of copy and cuts in the booklet according to your desires. Use a good paper stock in the envelope (size 534" x878"), a buff watermarked stock being very accept-

able





Victory Granile Co., Inc. Des. 391 Copyright 1930.

Worthy of Their Purpose

CTORY designers and Victory craftsmen feel that the ultimate ideal of the memorial must be kept in mind throughout its manufacture. It must always be remembered that a monument is not a mere combination of tracery and stone; it is the medium through which the living express their love and reverence for the dead. The designer and the craftsman must therefore strive to make their labor worthy of this high ideal.

Those interested in erecting a memorial will surely see the care and thought that has gone into the creation of Victory memorials. Their worthiness for the task expected of them is evident even to the most casual examination.

000

Victory Granite Company, Inc.

Designers and Manufacturers of Barre Memorials

Barre, Vermont

YOUR SELECTION

OF

1931 DELUXE TYPE POCKET PHOTOGRAPHS

IS

NOW READY

The new 1931 series of 4"x6" DELUXE TYPE POCKET PHOTO-GRAPHS incorporates 200 new suggestions in markers, clever inexpensive tablet memorials, inspirations for individual developments, stelae, monoliths and many modern creations for the popular two piece memorial.

To responsible dealers we will forward, on request, 200 photographs with portfolio, enabling a carefully considered selection of one set from the two sent. Unselected designs must be returned within one week after receipt of same.

If your plan is to build up your lines of standard 11x14 designs you may return both sets with your order for the larger designs.

The price of the new 1931 SERIES DELUXE TYPE POCKET PHOTOGRAPHS is \$15.00 PER HUNDRED including leather portfolio; WHEN CASH ACCOMPANIES YOUR ORDER \$14.00 per hundred.

Selections of less than 100 designs will be invoiced as follows:

1-25 25c each 26-50 20c each 51-99 15c each

Leather portfolio is not included in above schedule of prices.

Send for your selection now; orders filled in rotation as received.

BLISS DESIGN COMPANY

ROCKFORD, ILLINOIS



ANTICIPATE

AND YOU WILL ACHIEVE—PREPARE FOR TOMORROW BY SELECTING THE RIGHT KIND OF GRANITE TODAY—

GREWE'S GOT IT--

DLAN

CAREFUL SELLING PROGRAMS ALWAYS
COUNT FOR MORE THAN HIT AND MISS
METHODS. YOUR SCHEDULE SHOULD
INCLUDE—

GRANITE BY GREWE

RED ST. CLOUD - STERLING MAHOGANY GRAY ST. CLOUD

JUCCESS

IT COMES TO THOSE WHO STOCK THEIR SALES ROOMS WITH THE KIND OF MERCHANDISE THAT HAS THE LEAST SALES RESISTANCE. IN MEMORIALS YOU WILL FIND AMONG THE WINNERS THOSE WHICH ARE—

DESIGNED AND BUILT BY GREWE

GREWE GRANITE COMPANY

WHOLESALE EXCLUSIVELY
ST. CLOUD, MINNESOTA



Beauty and Permanence

The beauty of Johnson & Gustafson designs always has been a byword in the trade. It is natural that this should be so for our designers are capable artists who appreciate and understand their work.

But beauty alone is not the only qualification of a superior monument; the material of the monument must be such that it will preserve the beauty of the design besides contributing its own beauty. For that resoon we use E. L. Smith, Wetmore & Morse and Rock of Ages stock in our memorials.

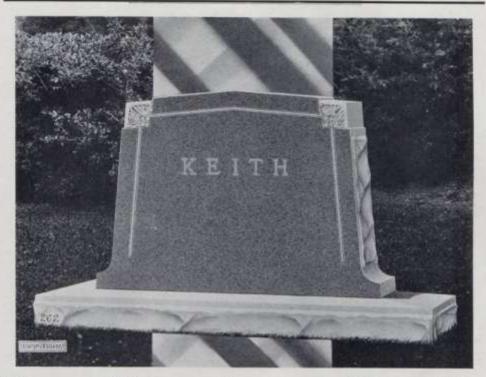
The combination of Johnson & Gustafson's exquisitely beautiful designs and these famous granites represents the peak of monumental excellence.

Johnson & Gustafson

BARRE, VERMONT

EASTERN REPRESENTATIVES Mr. Gust. Martenson Mr. G. A. Arnold Mr. W. L. Rogers Mr. J. Comolli WESTERN REPRESENTATIVES Mr. H. H. Abraham Mr. John Haley Mr. John L. Marsh

SOUTHERN REPRESENTATIVE Mr. Alex. Duncan



Keep Your Sunny Side Up

REPRESENTATIVES

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

O. A. RAIRDON Box 423 Bellefontaine, Ohio

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

Business leaders everywhere are predicting an early return of normal business. All indications point to a new lease on life. When business does readjust itself it will be necessary for you to be up and doing. During the year just past, there have been many people putting off the purchase of a memorial because of business depression. With the advent of a better business situation, however, these people will once more be ready to buy. Are you ready for them?

Be prepared stock your showroom with monuments in Persian and Superior Red and Gray. They'll help to keep a satisfactory amount of sales in your order book.

Granite City Granite Company

St. Cloud, Minnesota



WALDRON SHIELD 4 COMPANY INC., DESIGN 4655

PERFECTION.....

The entire Waldron Shield organization is ceaselessly striving toward the perfect in a complete memorial service which begins with the first design and ends only when the customer is satisfied.

When you place an order with us you can be sure the final result will be as near perfection as talented designers, skilled workmen, and modern machinery can bring it. We're perfectly equipped to serve you perfectly

WALDRON SHIELD CO., INC.

There's something in the air.

Something you can't afford to miss.

It'll do your business a whale of good.

It'll make your sales volume jump up. Fast!

It speaks in terms of dollars and cents.....profit.

You'll applaud it as the best thing in the industry yet.

You'll be a happy man when you hear about it...SOON!



ROYAL GRANITE COMPANY St. Cloud, - - - Minnesota

It's just as easy to say:

BUSINESS IS GREAT!!

Granting that business could be better—or if you insist we'll be sociable and agree that it's rotten—and now since that's settled what are we going to do about it?

We might get some personal satisfaction in buying a couple of yards of black crepe and going around sobbing with the rest of the mourners but that won't get us anywhere. It's just as easy to say business is great—even if you have to lie to do so. After all, if you say it often enough you will believe it— and so will everyone else—and then it will be great.

Liberty believes its designs, granites and increased facilities for manufacturing will assist you in interesting those you want most to reach. We believe the business is there for those who go after it and we'll never stop trying until you, too, are included in our ever-increasing list of satisfied cutomers.

We welcome your inquiries for anything in the Liberty line. Talk over your sales' problems with our representative in your territory or write direct to us.

We own and operate Quarries in Minnesota and Wisconsin

Red and Gray St. Cloud, Liberty Red, Liberty Standard Red, Liberty Gray, Minnesota Pink, Oglesby, Belview Mahogany, Unique Damask, Hoover and Barre Granite

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

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