

## Memorial Types

By

CAPTAIN JOHN K. SHAWVAN  
CHICAGO BRANCH MGR.  
MULDOON MONUMENT COMPANY

Copyright 1930 by Design Hints. All rights reserved.

### THE PANEL

THE PANEL type of memorial ranks equally high in popularity in the present period with the Tablet type. Its predominating characteristics are that it is longer than it is high and not of any great thickness. Its origin is rather modern and brought about by two things, i. e., commercial economy and adaptability to existent plotting of cemetery lots. Regardless of its rather plebeian origin, many beautiful compositions exist in the Panel type.

The best proportions of the Panel type are that it should be a little higher in the cemetery overall than one-half of the width of the base across the front. Thus if the base is 6'-0" long, the overall height should be 3'-4", to 3'-6", depending on the kind of top used. The thickness of the base from the front to the back should always be one-third of its total length, thus a 6'-0" long base should be 2'-0" from front to back. A low base with wide, flat or almost flat wash gives the most pleasing effect. The base should never exceed 1'-0" in rise unless the example is of maximum Panel type dimensions or placed on a hillside, the slope requiring greater rise. The die can be from 0'-10" to 1'-2" from the front to back. If greater thickness is given to the die an appeal of mass will be obtained and this should be avoided in the Panel type. Like

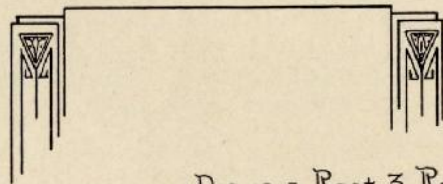
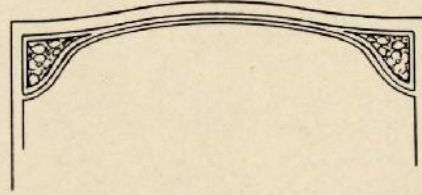
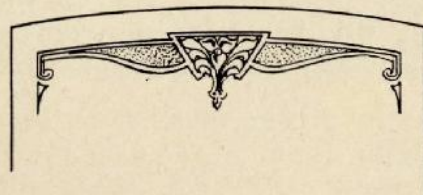
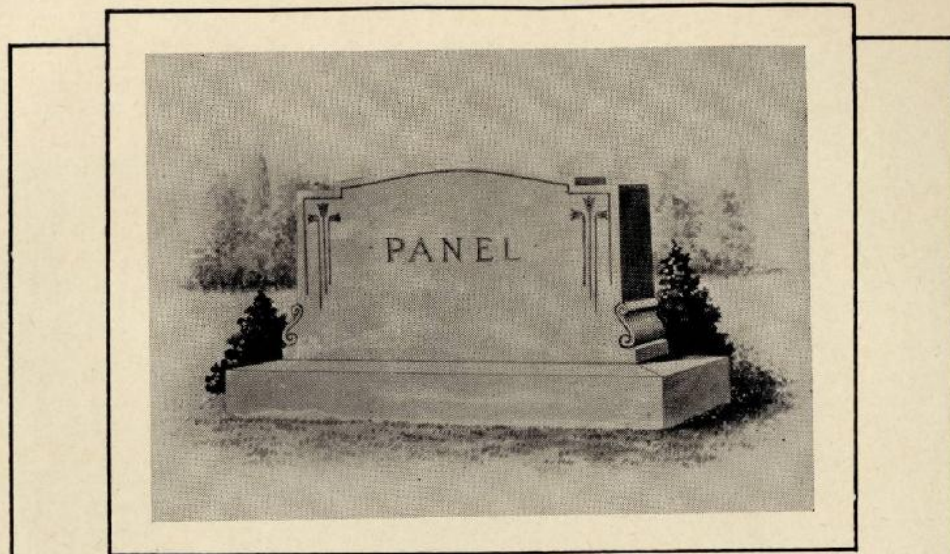
the Tablet, the appeal of the Panel should be one of character and gracefulness rather than massiveness.

The maximum length of the base of the Panel type is 10'-0" and this should never be exceeded. If more space is available and a larger work is desired, some other type, such as the Sarcophagus, should be chosen.

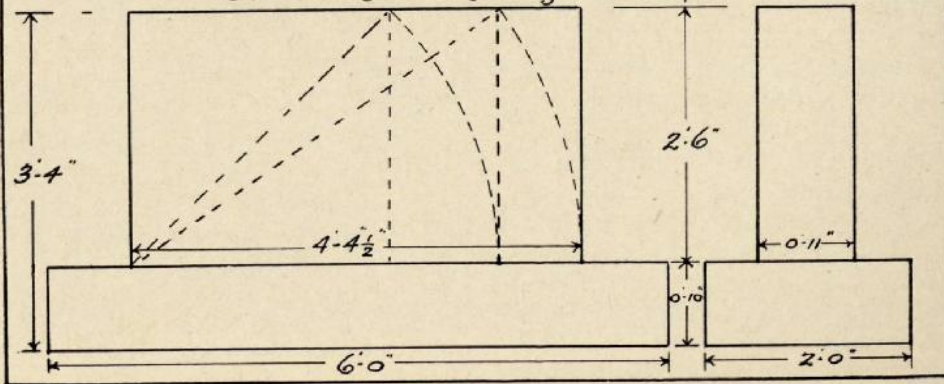
In planning a Panel, the effect of creating a composition the face view of which resembles a Sarcophagus should be studiously avoided. Under no circumstances should a Panel monument, except under Egyptian architecture, be given a cap. Invariably the application of a cap will give likeness to a Sarcophagus, and the limited thickness of the end view of the die and bases will then give the composition a disastrous or even a ridiculous combination.

The use of an apex top with the Panel type is prohibitive. The apex top comes from the Egyptian pyramid. The pyramid contains bodies above ground level. The inference derived by any clear-thinking person at once is that the apex top in modern application belongs to the mausoleum or sarcophagus. The flat, oval, serpentine or step-up tops are well suited to Panel application. In the standard example of Panel type illustrated, the step-up and serpentine top forms a pleasing effect. The ornamenta-

(Please turn to page 26)



Die is a Root 3 Rectangle in this plan



## Memorial Types

(Continued from page 14)

tion of the face of the die may be greatly varied and its repetition on the back should be determined by the visibility of the back due to its location.

Single or double bases may be used effectively with the Panel type. The application of urns may be employed on the base at either end or die or, occasionally, on the forward extension of the base from the center of the face, they present a pleasing impression, though it will be understood that this verges on the garden treatment and would be classified with the garden or combination type.



## Granite Chips

(Continued from page 24)

announcement of his death was a very severe shock to us and we know it will be to the other members of the industry. Mr. Cella was a fine gentleman and one whose memory we shall ever cherish as a true friend. His loss will be keenly felt by all who knew him. In his passing the industry has lost one of its finest workers, and the city of Barre one of its most loyal and lovable citizens.



## Add letters to your campaign

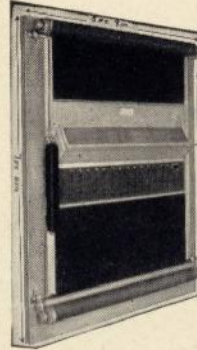
(Continued from page 10)

Plates 5 and 6 illustrate another means of presenting your letter message. The flap this time is at the top—all the way across—and offers a means of illustrating several Mausoleums or one Mausoleum and several distinctive Memorials. If you use either forms 3 or 5, be sure to get good halftones and use a good grade of paper stock. Consult your printer about this. He can help you avoid distressing errors. It might even pay to use a little artistic pen work to make these illustrations outstanding and attractive.

The advantage of these special forms of letters lies in their interest provoking appeals. They are out of the ordinary and therefore folks are much more apt to keep them and read them thoroly, while an ordinary letter may not always fare so well.

Next month we will continue with additional suggestions on the advertising and selling of Private Mausoleums.

## Get the GENUINE



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

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

**"Takes The Guesswork Out of Carving"**

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

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

(Ask for catalog No. 14-A)

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

Ruemelin Mfg. Co.,

598 Clinton St.  
MILWAUKEE, WIS

## ROSS SCRATCH BOARD

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

### MEMORIAL DESIGNERS USE ROSS SCRATCH BOARD

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

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

Write for samples and prices.

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