

## The New Orleans Tomb

PART IV

By Leonard V. and Albert R. Huber

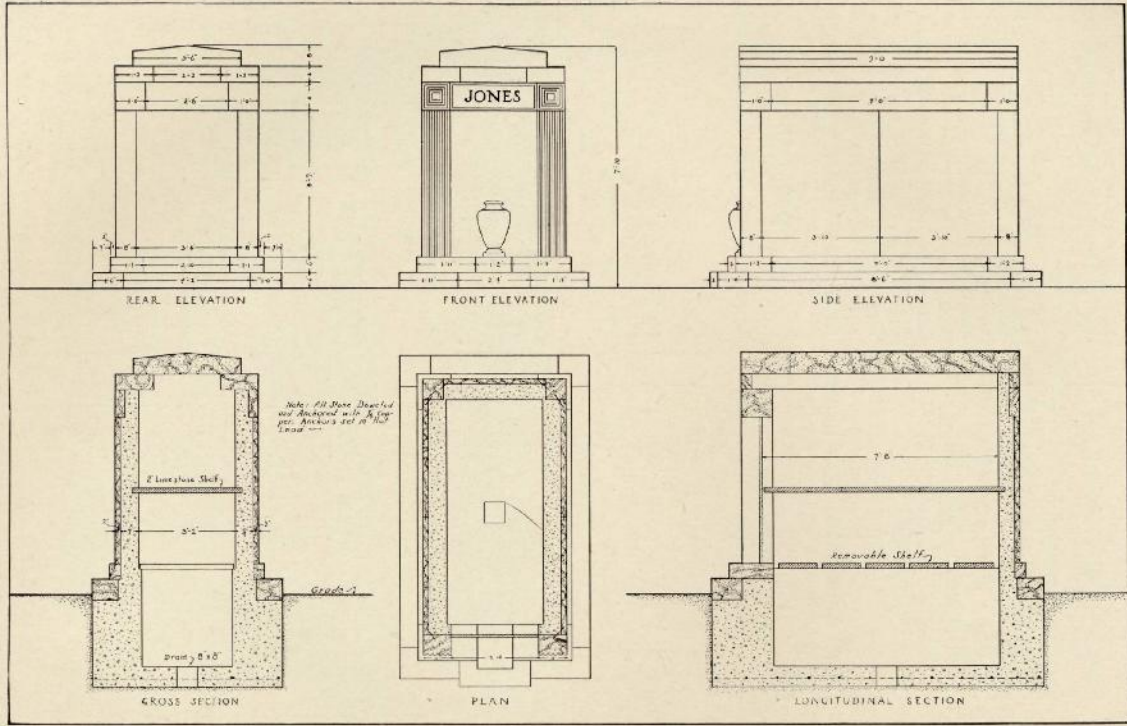
The Jones design illustrated this month is of a marble tomb. In constructing the Jones tomb, the foundation is made in exactly the same manner as the foundation for the tombs described in previous articles, as can be seen from the plate. The tomb is constructed of comparatively heavy pieces of marble, with the exception of the five panels which are formed of 2" thick slabs to reduce the cost. At first glance this may not seem to be good construction, but such tombs have been put up for over a hundred years in New Orleans and they have withstood the ravages of time very well. We have no doubt that if these old tombs had been lined with concrete and erected on concrete foundations they would be in even a better state of preservation.

The stock may be ordered from any of the large marble quarries, sand-rubbed and boxed. There is a surprising lack of cutting to be done on this tomb, the roof-stone, lintel and pilasters being the only pieces requiring it. The vertical lines on the pilasters are merely incised V-shaped cuts and add much to the appearance of the tomb. This tomb has no door but the entrance is closed by a tablet which is formed of  $\frac{7}{8}$ " or 1" thick marble, held in place by two tablet screws at the height of the shelf. Like the granite tombs it is extremely important that every piece of marble in this tomb be anchored together with heavy copper wire set in

hot lead. The panels should be carefully dowelled into the other marble work to prevent any possible movement. Dowels and anchors should be made of  $\frac{1}{4}$ " copper wire. The interior is lined with concrete in the same manner as the granite tombs, the upper crypt being formed of 2" thick slab or slabs of limestone and the lower crypt being made removable to provide access to the receptacle below. The marble vase shown on the drawing may be omitted although it is of pleasing design and does not add much to the cost. It should be provided with a removable copper cup and is for cut flowers.

It is strongly suggested that this tomb be set on a little mound or hill about a foot high. This will give it dignity and add much to its general appearance. On completion the tomb should be rubbed with a piece of marble, sand and water and the joints pointed with a beading tool. This tomb should sell for between \$1,300.00 and \$1,500.00. This tomb, having three crypts costing \$450.00 each (average) is an individual, commodious place of burial at a particularly low cost to the purchaser. We know of several cases that have come to our attention since this series started, where, if the dealer had had such a tomb as this at his disposal he could have sold it instead of letting the community vault people make the sale.

Since this tomb is relatively inexpensive to erect the writers



suggest that a good plan would be to erect one for sale. This will, of course, take an outlay of money but as an experiment to determine if there is a demand for this type of sepulchre, it is comparatively inexpensive and will settle the question in the mind of any dealer having the gumption to erect one. In addition to this it is simple to construct, requiring only a light derrick and it even may be erected by hand by a practical man.

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### Small Advertisements

(Continued from page 10)

As you can see, this series is planned step by step to sell the reader on the *Sentiment* and the *Desire* involved in erecting a Memorial. Next we shall take up the *Need* for expert advice in making such a choice, and lastly the *Service* which you render in helping them make their choice.

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Advertisement No. 3 (See Plate No. 3 for layout)

### A Need

Just as one expresses character in the way one lives and acts, so can you express character in the memorial you choose for the one you have loved. It involves far more than merely choosing a stone as one chooses a living room chair.

Its design and its construction can tell a lovely story. Its setting means much. The location is important. And surely the fineness and quality of the stone must be considered. For this is a permanent expression—made for the ages.

We will gladly advise you on these questions and you will not be placed under obligation to us when you ask them.

(Your Business Name)  
(Address)

Advertisement No. 4 (See Plate No. 4 for layout)

### A Service

Whatever one buys today, it is only sound and sensible to secure informed opinion before such money is spent.

You do this when you purchase stocks and bonds, or land, or a home—so why shouldn't the same principle apply when you select a Memorial?

For many years we have been giving helpful suggestions to those who have chosen Memorials. Our design department will create special symbolic designs for you—made to express your own thoughts. We will gladly help you in the size and choice of the stone used. And we can also suggest ideas for landscaping your plot.

It is a service always available to you. Will you ask us about it?  
(Your Business Name)  
(Address)

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You can draw up these advertisements for any size you wish, except one column ads. They fit themselves nicely into 2 column advertisements (by 6 inches in depth). They will be even better in 3 column advertisements (by 8 inches deep) since this allows more white space and increases the attention value.

Next month's article will be devoted to sales letters to complete the series started some months ago and interrupted to introduce these suggestions for small space newspaper advertisements.

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### A GENTLEMAN

A man who is clean both outside and inside; who neither looks up to the rich nor down to the poor; who can lose without squealing and win without bragging, who is considerate of women, children and old people. Who is too brave to lie, too generous to cheat, and who takes his share of the world and lets other people have theirs.