

The New Orleans Tomb

PART VII

By Leonard V. and Albert R. Huber

Ventilation of above-ground sepulchral structures is a much argued question. It is a question that has caused our friends the community-vault builders many sleepless nights. You can hardly find a promoter of community vaults who hasn't at least one patent on the ventilation of vaults and generally the patent is about as impracticable and as perfectly useless as a flagpole sitter's record. That community vaults present a far greater problem in ventilation than the private mausoleum or the small tomb is a fact; goodness knows that even with the fandangles built into some community vaults they still smell a bit er-stale, to say the least. This "atmosphere", one can be quite certain, is not the "atmosphere" mentioned in the expensively printed brochure that the salesman left in your hands.

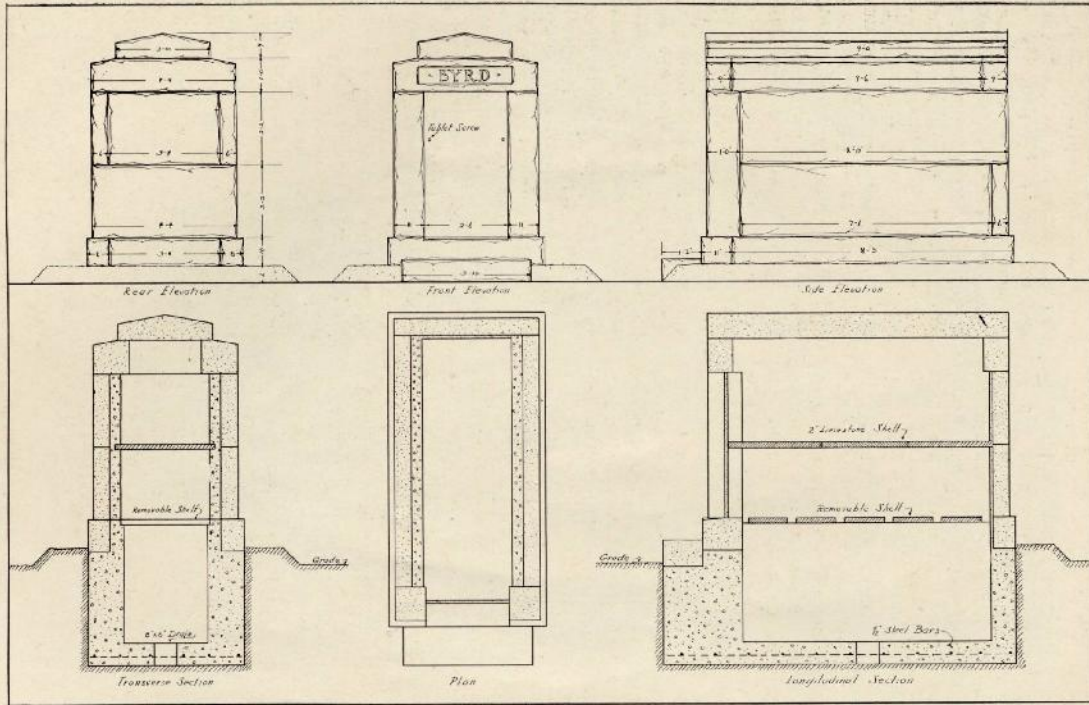
The New Orleans tomb has no ventilation provisions and needs none. The vaults in the tomb are individually sealed up with brick and lime mortar directly after an interment has taken place. These vaults are perfectly dry under all conditions. The lower part of the tomb, (where the receptacle is located) has a drain, (an 8" x 8" aperture) in the matte or bottom slab of concrete on which the tomb is built. This permits any moisture which might condense in the lower part of the tomb to find its way into the ground. The upper vaults of the tomb are always dry; the receptacle by reason of its contact with the

earth may be a little damp but the drain will not permit moisture to accumulate.

In mausoleum construction ventilation between crypt wall and building wall and ventilation of the vestibule are customary. In both the case of the tomb and the mausoleum there is no ventilation of the crypts; these must be hermetically sealed. There are some authorities who declare that mausoleum ventilation as mentioned above is not necessary; while we will not be so unorthodox as to agree with the statement absolutely, we will state that it seems to us that the ventilation of the vestibule is vastly more necessary than the ventilation between crypt wall and outside wall. However, as we have never patented a "sure" system of ventilation we dare not pose as authorities on the subject of mausoleum ventilation. We do know that while New Orleans never has zero weather, its climate changes from warm to cold or vice versa with bewildering frequency during the winter months, the tomb crypt is perfectly dry under all conditions.

The "BYRD" tomb illustrated this month is a very inexpensive tomb which can be erected for customers who want above ground burial at low cost. The design is not at all pretentious as can be readily seen, but the construction is durable and it should fill the need for a low-priced design. This tomb has no swing-

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Sales Letters With Accompanying Inserts

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HAD YOU EVER THOUGHT ABOUT THIS?

- that a time will eventually come when present days will be mere memories?
- that a suitable expression of appreciation should be planned to commemorate those memories?
- that the more intimate, private, and permanent such an expression can be, the more fitting the effort?

(The accompanying letter has some information of interest and value on this question).

Letter No. 2

Dear Mr. Brown:

Of course no one likes to be reminded that present days of happiness and pleasure may sometime come to an end. It is not our intention to approach you with a pall of gloom, but only to remind you that there are certain well defined duties in life that any forward-thinking person considers seriously at some time.

It is often the happiest families who plan early in life for the erection of a permanent Memorial to commemorate the ties of home and love that have made life so worth living.

It is true too, that many of these self same families are building Private Mausoleums—a new and modern expression that deserves its wide spread popularity because it offers intimate secluded privacy. It is probably the most fitting and beautiful monument to family ties that can be erected today.

The Private Mausoleum dedicates itself exclusively to your own intimate needs. It is an effort distinctly qualified to carry your family name down thru the ages. Plans for two, three, and four crypt Private Mausoleums are now available in our office. May we show them to you?

*Cordially yours,
(signature)*

A suggestion is made that these inserts be printed on faintly tinted paper of heavy weight, perhaps 100lb paper stock. Use a small halftone in each one, arranged as shown in the layouts (see Plates 1 and 2). An "outline" halftone would look the best, since it is

cleaner and the rules could be brought up close to the edges of the structure. (Consult your printer about securing the halftone).

Rules set at an angle as shown in the plates will give your layout a distinctive air. If you care to spend a couple dollars more, have these diagonal rules printed in a second color. For instance if you have chosen a pastel shade of yellow (just a tint only), you might print the rules in a deep blue while the rest of the matter is printed in black. Thus you can secure an attractive combination and dress up the appearance of the insert considerably.

A suggestion is also made to set the headline in a distinctive type face such as Goudy Old Style. The questions should then be set in an italic, smaller size type of course. The explanatory note at the bottom should be set in ordinary Caslon lower case, smaller than any of the other type. Enclose this explanatory note in parentheses. This will give you a dignified and attractive insert to work in cooperation with the accompanying letter.



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ing door but the entrance is closed with a 1" thick granite or marble tablet on which may be engraved the inscriptions of those buried in it. This tablet is held in place by 2 brass tablet screws.

Next month's article will show a tomb designed along classic lines for the discriminating customer who doesn't mind an expenditure of about five thousand dollars.