

Select BARRE

APRIL 1961

NEWSLETTER



The Origin of The Easter Lily

The lily blossomed as an Easter symbol of purity and light only 100 years ago. It was during the War between the States, that the clergy chose Easter Sunday, with its promise of life eternal, as a fitting time to console those bereaved by battle. Special sermons were preached and altars were decorated with flowers. The Bermuda Lily was used so widely that soon it became known as the Easter Lily.

An Easter without the inspired message of Christ's Resurrection would be no Easter at all to those of the Christian faith. The accompaniment of holiday finery, lillies, and children's colored eggs, have become traditional to all. Although the Easter season is a busy one for all people in the memorial industry, your friends in the Barre Granite Industry would like to pause for a moment to send Easter greetings and best wishes to all retail monument dealers and their families.



About Our Cover

This interesting photograph was taken of channel bar operations in a granite quarry at Barre, Vermont. The perpendicular walls of the quarry rise 300 feet behind the workmen, making this one of the deepest granite quarries in the world.

DID YOU KNOW . . . ?

That all 58 member firms of the Barre Granite Association are qualified to manufacture Barre Guild monuments.

That more than 2,000 photographs showing "The Monument Story in Pictures" have been sent to dealers in recent weeks. This is a series of 18 new pictures which describe the many steps necessary to produce a fine monument. These enlargements are only 25 cents each. We would be glad to send you information about them.

That the Barre School of Memorial Art is the only one of its kind in the world. Sponsored by the Barre Granite Association and administered by the Barre Public Schools, it trains students from all over the United States in every phase of memorial design and layout.

That retail monument dealers are utilizing the BGA Co-op Advertising Plan to stretch their advertising dollar by 30%. Begun last Fall, it was so successful that it is now being extended until May 15. Three times as many dealers are now participating in this plan than participated last Fall, and requests are still coming in. Write to us and we will gladly send you details about the BGA Dealer Co-op Ad Plan.

That the Barre Guild National Advertising Program has been continuously sponsored by Barre granite manufacturers for more than a quarter century. These ads educate the public about proper memorialization through monuments. You will notice that in every one of these ads the reader is advised to contact his local monument dealer. These ads benefit all independent retail monument dealers.

That the Barre Granite Association is one of the oldest trade associations. It is now 75 years old and its services to the memorial industry have grown each year.

That the President of the United States Chamber of Commerce recommends to all businesses his 15 word sales course: "Know your product. See a lot of people. Ask all to buy. Use common sense."

These Ads Create Potential Monument Customers For You in Your Area

A BARRE GUILD MONUMENT

... love's everlasting gift

For generations, American families have erected beautiful Barre Guild Monuments made from durable Select Barre Granite.

Barre Guild Monuments are *guaranteed in writing*... and they may be obtained from your local monument dealer.



**BARRE
GUILD**® Monuments

Send for free booklet — Barre Guild, Barre 80, Vermont



- *Good Housekeeping* - March
- *National Jewish Monthly* - March
- *Farm Journal* - April
Eastern & Central West Editions
- *Better Homes & Gardens* - April
Eastern Edition
- *Catholic Digest* - May
- *Christian Herald* - May

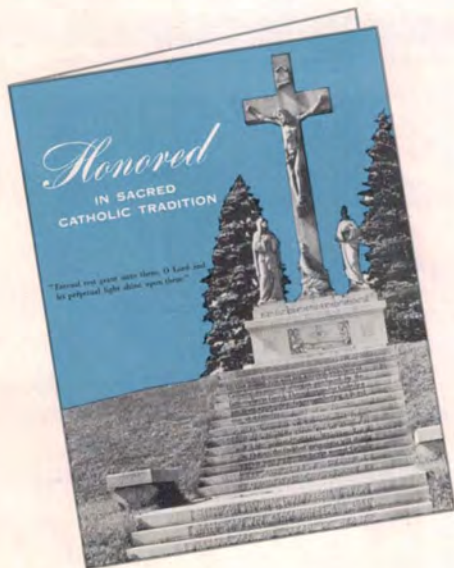
Here Is How You Can Put This Barre Guild Ad To Work For You.

1. Keep copies of these popular magazines containing the Barre Guild ad in your office. Show your customers that your monuments are nationally advertised.
2. Take advantage of the Barre Guild Co-op Newspaper Ad Program which gives you a 30% discount in your local advertising. Mention in your ad that the Barre Guild monuments you carry are nationally advertised. This gives increased prestige to your business.
3. Use Barre Guild booklets and mailing pieces to tell your potential customers that you sell Barre Guild monuments.
4. And most important — carry Barre Guild monuments in stock. You will be able to point out the seal and describe the benefits of the Barre Guild guarantee.

Make Your Selling Job Easier

USE BARRE GUILD

Sales Building Merchandising Aids



• A FOLDER FOR CATHOLIC FAMILIES

This folder is specifically designed to sell monuments to Catholic families. It is keyed to features that are important to Catholics when purchasing a monument. All of the 27 attractive monument and marker designs contained in our Catholic folder are authentic in Catholic design and inscription.

When these Catholic folders were first made available to retail dealers, the response was so great that our original production of 50,000 was exhausted within two weeks.

On our share-the-cost basis, these folders are only 5 cents each regardless of the number you order. Order now and you will also receive free imprinting, if you so desire.

• REMEMBERED FOR ALL TIME

This attractive folder has sold more monuments than any other mailing piece we know of. It contains a variety of attractive and fast-selling "bread and butter" designs.

Dealers in all areas continue to use these "Remembered For All Time" folders and reorder them every year. They are imprinted with your firm's name and address in two places on each folder. They will pay for themselves many times over in increased sales.

As with all other Barre Guild dealer aids, this folder is made available to you on a share-the-cost basis. Orders for more than 300 are 5 cents each. Orders for less than 300 are 6 cents each. Imprinting your firm name is without charge.



The monuments pictured in the "Remembered For All Time" and the Catholic folders were created by nationally known designers, with studios in Barre, Vermont. These designers—Kenerson Design Studio, or Studio Services—are identified on the base of each monument pictured in the above folders. All Barre Granite Association members will be glad to quote prices on these designs.

Convenient Order Form

Please rush us the following order:

Catholic folder (amount)

"Remembered For All Time" (amount)

Imprinting instructions. Please print. Send business card or letterhead if desired.

Firm Name

Street

City

State

Check Enclosed

Please Bill