

BARRE

LIFE

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BARRE
GUILD

BARRE LIFE

FALL 1983

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About Our Cover

This is taken from a painting of the Wells-Lamson Quarry which was done in the mid-1950's by the late Walton Blodgett of Stowe, Vermont.

PHOTOS: HANSON CARROLL & CHRIS BELTRAMI
LAYOUT: RICHARD JOHNSON

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BGA Officers Re-elected

David Reid, President of Cook, Watkins & Patch was recently re-elected President of the Barre Granite Association. Re-elected to three year terms on the BGA Board were David Reid, Paul Savard, President of the Thurber Granite Company and Brent Buttura, President of Buttura and Sons. Other members of the board include Nick Cetrangolo, President of Cetrangolo Finishing Works; John Mattson, President of Chioldi Granite Company and Robert Zider of Beck & Beck, Inc.

Milton V. Lyndes is observing his 25th Anniversary as BGA Executive Vice President. The Barre Granite Association is entering its 94th year, having been created in 1889.

(left to right in the photo) Brent Buttura, president of Buttura & Sons; Paul Savard, President of Thurber Granite Co.; Milton V. Lyndes, Executive Vice President of the BGA; Nick Cetrangolo, President of Cetrangolo Finishing Works; David Reid, President of Cook, Watkins & Patch; and Bob Zider of Beck & Beck.

Nearing 160 Years and Still at It!

The Wells-Lamson Quarry in Websterville, Vermont, on the outskirts of Barre, is at least 158 years old and perhaps more than 160 years old. It is the oldest operating monumental granite quarry in the United States and perhaps the world. It is also the deepest granite quarry in the United States with a depth of more than 435 feet.

The earliest written record concerning the Wells-Lamson quarry as a commercial enterprise is dated 1825, but it is known to have existed before that date as a source for mill stones for the grist mill business. In fact, the original name of the area was "Millstone Hill," reflecting on the use of the granite being quarried there.

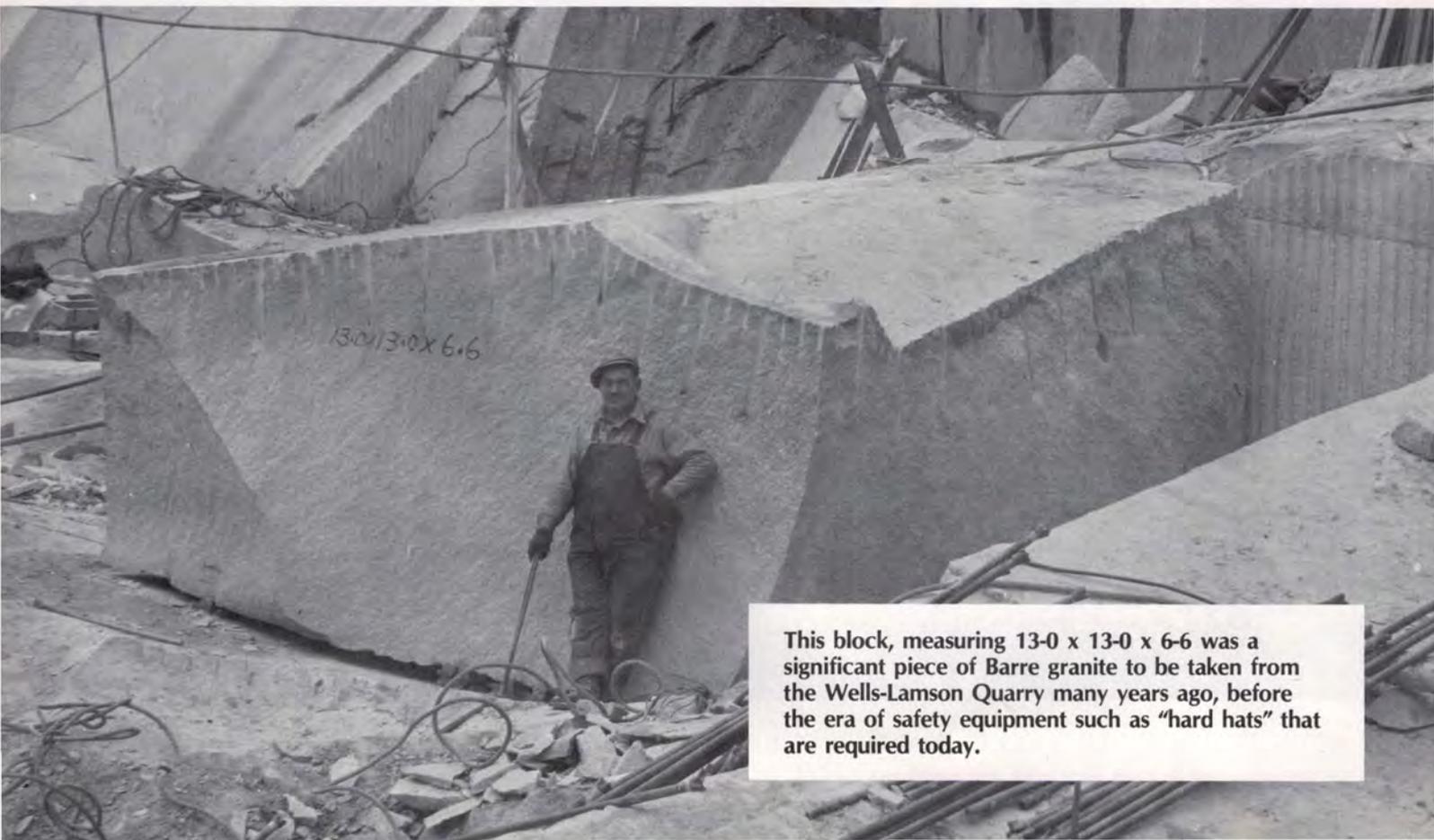
Before it became a commercial quarry, the granite deposit was merely a part of the Abijah Abbott farm. He had settled on Millstone Hill in 1798 and there is every reason to believe he was

one of the first people to recognize the various uses for granite. Thus he began a very primitive quarrying operation which has since become a nationally recognized source for fine Barre granite for monumental and building purposes.

Richard Flagg Abbott, son of Abijah Abbott, and two other residents of Millstone Hill purchased the original Abbott quarry in the mid-1800's, built a small plant in Barre village and proceeded to quarry and manufacture Barre granite memorials.

The Wells-Lamson Company was organized in 1883.

In 1963, Maurice Kelley acquired controlling interest of Jones Brothers Company which had purchased the Wells-Lamson Quarry in 1896. Maurice's son, Jim, is responsible for the daily operation of the nation's oldest working granite quarry, which has been enlarged twice in the last twenty years.



This block, measuring 13-0 x 13-0 x 6-6 was a significant piece of Barre granite to be taken from the Wells-Lamson Quarry many years ago, before the era of safety equipment such as "hard hats" that are required today.

Then and Now

At least thirty years and millions of tons of granite separate these two photographs.

(left) "The Hole," as it is known, is the Wells-Lamson Quarry. Note the railroad tracks which was the main mode of transporting giant saw blocks to the manufacturing plants "downtown."

(right) Today the original quarry, identified by the water in the left-center of the picture, is dwarfed by extensive quarry development over the past decades. The road in the lower-left of the picture has been moved back twice over the past thirty years to allow further quarry expansion.





Wells-Lamson

(continued)

When this photograph was taken – perhaps 80 years ago – much smaller granite pieces were quarried. They were then loaded on railroad flatcars and shipped “downtown” to the member firms of the Barre Granite Association to be transformed into beautiful Barre granite memorials, which have withstood the effects of time and weather in many cemeteries across the country.

Thirty seven men and a 91-ton block of granite. This photograph, taken in October, 1911, shows this 5-0 x 5-0 x 51-0 piece of Barre granite being “hauled” out of the Wells-Lamson Quarry. Can you recognize “the boss?” He is the gentleman with the derby hat, of course!

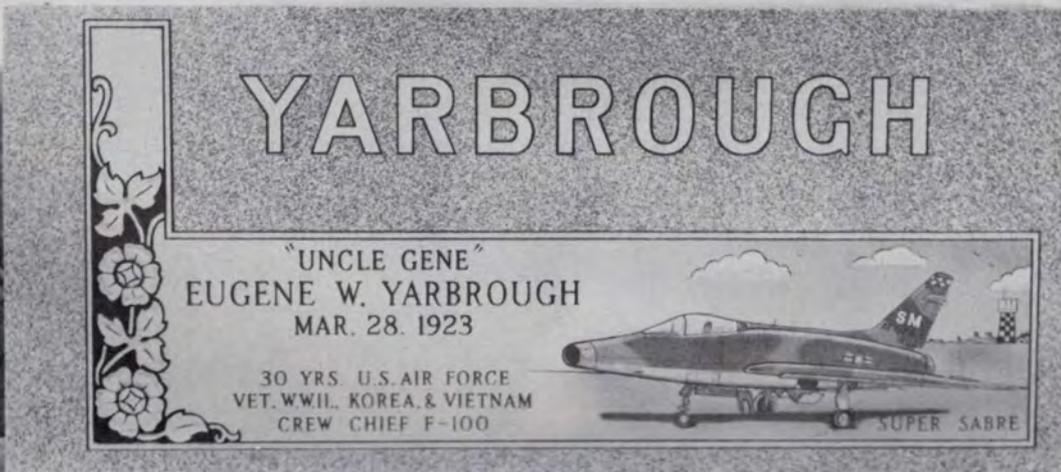


News

about
BGA members

Jackie Colombo, Vice President of Colombo Granite Company and their firm's new expediter, Raymond "Scott" Martino. Scott is also responsible for general office duties including shipping, order taking and computer operations.

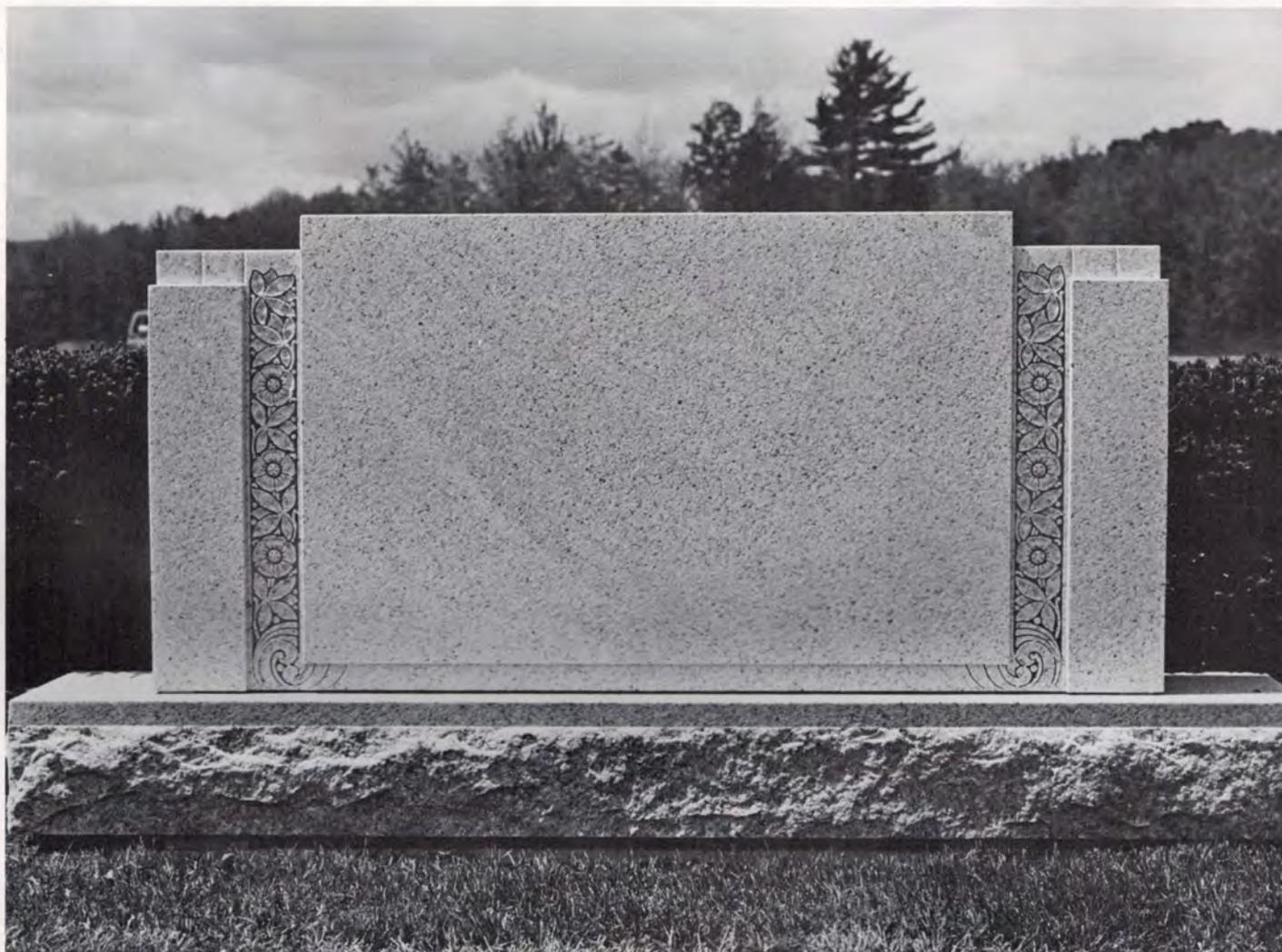
This 4-6 Barre granite monument was purchased from S.L. GARAND & COMPANY and the art work was done by Roy Brosi, Proprietor of Hannibal Monument Company in Hannibal, Missouri. A fourth generation monument dealer, Mr. Brosi has been a successful competitor in several art shows.



COLORCRAFT ADDS TWO NEW GRANITES

Two new granites have been added to the Colorcraft line of memorials manufactured by Rock of Ages Corporation. George Karnedy, Director of Sales and Marketing for the BGA-member firm said the company's newly developed quarry in Ontario, Canada is producing Canadian Sunset granite and their

Bethel, Vermont quarry is producing Vermont Moonlite, (below) the only pure white granite available in the world. The two new granites extend the Rock of Ages Colorcraft line to eight granites including world-famous Barre gray granite.



(Right) A very fine example of religious feature work are these three memorials manufactured by BECK & BECK INC., for Peter Troost Monument Company of Hillside, Illinois. The Assise family memorial, created from Guardian Rose granite, features a sculptured Blessed Virgin Mary and measures 2-8 x 0-8 x 6-0. The Walsh family memorial, also in Guardian Rose granite, features a sculptured St. Patrick and measures 2-8 x 0-10 x 6-0. The Capuzi family memorial, in Guardian Rose granite, measures 2-2 x 0-8 x 5-8.

Would
You
Buy a
Used
Tank
From
Any of
These
Guys?



This group of Korean War veterans got together recently at the Vermont National Guard firing range in Underhill, Vermont. While they weren't "supervising" range firing by the new tanks they were busy "inspecting" the latest models.

Leaning on the barrel is Bruce Judd, a funeral director in Barre. Wayne Pelkey, Director of Purchasing for Rock of Ages Corporation is in the driver's seat. On the right in the dark shirt is Arthur Hill, President of Hill-Martin Corporation of Barre. Lucien Rouleau, President of Rouleau Granite Company is checking out the rear of the turret. On top of the tank, examining his trigger finger is Edward Comolli, Manager of Cemetery Services for the Barre Granite Association.





SMITH, WHITCOMB & COOK NAMED EXCLUSIVE NEW ENGLAND DISTRIBUTOR FOR CARBORUNDUM ELECTRO MINERALS COMPANY.

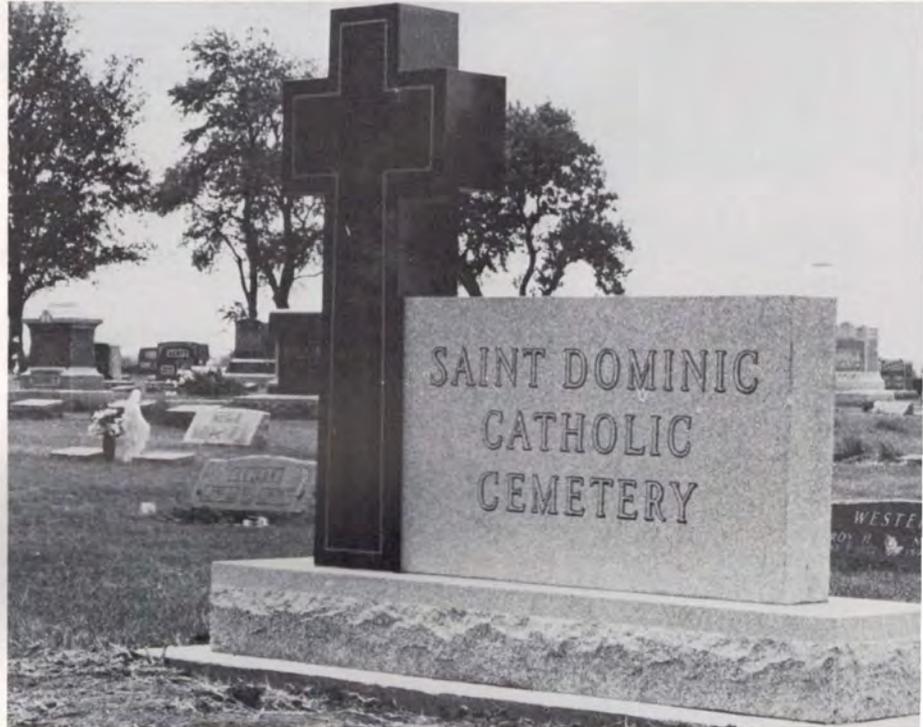
J.E. McKean, Sales Manager for Carborundum Electro Minerals Company has announced that Smith, Whitcomb & Cook, a sustaining member of the Barre Granite Association, is the exclusive New England distributor for his company's product.

McKean said Smith, Whitcomb & Cook will carry the complete Carborundum loose abrasive lines of silicon carbide for wire-sawing and polishing applications and aluminum oxides for blasting purposes.

He also said they will have Carborundum Technical Service available to assist with any abrasive problems.

A GRANITE SIGN FOR SAINT DOMINIC CEMETERY

Saint Dominic Catholic Cemetery is located on the outskirts of Wyoming, Illinois, a small rural community north of Peoria. This sign was manufactured by COLOMBO GRANITE COMPANY for Wyoming Monument Company, G.L. Westefer, Proprietor, and was placed in the center of the cemetery. The black cross stands 4-2 tall. The Steeled Barre granite sign is 3-6 x 0-6 x 2-0.



BARRE GUILD – BY BUS

Gallagher & Sons Monuments, of Malaga, Ohio takes its message on the road with this advertisement on a bus owned by the Eastern Ohio Regional Transit Authority.

Barre Granite 100 Draws National Attention



The winner of the Barre Granite 100, Robbie Crouch of Tampa, Florida, in the winner's circle at Thunder Road International Speedbowl. A portion of the more than eight thousand race fans in attendance are shown in the background.

The Memorial Day Barre Granite 100 was run on the 4th of July with all the attendant fireworks, both in the air and on the track.

Sound confusing? It really isn't. The Annual Barre Granite 100, sponsored by the Barre Granite Association was originally scheduled to be run on Memorial Day at famous Thunder Road International Speedbowl in Barre, but had to be postponed because of three continuous days of rain.

The rain date was set for July 4th and the Grand National late model stock cars on the NASCAR Stroh Tour provided more than eight thousand people with an evening of excitement and thrills.

The defending Champion, Dave Dion of Hudson, New Hampshire was wiped out of competition in one of the qualifying events when he flipped three times, end over end, down the back-stretch and totally demolished his racing machine.

Last year's second-place finisher, Robbie Crouch of Tampa, Florida, was the winner of the 100-lap affair after holding off Chuck Bown of Portland, Oregon, in the V-6 Skoal Bandit car for nearly 70 laps on the quarter-mile high-banked racing oval.

Nearly three-dozen Grand National cars, valued at more than \$50,000 each, participated in the Barre Granite 100, one of 27 events on the NASCAR Stroh Tour through the Northeast and Canada.

The Barre Granite 100 was also the object of press coverage from national motor racing newspapers plus television reports by WTBS in Atlanta, Georgia.



Presenting the Barre Granite 100 winner's award to Robbie Crouch are Vermont Lieutenant Governor Peter Smith (center) and Norman James, Editor of *Barre Life* magazine.

The remains of defending champion Dave Dion's race car following a three-roll, end over end trip down the back-stretch. Dion was unhurt, but his car was completely demolished.



On the Road with Barre Granite



Donald Rex, proprietor of Rex Monumental Works, Inc., of New Bedford, Massachusetts (left) and Beck & Beck, Inc., salesman Owen Roessler in front of the brand new Rex plant and office. The new facilities have also provided a new outdoor display area.



Brent Holt, District Sales Manager for the Rock of Ages Corporation (center) poses with Ivan Peterson (left) and Lynn Peterson with the Peterson family memorial made from beautiful Barre gray granite by the Rock of Ages Corporation. The Petersons own and operate Memorial Art Company, Inc., in Salina, Kansas.

(A SMILE A-MINUTE PHOTO CO.)



The Artisan's Hand

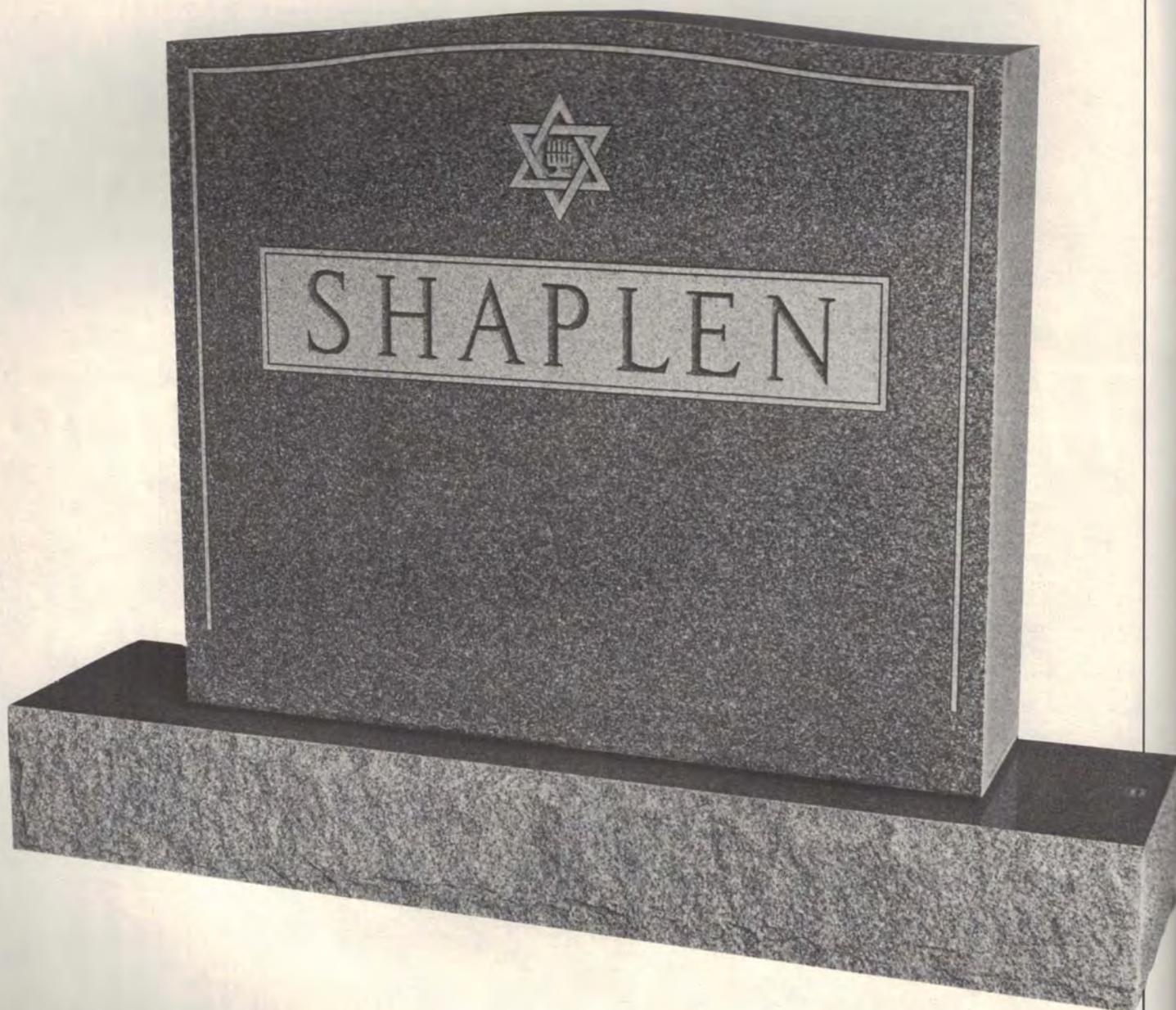
The hand of the Barre artisan exists in order to help you sell your product.

The Barre artisan says "if you expose your customers to low quality workmanship it will set a low standard of quality for everything that comes after it." It is in the best interest of you, the monument retailer, to do everything in your power to raise monument quality. Your future - and ours - depends on it.

The following pages show the work of Barre artisans specified by retail dealers for their customers. They have "the Barre advantage." Do you?

HOULE-GUIDICI COMPANY manufactured this lovely Shaplen family memorial from beautiful Barre gray granite for Lewis Monument Company of Glendale, New York.

Polished on the front and honed on the back, sides and top, this memorial measures 3-6 x 0-10 x 3-0.

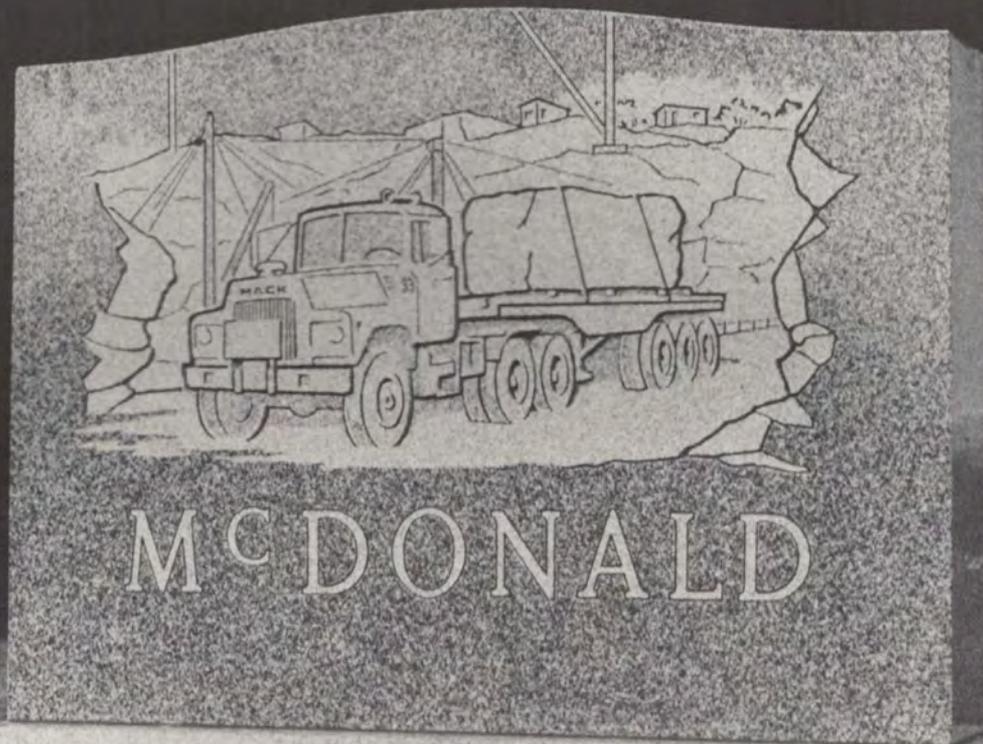




This beautiful Ukranian family memorial was manufactured by NORTH BARRE GRANITE COMPANY for South Bound Brook Monument Company in South Bound Brook, New Jersey.

This Barre granite memorial features an all rock finish; an oval top with a raised rock cross; two axed flush panels on which the Portyko family name is sandblast lettered in Ukranian.

This memorial measures 6-6 x 1-6 x 4-6.



EDWARD A.
1928 — 1981

LENORA G.
1928 —

This personalized memorial was manufactured by ROCK OF AGES CORPORATION for Edward McDonald, a truck driver for the BGA member-firm for 27 years.

This sandblast carving depicts Eddies favorite rig — a Mack 10-wheel tractor with a special 12-wheel tri-axle trailer on which he carried an average of 40,000 pounds of Barre granite every day.

The McDonald family monument measures 3-0 x 0-8 x 2-2 and rests on a base featuring a polished bevel front.



This unusual family memorial was designed by Christine Restaino for her father. Manufactured by CETRANGOLO FINISHING WORKS for Thomas Meloro & Son of North Arlington, New Jersey.

This steeled Barre granite memorial measures 2-8 x 0-8 x 2-4, and is located in Hillside Cemetery in Lyndhurst, New Jersey. Polished black India granite forms the cross.

(ART ROBERTS STUDIO)



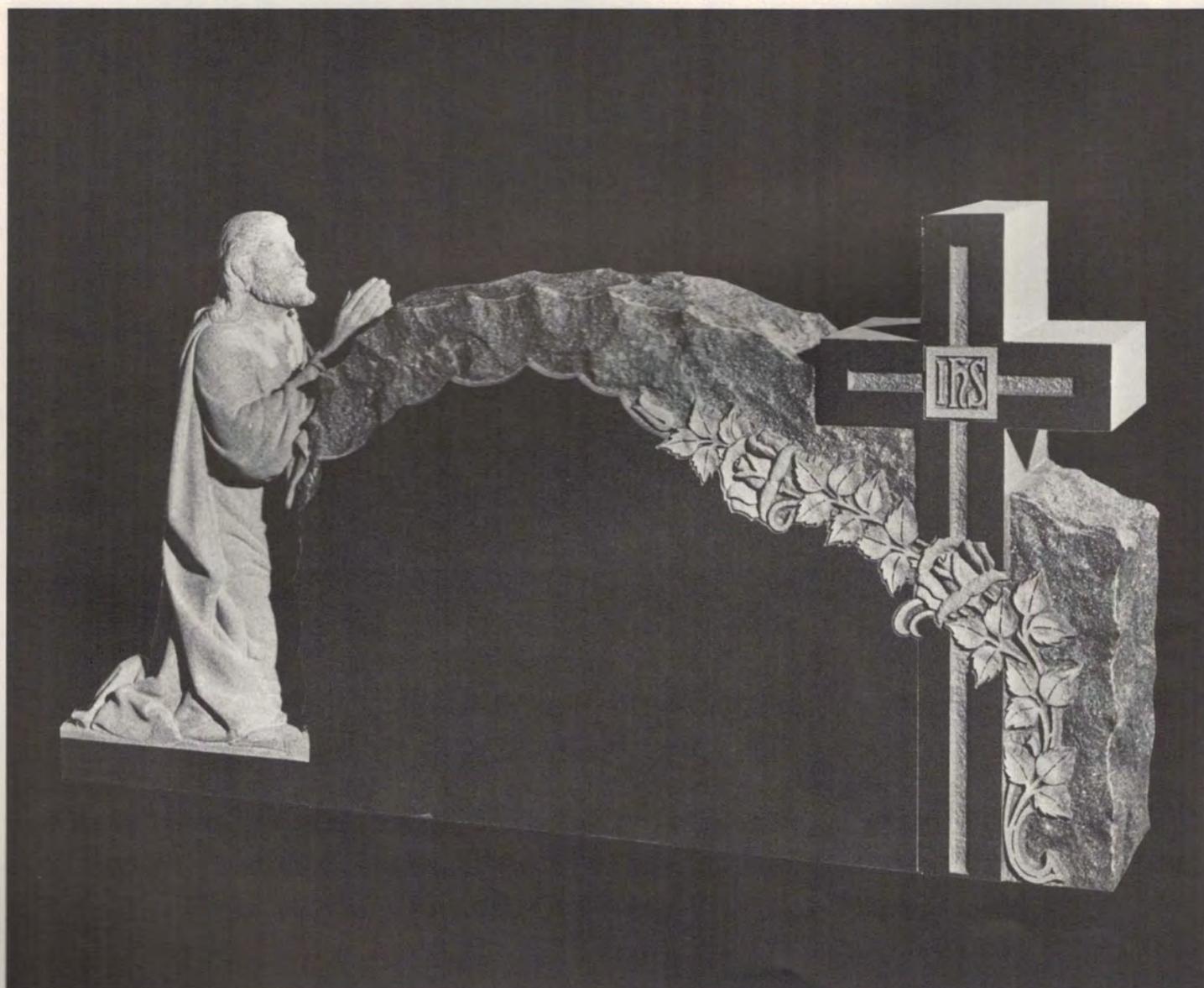
Manufactured by LaCROSS MEMORIALS, INC., for Richardson Monuments of Lisbon, Ohio, this Galaxy Mist memorial measures 2-2 x 0-8 x 3-0. The etching was done at the LaCROSS plant.



PEERLESS GRANITE COMPANY produced this Gast-designed sculpture in Barre gray granite for Gast Memorials of Chicago, Illinois. The eight-foot feature is shown with its model to provide a comparison in size.

Produced by BUTTURA & SONS, INC., this sculptured memorial was created from Black Beauty granite and measures 5-0 x 0-10 x 2-8. The figure of Christ is also two feet, eight inches tall.

This memorial was manufactured for Paul Gropelli Memorials in Pittsburgh, Pennsylvania.





This five-foot tall Dark Barre granite memorial features a three-foot niche and a figure of the Sacred Heart raised three inches.

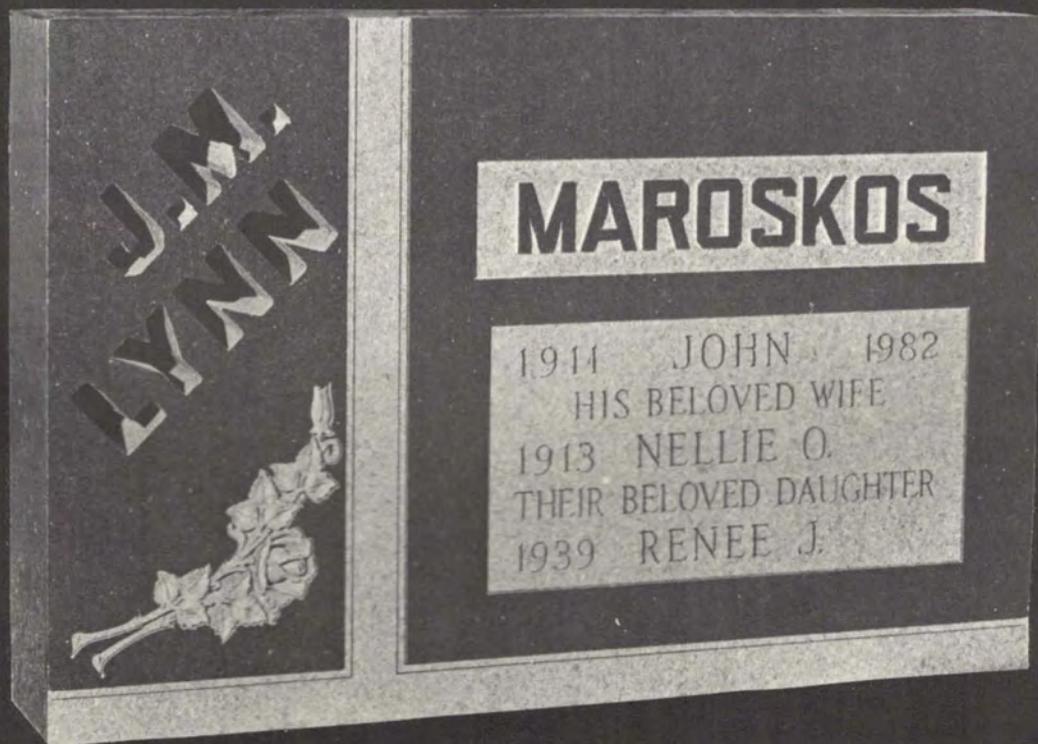
Produced by LAWSON GRANITE COMPANY, this memorial was ordered by the Edward J. Northrup Monument Company of Elmira, New York.

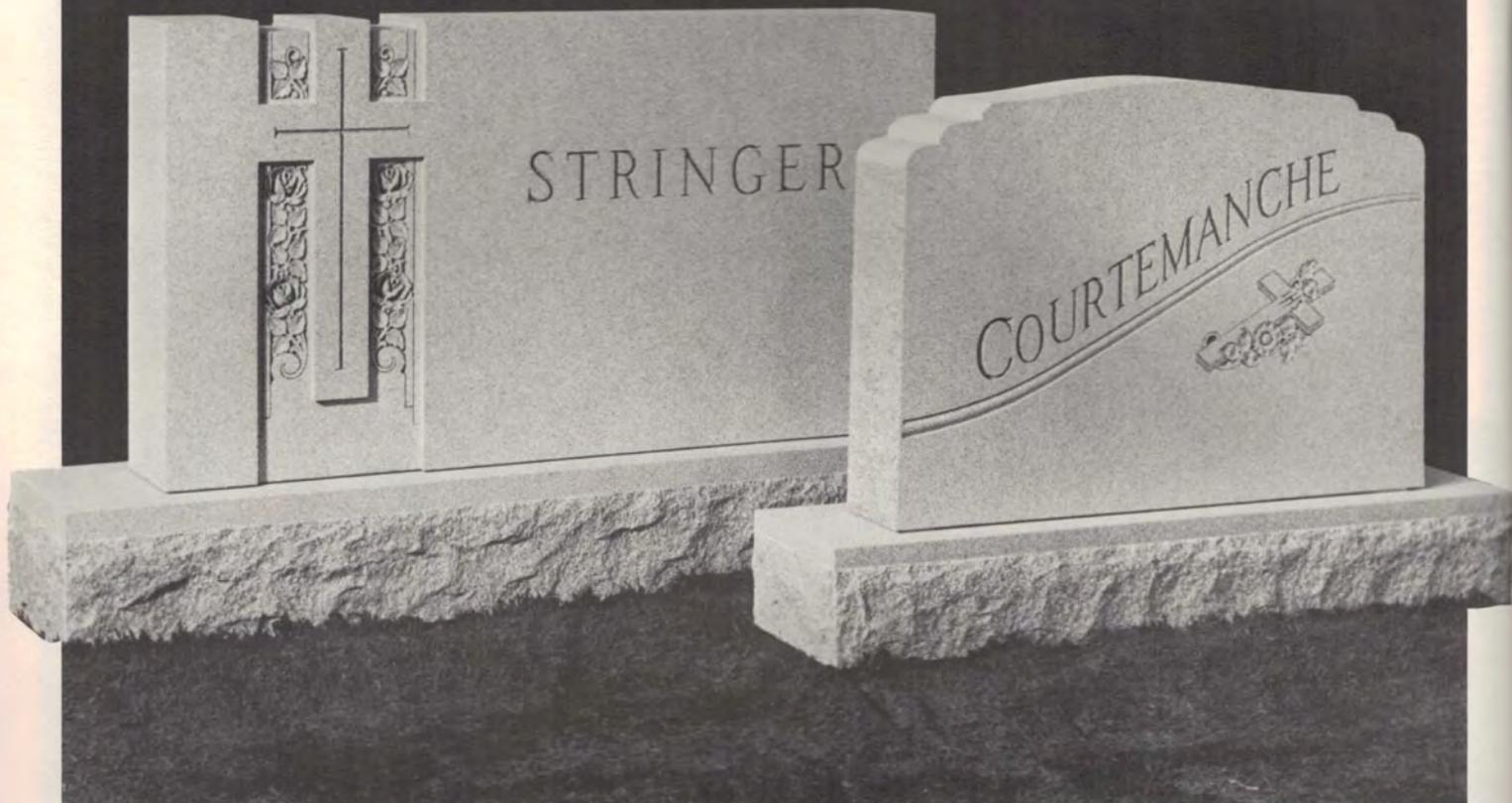


S.L. GARAND & COMPANY manufactured this unique memorial from Barre granite for Gabriel and Cieciorka Monuments in Simpson, Pennsylvania. Measuring 4-0 x 0-8 x 3-0, this steeled Barre granite memorial is located in Holy Trinity Cemetery in Simpson, Pennsylvania.

This family memorial was manufactured by COLOMBO GRANITE COMPANY for Sheehan Monument Company of Lynn, Massachusetts.

The memorial measures 3-6 x 0-8 x 2-4 and features block letters on the left side which have been sawn through the die which is made of Black Onyx granite. The family name on the right was made in 1/4 inch square raised letters.





ANDERSON-FRIBERG COMPANY manufactured these two memorials from light Barre granite for Nelson Johnson Memorials of Claremont, New Hampshire.

The Stringer family monument, purchased by Mr. & Mrs. Robert Stringer, proprietors of the monument retail dealership measures 5-0 x 0-10 x 2-8. The Courtemanche family memorial represents father-in-law Edward, and mother-in-law Marie Courtemanche, who is also Bob Stringer's assistant in the monument business. This memorial measures 3-6 x 0-8 x 2-6.

Yesterday- Year

AUGUST 27, 1884

Wells & Lamson have just erected a handsome monument on Mrs. Dr. Chamberlin's lot in the cemetery. The work must be seen to be appreciated.

99 Years Young

(ed. note -- This striking memorial is located in Elmwood Cemetery in Barre and at 99 years old is a perfect example of the superior quality of Barre granite. Successfully resisting the effects of wide ranging weather patterns for nearly a century the Chamberlin family memorial looks as new today as when it was set 99 years ago.)



SEPTEMBER 26, 1883

Millstone Hill -- Wells & Lamson are erecting a blacksmith shop on their quarry.

SEPTEMBER 19, 1883

One day last week Herb Leonard drew down from Millstone Hill another of those granite monsters. This one was 17 feet long and weighed about 16 tons. It was shipped to James Gazely, Albany, N.Y.



Milton V. Lyndes Observes Silver Anniversary with The Barre Granite Association

More than 150 people gathered in Barre recently to honor Milton Lyndes on his 25th Anniversary as Executive Vice President and General Manager of the Barre Granite Association.

George Karnedy, Director of Sales and Marketing for Rock of Ages Corporation was Master of Ceremonies for the Testimonial Dinner. "In these last 25 years," Karnedy said, "Milt has provided our producing district with a strong yet moderating voice. His friends and acquaintances in the monument and cemetery industries number in the thousands. He has carried the Barre story of quality and craftsmanship to every corner of our country. Among the retail monument dealers across the nation, his name and professional manner are most highly regarded." Several leaders of the Barre granite industry echoed Karnedy's thoughts and several letters from Mr. Lyndes' friends and colleagues across the country were read.

Mr. Lyndes is the 19th Executive Vice President

A SPECIAL ALBUM CONTAINING LETTERS OF CONGRATULATIONS AND PHOTOGRAPHS TAKEN OVER THE PAST 25 YEARS, PLUS A PURSE OF MONEY WAS PRESENTED TO MR. LYNDES TO MARK HIS SILVER ANNIVERSARY WITH THE BARRE GRANITE ASSOCIATION. Portions of many letters from leaders in the monument industry were read including a letter of congratulations from Vermont Governor, Richard A. Snelling. "Your contribution to the Barre granite industry has been immeasurable," he wrote. "The manufacturers and quarriers in the Barre Belt have been very fortunate to have such a man of leadership and vision as their executive."

Sharing a laugh with Mr. Lyndes are former BGA staffer "Bud" Cain (center) and Bert Rouleau of Rouleau Granite Company.

Pennie Sabel, Executive Vice President of the American Monument Association noted "The BGA and the monument industry are indeed fortunate to have the benefit of your wise guidance and counsel."



Mr. Lyndes and former BGA staffer Glen Sulham share past reminiscences.



Lyndes Anniversary With te Association

A personal thought (below) is shared with former BGA staffer Jim Welch and Robert Rivard, President of Rivard Granite Company. From the Elberton Granite Association, William Kelly, Executive Vice President wrote: "I particularly value the close personal friendship we have developed and maintained as we have tried to work for the best interest of the entire industry."



Norman Beck, President of Beck & Beck, Inc., and the American Monument Association, extends his personal congratulations to Mr. Lyndes. On behalf of the AMA, Mr. Beck expressed his "appreciation and gratitude for the outstanding contribution you have made to our industry."



Melvin Friberg, President of Anderson-Friberg Company shares a laugh with Mr. Lyndes. John Dianis, Executive Vice President of the Monument Builders of North America described Mr. Lyndes as "an outstanding association executive and (you) have provided excellent leadership to the Barre Granite Association."



of the BGA since it was formed 94 years ago and his tenure is the longest by far since William Barclay, Sr., was named Secretary of the Granite Manufacturers Association in 1889. Mr. Lyndes has served 16 Presidents of the BGA.

Mr. Lyndes has been very active in many civic and community organizations. He has served on several boards of directors, and more recently as a member of the Board of the Vermont Health Policy Corporation, the Washington County Railroad and the First Vermont Bank. He was also an organizer of the Crime Stoppers Program in the area.

Mr. Lyndes has four children: Mrs. Alison Calderara of Underhill, Vermont; Mrs. Pam Verriotto of Fort Lauderdale, Florida; Bruce Lyndes, in the U.S. Army stationed in Alaska and Thomas Lyndes at Vermont Technical College in Randolph, Vermont. His wife, Priscilla died in 1969.

Silvio Nativi, President of Nativi & Sons congratulates Mr. Lyndes on his 25th Anniversary as Executive Vice President and General Manager of the BGA. From Canada, Ken Reeson, President of REMCO Memorials LTD, wrote: "You are a gentleman, a believer in the memorial profession and have unstintingly given of your time, efforts and energy to improve the memorial industry."

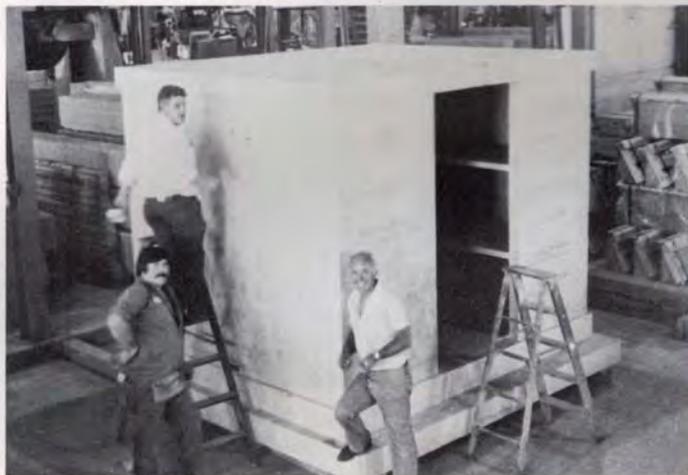


PIPER FAMILY MAUSOLEUM PRODUCED BY ROULEAU GRANITE CO.

The Piper Aircraft Corporation in Lock Haven, PA is one of the most widely known names in the aircraft industry. The famous Piper "Cub" was known throughout the world as the most popular training aircraft of all time.

Recently William T. Piper, Jr., son of the founder of Piper Aircraft ordered a Barre granite

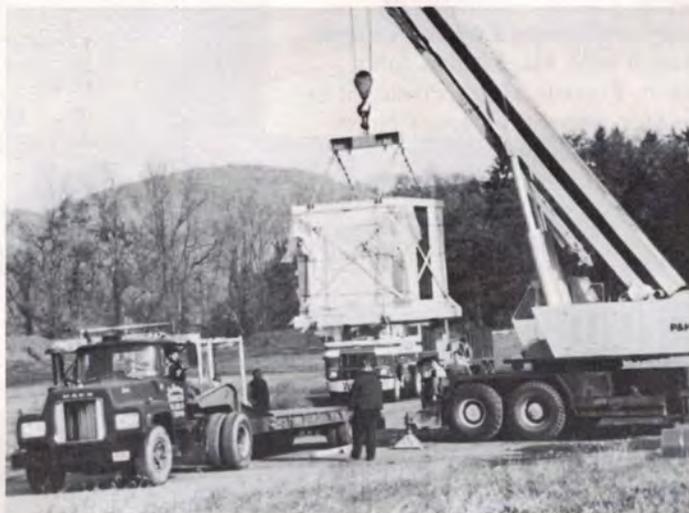
mausoleum through Kennard G. Gibson Monument Company of Mill Hall, PA. The mausoleum was produced by the Rouleau Granite Company. It is a fully unitized structure with the "Metro-Craft" tradename and will serve the family of the founder of the Piper Aircraft Corporation.



Completing assembly of the Piper family mausoleum in the Metro Plant are Foreman Jim Massie, on the ladder; Dennis Barney; and Ray Rouleau (right) Plant Manager for Rouleau Granite Company.



The 43,000 pound (21½-ton) mausoleum for the family of the founder of the Piper Aircraft Corporation is being hoisted aboard a truck for shipment to Lock Haven, Pennsylvania. On the left is Tony Corey and Metro Plant Manager, Ray Rouleau is on the right.



The huge crane has an easy time hoisting the 43,000 pound "Metro-craft" mausoleum. The completed structure is trucked directly from manufacturing plant to the family lot. This practically eliminates costly setting time.



The keys to the Piper family mausoleum are presented to William T. Piper, Jr., (right) son of the founder of the Piper Aircraft Corporation, by Kennard G. Gibson, owner of Gibson Monument Company of Mill Hall, Pennsylvania.

News from the Cemetery Field



By Edward Comolli

BGA Manager of Cemetery Services



HOLY CROSS CEMETERY COLCHESTER, VT.

An Example of Master Planning

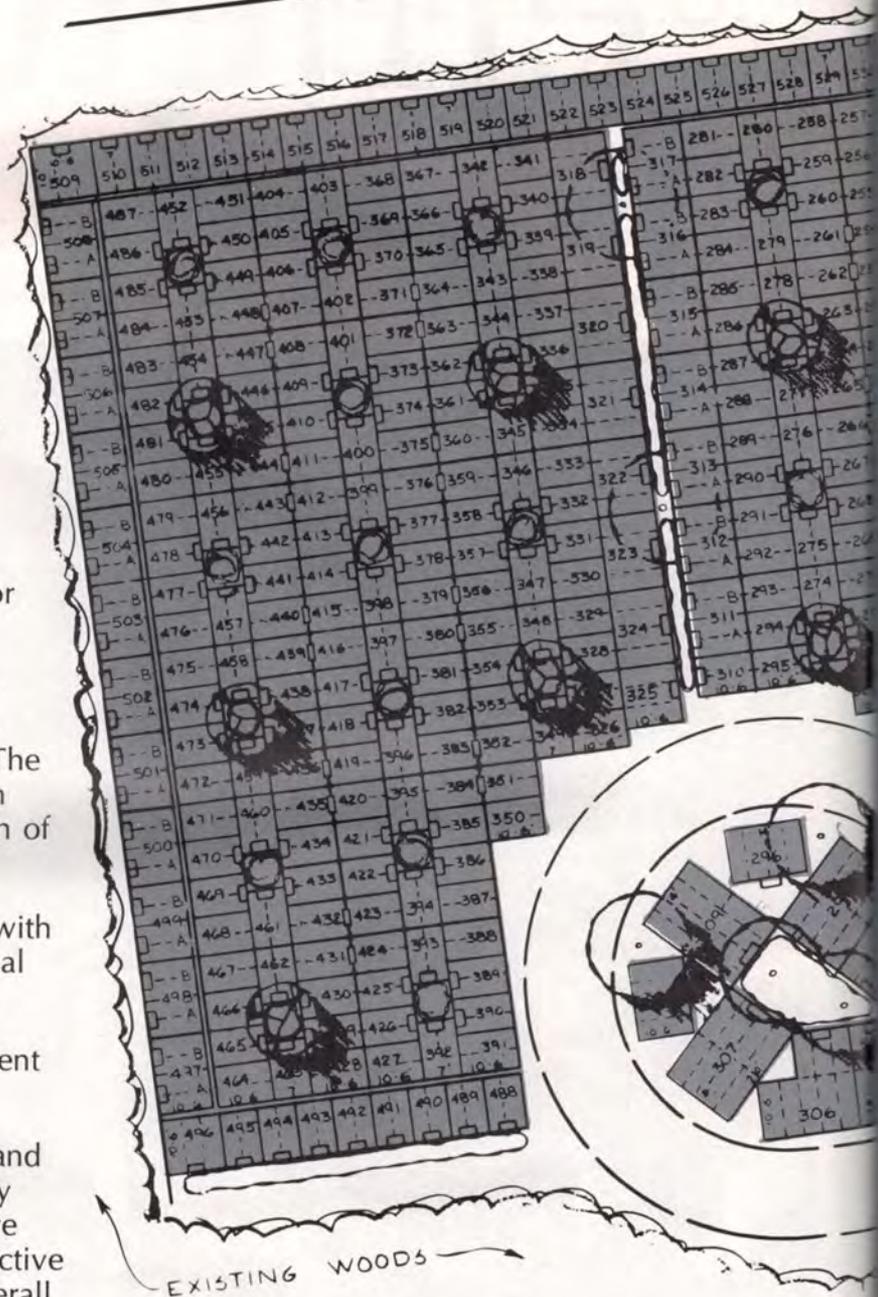
The existing Holy Cross parish Cemetery had become filled. Additional cemetery land was available but hemmed in on three sides by property lines and the existing cemetery.

The Cemetery Study Committee decided that rather than a partial development of a small area to meet immediate needs, a long range Master Plan should be developed.

This Master Plan provided the following for the cemetery:

1. The proper placement of the road. This assured the best use of the land as well as easy access from the existing parking lot. The two phase development of the road system will coincide with the periodical expansion of the cemetery.
2. A study of the land contours, came up with a simple grading and earth shaping proposal that will make the best use of grave spoil.
3. An overall drainage study that will prevent flooding and wet sections in the future.
4. The total yield of salable burial spaces and income was predicted. The request of Holy Cross Cemetery, for a majority of two grave upright monuments lots as well as an attractive cremains section have been met in the overall plan.
5. The cost of development was determined early and broken down by the phases of development. This cost was then spread over the income from the total graves sold.

The Holy Cross Cemetery Committee is convinced that there is no substitute for a long range Master Plan.



PLAN SUMMARY

LOT SIZE	MONUMENTED	%	FLUSH	%	GRAVES
SINGLES	-	-	28	5	28
2 GRAVE	389	71	52	10	882
3 GRAVE	6	1	1	-	21
4 GRAVE	62	11	-	-	248
6 GRAVE	8	1	-	-	48
8 GRAVE	5	1	-	-	40
TOTALS	470	85	81	15	1267
AREA	1.23 ACRES	1030 GRAVES/ACRE			

NEW FENCE

RETAIN EXISTING FENCE

ELIMINATE FENCE

EXISTING CEMETERY

CRUCIFI FEATURE

CREMATION GARDEN

LOW HEDGE E.T.O.S.

FLOWER BEDS

CEMETERY REGISTER

SIGN

AGGREGATE SURFACE

LIGHT POLE

EXISTING PARKING LOT

NEW FENCE

3'x3' PLOT - GRASS

NOTE: 96 CREMATION LOTS TOTAL

FLUSH MARKER

ROAD CASE



The George D. Aiken Research Center

is a \$3 million facility on the campus of the University of Vermont in Burlington. Dedicated to Vermont's most well-known politician, former U-S Senator, George D. Aiken, the center is the focus of UVM's School of Natural Resources.

Rock of Ages Corporation, quarrier of a natural resource – granite – was a major contributor among the private donors that helped make the center a reality. Jim Soutar, (right) recently presented the Director of the school, Dr. Hugo John with a framed color photo of one of the company's granite quarries.

(PHOTO BY THE ARTISTIC ALLIANCE)

A Barre Granite Windmill

Granite memorials of all shapes and sizes are available from all members of the Barre Granite Association.

A specific case in point is this windmill memorial for the Coons family and is located in Mt. Olivet Cemetery in Hannibal, Missouri.

Manufactured by NATIVI & SON for Hannibal Monument Company, Roy Brosi, Proprietor, the seven-foot windmill is part of the double heart memorial which also was made by NATIVI & SON.



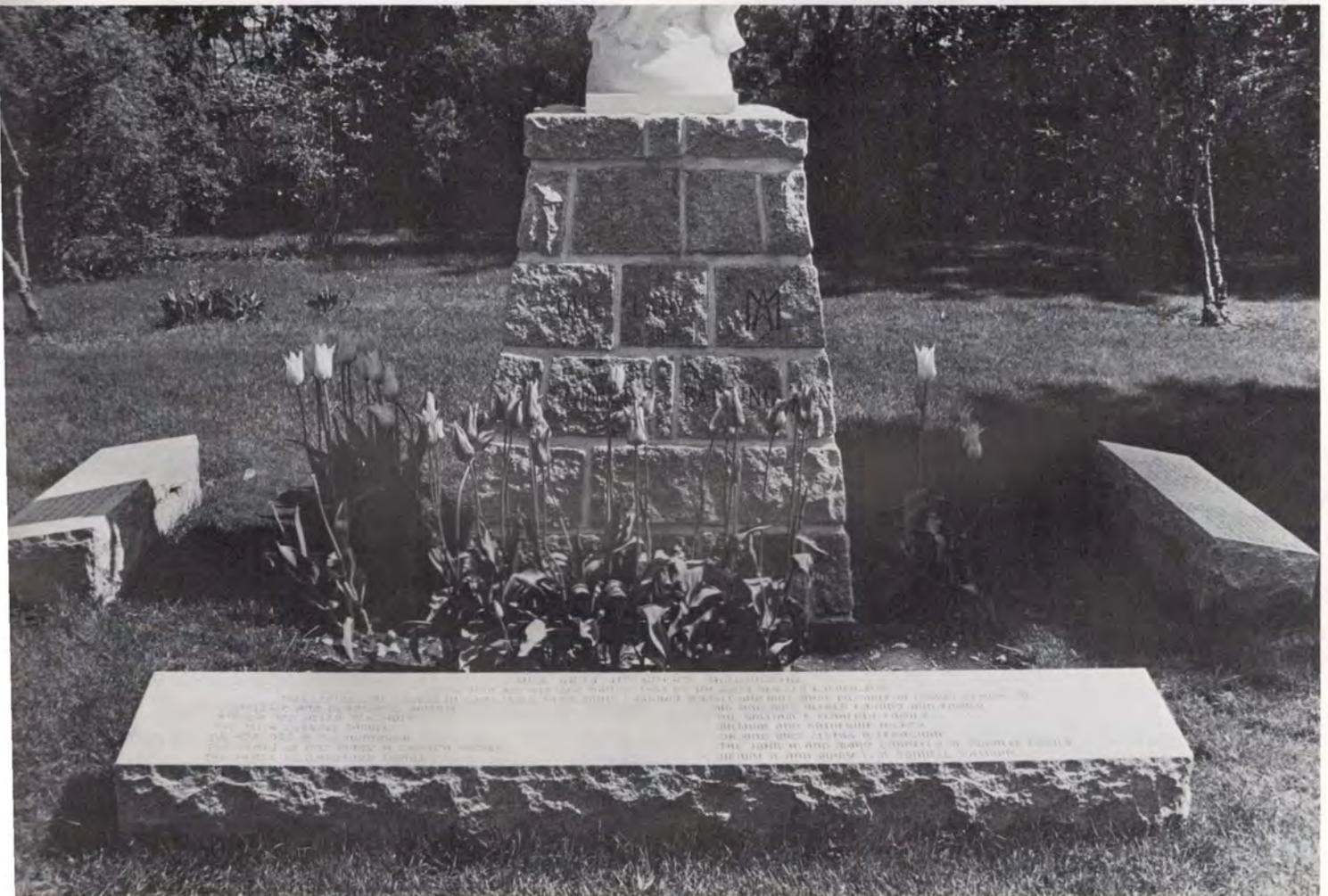


Get the "BARRE ADVANTAGE" Display A Sign In Famous Barre Granite

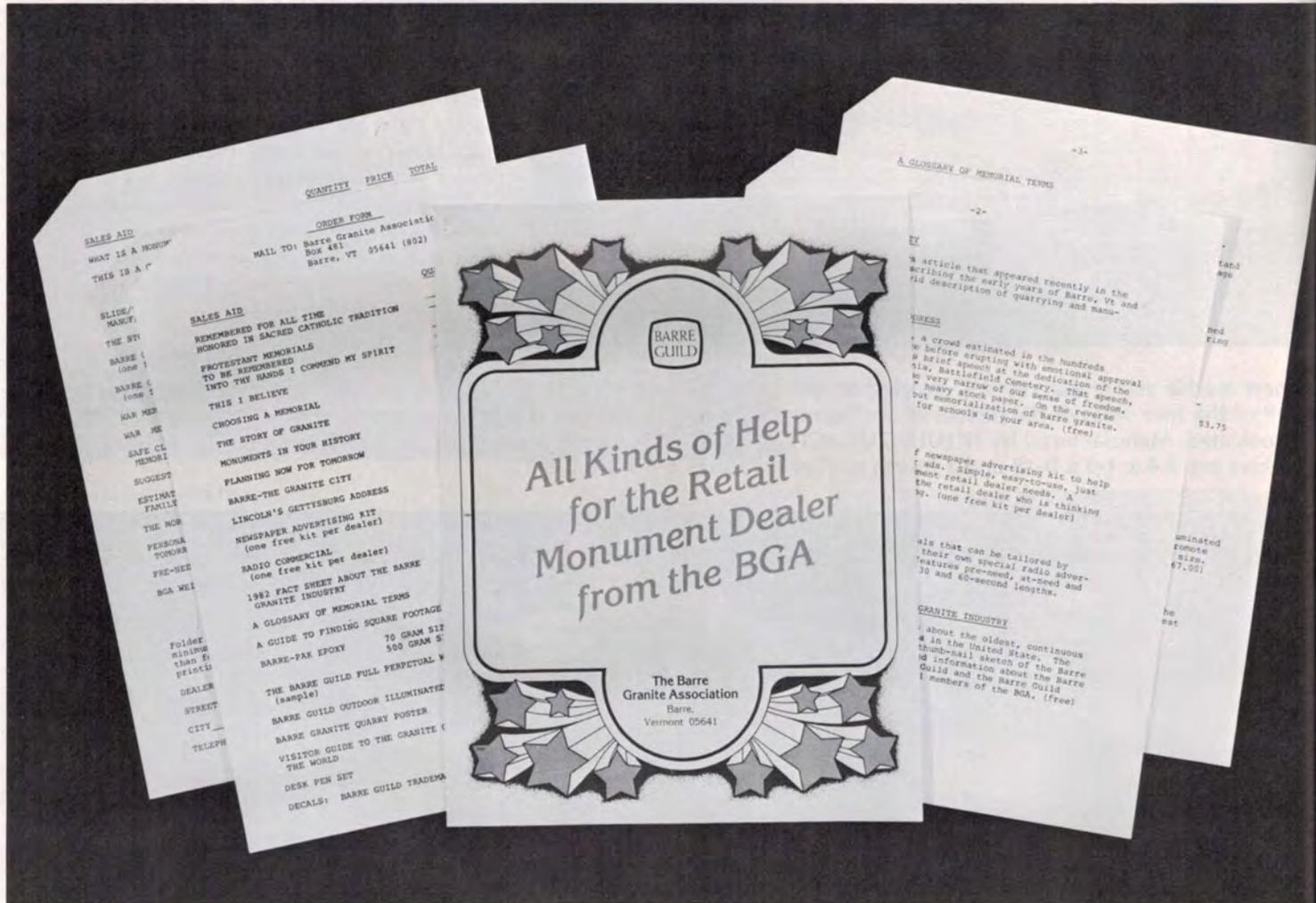
Barre's famous product is most often used for memorial purposes. However, its outstanding weathering qualities make it ideal for corporate signs and identification. In this instance, the Classes of 1982 and 1983 of the Junior-Senior High School of Enosburg Falls, Vermont contributed this beautiful Barre granite sign with the hornet, the school's emblem, to their alma mater. This sign was manufactured by Houle-Guidici Company, a member of the Barre Granite Association.

A new marble statue was recently erected on the lawn of St. Peter's Church in Great Barrington, Massachusetts. On each of the four sides of the memorial are Barre granite hickey markers listing the names of people to whom the statue is dedicated. Manufactured by HOULE-GUIDICI COMPANY for Arienti Monument Company of Great Barrington, three markers are 3-4 x 1-0 x 0-10 and a fourth marker measures 6-6 x 1-0 x 0-10.

(PHOTO BY ALFRED R. LENARDSON, JR.)



BGA SALES AIDS



"All kinds of help for the retail monument dealer."

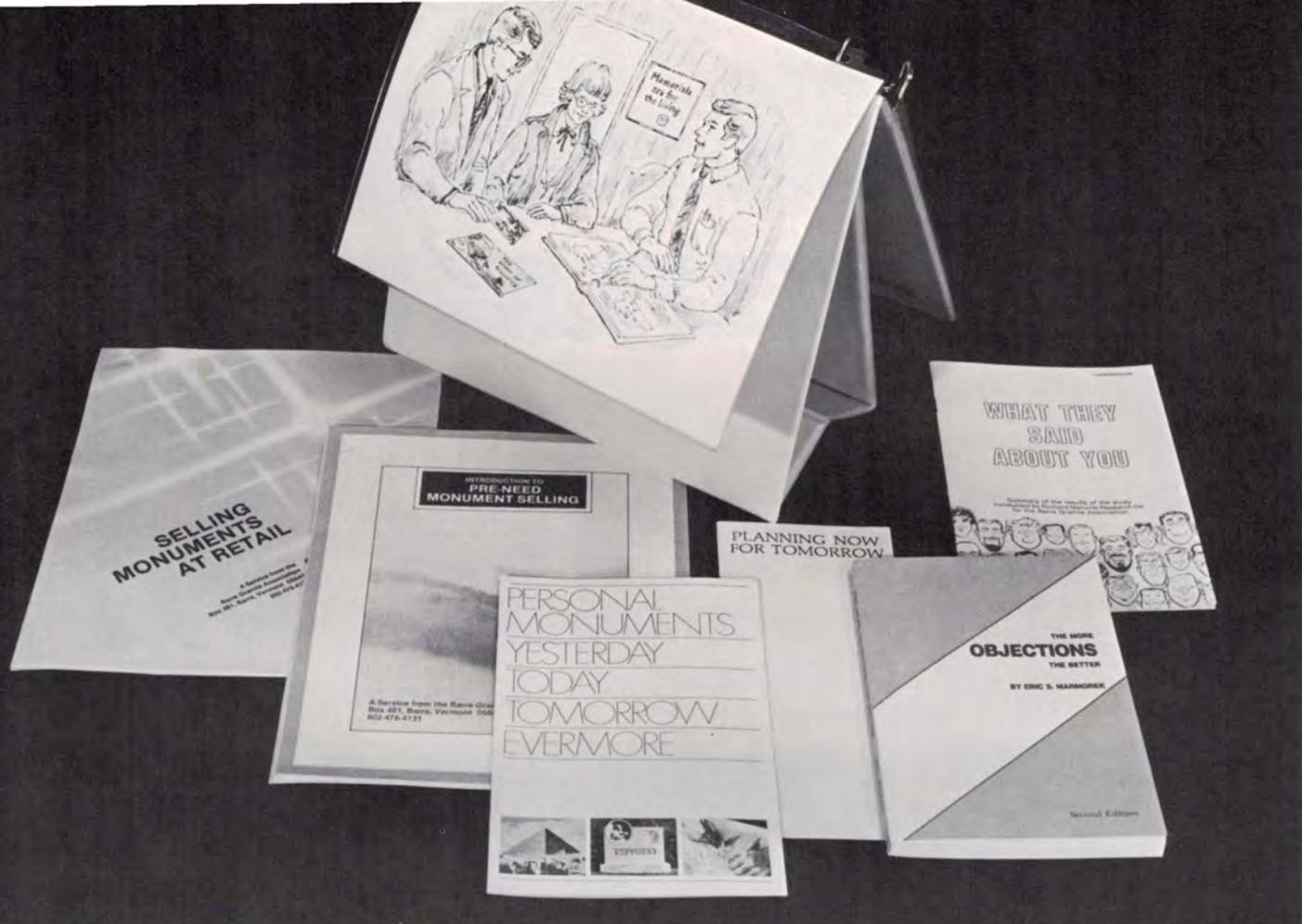
The Barre Granite Association has one of the largest assortments of sales aids in the memorialization industry with more than forty items listed in our attractive catalog. It is available to any retail monument dealer free of charge.

Because more Barre granite monuments are in demand, these sales aids will fit right in to your program. Brochures, pre-need kits, pamphlets, newspaper advertising kits, radio commercials, audio-visual materials, point-of-sales aids and other promotional materials are available from

the BGA's well-stocked dealer assistance shelves.

Write to us for your free catalog which includes a brief description of each sales aid plus a convenient order form. Some of our materials are free! Others are priced at our cost.

Write to us today. Let us help you expedite your sales with some of the finest sales aids ever developed exclusively for the monument retail dealer.



BGA Pre-Need Selling Kit – An Industry “First.” Four Hundred Retailers Have Already Placed Their Orders....

Have you seen the BGA Pre-Need Selling Kit? Here is a “starter kit” containing all the necessary ideas, sample letters and a supply of promotional pieces to develop your own pre-need selling program. This is the only pre-need kit available from any monument association.

The price is only \$15.00, but worth twice that price. It is only one of more than forty pieces of sales and promotional materials developed exclusively for the monument retail dealer by the Barre Granite Association.

PLANNING NOW FOR TOMORROW . . . A pre-need folder by the BGA . . . is one of the most frequently requested sales aids produced by the Barre Granite Association. Monument retail dealers across the country are using the 12-page brochure which explains the pre-need concept in easy to understand language.

Perfect for distribution to pre-need prospects, legal offices, and trust officers, this booklet is available for only ten cents each in minimum quantities of one hundred. This includes four lines of imprinting! Another BGA bargain.

Write to us for a sample copy of “Planning Now For Tomorrow.”

PLANNING NOW
FOR TOMORROW

**Barre Granite Association**

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