

# Select BARRE

FEBRUARY 1961

# NEWSLETTER



**BARRE GUILD Monuments**  
Specialists in monuments  
sculptured from Select Barre Granite  
fully guaranteed.

**BARRE GUILD Monuments**

**BARRE GUILD Monuments**  
**FALL SALE**  
To help you appropriately remem-  
ber one who is gone but not for-  
gotten, We are offering our entire,  
Large Stock of select BARRE  
MONUMENTS and MARKERS of  
great savings.

We are specialists in monuments  
sculptured from Select Barre Granite  
fully guaranteed.



**BARRE GUILD Monuments**  
Specialists in monuments  
sculptured from Select Barre Granite  
fully guaranteed.  
Phone 7-2781 now to  
order your monument for

McC  
WOLCOTT B



**BARRE GUILD Monuments**

**An Investment in Peace of Mind**  
Many thoughtful families  
choose a cemetery plot and a suitable  
monument when the need arises. We are  
specialists in monuments sculptured from  
Select Barre Granite and fully guaranteed.



Don't let another  
pass without  
graves of your lo

**Send for  
FREE FOLDER**

**ARNET'S**

936 N. Main, Ann Arbor

Send me without obligation your  
illustrated monument folder.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

This year when the family  
gathers for Christmas, will  
there be someone missing who  
can never again be with you?  
Someone to whom the family  
has not yet erected a memorial?  
What an ideal time to do  
it! What more perfect gift  
than Barre Guild Monuments  
of Select Barre Granite fully  
guaranteed.

**Gonzales  
Marble and  
Granite Works**  
Gonzales, Texas

**Beauty... Quality... Craftsmanship in  
ENDURING MEMORIALS**

**BARRE GUILD Monuments**

Don't let another holi-  
day season pass  
without marking the  
graves of your loved  
ones. Authorized Rock  
Of Ages Dealer.

We are specialists in monuments sculp-  
tured from Select Barre Granite and  
fully guaranteed.



**Positively  
No Obligation**  
No money required  
until you see  
the work

lasting devotion  
expressed in  
family monument  
perpetuate the memory of  
your loved one. We are



**BARRE GUILD Monuments**

**Beautiful Markers...**  
**C. E. JONES MONUMENT CO.**  
Old U. S. 421 North 1 1/2 Miles  
Off. Ph. 8-7556 Res. Ph. 8-7523  
**SEE WHAT YOU BUY!**  
Your Best Guarantee—  
of Service

**An Investment in Peace of Mind**

Many thoughtful families plan both  
a cemetery plot and a suitable monument  
when the need arises. We are specialists in  
monuments sculptured from Select Barre  
Granite and fully guaranteed.



They Provide Personal Sa-  
tisfaction... They Relieve  
Of The Responsibility

Consult us  
**CONFIDENTIAL**

We are specialists in monuments  
sculptured from Select Barre Granite  
fully guaranteed.

81 Years in Same Location

**ARCHER**

Your everlasting devotion  
is expressed in  
your family monument

It is a family custom to perpetuate the memory of  
loved ones with a Barre Guild Monument. We are  
specialists in monuments  
sculptured from Select  
Barre Granite and fully  
guaranteed.





## CONGRATULATIONS!

Congratulations are in order for all the dealers in 28 states who participated in the Barre Guild Cooperative Newspaper Advertising Plan from October 15 through December 31, 1960.

Here are some of the comments we have received about the plan:

"We think the cooperative ad idea is excellent. We have been advertising the Barre Guild in our local newspapers for some time and it certainly brings results." (Mass. dealer)

"The BGA Co-op Ad Plan is a real help to us. Thank you." (Tenn. dealer)

"We have received many favorable comments, and increased our business because of this ad." (Illinois dealer)

"We are very pleased with your new cooperative advertising program. We have been wishing for something of this sort for a long time." (New York State dealer)

"I feel your Co-op Ad Plan is a great help, along with the Guild's national advertising program. Being comparatively new in the business, I especially appreciate the professional appearance of the ads." (Missouri dealer)

The above remarks and many other similar expressions of approval from retail dealers have been deeply appreciated by your Barre Granite Manufacturers.

*Milt Lyndes*

GENERAL MANAGER,  
BARRE GRANITE ASSOCIATION

## Co-op Advertising Plan Rules

The manufacturers of Barre Guild Monuments, through the Barre Granite Association, will participate in the local newspaper advertising by the Barre Guild monument retailers. The extent of our participation will be 30% (but not to exceed a total of \$150.00) of the space cost for your advertisements appearing in your local newspapers during the period from February 15 to May 15, 1961, inclusive. Participation in this plan is subject to the following conditions:

### A. Media

- (1) This cooperative advertising program is limited to space advertising in accredited daily, weekly, or Sunday newspaper.
- (2) Does not include other publications such as shopping newspaper, catalogs, direct mail, display pieces or other forms of advertising.
- (3) Ads must be published during the period of this plan.

### B. Copy and Illustrations

- (1) "Barre Guild Monuments" must be the only brand name monuments mentioned or illustrated in the advertisement.

## Give A "Lift" To

## Your Business

Your business needs the "lift" that only newspaper advertising can give.

During the Spring selling season you can obtain the full value that your local newspaper advertising gives your business at what amounts to a 30% discount for you. How?

You can participate in the 1961 Spring Barre Guild Cooperative Advertising Plan. This plan is similar to the Fall, 1960, Co-op Ad Plan which was so successful. The new Spring Plan is even better:

1. It will run from February 15 to May 15, 1961.
2. You will have a total of 16 ad mats (illustrated in this issue) to choose from.
3. When you use any of these 16 ad mats you can utilize any headline you wish. In other words, if you like the mat but would prefer a different headline (perhaps for special holiday advertising) you can develop a headline which will suit your business better.

Let your Barre manufacturer help pay your local newspaper advertising bills from February 15 to May 15, 1961. The BGA will give you 30% of your newspaper space costs if you participate in the Co-op Ad Plan. You will be eligible to receive from the BGA up to a total of \$150.00 during the period of this plan.

If you are not already participating in the BGA Co-op Program, order your mats today, and when they arrive your newspaper representative will gladly assist you in preparing your additional advertising copy.

Here are the rules and regulations governing the Barre Guild 1961 Spring Cooperative Advertising Plan.

- (2) With the exception of headlines, advertisements must incorporate the portion of the ads illustrated in co-op ad mat series 60 (which is part of this newsletter). However, these ads may be expanded to any size to enable the retailer to include his own copy.
  - (3) The retailer may include as much additional copy as he wishes in each ad.
  - (4) All advertisements must be free from misleading or deceptive statements whether direct or implied.
- ### C. Claims for Reimbursement
- (1) The retailer should file claims at the published, local open line or inch rate for advertising. Only space costs qualify under this plan.
  - (2) A full page tear sheet showing date of insertion must be attached to the newspaper invoice which must show number of lines or inches, rate and total amount claimed.
  - (3) Claims must be received within 30 days after the advertisement has appeared.
  - (4) All claims, and all related correspondence, must be sent to: The Barre Guild Division, Barre Granite Association, Barre, Vermont. (You will receive swift action on your ad claims. Our 30% of your advertisement cost will be sent to you each Friday on all approved claims received.)





# Consult us with **CONFIDENCE**

We are specialists in monuments sculptured from Select Barre Granite and fully guaranteed.



DEALER'S MESSAGE, NAME AND ADDRESS

Ad No. 60-5

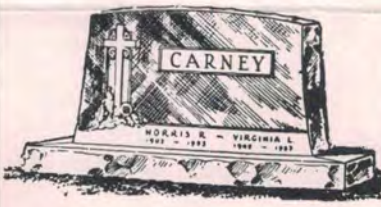
# Positively NO OBLIGATION

We advise you on cemetery requirements... explain how your monument should be selected to harmonize with the cemetery environment. Call us. There is no obligation whatsoever.

We are specialists in monuments sculptured from Select Barre Granite and fully guaranteed.



DEALER'S MESSAGE, NAME AND ADDRESS



Ad No. 60-9

# 100 YEARS OF Leadership

Most of our business comes through people we've thoughtfully served. The reason - understanding, sincere guidance and dependability in helping you select a fine monument.



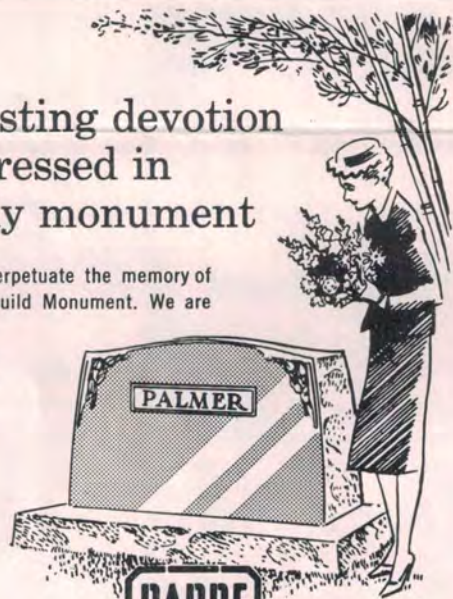
We are specialists in monuments sculptured from Select Barre Granite fully guaranteed.

DEALER'S MESSAGE, NAME AND ADDRESS

Ad No. 60-10

# Your everlasting devotion is expressed in your family monument

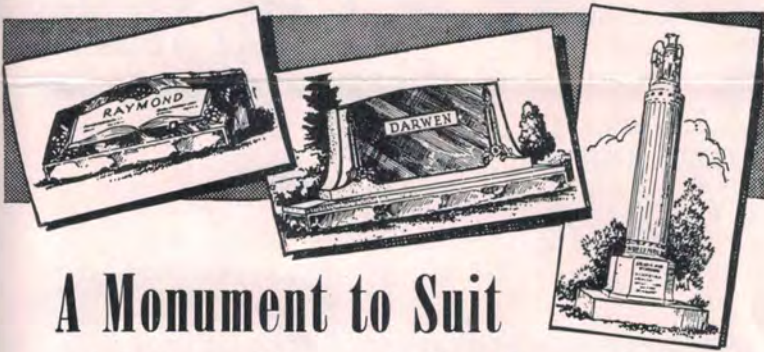
It is a family custom to perpetuate the memory of loved ones with a Barre Guild Monument. We are specialists in monuments sculptured from Select Barre Granite and fully guaranteed.



DEALER'S MESSAGE, NAME AND ADDRESS

Ad No. 60-1

# Order Mats by Number



# A Monument to Suit ... A Personality ... A Family ... A Group

There is a monument to suit every purpose... a simple marker... a stately family monument... an impressive columnar memorial. We are specialists in monuments sculptured from Select Barre Granite and fully guaranteed.



DEALER'S MESSAGE, NAME and ADDRESS

Ad No. 60-2



# Memorial Day is for Remembering



Between now and Memorial Day why don't you plan like thousands of other people do... by deciding now to commemorate someone dearly loved and lost. We are specialists in monuments sculptured from Select Barre Granite and fully guaranteed.

DEALER'S NAME AND ADDRESS

Ad No. 61-16



# In BEREAVEMENT



## We Understand...

Bereavement usually means decisions made in haste. Look to us for professional guidance in the selection of a fully guaranteed Barre Guild Monument, sensibly priced.



DEALER'S MESSAGE,  
NAME AND ADDRESS

Ad No. 60-8

## Our reputation for QUALITY

We are specialists in monuments sculptured from Select Barre Granite fully guaranteed.



DEALER'S MESSAGE,  
NAME AND ADDRESS  
HERE

Ad No. 60-7

# Beauty... Quality... Craftsmanship in ENDURING MEMORIALS



We are specialists in monuments sculptured from Select Barre Granite and fully guaranteed.



DEALER'S MESSAGE,  
NAME AND ADDRESS

Ad No. 60-4

## Memorial Day is for Remembering

For Memorial Day plan to honor a loved one with a beautiful Barre Guild Monument. We are specialists in monuments sculptured from Select Barre Granite and fully guaranteed.



DEALER'S NAME  
and ADDRESS

Ad No. 61-14

## An Investment in Peace of Mind



Many thoughtful families plan both their cemetery plot and a suitable monument *before* the need arises. We are specialists in monuments sculptured from Select Barre Granite and fully guaranteed.

DEALER'S MESSAGE, NAME AND ADDRESS

Ad No. 60-3

# MONUMENTS



Barre Guild Monuments are fully guaranteed.

YOUR NAME AND  
ADDRESS HERE

Ad No. 61-13

## HAVE YOU Forgotten?



Perhaps you have put off too long the purchase of a monument to mark the memory of a dearly departed loved one. We are specialists in monuments sculptured from Select Barre Granite and fully guaranteed.

DEALER'S NAME  
and ADDRESS

Ad No. 61-15



to...

YOUR NAME  
AND ADDRESS HERE

Send me without obligation your FREE, illustrated monument folder.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

Ad No. 60-11

## Send for FREE FOLDER



## Beautiful Markers...



DEALER'S MESSAGE, NAME AND ADDRESS

Ad No. 60-6