7-2781 now to
ntonuntent
Me
S.ncl
936 N. Main, Ann Arbor
Send me without obligation your illustrated monument folder.
NAME
STREET
CITY
STATE

Gonzales
Marble and
Granite Works
Gonzales, Texas

Send for FREE FOLDER

ARNET'S
936 N. Main, Ann Arbor

An Investment in Peace of Mind

Many thoughtful families plan both cemetery plot and a suitable monument the need arises. We are specialists in monuments sculptured from Select Barre Granite and fully guaranteed.
They Provide Personal Service... They Relieve Of The Responsibility

Enduring Memorials...

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

We Undertake your Monument Project, Small or Large. We Insist On Select Barre Granite for Perfect Results.

Gonzales Monument Company
C. E. Jones Monument Co.
Old U. S. 421 North 1 1/2 Miles
Off. Ph. 847556 Res. Ph. 847233
SEE WHAT YOU BUY!
Your Best Guarantee—
C. E. Jones Monument Co.

Raymond
C. E. Jones Monument Co.

Ann Arbor

Consult us... CONFIDE

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

81 Years in Same Location

McAd
FLESH

Barre Guild Monuments

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

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Barre Guild Monuments

Enduring Memorials

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 Lynde
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.

(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.)
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.

Order Mats by Number
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.

Our reputation for QUALITY
We are specialists in monuments sculptured from Select Barre Granite fully guaranteed.

Send for FREE FOLDER
YOUR NAME AND ADDRESS HERE
Send me without obligation your FREE, illustrated monument folder.

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.