

Select
BARRE
NEWSLETTER

VOLUME 4, NUMBER 4

FEBRUARY 1963



BGA
SPRING
CO-OP
AD PROGRAM



VOL. 4 NO. 4

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EDITORIAL

As the retail monument industry moves into 1963, your Barre granite manufacturers stand ready to serve you with the finest monumental granite in the world — Select Barre Granite — and with practical merchandising assistance. This is the type of help that means more sales and more profit for you.

Typical of the Barre manufacturers help is the Barre Guild Cooperative Newspaper Advertising Program which pays for 30% of your local newspaper advertising. For the past two and one-half years, the Barre Granite Association has made this share-the-cost newspaper advertising plan available to you.

Your Barre friends know that you will want to take advantage of this opportunity to advertise your own business in your area newspapers. This issue of the Select Barre Newsletter gives you full information on how to participate in this fine program.

And, remember — your Barre Granite Association staff also stands ready to work with you on your advertising and promotion problems.

Milt Lyndes

BGA GENERAL MANAGER

You are the monument expert in your trading area. You know best which product features, monument designs and personal services will attract your customers. It is up to you to emphasize the strong points of your monument business to them.

Advertising Your Monuments in the Newspaper

Are you interested in more sales power for your advertising dollar? Barre Guild's Cooperative Newspaper Advertising Program will give you this added sales power.

Your Barre Granite Association manufacturers pay you 30% of your space costs in your local newspaper when you advertise your business under this Program.

Take your choice of 15 modern newspaper ads. These ads are professionally designed to promote sales of monuments by your company. You will find a special Easter ad, a Mother's Day and Memorial Day ad plus a number of others in different sizes.

Retail monument dealers all around the United States are grateful for the Co-op Ad Plan and are accepting Barre's offer to help pay for their newspaper advertising costs.

Your retail monument business grows faster

Here's How You May Participate

If you want to take advantage of the Barre Cooperative Newspaper Advertising Plan, all you have to do is this:

1. Fill in the enclosed ad mat order sheet and return it to the Barre Granite Association, Barre, Vermont.
2. Utilize the approved Barre Guild ad mats.
3. Run your ads any time from February 15 through May 15, 1963.
4. Return the tear sheets of your ads together with your bill from your newspaper to the Barre Granite Association within 30 days after your ads appear.
5. Be guided by the Cooperative Newspaper Advertising Plan Rules that are set out elsewhere in this Newsletter. That's all there is to it. It is simple and easy for you.

Co-op Newspaper 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 monumental 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, 1963, 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 newspapers.
- (2) Does not include other publications such as catalogs, direct mail, display pieces or other forms of advertising.

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 the Co-op Ad Mat Series. 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.)

When you use a balanced program of newspaper advertising, direct mail and personal contacts.

Monument Selling with Bud Cain

A column of common sense about selling monuments at retail edited by Bud Cain, Manager of Dealer Services, at the Barre Granite Association.



The More People Who Know You, the More Sales You Can Make

Many independent surveys prove that there is a direct relationship between the number of people who have a favorable impression of a company and the amount of business that company does.

Obviously, one of the most important factors in building a successful and growing monument business is to become more widely and favorably known.

If 500 people know about your company in a favorable way, and 10% of those people buy your product, this means 50 sales for you. Suppose you publicize your company so that 5000 people have a good impression of you. If 10% eventually buy, this means 500 sales for you.

How does a retail monument dealer tell more people about his business in order to have more prospects? This can be done in a number of ways: personal contacts by you and your salesmen, by maintaining an attractive display of monuments, by satisfied customers telling their friends about you — and by advertising.

You Can Create More Prospects with Newspaper Ads

Even though you may use all of the accepted techniques for becoming more widely and favorably known through personal selling, you reach only a limited number of people. This is why newspaper ads can help you.

Newspapers are one of the least expensive ways to get more people to know you and your business. Everyone reads newspapers. Your monument ad will go to hundreds, even thousands of people at home. It will give you a chance to start selling your customer in his own home where the interest to buy often begins.

It is true that big city newspaper advertising rates are sometimes high. But you may find that shopping guides or local papers of a specialized interest will have very attractive rates.

But, whatever you do, don't expect immediate results from so-called "one shot" advertising. All experienced retailers know that the ads that really pay off are those running regularly over a period of time.

Let Barre Pay You 30% of Your News- paper Ad Costs

Your Barre Granite Association manufacturers want to give you sound, practical help. They will pay you 30% of your advertising space costs when you use the mats illustrated in this newsletter between February 15, 1963 and May 15, 1963.

All of these Barre Guild mats are pre-tested. Choose the mats that best fit your business. They all reflect the image of quality that you want for your company.

Hundreds of dealers are using these specially designed mats and they are pleased with the results.

Send your mat order today. Your Barre friends stand ready to help you build a growing and successful business.

Dealers Order Over 500 Barre Granite Samples

Since the last issue of the Select Barre Newsletter, dealers from all sections of the country have ordered more than 500 of our attractively boxed Barre granite samples.

We don't know whether this response was due to the attractive price of \$1.25 each or the attractiveness of Miss Barre Granite who you'll remember was holding two of these samples in the picture. In any event, the Barre Granite Association has been very busy packaging and shipping these samples.

We still have some samples left, and if you have not already obtained yours, we suggest that you write immediately to the Barre Granite Association, Barre, Vermont.

COLOR SLIDES OF GRANITE INDUSTRY MAKE BIG HIT

Slide projectors all over the United States were being turned on these past few weeks as many retail monument dealers showed colored slides of the Barre granite industry.

We were pleased with the tremendous interest in obtaining these slides, but were embarrassed because our supply became exhausted necessitating delay in filling orders.

If you would like a series of 20 of the 35mm colored slides showing quarrying and manufacturing operations, you may obtain them from the Barre Granite Association, Barre, Vermont. Barre pays part of the cost, and you pay only \$3.00 for the set.

We enclose a description of each slide to be used when you show them to your service club, church group, customers or friends.

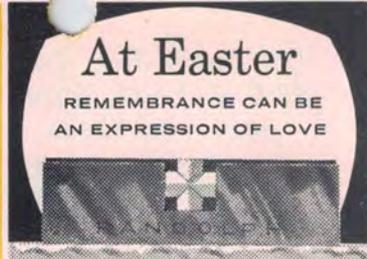


Remembered FOREVER

Your loved and lost deserve the best. See our display of Barre Guild Monuments backed by an eternal guarantee — the strongest in the monument industry.



DEALER'S NAME AND ADDRESS
Ad No. 61-5

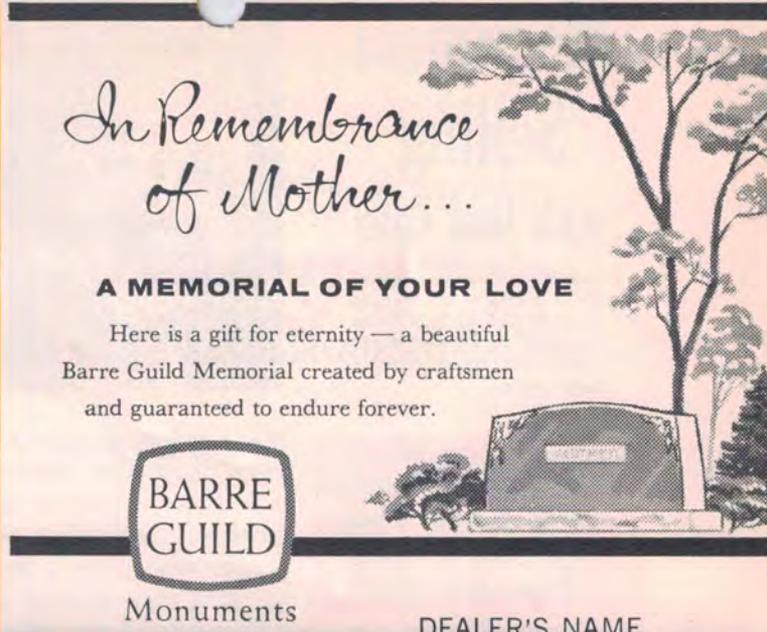


At Easter REMEMBRANCE CAN BE AN EXPRESSION OF LOVE

Let the solemn joy of Easter manifest itself with a beautiful Barre Guild Monument to your departed loved ones.



DEALER'S NAME AND ADDRESS
Ad No. 61-13



In Remembrance of Mother...

A MEMORIAL OF YOUR LOVE

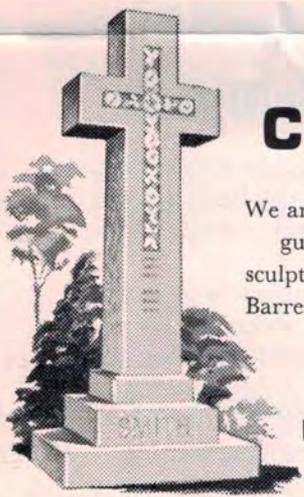
Here is a gift for eternity — a beautiful Barre Guild Memorial created by craftsmen and guaranteed to endure forever.



Monuments

DEALER'S NAME
AND ADDRESS

Ad No. 61-7



Consult us with CONFIDENCE

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



Monuments

DEALER'S NAME AND ADDRESS

Ad No. 61-6



Beauty, Quality, Craftsmanship in ENDURING MEMORIALS

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



Monuments

DEALER'S NAME
AND ADDRESS

Ad No. 61-12



A MONUMENT SHOULD BE A *Lasting Tribute*



Monuments

Be sure that the monument you purchase for your family is made of Select Barre Granite. Its lasting beauty is fully guaranteed by the 61 memorial manufacturers of the Barre Granite Association.

DEALER'S NAME AND ADDRESS

Ad No. 62-25



Make Memorial Day — your Day of Remembrance

Prepare now to choose a beautiful Barre Guild Monument to memorialize your departed loved one on Memorial Day.

We have a wide choice of monuments guaranteed by the Barre Guild.



Monuments

DEALER'S NAME AND ADDRESS

Ad No. 61-1M

Personal
and
Beautiful



Let our experience guide you in the selection of a personal family monument now. Made of Select Barre Granite and guaranteed forever, a Barre Guild monument is a permanent tribute to your family name.



Monuments

DEALER'S NAME AND ADDRESS

Ad No. 62-21

100 Years of Service

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 of Select Barre Granite.



Monuments



DEALER'S NAME
AND ADDRESS

Ad No. 61-4

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 fully guaranteed monuments sculptured from Select Barre Granite.



Monuments



DEALER'S NAME
AND ADDRESS

Ad No. 61-9

LASTING MEMORIES ARE PRICELESS

... and nothing preserves priceless memories more beautifully, nor as long, as a Barre Guild Monument. The Guild Seal on the monument is backed by the strongest guarantee available.



Monuments

DEALER'S NAME AND ADDRESS

Ad No. 62-26

Monuments

... whose eternal beauty is backed by the strongest guarantee in the monument industry.



Monuments

DEALER'S NAME AND ADDRESS

Ad No. 61-8

Order Mats By Numbers

How Can Love Be Best Expressed?

A Flat Metal Surface Plate or Marker merely identifies a grave. A beautiful Select Barre Granite Monument can personally memorialize your loved ones with dignity and feeling — and it may cost no more.



DEALER'S NAME AND ADDRESS

Ad No. 61-2

the Trademark

The Trademark, that has set memorial standards for 30 years, is backed by the strongest monument guarantee obtainable.



Monuments

DEALER'S NAME AND ADDRESS

Ad No. 62-24

Cemetery Markers

... whose eternal beauty is backed by the strongest guarantee in the monument industry.



Monuments

DEALER'S NAME AND ADDRESS

Ad No. 61-14