Vol. 2, No. 1

Better Than A Thousand Words

As the old saying goes, a picture tells a story more dramatically than a thousand words. Here in our second issue of the Select Barre Newsletter, are many new photographs taken at “The Granite Center of the World” - Barre, Vermont.

These pictures are available to you so that you can show your customers some of the manufacturing steps used in making famous Barre monuments.

Enclosed with this issue of the Select Barre Newsletter is a copy of our new “History of Granite” booklet produced for you to use in your selling.

As with the other materials your Barre Granite Association produces for you, the photographs and booklet are yours on a share-the-cost basis. This means that you can obtain these dealer aids at a price much below their actual cost.

Retail monument dealers from 28 states have participated in the Barre Guild Co-op Newspaper Advertising Program. This wonderful response indicates that the program will be re instituted for spring business. You will be informed of this Co-op Program early in February.

Providing direct aid to retail monument dealers has always been a primary aim of your Barre Granite Association and we hope that you will make it a point to write to us and offer your comments and suggestions so that we may continue to better serve you and the “Memorial Ideal.”

Milt Snyder
GENERAL MANAGER,
BARRE GRANITE ASSOCIATION

ABOUT OUR COVER

The Zelazo monument, a copyrighted design, was produced by the American Granite Company, in Barre, and was sold by Chicopee Memorials, Chicopee, Mass.

BARRE GRANITE ASSOCIATION
Retail monument dealers know that it is sometimes difficult to explain to a customer the many different steps and the exacting work necessary to produce a quality monument.

Photographs will make your sales presentation more interesting to your customer. By showing these pictures to your customer you will have graphic evidence of the machinery and superior craftsmanship which combine to produce the monument you sell.

Every picture displayed in this issue of the Select Barre Newsletter may be obtained at the small cost of only 25 cents each. These pictures are beautiful 8 x 10 inch enlargements in a glossy finish and are suitable either for mounting in an album or framing for display in your showroom or office.

You will notice that eleven of these pictures are also available in 11 x 14 size which you may order at the cost of $1.00 each.

To receive your pictures, fill in the enclosed order blank and mail it today.

Picture Titles

1. Looking upward from bottom of quarry. (Also available in 11 by 14 inches.)
2. Barre quarry over 300 feet deep. (Also available in 11 by 14 inches.)
3. Channel bar drilling out a quarry block. (Also available in 11 by 14 inches.)
4. Controlled splitting of a quarry block with wedges.
5. Results from channel bar drilling. (Also available in 11 by 14 inches.)
6. Multiple wire saw cutting granite block into slabs.
7. Draftsmen preparing a full size drawing.
8. Huge granite polishing machine. (Also available in 11 by 14 inches.)
9. Using sledge and bullet to split slab into individual dies. (Also available in 11 by 14 inches.)
10. Skilled workmen with sledge and bullet rough out top of die. (Also available in 11 by 14 inches.)
11. Contour grinding wheel shapes top of a granite bench.
12. Artistic use of pneumatic chisel by Barre sculptor. (Also available in 11 by 14 inches.)
The monument story in pictures continued

14. Diamond saw used in cutting monument. (Also available in 11 by 14 inches.)
15. High skill and many tools are necessary for relief carving. (Also available in 11 by 14 inches.)
16. Final inspection of a monument. (Also available in 11 by 14 inches.)
17. Preparing a rubber stencil for sandblasting.
18. Sandblasting ornamentation on a die.

The NEW History of Granite

"The History of Granite" booklet is a wonderful story about the geological formation of granite and includes many interesting facts and photographs.

There are several ways to utilize this booklet in your business. First, you can keep it in your office so that prospective customers can read it. Second, you can either mail or give this booklet to selected individuals who may be considering the purchase of a monument. Third, you can utilize the information in this booklet to aid you in answering questions people might have about Barre granite. The Barre Granite Association has given this booklet to thousands of individual school children throughout the country who have written and asked for information about Barre granite. Many teachers have used it in their geology courses.

Single copies of "The History of Granite" may be obtained on a share-the-cost basis for only 15 cents each from the Barre Granite Association.

Order a supply of "The History of Granite" today. Utilize these booklets to promote your business in your community.