WHAT'S HAPPENED TO DELIVERIES?

"How soon can I expect shipment of my monuments?"
"What happened to my order?"
"Why does it take so long?"

These questions are all prompted by the fact that the Barre quarriers and manufacturers (and other producers elsewhere in the country) are having difficulty in finding the skilled manpower to produce the tremendous volume of monuments being ordered by retail monument dealers around the country.

Our Barre quarriers are particularly hard hit by the labor shortage. By tradition, quarriers are a hardy lot, they work outdoors deep within Barre's quarries in all kinds of weather. But it is difficult to recruit young people for quarry work today.

The Barre granite industry is famous for its hand skills — hand carving, sculpting, sandblast carving and designing. Young people are not clamoring to learn new hand skills, preferring instead the easier route to economic security through cleaner and easier jobs.

Today Barre quarriers and manufacturers are engaged in vigorous efforts to train apprentice granite craftsmen and to recruit quarry workers. Obviously higher pay and more benefits are providing at least some of the incentive for more young persons to enter manufacturing and quarrying. Yet competition limits to a considerable extent the amount the producer can pay for his human labor.

Where does this leave you, the retail monument dealer?

Obviously you too have experienced some of the difficulties caused by shortages of skilled granite workers, perhaps right in your own shop. We ask that you bear with us and understand the problems that your Barre friends are undergoing.

(continued next column)
A New Barre Guild Marker Folder for You.

Here is one of the most unusual memorial folders we have ever produced for retail monument dealers. It will offer you much flexibility in giving your customers only those memorial designs that you feel the customer might be interested in. This new folder has been produced particularly to assist you in selling markers — either flat markers, hickeys or slants. We have a total of 24 brand-new marker designs to go with this folder. 12 of them are distinctly Catholic in nature and 12 are non-denominational.

The marker folder comes in two types. One contains Catholic symbolism and the other folder contains non-denominational symbols.

You can see by the illustration that the memorial designs of your choice may be slipped into the folder before you mail it to your customer. Also, you will note that right beneath the memorial designs the customer will see your firm name attractively imprinted on the folder.

Each folder comes to you with 12 marker designs contained in four inserts. This means that each insert has three designs on it. We provide these folders with designs for only 15 cents each, in any quantity. Naturally, the folders cost much more than this, but your Barre friends are paying for part of the cost of these folders to assist you in selling world-famous Barre Guild Certified Memorials and Markers.

We suggest that you order a supply of these folders today. Specify whether you want Catholic designs or non-denominational designs.

If you would like a sample of this new folder, we’ll send it with our compliments.
Jewish Monument Folder

Monument dealers may purchase the Barre Guild Jewish Monument folder in any quantity, large or small. The folder is entitled “To Be Remembered” and contains eight Jewish monument designs together with samples of traditional Jewish symbolism. The folders are only five cents each. Imprinting is free if a minimum of 100 folders is ordered.

This folder has been available for several years. It is a most effective means for dealers to sell Jewish memorials. We’d be glad to send you a sample without obligation.

Deceptive Monument Advertising

Massachusetts monument dealers are supporting a bill before the legislature of that state that will give the Attorney General’s Office the power to correct the abuse and misleading and deceptive advertising, including advertising in the retail monument business.

Fortunately, only a few monument dealers have used misleading and deceptive advertising to sell their product, yet this can harm the advertising of all monument dealers generally. It also creates a poor image for memorialization. We salute the Mass. dealers in their efforts to support this worthy bill.

Sonny Gidden writes about Monument Quality

We were delighted to read in the Bulletin of the Southwest Monument Dealers a wonderful article about monument quality by Sonny Gidden, Past President of the organization. Sonny is a successful monument dealer of Houston who speaks with the authority gained by extensive experience selling Barre Granite Memorials in the Houston Area. Here are some excerpts of Sonny’s article:

“During the past six months I have made several trips to monument companies in a number of different states. A lack of quality carving, lettering, spacing, etc., has been just as glaring there as it has been here. It is no wonder that some cemeteries have installed regulations that at least to some degree make the retailer more aware of quality.”

“Other points of quality come to mind such as improper spacing, shallow lettering, bad proportion and a host of others that are readily seen in almost every cemetery in the nation. The only cemetery I can think of off hand where this is not true is Hope Cemetery in Barre, Vermont. Quality is evident there everywhere you look. I am sure there are others but of the different cemeteries I have visited, this is the only one where every memorial has the appearance of quality. If only the cemeteries in our local areas more resembled Hope in Barre our task of selling fine memorials would be the rule instead of the exception.”

Your Barre friends are pleased and proud of the recognition that Sonny has given to Hope Cemetery in Barre, Vermont. We think that it illustrates for both the retail monument dealers and the public the fact that quality memorialization is its own best advertisement and it is the most important factor in insuring the continued sale of traditional memorials in every community.

Dealers may be interested in seeing a motion picture the Barre Granite Association has produced showing many of the monuments in Hope Cemetery. This film called “Monuments Are for the Living” is being shown at every state monument dealer convention where the Barre Granite Association is on the program. We urge you to see it.