A Pause in the Memorial Day Rush!

In the picture to the right, Barre granite craftsmen pause at noon time in the midst of our Memorial Day rush to eat their lunch. In spite of the many last minute orders, your Barre friends worked hard to meet the deadline for delivery of monuments that had to be set by Memorial Day.

Also as many of you know, your Barre manufacturers recently were negotiating with the labor unions. Our labor contract ended on May 1. Even though we have had labor peace in Barre for 10 years, it is always with some feeling of trepidation that we approach the bargaining table.

This year both unions and management exhibited a supreme sense of statesmanship as they cooperated to sign a long term contract. This contract will insure labor peace in the Barre Area from three to five years. This means that you can feel secure to place your monument orders with Barre manufacturers for a long time to come.

Milt Lyndes
BGA General Manager

FROM BARRE TO TIMBUKTU...

The BGA Traffic Committee has a genuine interest in your personal granite shipping problems. No matter where your monument business may be located — whether it be Pittsburgh, Detroit, Atlanta, Los Angeles or Timbuktu — it can be reached by a Barre granite trucker or a rail carrier.

The purpose of the BGA Traffic Committee is to give you the best granite delivery at the least cost. Harry Bonazzoli, our experienced Traffic Consultant, organized some of our Barre pool cars many years ago, for it was here in Barre, Vermont, where the idea of the pool car was born. Barre pool cars regularly travel to key points around the country. They are especially helpful to those dealers who need less-than-carload orders.

You'll hear more about our BGA Traffic Department and our alert committee, because we have some new ideas that we promise will help you.

For those of you who are not already familiar with our Traffic Committee members in the picture at left, they are:

Front row left to right: Bud Cain, BGA staff; Cliff Coates, Rock of Ages Corp.; Sammy Pellegrini (Committee Chairman) Cook, Watkins & Patch Co., Harry Bonazzoli, BGA Traffic Consultant; Milt Lyndes, BGA staff; back row left to right: Oscar Garand, S L. Garand & Co.; John Buttura, Buttura & Sons, and Mac Gioria, Modern Granite Co.

As we stopped by for a late afternoon chat with one of our monument dealer friends in Ohio, we heard him say:

"Count that day lost
Whose low descending sun
Finds prices cut to hell
and business done for fun."

About Our Cover Picture

Beautiful but rugged Barre granite needs strong and capable men to quarry it. This month's cover picture shows two Barre granite quarry workers signaling to the derrickman 300 feet above as they prepare a granite block for hoisting to the rim of the quarry. It will then be placed on a truck or flat car for transportation to a manufacturing plant.
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.

Developing Your Selling Skills

Last week while I was visiting with a friend in the retail monument business he said to me:

"I'd like to sell more and better monuments. I'd like to be proud of my work and I can certainly use the added profit that it would give me."

I hear more and more statements of this sort as I travel around the country visiting with dealers. There is a rapidly increasing number of monument people who realize the necessity of becoming better salesmen. They know that all businesses are finding it necessary to fight harder and harder for the consumer dollar, and that the buyers are becoming more knowledgeable and discriminating. This situation makes it necessary for us to improve our selling techniques.

Becoming a proficient monument salesman requires determination on your part. The first step to improving your selling skill is to have a sincere desire for improvement. You accomplish it through study and practice; by applying correct selling techniques in call after call until finally the correct techniques become your habits. This is the only way you can acquire the necessary selling skills that will qualify you as a professional salesman.

INSTRUCTION — In my judgment the quickest and the most reliable method for one to acquire knowledge of the monument business, together with correct monument selling techniques, is through attendance at Sales Institutes sponsored by the Monument Builders of America.

The two-day programs of these Sales Institutes are tailored by Archie Green to make the monument business more profitable to you and your salesmen. Archie's background makes him ideally suited to his job of director. His long experience as a successful retail monument dealer enables him to effectively transmit to those in attendance the solid information given in the program. The exchange of ideas and actual experiences by monument dealers in attendance at every Institute is another of their valuable features.

RESULTS — The Institutes have been tremendously successful in helping dealers to sell better. Dealers from every section of the country have told me that their application of ideas and selling techniques learned at the Sales Institutes have resulted in benefits to them.

(Continued on next page)
Business Cards & Stationery

This month we are enclosing some fine samples of stationery and business cards for monument dealers. These were especially prepared for you by the Relief Printing Corp.

Notice the striking four-color picture of monuments on the back of the business card, and the clean professionally designed stationery that can be obtained at a very reasonable price.

We personally know many progressive monument dealers around the country who use these business cards, and we know that they re-order them every year. The stationery reflects the quality and prestige that is right for your business. To order either the stationery or the business cards, fill in the order form and send it directly to the Relief Printing Corporation, 63 Summer Street, Boston 10, Mass.

New Barre Guild Trademark

Our newly designed Barre Guild trademark electro's are now available to you. These electros can be used for printing letterheads, business cards, direct mail pieces, and other material including advertisements.

Here are the various sizes you may obtain:

**Barre Guild Monuments**

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-1</td>
<td>Monuments</td>
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<tr>
<td>E-2</td>
<td>Monuments</td>
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<tr>
<td>E-3</td>
<td>Monuments</td>
</tr>
<tr>
<td>E-4</td>
<td>Monuments</td>
</tr>
</tbody>
</table>

If you are using the older Barre Guild trademark electro in your printed material, we urge you to change to this new design. It has a more modern and eye-catching appeal that is sure to leave a more pleasant and lasting impression on your prospects.

You may obtain any of the above electros at cost for $1.00 each.

Listening, not talking, is the first step in monument selling. You will listen your way into a lot more sales than you'll ever talk your way into. Try it and see.

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Did You Know?

The monument industry terms we listed last month were fairly common. Here are some other terms. How many of these do you know?

- Ashlar — Small dimension granite pieces, rough or finished which make up the side-walls of buildings or mausoleums.
- Apex — The top of a die, cap, plinth or sphere sloping upwards to a point from the four sides.
- Drop — Distance between the lowest and highest points of an oval, bevel, serpentine or wash.
- Plinth — A square block serving as a base for a statue, vase, etc.; the base of a column or the second base of a three or four piece memorial.
- Wash — The exposed part of the upper edges of a base when given a slope to shed water. A narrow beveled surface.
- AMA — American Monument Association, a trade association of quarriers and monument manufacturers.
- MABA — Monument Builders of America, a trade association of retail monument dealers.