About Our Cover Picture

What picture could better reflect the majesty and beauty of Barre granite and of traditional cemeteries? This scene at Kensico Cemetery in Kensico, N. Y., was photographed by Milt Lyndes, BGA General Manager, using a Rolleiflex camera and Ansco color film. If you'd like a copy of the picture, we'd be glad to send it to you.

Monument Business in '62 Looks Good

Barre predicts the upward trend in the monument business will carry over into 1962. The basis for Barre's optimistic view are the signposts around the country that indicate a good year ahead for the monument business.

The general economy of the country is steadily progressing. Assuming there will be no major domestic or international crisis, U. S. citizens should continue to spend money for monuments in slightly increasing amounts during this spring and summer. In short, there will be more money available in 1962 for monuments than there was in 1961.

Naturally, the weather plays an important part in monument sales but only on a short term basis. Weather is too fickle for anyone to predict what will happen. Let's hope for the best and endeavor to keep our display yards attractive and clear of snow. In areas where snow is heavy, dealers should invest in a set of tire chains and go calling on prospects. Chances are you'll find most of them home.

Although last year there was a slight slowdown in mortality here in the United States, in the long run about 1% of the popula-

Write Us A Letter

This issue of the Select Barre Newsletter is only one of many steps taken by your Barre granite manufacturers to help you do a better job. Won't you write us a note telling us what you think of this Newsletter?

With each succeeding issue, we will be giving you a lot of good practical information to help your business. We will also tell you about our Traffic Department and our Freight Consolidation Service, our BGA Cemetery Assistance Program, and many other things that Barre has developed for you.

But, we would like to hear from you! Write us a letter giving us some of your suggestions about how we can better serve you through this Newsletter. Milt Lyndes, BGA General Manager, Bud Cain, Manager of Dealer Services, Barrett Adams, Director of our Cemetery Assistance Program, and all the others at the BGA office are anxious to hear from you soon.

Milt Lyndes

General Manager

THE BARRE GRANITE ASSOCIATION, INC.
Monument Selling with Bud Cain

"What can I do about a local cemetery caretaker who has decided to sell monuments at retail? He is taking business away from me."

This question was recently asked by one of our good Barre dealers. This is a common problem, but you must be guided by local conditions in solving it. Here is his situation and our recommendation:

The cemetery involved is a small one with about 14 to 16 burials a year. John Jones is the only dealer in the area and he had been getting practically all of this business until a few months ago when the cemetery caretaker decided to turn a quick dollar by offering the lot owners a monument at $50.00 over the invoice price or quotation from the manufacturer. When the customer saw the actual invoice or quotation from the manufacturer, he quickly agreed to buy from the caretaker. Naturally, the established dealer could not compete with the "give-away" selling methods of the cemetery caretaker, and had lost the last eight monument sales.

Our recommendation to the dealer was, "If you can't lick him, join him."

Some quick arithmetic showed us that the caretaker's gross profit on 12 monument sales per year was $600. To arrive at his net profit the cost of hauling in his own truck and setting had to be deducted.

Because Jones had this cemetery already established with good quality, high-priced monuments, he knew that his average sale would be in the neighborhood of $900.

Our recommendation to Jones was to hire the cemetery caretaker as a part-time salesman at a 5% commission. For the present at least, the cemetery caretaker will not close sales. He will, instead, "pave the way" for Jones' call.

This arrangement removes the caretaker from the "carpetbagger" field and his endeavors on behalf of Jones should produce better and more satisfied customers. Financially, it could turn out to be an arrangement as good, or even better, than either Jones or the caretaker enjoyed before.

Each case is different, but perhaps you can utilize some portion of this idea if you experience a similar situation in your area.

Let us have your opinions and problems. We want this column to be a regular feature of the Select Barre Newsletter.

Did You Know?

Here are some monument industry terms with definitions that probably are familiar to you old timers. How many of you newcomers to the business are familiar with them?

**Banker** — The support or rest for a stone in process of manufacture, or the working space for a stonemason.

**Joint** — Generally the bottom of a die that has been squared up for setting on the base. This term also refers to any surface to be joined to another surface.

**Bed** — The top surface of a base that has been cut to fit the joint of a die.

**Bevel** — A slanting top. A bevel differs from a "slant" in that a "slant" refers to a sharply slanting face.

**Slant** — An extreme bevel usually with a nosing at the top and bottom — as a slant marker.

**Blued** — A surface darkened in color by a sand-blast abrasive.

**Bas-relief** — Sculpture in low relief. (It is pronounced "baa-relief").

**Cinerary Urn** — An urn used for the ashes of cremated bodies.

**Chamfer** — A beveled edge. It is the surface made by cutting away a square edge.

**Cornice** — Any moulding or decorated projection that crowns or finishes the part to which it is affixed.

**BGA** — The initials of the Barre Granite Association, Barre, Vermont.

**Barre Guild** — A trade name for guaranteed monuments owned by the Barre Granite Association.

The Language of the Flowers

You will find it easy to use the language of the flowers in memorialization. If you know the personality and character of the deceased, you can interest your customer in utilizing the symbolism of flowers to make a more meaningful and personal monument.

Here are some commonly used flowers, together with their symbolic meanings.

- **Acanthus** — Heavenly Gardens
- **Bleeding Heart** — Grief — Bereavement
- **Calla Lily** — Sympathy — Zeal
- **Clematis** — Mental Beauty
- **Columbine** — Gentleness
- **Daisy** — Innocence — Youth — Hope
- **Daffodil** — Desire — Regard
- **Gladiolus** — The Incarnation — Preparedness

**Grapevine** — The Eucharist — The Church — Unity

**Grape** — Charity

**Hollyhock** — Ambition

**Honeysuckle** — Generous and devoted affection

**Iris** — A Message

**Ivy** — Faithfulness — Memory — Fidelity — Immortality

**Jonquil** — Regard — Desire
Ohio retail monument dealers through their progressive state organization, will erect a monument to Lt. Col. John Glenn's first orbital flight.

We salute Ohio for their magnificent gesture to this great historic event. It indicates a high degree of imagination and organizational ability on the part of the Monument Builders of Ohio and particularly of Ed Farmer, their Executive Secretary.

The Barre granite manufacturers have been chosen to carve this monument! It will include a full-size space capsule in Barre Granite. Naturally your Barre friends feel deeply honored that Barre granite and Barre craftsmen have been chosen for the space capsule project.

The Barre granite block from which the space capsule will be hand carved will be six feet square and nine feet long.

The monument will be located in New Concord, Ohio, Colonel Glenn's home town. The Monument Builders of Ohio have already contributed $1,000 toward an eventual fund of $100,000. They plan a nationwide public drive.

We will keep you posted on this monument industry project as time goes on.

★ ★ ★
Your Silent Salesman

Do you have a sign that advertises your business day and night all year round? A good outdoor sign is a silent salesman for any monument dealer.

Your Barre manufacturers have cooperated to produce a wonderful Barre Guild illuminated outdoor sign. You can obtain one of these signs and your Barre manufacturer will help you pay for it. We have already sold over 60 of these signs to alert, aggressive retail dealers around the country.

These signs are designed specifically for you. Dealers have told us that their high quality, modern appearance, large size (5 feet x 3 feet) and the price which is only $99.50 F.O.B. Cincinnati, plus lettering, makes the best sign bargain they have ever seen.

This sign calls attention to your firm day and night the year round. The big, bold lettering of your company name will stand out like a beacon for all to see. Write your BGA for details.

National Ad Boosts Dealer, Barre

Barre is mighty proud that it has been advertising memorialization on a national scale for over 30 years. We are proud, too, that our national ads have asked the public to seek assistance from established retail monument dealers.

This spring, millions of readers saw the ad illustrated here on this page when it ran in Good Housekeeping magazine.

Despite the fact that this is only a one column ad, a considerable amount of research and thinking went into its creation. For instance, our research told us that the Barre Guild guarantee was instrumental in a tremendous number of customers purchasing Barre monuments. We also found that customers appreciated the clean, sparkling blue-gray color of Select Barre Granite. The tremendous strength of the Barre Guild guarantee — backed by 61 members of the Barre Granite Association — brought home to every customer the security that Barre granite is the better buy in the long run.

You will also note that there are very few words in this advertisement. Time and time again advertising research has pointed up to us that the average magazine reader hesitates to read a monument advertisement. Large blocks of copy in a monument ad are simply not read by the average person. Therefore, we must put across our message with the least number of words. Incidentally, this is a good point for you to remember in your own advertising.