Presenting a Bright Idea
In Outdoor Advertising —

RETAILER MONUMENT DEALER SIGN
**The Price Is Right**

Because your Barre Granite Association pays part of the cost of this handsome sign, your co-op price is only $99.50 plus lettering charges.

Price is F.O.B. Cincinnati, Ohio and includes G.E. lamps and hanging hardware.

**Put Your Name In Lights**

![Image of illuminated sign]

You are permitted a maximum of nineteen 6" letters and spaces per line. You may use either one or two lines depending, of course, on the length of your firm name. There is an imprint charge of 50 cents per letter on each panel.

Recommendation of the 6" letter size is based on visibility studies which show that this size is best for a sign of this type. Where longer firm names are required, 4" letters can be used, however we recommend 6" letters be used, even if words must be abbreviated.

We have included a separate order blank to facilitate fast, easy handling of your order.

**Shipped Direct To You**

Your new sign will be shipped direct to you in a closed container, fully assembled and ready for installation. Shipping weight is 125 pounds. Package includes a choice of hanging hardware suitable for wall iron method, hook and boom method or center pole method.

Mounting hardware for a center pole installation is $9.00 extra.

Be sure to check local building codes, regarding hanging of signs before ordering.
An Installation Method
To Suit Your Sign Needs

Wall Iron Method

Center-pole Method
(pole to ground not furnished)

Hook & Boom Method
(boom not furnished)

A Word About Outdoor Advertising

Important to you, as a Retail Monument dealer, is the fact that your sign will show people where you are as well as what you sell while projecting a dignified image that marks you as a good firm to do business with when the need arises.
Are You "Fixing Up" Too?

It seems that most of the monument dealers that I have talked with lately are planning on "fixing up" their monument shops with additions, remodeling, etc.

Their planning includes both large and small projects. Two dealers are relocating and building entirely new shops. Others are redesigning their interior showrooms, offices, and outdoor displays. Some are putting in new fronts, new flagstone walks, new signs, covering cement block walls with wall board, painting, etc.

Yes, there are many things that we can do to make our places of business more attractive and inviting to the monument prospects who visit us. And, we will be increasing our sales in proportion to the amount of "Fixing Up" we do!

Now that your Spring rush is past it is a fine time to plan improvements because you should have some capital to put back into your businesses. The months of July and August with their good weather is an ideal time to put your plans into action.

In considering your "Fixing Up" plans, give thought to installing a big, modern Barre Guild Dealer Outdoor Sign. It will help sell more monuments for you. The Share-the-Cost price of $99.50 makes it your best value in any "Fixing Up" plan. Hundreds of these specially designed Monument Dealer signs are now in use all over the country. They are doing a brilliant job of providing their owners with 24 hours a day, 365 days a year QUALITY IDENTIFICATION.

Many of these Big, Bright, Modern Dealer Signs have been in constant use for over three years. Their owners report that these signs continue to look like new and that no maintenance has been required on them. Fluorescent illumination provides long, long life without frequent and costly lamp replacements.

Your Dealer Sign is so called because it is the only sign available from any organization that gives YOU top billing. The Barre Guild Seal takes up a small space at the bottom of the sign, leaving the large space at top for YOU.

What's more, YOU get a big 34" x 64" illuminated sign with deep, thick plastic side panels of white translucent polyethylene.

Here's one of the finest outdoor sign values ever offered anywhere in or outside the monument industry.

The best part of it all is its cost ... only $99.50. (see enclosed order form for details) because your BGA friends Share the Cost. YOU'D better order YOUR sign TODAY!

Identify Yourself with 4-Color Business Cards

Another effective selling aid produced for you by your friends in the Barre Granite Association is attractively designed colored business cards. These quality cards reflect the image of the high quality dealer. They are made available to you on our Share-the-Cost basis.

Your BGA manufacturers have made arrangements with the Relief Printing Corporation of Boston, Mass., to have each card printed with a beautiful color photograph of monuments on the back. It is to your advantage to be certain the business card you place in the hand of your prospect reflects you, your firm, your workmanship and your products with quality and dignity. You want it to be the best card obtainable.

As you examine the sample card enclosed, you can readily see that here is a card that will perform the kind of job that you want your business cards to do.

Included with this issue of your Newsletter is a separate sheet of complete information about these high quality business cards. Also included is a sample sheet of fine stationery which you may order at a very attractive price.

Order your supply now, direct from the Relief Printing Corp., 63 Summer St., Boston, Mass. These beautiful business cards can be obtained at the reasonable price of only $4.95 for 250 imprinted cards. Use the enclosed order form to order yours now!