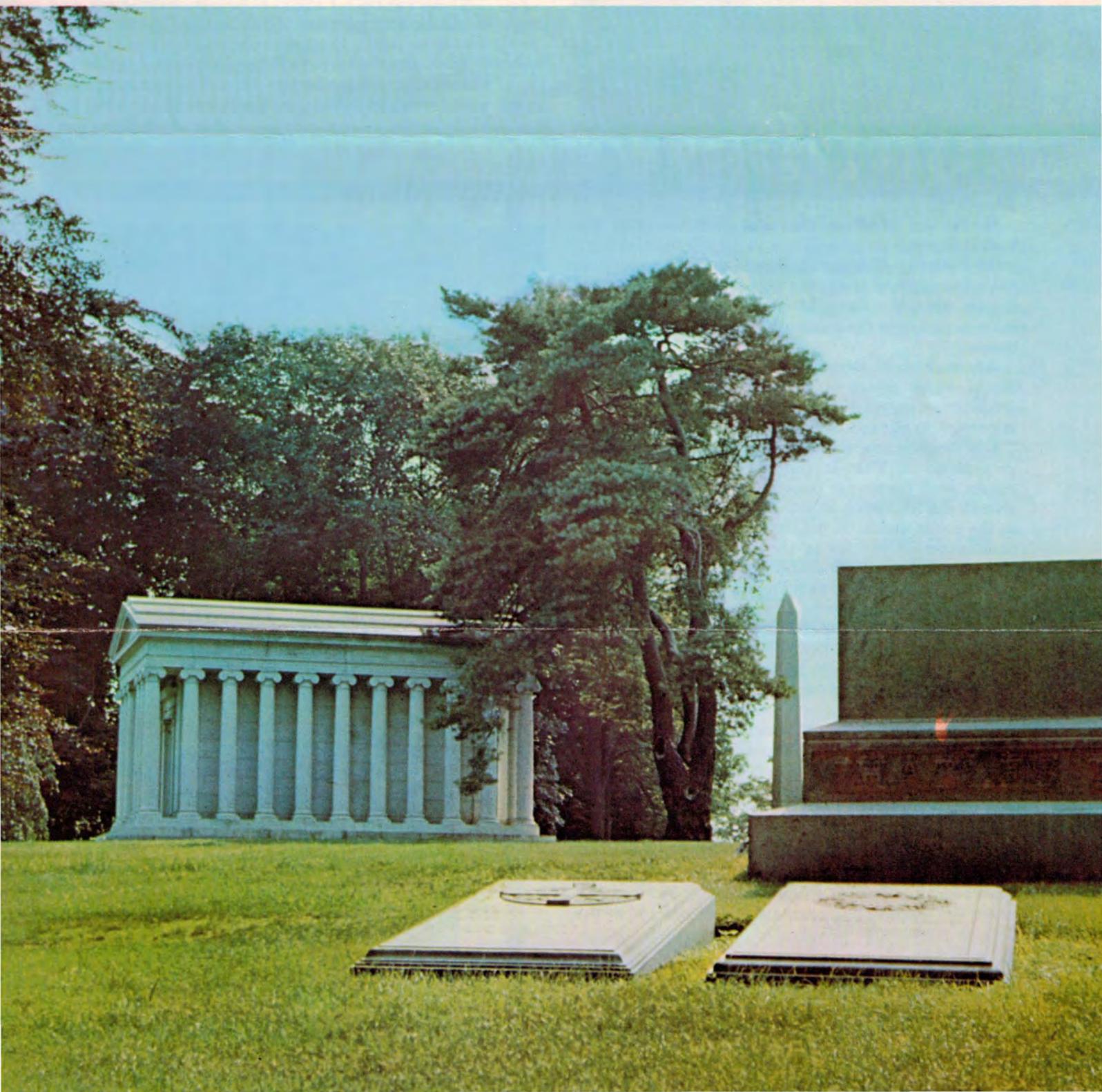


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BARRE
NEWSLETTER

VOLUME 4, NUMBER 5

APRIL 1963





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Published by the Barre Granite Association, Barre, Vermont.

Who is the BIGGEST?

Which city produces the most monuments in the United States?

As a matter of interest, Barre, Vermont, produces more monuments than any other city in the United States. Also, the Barre-Montpelier District produces more monuments than any other district in the United States.

Although we in Barre — The Granite Center of the World — are proud of being the largest monument producing area, we do not consider it to be particularly important to our customers.

But there is one claim that your Barre friends are very proud of. That is, the fact that we are widely known as a center for memorial art, and that Barre granite craftsmanship is acknowledged to be the finest in the entire memorial industry. The 40 odd sculptors plus numerous carvers in the Barre-Montpelier area make up the largest concentration of such craftsmen in the world. In addition to sculptors and carvers, Barre is proud of its hundreds of skilled stonecutters. Altogether our local granite industry numbers well over 2,000 people.

Even though our companies have been constantly on the march in mechanizing the Barre monument industry, the expansion of our monument production has created a constant labor shortage of granite craftsmen to carry on the high quality work demanded from our customers.

So, in spite of the fact that Barre ranks first as a monument producing center, we believe that bigness in and of itself is neither good nor bad. What does interest us — and interests you the retail monument dealer — is a pride in the quality of Barre granite and of Barre workmanship. This we are proud to say is what has made the Barre-Montpelier area great and, it is the primary reason why we are called, "The Granite Center of the World."

Milt Lyndes
BGA GENERAL MANAGER

Year 1962 Has Most Deaths Since 1918

During 1962, the Census Bureau estimates that 1,738,339 people died. This figure topped that of any other non-war year except 1918 which was higher due to the flu epidemic.

These figures for 1962 are provisional figures, and it will be several months before the Census Bureau is able to verify this estimate.

With the rising population in the United States, the number of deaths has risen. For instance, compared to eight years ago, the mortality in 1962 was 17% higher.

"Remembered For All Time"

The most popular direct mail folder ever developed for retail monument dealers is entitled, "Remembered For All Time." It was produced by your friends at the Barre Granite Association.

You recently received the newly revised issue of this folder. Its reception has been no less than tremendous and the BGA office is busily filling your orders for this attractive monument folder.

As with all sales aids produced by the Barre Granite Association for retail monument dealers, our new folder is made available on a share-the-cost basis. Because your Barre manufacturer contributed a part of the cost, you pay only five cents per folder and receive free imprinting of your firm name. If you have not yet ordered your folders, the BGA will be happy to honor your request.



National Ads Feature Barre Guild Trade-Mark

Retail monument dealers will see national advertisements this spring that feature the value of the Barre Guild Seal etched on a monument.

A series of advertisements is being sponsored by the Barre Granite Association during March, April and May. These ads will appear in the Christian Herald, Catholic Digest, and National Jewish Monthly. All of these magazines are nationally distributed and the total readership runs into the millions.

These Barre Guild monument ads encourage potential customers to visit you, their local retail monument dealer. The prestige created by Barre's national advertising lends strength to your local promotion of Barre Guild monuments to your customers.



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.



Do You Clean Monuments For Profit?

I've often wondered why more retail monument dealers don't take advantage of the additional income they could get from cleaning monuments. Although you may be in an area where your local cemetery restricts you from doing so, I have personally talked with a number of monument dealers who have realized an excellent income through a planned program of monument cleaning in their area.

What Are the Benefits?

Obviously the #1 benefit to you is a greater income without the investment of any large amount of money. The second benefit is an improvement in monument appearance which enhances any traditional cemetery. The third benefit is that it will help you to obtain possible leads for the sale of new monuments. These are all benefits that will help you, and I am sure that you can probably name others.

How Do You Go About It?

Every retail monument dealer should possess some information about cleaning monuments. Yet,

I know of some dealers who have never taken the time to learn about this important part of their business. Just as there are many ways to skin a cat, there are many, many ways of cleaning a monument, and it seems that everyone has a favorite way of doing it.

Art Perry, Barre's well-known Superintendent of Cemeteries, has passed on to me his suggested method of cleaning monuments that does not require expensive equipment.

1. Cover any evergreen or shrubs that are adjacent to the monument.
2. Soak grass around the monument with water in order to prevent grass burn.
3. Apply Liquid Zit (full strength) over the surface of the monument with a wooden brush (palmetto or tampico), working from the base upward.
4. Keep your liquid in a plastic pail and wear rubber gloves and an eye shield.
5. Leave the Zit solution on from 15 to 45 minutes depending upon the soiled condition of the monument.
6. Mix a small handful of Vapor X crystals into three quarts of water and apply this over the Zit solution. Leave the Vapor X solution on no more than 30 seconds to one minute while scrubbing with your wooden brush.
7. Never allow this solution to dry on a polished surface because it will streak. Wash off the entire monument with plenty of water.
8. Wet down the grass surrounding the monument in order to prevent grass burn.

Art's method of monument cleaning will do an excellent job provided the monument is made of a good quality granite. Anyone who has visited Hope Cemetery at Barre will attest to this fact.

(Continued on next page)

It's Not All Easy

It is the removal of stains caused by oil, grease, paint, etc., which creates the biggest problems. Success in removing this type of stain depends largely on how long the stain has been allowed to set. Most of the granite industry supply firms market cleaning products. Some of these products are designed for use in the general cleaning operation while others are used for specific conditions. Your supply man will be glad to discuss this subject with you.

There's Profit In It

The amount of profit to be made from a monument cleaning operation depends on many things but, mainly on the operator himself. One dealer told me that he persuaded a well-to-do lady to engage his firm to clean all the monuments in a small country cemetery where her parents were buried. He was paid \$1200 for this service. Of course, as one grows in this business he will receive repeat orders. The regularity of repeat business will depend mainly upon the amount of dirt or industrial fumes in the air. In some areas monuments should really be cleaned annually. In other areas every two, three or four years.

Tracing Down Gladstone's Immortal Words About Memorialization

The memorial industry knows well the words attributed to William Gladstone:

"Show me the manner in which a nation or community cares for its dead and I will measure with mathematical exactness the tender sympathies of its people, their respect for the loss of the land and their loyalty to high ideals."

Although monument dealers, cemeterians, and funeral directors are all familiar with these words, it has become somewhat of a mystery as to when and where England's famous statesman William Gladstone actually uttered them. The American Funeral Director, the leading publication in the funeral field, has been attempting to trace down this famous statement and find out when and where and under what circumstances they were said by Gladstone. Thus far the American Funeral Director has searched high and low without success.

Can any of our readers of the Select Barre Newsletter solve this mystery? If anyone can supply us with the correct information, we will be glad to award him with a beautiful pair of Select Barre cuff links from the "Granite Center of the World."

New Barre Guild Decals



Now Ready for Dealers

Requests from retail monument dealers from all parts of the country have resulted in your Barre friends' producing a new Barre Guild decal. You will be more than pleased with its new attractiveness, modern design and attention-getting power.

When you display these decals at your retail establishment you will indicate to your potential customers that you are a quality dealer selling nationally advertised monuments backed by the famous Barre Guild guarantee.

The new Barre Guild decal comes in two sizes. The large size measuring 16 1/4" wide by 15 3/4" high is ideal for use on display windows, truck panels, outdoor and indoor signs and for any other smooth flat surface.

You will find there are many places for the smaller 8" x 7 3/4" decal. It is especially suited for small sized windows and paneled windows.

A new feature of these colorful blue and white decals is that they are weather resistant and do not require water to be applied. You simply remove the backing which covers a strong, permanent pressured sensitive adhesive. The decal can then be applied directly to any clean flat surface.

How You Can Obtain These New Decals

Upon written request, the Barre Granite Association will send each retail firm one large decal and two smaller decals *free of charge*. Additional decals may be purchased at \$1.00 for the larger size and 25 cents for the smaller size. Write today for the number of decals you want.