

Select
BARRE
NEWSLETTER

DECEMBER 1971



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EDITORIAL

WHY the Test of Time Should be Your Watchword

What should you as a retail monument dealer be selling to the public?

A temporarily attractive traditional memorial?

An identification marker?

A permanently attractive traditional memorial?

I am sure that any retailer would prefer to be selling only permanently attractive traditional memorials. Some times cemetery regulations permit only the sale of an identification marker or small monument. But one thing you as a retailer can control – for your direct and future benefit – is the quality of material you furnish in the memorial or marker.

For this reason, the test of time should always be your watchword in the choice of granite you use for your memorials. Select Barre Granite is predominant in its ability to remain attractive over the years. During the past century Select Barre Granite Memorials have publicly proved their ability to pass the test of time.

Poor quality stone that will not retain its attractive appearance has been and will continue to be a menace to the future of the monument industry. Some cemeteries are waiting for an excuse to ban traditional monuments. Poor quality stone is a good reason.

Our responsibility to the buying public should always be uppermost in our minds when we select and recommend memorial stone. Occasionally some other non-monumental stone is promoted to the trade on a price basis but like a rocket it makes a brief impression, then quickly fades away.

The test of time cannot be overemphasized in the memorial industry. It is the foundation for every argument in favor of traditional memorials.

About Our Cover Picture

The cost of maintenance is one of the major concerns of cemeteries today. This memorial with the flush base featuring a vase is not a new idea. However, it does provide efficient grass trimming while still permitting a flower vase and a reasonably sized base. This gives the lot owner a larger memorial without extra grass maintenance.



UNIQUE WAR MEMORIAL FOR POSTAL EMPLOYEES

Matthew S. Stukowski of the Genesee Monument Company in Buffalo, N.Y., and Buttura & Sons, Inc., BGA manufacturers in Barre, Vermont, have created a new and different war memorial.

The memorial is being erected in the Buffalo, N.Y. area to honor postal employees who answered their country's call in the cause of freedom. It was also dedicated on October 25, 1971.

Produced in world famous Barre granite, the memorial features the new United States Postal Service Insignia together with the old Post Office Department Insignia.

This unusually effective memorial in Select Barre Granite illustrates a refreshing approach in war memorial design.



MORTALITY IN YOUR STATE is a Measure of Your Potential Sales

Most retail monument dealers are well aware of the number of deaths that occur in their market area. For your information and interest, we are setting out Federal Government's figures of the number of persons who died in each state during 1970:

STATE	NUMBER OF DEATHS	
	1970	1969
New England	114,262	115,236
Maine	11,088	10,795
New Hampshire	7,351	7,330
Vermont	4,455	4,580
Massachusetts	56,068	57,164
Rhode Island.....	9,528	9,284
Connecticut	25,772	26,083
Middle Atlantic	381,128	381,056
New York	187,542	188,049
New Jersey	67,316	66,457
Pennsylvania	126,270	126,550
East North Central	373,452	373,127
Ohio	101,297	98,513
Indiana	47,342	48,750
Illinois	108,454	108,854
Michigan	75,597	75,924
Wisconsin	40,762	41,086
West North Central	164,613	166,710
Minnesota	32,933	33,893
Iowa	29,393	29,500
Missouri	52,705	53,384
North Dakota	5,736	5,736
South Dakota	6,585	6,688
Nebraska	15,715	15,064
Kansas	21,546	22,445
South Atlantic	291,902	290,504
Delaware	5,128	5,014
Maryland	32,188	31,778
District of Columbia	10,497	10,595
Virginia	38,085	38,394
West Virginia	20,265	19,824
North Carolina	45,089	45,514
South Carolina	22,658	23,036
Georgia	41,187	41,886
Florida.....	76,805	74,463
East South Central	130,900	130,486
Kentucky	33,163	33,212
Tennessee	40,363	40,250
Alabama.....	34,543	33,630
Mississippi	22,831	23,394
West South Central	173,412	172,246
Arkansas	20,586	20,607
Louisiana.....	33,686	33,839
Oklahoma	26,276	25,454
Texas	92,864	92,346
Mountain.....	67,575	65,720
Montana	6,545	6,596
Idaho	5,892	5,976
Wyoming.....	2,949	2,958
Colorado	18,227	17,723
New Mexico	7,451	7,241
Arizona	15,172	14,258
Utah	7,267	7,058
Nevada	4,072	3,910
Pacific	222,444	220,367
Washington.....	30,369	30,519
Oregon	19,491	19,567
California	166,925	164,700
Alaska	1,443	1,325
Hawaii	1,421	4,256

¹Revised.

How NOT to Get Ahead!

Sales training manager was almost at his wits end. A trainee continually started long-winded discussions of trivial matters, asked pointless questions and in general disrupted the entire training program.

Finally the trainer told him, "You know, you have a great deal in common with the chairman of the board of this company."

"I have?" said the trainee, pleased. "How do you mean?"

"Well," replied the trainer, "you're both as high in this company as you'll ever get."

MONUMENT SALESMEN - Like Archie Green's Sales Letters

Retail monument dealers and their salesmen are finding that a subscription to Archie Green's Sales Letters provide them with considerable help in their selling.

Archie, who is the retired Executive Vice President of the Monument Builders of North America, has been preparing these Sales Letters for several years. Your BGA Office is a subscriber and we find his letters most educational and helpful. They are published monthly, and a year's subscription is only \$37.50. A bargain.

Some of the subjects discussed by Archie in his attractive four-page letter are "Upgrading the Sale," "Opening the Sale," and "Techniques for Closing Sales."

If you are interested in subscribing, you may contact Archie Green at 707 49th Avenue, East, Golf Lakes Estates, Bradenton, Florida. 33505.

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In a company that has 50 employees who earn as little as \$2.00 an hour, the yearly cost for five wasted minutes each day is a staggering \$4,250.

American women outnumber men today by a margin of 5,500,000. In 1960 they had only a 2,500,000 edge.

Vermont is the country's most rural state, with over 67% of its people living in places of under 2,500 population or in open country.

The Federal Government estimates that personal consumption expenditures for death during 1970 in the United States amounted to about 2.2 billion dollars. These expenditures included cemetery plots, memorialization, funerals and other related costs. The Government reports that funeral home and crematory receipts this year will amount to 1.6 billion dollars. This is 3% more than 1970.

TRADITIONAL MEMORIALS in World-Famous BARRE GRANITE

The true spirit of personal memorialization is brought out in these beautiful Select Barre Granite Memorials recently created by member-companies in the Barre Granite Assn.

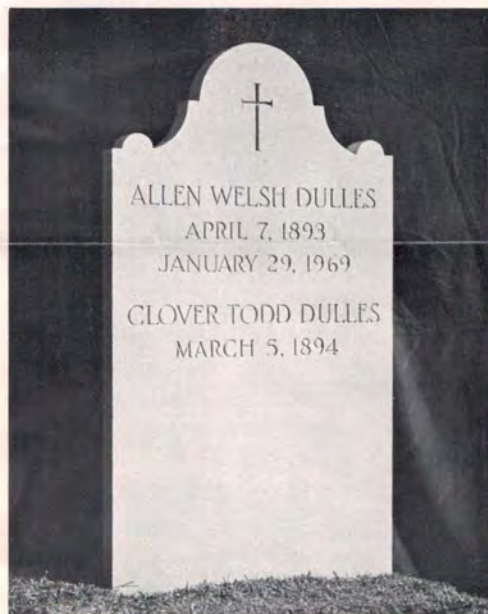
The Telara Memorial was produced by the Peerless Granite Co. The Dulles Memorial was produced

by Anderson-Friberg Co. Allen Dulles was the head of the Central Intelligence Agency in Washington.

The Ironside Memorial was produced by the Adams Granite Co. and the Jules Chatot Family Memorial was produced by the North Barre Granite Co. of which Jules Chatot is a partner.



"Telara" by Peerless Granite Co. in Hope Cemetery.



"Dulles" by Anderson-Friberg. Sold by Gault & Son, Inc., 4512 York Rd. 21212 Baltimore, Md.



"Ironside" by Adams Granite Co. in Hope Cemetery.



"Chatot" by North Barre Granite Co. in Hope Cemetery.