

Select
BARRE
NEWSLETTER

VOLUME 5, NUMBER 3

FEBRUARY 1964



BARRE
CO-OP
AD PROGRAM

SPRING 1964



VOL. 5 NO. 3

FEBRUARY 1964

Published by the Barre Granite Association, Barre, Vermont.

BARRE WILL HELP YOU

When the officers of the Barre Granite Association plan our monument promotion programs for the year, one question must be answered in the affirmative before any BGA plan is approved. That question is: "Will it help the retail monument dealer?"

The Barre Granite Association Cooperative Newspaper Advertising Program was made available to all retail monument dealers because *it will provide the type of help that dealers want and need.* The Barre Cooperative Newspaper Advertising Program will be helpful to you in your business. The ads, developed for your use, have been tested and found to be effective.

Your Barre Granite Association bases its philosophy upon deeds rather than words. We believe that good sound practical help for retail monument dealers is just as important as publicizing our product. That is why we have developed the Cooperative Newspaper Advertising Program as well as motion pictures, dealer signs, direct mail folders, designs, business cards, the Barre Cemetery Service Program and many other things that directly benefit retail dealers.

Whatever your promotional plans may be for 1964, we hope that your retail monument firm will continue to sell Barre granite monuments whose time-tested quality makes them ideal for traditional memorialization.

Milt Lyndes

BGA GENERAL MANAGER

Accentuate the positive — eliminate the negative. "Yes" your monument prospect. Don't "but" him. If your monument customer likes a certain design and you don't have it in stock, don't say "It's a nice design but it would take 30 days to get it." It is much better to say "It's a nice design for you and I will get it in the exact size you want. It will only take 30 days."

Advertising Your Monuments in the Newspaper

Are you interested in more sales power for your advertising dollar? Barre Guild's Cooperative Newspaper Advertising Program will give you this added sales power.

Your Barre Granite Association manufacturers pay you 30% of your space costs in your local newspaper when you advertise your business under this Program.

Take your choice of 15 modern newspaper ads. These ads are professionally designed to promote sales of monuments by your company. You will find a special Easter ad, a Mother's Day and Memorial Day ad plus a number of others in different sizes.

Retail monument dealers all around the United States are grateful for the Co-op Advertising Plan and are accepting Barre's offer to help pay for their newspaper advertising costs.

Your retail monument business grows faster.

Here's How You May Participate

If you want to take advantage of the Barre Cooperative Newspaper Advertising Plan, all you have to do is this:

1. Fill in the enclosed ad mat order sheet and return it to the Barre Granite Association, Barre, Vermont.
2. Utilize the approved Barre Guild ad mats.
3. Run your ads any time from February 15 through May 15, 1964.
4. Return the tear sheets of your ads together with your bill from your newspaper to the Barre Granite Association within 30 days after your ads appear.
5. Be guided by the Cooperative Newspaper Advertising Plan Rules that are set out elsewhere in this Newsletter. That's all there is to it. It is simple and easy for you.

Co-op Newspaper Advertising Plan Rules

The manufacturers of Barre Guild Monuments, through the Barre Granite Association, will participate in the local newspaper advertising by the Barre Guild monumental retailers. The extent of our participation will be 30% (but not to exceed a total of \$150.00) of the space cost for your advertisements appearing in your local newspapers during the period from February 15 to May 15, 1964, inclusive. Participation in this plan is subject to the following conditions:

A. MEDIA

- (1) This cooperative advertising program is limited to space advertising in accredited daily, weekly, or Sunday newspapers.
- (2) Does not include other publications such as catalogs, direct mail, display pieces or other forms of advertising.

B. COPY AND ILLUSTRATIONS

- (1) "Barre Guild Monuments" must be the only brand-name monuments mentioned or illustrated in the advertisement.
- (2) With the exception of headlines, advertisements

must incorporate the portion of the ads illustrated in the Co-op Ad Mat Series. However, these ads may be expanded to any size to enable the retailer to include his own copy.

- (3) The retailer may include as much additional copy as he wishes in each ad.
- (4) All advertisements must be free from misleading or deceptive statements whether direct or implied.

C. CLAIMS FOR REIMBURSEMENT

- (1) The retailer should file claims at the published, local open line or inch rate for advertising. Only space costs qualify under this plan.
- (2) A full page tear sheet showing date of insertion must be attached to the newspaper invoice which must show number of lines or inches, rate and total amount claimed.
- (3) Claims must be received *within 30 days* after the advertisement has appeared.
- (4) All claims, and all related correspondence, must be sent to: The Barre Guild Division, Barre Granite Association, Barre, Vermont. (You will receive swift action on your ad claims. Our 30% of your advertisement cost will be sent to you each Friday on all approved claims received.)

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.



The More People Who Know You, the More Sales You Can Make

Many independent surveys prove that there is a direct relationship between the number of people who have a favorable impression of a company and the amount of business that company does.

Obviously, one of the most important factors in building a successful and growing monument business is to become more widely and favorably known.

If 500 people know about your company in a favorable way, and 10% of those people buy your product, this means 50 sales for you. Suppose you publicize your company so that 5000 people have a good impression of you. If 10% eventually buy, this means 500 sales for you.

How does a retail monument dealer tell more people about his business in order to have more prospects? This can be done in a number of ways: personal contacts by you and your salesmen, by maintaining an attractive display of monuments, by satisfied customers telling their friends about you — and by advertising.

You Can Create More Prospects with Newspaper Ads

Even though you may use all of the accepted techniques for becoming more widely and favorably known through personal selling, you reach only a limited number of people. This is why newspaper ads can help you.

Newspapers are one of the least expensive ways to get more people to know you and your business. Everyone reads newspapers. Your monument ad will go to hundreds, even thousands of people at home. It will give you a chance to start selling your customer in his own home where the interest to buy often begins.

It is true that big city newspaper advertising rates are sometimes high. But you may find that shopping guides or local papers of a specialized interest will have very attractive rates.

But, whatever you do, don't expect immediate results from so-called "one shot" advertising. All experienced retailers know that the ads that really pay off are those running regularly over a period of time.

Many independent surveys prove that there is a direct relationship between the number of people who have a favorable impression of a company and the amount of business that company does.

Let Barre Pay You 30% of Your News- paper Ad Costs

Your Barre Granite Association manufacturers want to give you sound, practical help. They will pay you 30% of your advertising space costs when you use the mats illustrated in this newsletter between February 15, 1964 and May 15, 1964.

All of these Barre Guild mats are pre-tested. Choose the mats that best fit your business. They all reflect the image of quality that you want for your company.

Hundreds of dealers are using these specially designed mats and they are pleased with the results.

Send your mat order today. Your Barre friends stand ready to help you build a growing and successful business.

*In Remembrance
of Mother...*

A MEMORIAL OF YOUR LOVE

Here is a gift for eternity — a beautiful Barre Guild Memorial created by craftsmen and guaranteed to endure forever.



Monuments

DEALER'S NAME
AND ADDRESS

Ad No. 61-7

Make Memorial Day — your Day of Remembrance

Prepare now to choose a beautiful Barre Guild Monument to memorialize your departed loved one on Memorial Day.

We have a wide choice of monuments guaranteed by the Barre Guild.



Monuments

DEALER'S NAME AND ADDRESS

Ad No. 61-1M

Monuments



Let our experience guide you in the selection of a family monument.



Monuments

Name of Dealer

DEALER'S NAME AND ADDRESS

Ad No. 64-1



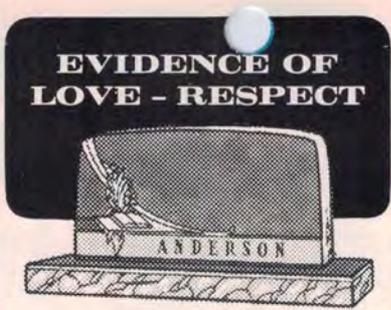
Let the solemn joy of Easter manifest itself with a beautiful Barre Guild Monument to your departed loved ones.



Monuments

DEALER'S NAME AND ADDRESS

Ad No. 61-13



There is no better way to show your love and respect than with a Barre Guild Certified Monument. Call today or visit our monument display.



Monuments

DEALER'S NAME AND ADDRESS

Ad No. 63-2



Beautiful and Economical

Let our experience guide you in the selection of a family monument. Made of Select Barre Granite that is guaranteed, a Barre Guild Monument is a permanent tribute to your family name.



Monuments

DEALER'S NAME AND ADDRESS

Ad No. 63-5

ORDER MATS BY NUMBER

Monuments

whose lasting beauty is permanently guaranteed by all members of the Barre Guild.

Monuments

DEALER'S NAME AND ADDRESS

Ad No. 63-3

Monuments

THIS TRADEMARK

is your guarantee of an everlastingly beautiful family monument. Barre Guild Monuments have set the standard for fine memorialization for over 30 years.

DEALER'S NAME AND ADDRESS

Ad No. 63-6



LASTING MEMORIES ARE PRICELESS, SO SEE WHAT YOU BUY

Nothing you buy will ever be as permanent as a family monument. Its purchase warrants thought and guidance.

See what you buy. Visit the monument dealer who has a complete display, and who can design a personalized monument to harmonize with its surroundings.

We have the experience. We have the complete display. We specialize in fully guaranteed Select Barre Granite Monuments.



Monuments

DEALER'S NAME AND ADDRESS

Ad No. 63-4



Remembered FOR ALL TIME

A Barre Guild Certified Monument is carved from Select Barre Granite and guaranteed for all time. It is your assurance of a beautiful and fitting monument to those you love. See our fine monument display.



Monuments

DEALER'S NAME AND ADDRESS

Ad No. 63-7

A LOVED ONE

Remembered

Your love is permanently expressed for a loved one when their resting place is marked by a Barre Guild Monument. Only Barre Guild Monuments are permanently guaranteed by an association of monument manufacturers. Visit our display.



Monuments



DEALER'S NAME AND ADDRESS
Ad No. 63-8

IN THE
*Finest
Tradition*



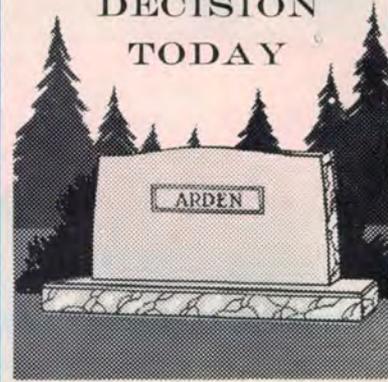
Our years of Experience, and complete display of monuments can be your guide to proper memorialization. Select a certified Barre Guild Monument that will express your love and will harmonize with your cemetery lot.



Monuments

DEALER'S NAME AND ADDRESS
Ad No. 63-12

TOMORROW'S
DECISION
TODAY

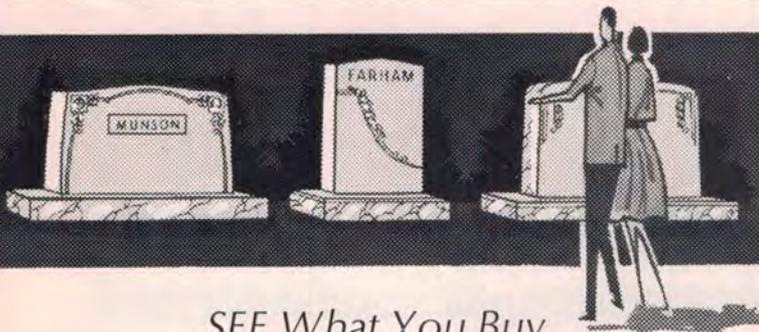


Your selection of a family monument should be made *now* while all are here to participate in the choice and give it the careful thought it deserves. We will be happy to work with you in this important purchase.



Monuments

DEALER'S NAME AND ADDRESS
Ad No. 63-13



SEE What You Buy

Nothing you buy will ever be as permanent as a family monument. Its purchase warrants thought and guidance. See what you buy. Visit the monument dealer who has a complete display, and who can design a personalized monument to harmonize with its surroundings.

We have the experience. We have the complete display. We specialize in fully guaranteed Select Barre Granite Monuments.



Monuments

DEALER'S NAME AND ADDRESS
Ad No. 63-9

A
TIMELESS
TRIBUTE



A personalized monument, carved of Select Barre Granite, can say more than many words. It will be an everlasting tribute to a loved one. See our display of Barre Guild Monuments, backed by the industry's strongest monument guarantee.



Monuments

DEALER'S NAME AND ADDRESS
Ad No. 63-14



Monuments

THIS HALLMARK

is your guarantee that the monument you buy will always remain beautiful.

DEALER'S NAME AND ADDRESS
Ad No. 63-10

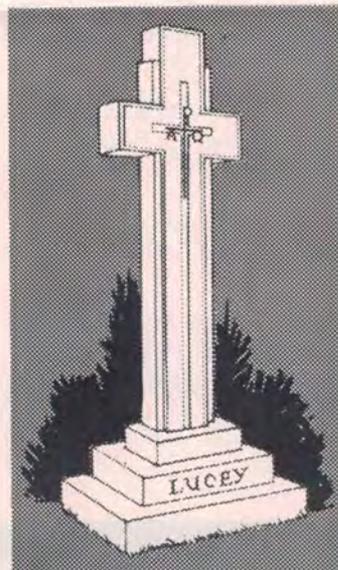
Permanently Guaranteed

to stand as a living tribute — the strongest guarantee in the monument industry.



Monuments

DEALER'S NAME AND ADDRESS
Ad No. 63-11



A PERMANENT TRIBUTE

A flat metal plate or marker merely identifies a grave. An upright monument shows love and respect. Your Barre Guild Monument, carved from Select Barre Granite and backed by the strongest guarantee in the industry, will be a permanent tribute to those you love. See our display and learn more about the Barre Guild guarantee.



Monuments

DEALER'S NAME AND ADDRESS
Ad No. 63-15

ORDER MATS BY NUMBER