Select BARRE NEWSLETTER

VOLUME 5, NUMBER 1 SEPTEMBER 1963

BGA FALL CO-OP AD PROGRAM

Select BARRE NEWSLETTER

VOLUME 5, NUMBER 1 SEPTEMBER 1963

Published by the Barre Granite Association, Barre, Vermont

NEW BARRE CO-OP ADVERTISING PROGRAM

Your Barre Granite Association has a dramatic new series of newspaper mats ready for you to use in our Fall Cooperative Newspaper Advertising Program.

Our Co-op Program runs from October 1 to December 31, 1963. Your Barre Granite Association manufacturers pay you 30% of your space costs in your local newspaper when you advertise your business under this program.

Here's How You May Participate

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 Oct. 1 through Dec. 31, 1963.
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'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 October 1 to December 31, 1963, inclusive. Participation in this plan is subject to the following conditions:

A. MEDIA

(1) This cooperative advertising program is limited to space advertising in 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.

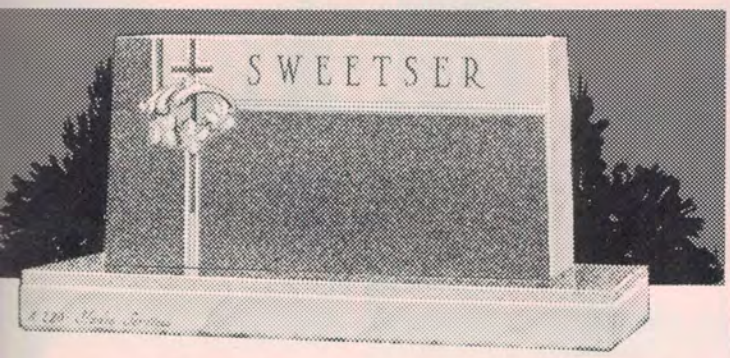
(2) A full page tear sheet showing date of insertion must be attached to the newspaper invoice which must show number of lines or inches, rate and total amount claimed.

(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.)

Your retail monument business grows fastest when you use a balanced program of newspaper advertising, direct mail and personal contacts.

MAKE ALL SOULS' DAY, November 2nd,
YOUR DAY OF REMEMBRANCE



Decide now to memorialize your loved ones for All Souls' Day. Our years of experience will guide you in selecting a permanent tribute. See our complete display of Barre Guild Monuments finely sculptured in sacred Catholic tradition.

BARRE GUILD
Monuments

DEALER'S NAME AND ADDRESS
Ad No. 63-1

EVIDENCE OF LOVE - RESPECT

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.

BARRE GUILD
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.

BARRE GUILD
Monuments

DEALER'S NAME AND ADDRESS
Ad No. 63-5

Monuments

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

BARRE GUILD
Monuments

DEALER'S NAME AND ADDRESS
Ad No. 63-3

BARRE GUILD
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

ORDER MATS BY NUMBER

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.

BARRE GUILD
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.

BARRE GUILD
Monuments

DEALER'S NAME AND ADDRESS
Ad No. 63-7

THE BARRE GRANITE ASSOCIATION INC.

A trade association of quarriers and manufacturers

51 CHURCH STREET TEL. GRANITE 6-4131
BARRE, VERMONT, "THE GRANITE CENTER OF THE WORLD"

October 2, 1963

Dear Mr. Retail Monument Dealer:

We know that you have been looking forward to receiving the latest information about our Barre Co-op Newspaper Advertising Plan. We are very happy to enclose it and we hope that you will notice that we have 15 new advertising mats available.

Because you are receiving this material later than we had planned, we would like to apologize. The printer who prepared this material for you experienced unexpected delays. To participate in the Co-op Program, mail the attached order form today together with your $1. registration fee. We will send you by first class mail the mats you desire and you can proceed immediately with the Co-op Program.

If you wish to use last year's Co-op newspaper mats, you may do so. But, please return the registration form to us, so that we will have a record of your participation.

Newspaper advertising is one of the most prominent instruments of retail business growth. Your Barre Granite Association manufacturers are pleased to be able to offer you their cooperation in this important phase of your business.

Sincerely,

Bud Cain

O. J. "Bud" Cain
Manager of Dealer Services

Barre Granite Association, Barre, Vermont

Cooperative Newspaper Advertising Program

Oct. 1, 1963 to Dec. 31, 1963

In order to participate Retailers must return this form to Barre Granite Association, Barre, Vermont.

Gentlemen:

I have read the rules concerning the new Barre Co-op Newspaper Advertising Program, and I would like to participate.

Enclosed is $1.00 to cover my registration. I am to receive the newspaper mats that I have checked below by return first class mail.

MAT NO.	QUANTITY	MAT NO.	QUANTITY	MAT NO.	QUANTITY
63-1		63-6		63-11	
63-2		63-7		63-12	
63-3		63-8		63-13	
63-4		63-9		63-14	
63-5		63-10		63-15	

FIRM'S NAME _____

STREET ADDRESS _____

CITY _____ STATE _____

DEALER'S SIGNATURE _____

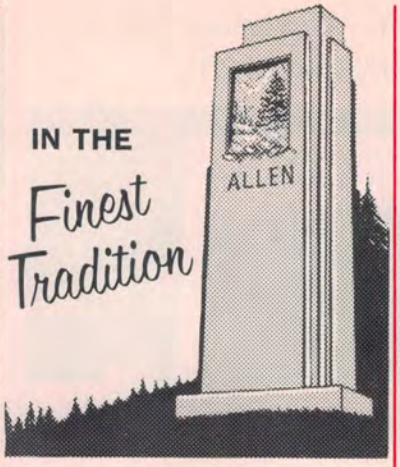
A LOVED ONE *Remembered*

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.

BARRE GUILD Monuments

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

IN THE *Finest Tradition*

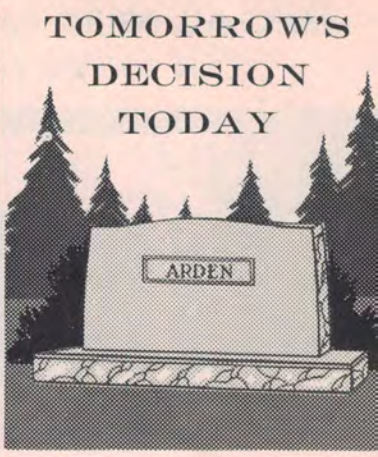


Our years of Experience, and complete display of monuments can be your guide to proper memorialization. Select a certified Barre Guild Monument that will express your love and will harmonize with your cemetery lot.

BARRE GUILD Monuments

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

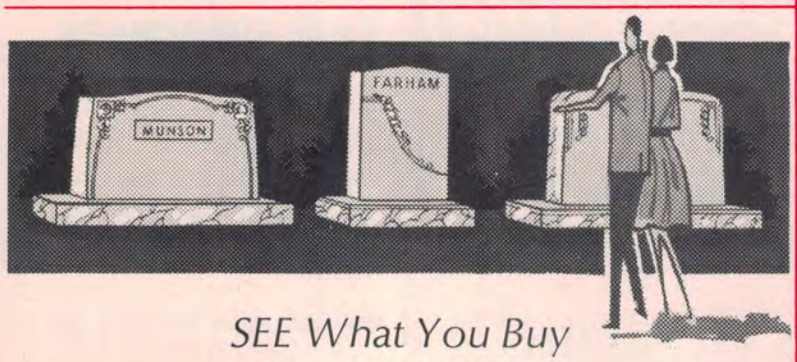
TOMORROW'S DECISION TODAY



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.

BARRE GUILD 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.

BARRE GUILD 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.

BARRE GUILD Monuments

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

BARRE GUILD Monuments

THIS HALLMARK

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

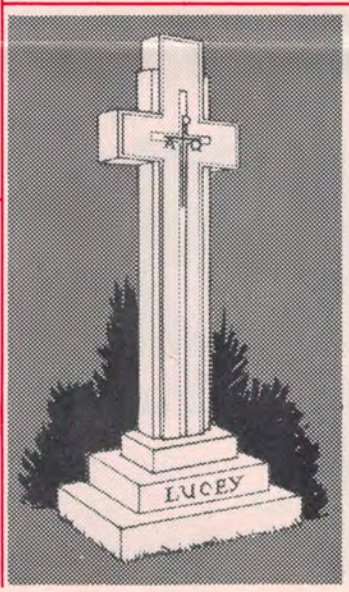
DEALER'S NAME AND ADDRESS
Ad No. 63-10

Permanently Guaranteed

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

BARRE GUILD 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.

BARRE GUILD Monuments

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

ORDER MATS BY NUMBER