BGA Trustee, Norman Beck, missed his putt by a whisker, but it made an outstanding picture for BARRE LIFE Photographer, Tom Fitzpatrick.
THE BARRE STONE TRADES SCHOOL students created this Barre granite plaque, which will be on display at the United States Department of Labor in Washington. It was recently presented to the National Apprenticeship Program, which is administered by the Department of Labor.

THE LEO GARAND FAMILY plays a major role in the operation of the S.L. Garand & Co. This firm is a long time BGA member and a leading memorial manufacturer. The occasion of the photograph was the retirement of Leo Garand, shown at left. His sons are Richard, John and Steve, all active in the company.
COLOMBO GRANITE COMPANY has created this imposing memorial for the Town of Wareham, Mass. Carved of Barre granite, it was furnished through Chester E. Atwood & Son of Wareham. Ellsworth Atwood is the owner of that firm.

EUGENE STEFANAZZI, representative for Buttura & Sons, holds two brook trout caught on a recent fishing trip to Burlington, Maine. The trout on the right weighed two pounds and measured sixteen inches.

C.R. DAVIDSON CO. recently created a replica of a Holiday Inn sign as a family memorial. Clyde Davidson, a BGA member, reports that the monument purchaser owns a number of Holiday Inns and wanted this theme for his family memorial.
LACROSS MEMORIALS has furnished the above memorial to the Lackawanna Pa. War Memorial Committee in Scranton. At right is a memorial furnished to Eden Memorial Studio in Eden, New York. Both monuments are in Barre granite.

MAURICE & LUCY WATKINS, well known Barre residents, were instantly killed by an automobile while vacationing in Florida. Maurice Watkins was the retired president of Cook, Watkins & Patch. Their memorial, in Barre granite, is in Hope Cemetery, Barre, Vermont.
A glorious Vermont summer day at the Lake Morey Inn and Country Club in Fairlee, Vt. helped to make the annual meeting of the Barre Granite Association an outstanding success.

The annual BGA golf tournament, the first annual BGA fishing derby, tennis and sunbathing were the order of the day before members got down to the serious business of conducting their annual meeting late in the afternoon.

Fred Ralph, Vice-President of the Rock of Ages Corporation, was elected President of the Barre Granite Association for a one-year term. The BGA membership elected two new Trustees at its recent annual meeting. They are Stuart Abbiati, President of the South Barre Granite Co., and Lucien Rouleau, President of the Rouleau Granite Co. They were elected for three-year terms.

Fred Ralph is head of all quarrying operations at the Rock of Ages Corporation. He has participated in many phases of the granite manufacturing business and has been active on a number of committees in the Barre Granite Association.

Other BGA Trustees include Joseph Mureta from the Montpelier Granite Works, Melvin Friberg of Anderson-Friberg Co., Donald Fontana of the Peerless Granite Co. and Norman Beck of Beck & Beck, Inc.

At the BGA annual meeting, General Manager Milton Lyndes was given a new title of Executive Vice-President.

Ray Stroutsos of Cook, Watkins & Patch shows off his golf form to his army of followers on the golf course. His wife Gloria and Tillie Beck observe.

Dave Rounds of Beck & Beck and other BGA tennis players agree next year may be the time to start the first annual BGA tennis tournament.

Doris and Silvio Nativi of Nativi & Son both made the winners’ circle in the golf tournament. Doris received an award for low net and Silvio received his second place award for low gross.

Bud Cain of the Rouleau Granite Co. visits with Joy Lastra and Milton Lyndes of the BGA.

Bob Couture of Family Memorials, an avid outdoorsman, was part of the large group who participated in the first annual BGA fishing derby.

George Karnedy of the Rock of Ages Corp. snagged a three-lb. bass out of Lake Morey and received first prize for the largest bass.

Leo Buttura of Buttura & Sons charmed the largest pike out of the water and received an award for his efforts.

Richard Pillette of Williamson Polishing Co. and John Salvador, BGA Treasurer, both tied for second place low net. Glenn Sulham is at right.

Gardner Walker, Barre Guild Freight Consolidation Terminal Manager, claimed little experience in getting out of a sand trap.
Bob Colombo, Colombo Granite Co., got an award for low net score, presented by Glenn Sulham.

Bob Hilferty (at left) of Beck & Beck, Inc., was another prize winner in the fishing derby. Ed Comolli (right) of the BGA made the presentation.

Second place women's winner for low net went to Emma Sulham who got very personal attention when the award was made by her husband, Glenn.

John Salvador, BGA Treasurer and Nick Cetrangolo of the Cetrangolo Finishing Works enjoyed the new and expanded facilities at the Lake Morey Inn during the BGA reception.

Donald Fontana, a BGA trustee and his guest, Carol Morse. Donald is head of the Peerless Granite Co.

Ken Lemnah and his lovely wife represent the Montpelier & Barre Railroad which serves the Barre granite industry.

Leo Buttura, Jr. of Buttura & Sons, and Pete Quinlan of Rouleau Granite Co. won their fishing derby prizes for catching the largest perch. Ed Comolli made the presentation.

Mr. and Mrs. Fernand Maurice and Real Maurice of Maurice Memorials, whose firm is a long-time member of the BGA.
Richard Garand of S.L. Garand & Co. caught the smallest fish in the BGA fishing derby and Ed Comolli presented him with a frying pan to fit.

Low gross winner in the men's division went to Arthur Amell of Cetragolo Finishing Works, here presented by Glenn Sulham at right.

Gloria Stroutsos of Cook, Watkins & Patch won second place for low net and was presented an award by Glenn Sulham.

Arthur Perry, retiring Superintendent of Barre City Cemeteries (left), with Merilyn Friberg, low gross winner in the golf tournament and her husband, Mellie, who has successfully concluded a two-year term as BGA President.

Mr. and Mrs. Howard Rock of the Chioldi Granite Corp., a long-time BGA member.

Jim Kelley of the Wells-Lamson Quarry Co. and David Reid of Cook, Watkins & Patch.

Peggy and Paul Rouleau and Ray and Cindy Rouleau of the Rouleau Granite Co.

Catherine Salvador, wife of John Salvador, BGA Treasurer, and Lola Zorzi of the Adams Granite Co., were among a strong field of participants at the BGA annual golf tournament.
There is Something Special about a BARRE GRANITE SIGN

We are enthused about the beauty and practicality of outdoor identification in world famous Barre granite. Here is another series of Barre granite signs created by Dick Johnson, artist and designer.

If you know of a new office building, manufacturing firm, doctor, lawyer, merchant or chief in your community, why not discuss the possibility of a beautiful and unusual outdoor identification in Barre granite? BGA member-companies have produced many signs for many kinds of businesses. They always impart a special air of quality, stability and imagination that always pleases both the client and the public.
The two preceding paragraphs are contradictory, yet they are both true: some retailers say that people want colors other than gray and some retailers say people buy on price alone; Barre’s industry leadership is a simple statement of fact. It is what these retailers say that turns out to be fiction. The recent completed study by Richard Manville Research uncovered two important facts:

The Buying public overwhelmingly prefers gray and... Quality of material and Workmanship is far more important than price!

There was a striking similarity of knowledge and attitudes between people interviewed by Manville who had already purchased monuments and those who had not. This indicates that monument purchasers learn very little during the process of purchasing a monument. There were two major exceptions:

NON PURCHASERS EXHIBITED A MUCH GREATER PREFERANCE FOR GRAY GRANITE AND EXPECTED TO PAY 25% MORE FOR A MONUMENT THAN THE PURCHASER ACTUALLY SPENT. We can only conclude from this that some retailers, because of their own preconceptions, are talking their customers out of buying gray granite and, because of an unjustified fear of price-cutting competition are reducing the selling price.

What the Survey Showed

Of the non-purchasers who felt that color was important in the selection of a memorial, the vast majority wanted gray. The rest of the non-purchasers had no preferance or wanted a neutral color. Thus it is safe to assume that most of those who said they had no color preferance would accept the distinguished, traditional neutral gray of Select Barre Granite.

Thus, we can conclude that nearly 90% of the non-purchasers—your future customers—are customers for gray granite.

Price, workmanship and material are ranked by both purchasers and non-purchasers as the three most important items to consider when purchasing a monu-

(continued p. 22)
When you sell Barre Guild Monuments, it pays to let people know.

The Barre Guild Seal has become the industry-wide standard of quality and permanence. You're proud of your name; show pride in the products you sell. Your customers have come to recognize the seal as a symbol of the very best in monuments.

Made with vandal-proof Lexan

and rigid aluminum, your new Barre Guild Sign is built to last! You have probably seen this remarkable space-age material demonstrated on television. You can hit it with a hammer ... even throw bricks at it and it will survive.

If you have an old Barre Guild sign,

you can replace broken or faded panels with these new Lexan faces ... they have been designed to fit the old Barre Guild signs.

* Your name appears in permanent, easy-to-read letters
  - 19-6 inch characters (letters and spaces) per line
  - 1 or 2 lines depending on length of your name
  - 6 or 4 inch letters available
    (6 inch letters are recommended)

* Shipped directly to you
  - Shipping weight is 125 pounds
  - Hardware included for hanging with wall iron or hook and boom; hardware for center pole installation is available at extra cost

Impressions that sell.

As a retail monument dealer, it is important that your clientele be continually reminded of your commitment to quality. Your Barre Guild sign not only identifies your location, it tells all who pass by that you care about providing the very best. What's more, the message comes through day and night.
Keep ahead of time on your sales.
Order your BARRE GUILD display clocks today.

The famous Barre Guild seal and quality Dualite clock combine to remind your customers of your commitment to the finest quality memorials. Mounted in your office or showroom, it makes an attractive and useful nightlight. It's 15 by 18 inches and includes two lines of free imprinting.

Put this 24 hour salesman to work for you.

Its low price makes it possible for you to supply clocks to other businesses to publicize your own retail business.

Use form on the next page to order your clocks and sign.
__ ORDER FORM __

☐ BARRE GUILD CLOCKS-
Please send me_________(number) new Barre Guild Illuminated indoor clocks @ $37.25. Up to two lines of imprinting. (See lettering guide below) are included free. (sent post-paid)

☐ SIGN REPLACEMENT PANELS - in pairs only -
Please ship_________pair(s) of 3/16" Lexan replacement panels for my present sign @ $147 a pair. Up to two lines of imprinting are included free. (see lettering guide below)

☐ NEW BARRE GUILD SIGN
Please ship________new Barre Guild Monument Retailer outdoor sign(s) @ $218 including two lines of imprinting. (see lettering guide below)

Equip sign for installation with...

___Wall End Irons for rigid suspension.
___Hanging Hoods for boom suspension.
___Mount for center pole erection. (mount $30 extra)

NOTE: With center pole type installation, please indicate where the electric outlet connection is desired: on top _____ side _____ or through the center pole head ______.

LETTERING GUIDE:
Maximum of 19 letters and spaces per line. Use one or two lines. Imprint my sign and/or clock as follows:

<table>
<thead>
<tr>
<th>Number</th>
<th>Item</th>
<th>Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Clock</td>
<td>37.25</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Replacement Panels</td>
<td>147.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sign</td>
<td>218.00</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL ORDER . . . . . $.  

Send your order to:
BARRE GRANITE ASSOCIATION
51 Church Street
Barre, VT 05641

ALLOW FOUR TO SIX WEEKS FOR DELIVERY.

Enclosed is my check in the amount of $_______. 
Bill me_______

SHIP TO:
Retailer's Name ______________________________

Street ______________________________

City, State, Zip ______________________________

Dealer's Signature ______________________________
News from the Cemetery Field

Edward Comolli,
BGA Manager Cemetery Services
A BABY SECTION FEATURE IN BARRE GRANITE located in Lowell Cemetery, Lowell, Mass., is a fine example of landscaping and theme. Barre manufacturers can provide a variety of sizes and designs of these small features.
Maintenance of Monument Sections vs. Marker Sections

Robert G. Garrison, General Manager of Toledo Memorial Park and Mausoleum, Sylvania, Ohio, is past President of American Cemetery Association. He provides below an actual cost analysis of maintaining a two-three acre monument section compared to a similar sized flat marker section. Here are the mowing and trimming costs:

ANNUAL COST

<table>
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<tr>
<th>Per Monument Section:</th>
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<tbody>
<tr>
<td>Mowing costs (15 times)</td>
<td>$ 780.00</td>
</tr>
<tr>
<td>Trimming costs (4 times)</td>
<td>348.00</td>
</tr>
<tr>
<td>Other,</td>
<td></td>
</tr>
<tr>
<td>Small mowers (15 times)</td>
<td>610.00</td>
</tr>
<tr>
<td>Chemical Kill-All (once)</td>
<td>56.00</td>
</tr>
<tr>
<td><strong>TOTAL COST, per season</strong></td>
<td><strong>$1,794.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Per Marker Section:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mowing costs (15 times)</td>
<td>$ 675.00</td>
</tr>
<tr>
<td>Trimming costs (4 times)</td>
<td>702.00</td>
</tr>
<tr>
<td>Other,</td>
<td></td>
</tr>
<tr>
<td>Small mowers (15 times)</td>
<td>420.00</td>
</tr>
<tr>
<td><strong>TOTAL COST, per season</strong></td>
<td><strong>$1,797.00</strong></td>
</tr>
</tbody>
</table>

Mr. Garrison says, "We realize that if a cemetery is to build financial security for the future and meet the inflationary spirals, it must provide a variety of services. If the cemetery cannot provide monument type sections, the client will surely go where that service is available."

"We have found that our cost of maintaining the monument areas, together with good pricing practices, has made it very advantageous for us to continue to build new monument sections along with the expansion of the other types of services mentioned. The need is there and it is up to us to fulfill that need."

AN ENTRANCE FOR ST. MARY CEMETERY is an interesting combination of Barre granite sculpture and brick. This cemetery is under the direction of George Merrett, and is located in Tewksbury, Massachusetts. George is a past president of the New England Cemetery Association. The outstanding Sacred Heart sculpture was created by Peerless Granite Company.
WE ARE ALWAYS AMAZED at the ingenuity of some cemetery superintendents and their employees. For example, these tough plastic guard wheels on a push-type mower can end your problems of harming upright memorials when inexperienced help is trimming with a power mower. This idea is another one of many from Mt. Auburn Cemetery in Cambridge, Mass., home grounds of Duncan Munro, past President of the American Cemetery Association.

GOOD CEMETERY INCOME can be obtained by providing family mausoleum lots. This two crypt mausoleum, made of Select Barre Granite and Gem Mist Granite, was created by Beck & Beck, Inc., of Barre, Vermont, for the Patten Monument Company, Hastings, Michigan; Jack Patten, owner. It is erected in Riverside Cemetery, Three Rivers, Michigan.
EW QUARRY DEVELOPMENT at the Rock of Ages Corp. was part of the interesting tour taken by nine members. Guided by Ed Molloni (far right) these members studied the latest developments being made at Hope Cemetery and served various manufacturing processes as well examining Barre granite various finishes in order to more knowledgeable about the monuments in their respective cemeteries.

LOT ARRANGEMENT

Closely spaced monuments work if they are planned with care. -And common foundations are possible.

Maintenance is improved with things like moving arows and selected shrubs.

Grever & Ward Inc.

The purpose of the Public Relations Program is to promote the advantages of traditional memorialization. It is financially supported primarily by monument manufacturers and quarriers throughout the United States.

Retailer Services  (continued from p. 13)

ment. BUT 52% OF THE MONUMENT PURCHASERS INTERVIEWED COULDN'T EVEN REMEMBER WHAT THEY PAID FOR THEIR MONUMENT! They did remember that they were satisfied with their purchase. They did feel that they got their money's worth. They were pleased with the design and workmanship. From this, we can conclude that while price may seem important to the customer, at the time of purchase, it is important only to the extent that the customer feels that he is getting his “money’s worth” in a product about which he has no knowledge!

The retailer who demonstrates the benefits of his product, who shows his customer the inherent qualities of Select Barre Granite and why it is worth more, will do far better than the dealer who cuts his price on a cheap job at the drop of a hint of “shopping”.

So now we know for a fact what we have always felt ... Barre Granite is “The Granite Center of the World” because it is providing the public with what it wants. There have been more monuments erected in these United States made from world-famous Select Barre Granite than any other material.

Sell your next customer what he wants ... Select Barre Granite ... at a reasonable price.
Our consumer research tells us that the American public wants to be memorialized. Furthermore, our research shows that most families would like to have a memorial. Our research also indicates that people don’t know very much about monuments. This is why the monument industry has decided to create a public relations program whose purpose is to create a better understanding and appreciation for family monuments. One hundred thousand dollars will be spent the first year.

This program is being financially supported by the producers of monuments throughout the United States, with a substantial financial contribution by the Monument Builders of North America. It will be a straightforward program, mostly through the news media, and will promote the positive aspects of memorialization.

The Barre Granite Association member companies have given wholehearted support to this program and Barre will be one of the major financial contributors. If significant results are obtained, more money will be invested.

The monument industry has a great story to tell. Think for a moment about the growing interest today in one’s family heritage. The book and television series called “Roots” is one example. The Bicentennial Celebration has come at a perfect time. It emphasizes our national heritage and has created renewed interest and pride in our great country, the United States of America.

Traditional family monuments are a rich source of history and cultural values. On the other hand, lawn level markers and public mausoleum crypts are but impersonal marks of individual identification that will have little value for our children and grandchildren.

The monument industry’s public relations program is indeed a challenging and expensive effort. It indicates the determination of monument people throughout the United States to carry their important message to the American public.
The memorials on the following pages were recently created by Barre Granite Association member companies. These memorials are all of world famous Barre granite, with a natural finish.

All of these memorials have a natural resistance to the dis-coloring effects of time and weather. They are easily maintained.

The artistry and craftsmanship reflected in these memorials are typical of the vigorous and progressive nature of Barre memorial producers. They are acknowledged world leaders in the granite memorial field.
Produced by Valz Granite Co., a BGA member firm.
VOTING MEMBERS OF THE BARRE GRANITE ASSOCIATION

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADAMS GRANITE CO.</td>
<td>Lewis St. (Elgio Zorzi)</td>
<td>802-476-5281</td>
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<tr>
<td>ANDERSON-FRIBERG CO.</td>
<td>Willey St. (Melvin Friberg)</td>
<td>802-476-7021</td>
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<tr>
<td>BECK &amp; BECK, INC.</td>
<td>Center St. (Norman Beck)</td>
<td>802-476-3179</td>
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<tr>
<td>BUTTURA &amp; SONS, INC.</td>
<td>Boynton St. (John Buttura)</td>
<td>802-476-6646</td>
</tr>
<tr>
<td>CELENTE &amp; BIANCHI</td>
<td>Willey St. (Elda Bianchi)</td>
<td>802-476-4463</td>
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<tr>
<td>CETRANGOLO FINISHING WORKS</td>
<td>Northfield (Nick Cetrangolo)</td>
<td>802-485-5711</td>
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<tr>
<td>CHIOLDI GRANITE CORP.</td>
<td>S. Front St. (Howard Rock)</td>
<td>802-476-3661</td>
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<td>COLOMBO GRANITE CO.</td>
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<td>802-476-7061</td>
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<td>COOK, WATKINS &amp; PATCH CO.</td>
<td>Blackwell St. (David Reid)</td>
<td>802-476-4175</td>
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<td>C.R. DAVIDSON CO. INC.</td>
<td>(Clyde Davidson)</td>
<td>802-548-3591</td>
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<td>DESILETS GRANITE CO.</td>
<td>Barre St. (Vic Roselli)</td>
<td>802-223-2111</td>
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<td>EVERLASTING MEMORIAL WORKS</td>
<td>Pioneer (Dante Quintana)</td>
<td>802-223-2642</td>
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<td>Burnham's Meadow (Robert Couture)</td>
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<td>S.L. GARAND &amp; CO.</td>
<td>Pioneer (Richard Garand)</td>
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<td>S. Front St. (Judge Giudici)</td>
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<td>Railroad St. (Jules Chatot)</td>
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<td>Willey St. (Donald Fontana)</td>
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<td>RIVARD GRANITE CO.</td>
<td>Mill St. (Robert Rivard)</td>
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<td>ROCK OF AGES CORP.</td>
<td>Graniteville (Jay Slaybaugh)</td>
<td>802-476-3115</td>
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<td>ROULEAU GRANITE CO.</td>
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<td>WELLS-LAMSON QUARRY CO.</td>
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<td>802-476-4126</td>
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