EDITORIAL

People Want A

Freedom of Choice in Memorialization

The Barre Granite Association has always believed that the public should have a freedom of choice in memorialization. Several months ago the BGA purchased booth space at the national convention of Catholic cemetery officials (officially called the National Catholic Cemetery Conference). Our display boldly proclaimed the theme “PEOPLE WANT A FREEDOM OF CHOICE IN MEMORIALIZATION — PROPER CEMETERY PLANNING CAN ASSURE THAT CHOICE.” We in Barre believe in putting our best foot forward on behalf of traditional memorialization because it helps every retail monument dealer as well as our Barre manufacturers.

Dealers in the State of Michigan are embarking upon a program of institutional advertising through billboard messages in various parts of the state. Kansas-Oklahoma dealers have sponsored TV spots for the past two years. Indiana dealers are interested in developing a program. Connecticut Monument Builders Guild is studying a space advertising program in cooperation with an advertising agency. Sample ads are already completed.

We in the monument industry do not want others to legislate our product out of existence or to create regulations preventing the public from exercising a freedom of choice. On the other hand, we must acknowledge that there are other forms of memorialization which the public may desire. In the final analysis the public should have a freedom of choice within reasonable limits, BECAUSE THIS IS THE DEMOCRATIC WAY.

When the public has a freedom of choice, it is up to the monument dealer to advocate the advantages of a traditional memorial to the customer. Traditional memorials offer a better opportunity to personally memorialize individuals and families and they offer real satisfaction to the family. You may be assured that Barre will continue to encourage the public to choose monuments, and to support the freedom to choose whatever types of memorial it wants.

NEW BGA Truck Terminal Promises Better Deliveries

The Barre Granite Association has recently purchased a large building which will be used as a truck terminal. The BGA plans to consolidate truck shipments of granite going to monument dealers located in Southern, Midwestern and Far Western States.

The huge plant with more than 17,000 square feet of space is expected to be of great benefit to dealers in the South, Midwest and Far West because it will make it possible for the Association to control routings and expedite shipments. The building was formerly the Johnson & Gustaveson Plant. It sits on three and one-half acres of land on Boynton St. in Barre.

The terminal went into operation on December 1. Up until this year it had not been possible for the Association to find a terminal building with a suitable amount of land in the right location. The BGA Traffic Committee recently recommended the purchase of the J & G Plant and it was approved by the Board of Trustees. The members of the Traffic Committee are: Wayne Pelkey, Chairman Rock of Ages Corp.; Charles Pellegrini of the Rouleau Granite Co.; John Buttura of Buttura & Sons; Robert Stewart of Jones Bros. Co.; Libero Zampieri of Zampieri and Buttura; Robert Colombo of the Colombo Granite Co., and Oscar Garand of S. L. Garand & Co.

John Buttura, President of the Barre Granite Association, stated, “Many retail monument dealers want to increase their sales of Barre granite monuments but have found it difficult to receive prompt delivery of the product from Barre. We feel that this new truck terminal will give us better control over transportation so that we can give our dealers the service they need and want.”

Kelma Craige, formerly Supervisor at the Rock of Ages Corp., is the new Terminal Manager. He will have charge of loading all freight on outgoing trucks including the consolidation of orders where it is possible to do so.

Granite Center Delivery Service operated by Harry Bonazzoli in Barre will perform all of the pickups from the member-companies. Granite will be delivered to the terminal for transfer to truck by truck.

The Consolidation Service by railroad which has been operated by the BGA for many years will continue. The Association consolidates a number of pool cars to various points in the United States.
Important Facts You Should Know About the Freight Consolidation Terminal in Barre

1. This 17,000 square foot building was purchased by the Barre Granite Association to be used as a freight consolidation terminal by its 40 member-companies.

2. The new terminal will officially be called the Barre Guild Freight Consolidation Terminal.

3. The purpose of this terminal will be to help create a more efficient granite delivery service for you.

4. All shipments designated for your area will be picked up by Granite Center Delivery Service from the manufacturer for delivery to the terminal.

5. When you have orders placed with any BGA member-companies, we will combine these orders into one load at a reduced rate.

6. Your orders will be shipped out on a carrier that will get to your area as quickly as possible. Whenever it is requested or appears economically feasible we will utilize pool cars, carloads, truckloads or less than truckload shipments.

7. There will be a 500 lb. minimum charge on all truck shipments going out. We strongly recommend you take advantage of the cost savings for shipments weighing 500 lbs. or more. This is like buying your granite at a discount. It also will get your granite shipments to you quicker.

8. Most of your shipments will be prepaid. When this is the case, you will be billed directly from the Barre Guild Freight Consolidation Terminal for transportation costs for your granite. Freight bills are payable within 10 days to the Barre Guild Freight Consolidation Terminal.

BGA Obtains Reduction in Pool Car Rates

We have applied for and received a reduction in rail rates on our Barre Guild Consolidation Pool Cars to certain points. These reductions are in effect from Barre to Chicago, Ill.; Durand, Mich.; Louisville, Ky.; Muncie, Ind.; and St. Louis, Mo.

There has been a small increase in consolidation charges from 6c to 10c per 100 lbs. However, your net decrease in costs per cwt. will be: 21c less to Chicago, 16c less to Durand, 25c less to Louisville, 19c less to Muncie and 16c less to St. Louis.

Although the Barre Granite Association has begun a new truck consolidation service to benefit monument dealers, it continues to operate a Freight Consolidation Service by rail. For dealers who utilize these particular pool cars, the above reduction in rates will be appreciated.

Veterans Memorials Are Still Being Erected

If your community does not have a veterans' memorial, you should get busy and suggest that one be sponsored by your local veterans' group.

The Barre Granite Association would be very happy to assist you by sending you a number of ideas for veterans' memorials. We have many designs available. More war memorials have been made of Select Barre granite than from any other memorial stone. The reason for this is because communities want the very best for their investment. A public memorial is always placed in a prominent location for all to see. It will be a symbol of remembrance and an indication that the citizens in your community will always honor those who have fought for freedom.

DIRECTOR OF BGA CEMETARY SERVICE PROGRAM RETIRES

Barrett Adams, Director of the Cemetery Service Program for the Barre Granite Association, officially retired on the first of January 1969. He was presented with a beautiful silver bowl in recognition of his contribution to traditional memorialization.

For more than 10 years the BGA Cemetery Service Program has encouraged cemeteries to create modern monument sections. Barrett Adams has called on hundreds of cemeteries throughout the United States in an effort to promote good cemetery practice and to encourage cemetery managers to create monument sections for their lot owners.

Barrett is a Past President of the American Cemetery Association and an experienced cemetery manager of long standing. He is widely known and respected in the cemetery field. He wrote "A Guide to Planning the Modern Monument Cemetery," published by the Barre Granite Association.

Barrett says he will be available for consulting services in the monument and cemetery field, but after many years of extensive traveling, he hopes to be able to spend more time with his charming wife, Mardi, at their home in Wellesley, Mass.

John Buttura, President of the Barre Granite Association, on the occasion of Barrett's retirement, praised Barrett's continued efforts over many years to interest cemetery managers in the advantages of traditional monuments.

Milton Lyndes, BGA General Manager, is at left with Mr. and Mrs. Barrett Adams. Barrett is holding the silver bowl presented to him on the occasion of his retirement from the Barre Granite Association as Director of its Cemetery Service Program.
Catholic Folder Being Redesigned

We are revising our big Barre Guild Catholic Monument folder.

For many years dealers have relied upon the Barre Guild Monument folder entitled "Honored In Sacred Catholic Tradition" which contains more than 20 monument designs. This folder is now being redesigned and brought up to date with new monument illustrations.

We think you will be impressed with this folder when it becomes available next month. The printing is superior, the layout is very attractive and we know it will be useful to each and every monument dealer who has occasion to sell to Catholic families.

You will be notified when these folders are available.

Proposed Purchase of Rock of Ages Still Pending

The offer by the Nortek Corporation of Providence, R. I., to purchase the stock of Rock of Ages Corp. is still pending. After official approval by the Securities and Exchange Commission, Nortek will then make an official offer to each Rock of Ages stockholder to purchase their stock. If a sufficient number of stockholders agree, then the purchase will be made.

Nortek is a diversified company that has recently acquired ownership of several enterprises. Ralph Papitto, President of Nortek, and Paul Wilson, Vice-President, recently met with Milton Lyndes, General Manager of the Barre Granite Association, to talk about the granite industry and the proposed purchase of Rock of Ages Corp.

Both Papitto and Wilson stated that they hoped Rock of Ages management would continue to expand their production of rough stock in order to help meet increasing demands by Barre manufacturers. Papitto was impressed with the financial stability of Rock of Ages and he stated that if the purchase became a reality that he wanted Rock of Ages management to continue to make every effort to serve the needs of the monument industry through the sale of both rough stock and finished goods.

REVISED PRICE LIST for Barre Guild Sales Aids

Your Barre friends are required to make a slight upward adjustment in the price of sales aids due to the increased cost of printing. As you know, these sales aids are made available on a share-the-cost basis — we have already absorbed a part of the cost of each sales aid that you purchase. Here are the revised prices which are already in effect:

Remembered For All Time — 10c each including free imprinting.

Honored in Sacred Catholic Tradition — 10c each including free imprinting.

Into Thy Hands I Commend My Spirit — 8c each including free imprinting.

Protestant Memorials — 8c each including free imprinting.

To Be Remembered (Jewish) — 8c each including free imprinting.

Catholic Marker Folder — 15c each including free imprinting.

Protestant Marker Folder — 15c each including free imprinting.

The above prices are for any quantity. We provide four lines of free imprinting on all orders of 100 folders and over.

Free Sets of 1969 Barre Guild Monument Designs are Now Available

Have you obtained your free set of 1969 Barre Guild Monument Designs? We have 12 new monument designs produced by your friends at the Barre Granite Association. Six of them are Catholic designs and six are non-denominational designs. Our brand new Barre Guild designs are absolutely free to all dealers!

Those dealers attending the recent monument dealer conventions, had an opportunity to get a set of these Barre Guild designs from Jim Welch, BGA Manager of Dealer Services. If you missed your state convention, write directly to the Barre Granite Association and ask for a set of these designs and we will be very happy to send them to you with our compliments. Salesmen have received sets of these designs. Why not ask your regular Barre granite salesman to show them to you?