The Barre Guild in its 28th Year of Service

Twenty-eight years ago — in 1936 — the Barre Granite Association began its inspection and certification of monuments. The name given to these special monuments was Barre Guild and at that time the Barre Guild trademark was registered with the federal government. This same trademark has now become famous throughout the memorial industry and is the recognized symbol of monument dependability and beauty for more than a million people.

The Barre Guild was first created by Barre manufacturers to assure a high level of quality memorialization upon which retail monument dealers and their customers could depend. The guarantee which is given without cost with every Barre Guild monument has provided a strong sales feature to the retail dealer and security to the purchaser.

Before the creation of the Barre Guild there did not exist an industry-wide standard of excellence for memorials. The absence of such a standard had concerned memorial producers for many years. It was also a generally accepted fact that it was difficult for anyone other than an expert to accurately determine the quality of a new memorial by its appearance. The formation of the Barre Guild Program successfully established minimum standards for memorial production and offered a practical solution to the problems of judging the quality of a memorial. Qualified leaders throughout the monument industry credit the Barre Guild as the founder of a new era in memorialization throughout the United States.

Over the years there have been some changes made in the standards set by the Barre Guild, but the first rule that was established at its very beginning still stands unchanged. That rule is the heart of Barre Guild quality and dependability: All Barre Guild Monuments must be made of Select Barre Granite.

Today the Barre Guild, as it is administered by the Barre Granite Association, is closely attuned to the needs of retail monument dealers and to the best interests of the public. This is why the Barre Guild in 1964 is carefully preparing new changes that will make Barre Guild monuments even better.

The Barre Guild Standards Committee is studying the Barre Guild and all its facets. The committee is made up of respected granite manufacturers whose good judgment in the field of memorialization has been proved time and time again. This far-reaching study has been in progress for many months, and soon recommendations will be put into effect. When this happens, retail monument dealers everywhere will have cause to be thankful for the Barre granite industry's continuing leadership in the field of memorialization.

It is interesting to reflect upon the progress made by the more than 50 quarriers and manufacturers of the Barre Granite Association. All of them are competing with each other, yet there is a true spirit of cooperation among these companies in their concern for the betterment of the monument industry and their desire for the advancement of traditional memorialization. These are the prime motives of the BGA manufacturers in steering the course of the Barre Guild.

There is no truer acknowledgment of Barre's leadership than the fact that other industries and producers now seek to emulate our famous Barre Guild.

Milt Lydens
BGA General Manager
1. Every monument that is to be certified by the Barre Guild must have the registered trademark sandblasted on the die and the base. Here you see Mr. Russell Wildbur, one of Barre's skilled inspectors, checking a die at the J. O. Bilodeau plant.

2. Dies of Barre Guild monuments are shown lined up ready for Mr. Wildbur's inspection. Each monument is accompanied by its shop card showing the specifications, dealer's name, etc. When a monument does not meet Barre Guild standards, the inspector notifies the shop foreman. If the problem lies in the finish, perhaps the stone can be re-polished or again finished in the prescribed way. If the problem is an imperfection in the granite or is poor quality stone, the monument cannot be certified by the Barre Guild. A new monument will have to be made.
3. Mr. Louis Sessorossi is a Barre Guild inspector. Formerly he owned and operated the Colonial Granite Co. — a member of the Barre Granite Association. Here Mr. Sessorossi is inspecting the carving on a small die at the Modern Granite Company. Note the Barre Guild seal near the bottom of the end. If for any reason a monument cannot meet Barre Guild standards then it cannot be certified and the Barre Guild seal must be removed.

4. Mr. Harold White, once a foreman at the White Granite Co. and the Rock of Ages Corp., inspects the finish on a huge base at the Marr & Gordon plant. With over 30 years of experience Mr. White is well qualified to judge the quality of material and workmanship in Barre memorials.

5. Mr. Harold White has been designated to inspect the rounded polished surface of this large duplicate marker. The shop card accompanying the marker guides him in his inspection.
6. After making his final Barre Guild inspection of the monument in the plant, Mr. Joseph Peduzzi, a Barre Guild inspector, officially signs the Barre Guild guarantee and affixes his stamp to it. Mr. Peduzzi, a former sculptor, is well qualified in judging all forms of carving and sculpturing. Mrs. Massucco at the Rouleau Granite Co. shown here, has the Barre Guild certificate ready for Mr. Peduzzi's signature. Each Barre Guild certificate has a description of the monument it guarantees.

7. Another Barre Guild monument fabricated by Usle & Perojo Granite Co. is being scrutinized by Mr. Louis Sassorossi, a Barre Guild inspector. This monument — typical of many produced by Barre Granite Association manufacturers — has a beautiful bas-relief carving. The Barre Guild certifies only monuments made of Select Barre Granite and fabricated by a Barre Granite Association member in Barre, Vt.

8. Mr. Harold White affixes the Barre Guild inspector's seal to a Barre Guild guarantee. Each inspector has his personalized Barre Guild seal which cannot be duplicated, thus insuring that Barre Guild guarantees can only be completed with the assistance of a Barre Guild inspector.
9. The Barre Guild girl, Miss Carmen Matte, accepting some monument inspection reports from Mr. Leo Sanguinetti, the newest member of the Barre Guild inspection team. These inspection reports will be filed by Miss Matte at the Barre Granite Association office. The Barre Guild guarantee becomes effective when it is signed by the customer and the registration card is received by the Barre Guild office.

BARRE GUILD

Monuments

No stronger guarantee can be written than the Barre Guild Certificate of Quality. An entire industry — the Barre Granite Association — backs this guarantee.

As a dealer you should specify Barre Guild approval on your orders to Barre manufacturers. The Barre Guild will carefully inspect your finished monuments and the Barre Guild trademark will be etched in the stone. This is a free service you should use to insure your customer's satisfaction and protect your business.