Barre Firm Chosen

The skilled hands of Barre once again have touched a famous life. A carved ledger of world-famous Barre granite will be placed on the grave site of former President Harry S. Truman. It was recently produced by the Adams Granite Co., a BGA member-firm for Rolly Johnson, a leading retailer of Independence, Mo., who operates Johnson & Son Memorials.

The ledger, weighing nearly two tons, was carved by Adams Granite Co. artisans in Barre. It contains the Presidential Seal, the United States Senate Seal and the Seal of Jackson County, Mo. Clifford Fuller was the Adams craftsman who is primarily responsible for the carving.

The Truman Ledger will be placed on the President's gravesite in the Court Yard behind the Truman Memorial Library.

The Adams Granite Co. is celebrating its 40th birthday. Presently it is serving its many customers throughout the United States under the direction of Elgio Zorzi, its friendly and efficient Vice-President and Plant Manager. He is the nephew of Mrs. Irene Podskalny who, with her husband, established the firm in 1934. Although she has curtailed her participation in the firm's management, Irene still works with the company and takes an active interest in its affairs.
Monument Cost Estimating Book Still Available

Any reader of this magazine may obtain the Barre Estimating Book published by Mrs. Valter Stowell, 78 Washington St., Barre, Vermont 05641. The price is $6.00 per copy. The book is an excellent guide in estimating all types of memorial work including sculptures. You may write directly to Mrs. Stowell and enclose your check for the book. This is the most widely used cost book in the memorial industry. Every manufacturer has one.
Stone Cutting is only one of the many skills in the Barre Granite Industry.

Boxers, crane operators, maintenance men, computer operators, draftswomen and draftsmen polishers, engineers, and many more skills make up the Barre granite industry.

Years ago when one thought of the granite industry, our famous stone cutters and sculptors came immediately to mind. Yes, these special skills are vital to the production of Barre products, but many other jobs are necessary to help the modern granite manufacturing plant succeed in its mission.

Here are some of the skills being performed in the Barre granite industry. Each in its own unique way contributes to making the Barre and Montpelier area the “Granite Center of the World.”
MACHINE OPERATORS perform many functions in the Barre granite industry. The significant investment companies must make in complicated machinery requires experienced operators such as Pete Maurais.

POLISHER. Brent Holt operates a hand polisher. This is used on individual pieces of dimension granite. Special wheels and abrasive are used on the surface of the stone to achieve the kind of finish desired. Granite polishing is an art. The speed of the machine, the kind of ring used, the grade of polish, the amount of water, are all factors influencing not only the finish itself but the time required to achieve it.
BOXER. Packaging a monument for shipment may include the construction of a special wooden container. This one is made in two parts, enclosing the monument which has been carefully washed and wrapped in plastic. Tony Corey, foreman, assists Dan St. John, who is boxing this monument.

LUMPER. Gene Ducharme of Beck & Beck, Inc., directs the crane operator and attaches the straps that help transport the granite within the plant. His job is important to the efficient operation of a granite manufacturing company.

STONE CUTTER. This stone cutting project requires the unique skills of two men. One wields the sledge and the other the bullset as they pitch a straight line on a monument base. The bullset is held against the surface of the granite by one man. When it is struck by the sledge it acts as a chisel, slicing off large chips of granite. A skilled team of two men can cut a straight line on Barre granite with amazing speed.
QUARRYMAN. Many skills from rigger to channel bar operator are required to keep a quarry producing at top efficiency. Quarries operate both winter and summer.

CRANE OPERATOR. Maurice Ouelette operates the controls of the crane that travels the full length of Beck & Beck Manufacturing Plant. Cranes transport blocks, slabs and individual monuments from one area of the plant to another.

TRAINING. Lorna Bullard of Barre and Wilfred Provost of Biddeford, ME., are training for jobs in the granite industry. They are in the Stone Trades Division of the Barre Area Vocational School. Wilfred will return to a retail shop in Maine and Lorna hopes to remain in Barre.
New Apprenticeship Standards Help Keep Barre Quality At Its Peak

Under the direction of Edward Comolli, Plant Manager at the Rock of Ages Corp., a new set of Apprenticeship Standards has been developed for the Barre granite industry. Ed is also Chairman of the Apprentice Training Committee.

These new standards were hammered out primarily by Ed, Norman Beck of Beck & Beck, Inc., and John Mattson, of the Chiodi Granite Corp., and then approved by the Joint Apprenticeship Training Committee composed of union and management members.

Under the new program, Apprenticeship Training for granite cutters is 4,000 hours, sandblast operators 4,000 hours, draftsman 6,000 hours and granite polishers 4,000 hours.

The skilled workers in the Barre granite industry are acknowledged to be tops in their field in the United States. Barre's reputation for quality work has its foundation in Barre's successful Apprentice Training Programs. Therefore, the creation of this new apprentice program is considered all important to Barre's leadership in the granite memorial industry.

Conrad Rowell Promoted to General Sales Manager of the Rock of Ages Co.

Conrad S. Rowell was promoted to General Sales Manager for Rock of Ages Corp., effective Feb. 1, by Joseph F. McInerney, President of Marketing. Mr. Rowell, who the preceding nine months had been Associate Vice President of Marketing, will be responsible for Rock of Ages nine District Sales Managers and the total sales of the nearly 50 franchised Rock of Ages Dealerships, nation-wide.

A resident of Montpelier, Vermont, Mr. Rowell has been with Rock of Ages for six years.

Prior to his Rock of Ages employment, Mr. Rowell was a Sales Representative for Pan American Airways, then a Marketing Trainee for American Oil Company. A graduate of Middlebury College, Northfield, Vt., Mr. Rowell holds a B.S. degree in Business Administration.
Automation at Rand's Manufacturing plant continues with the use of this large automatic slab polishing machine. S.L. Garand & Co. of Montpelier is a BGA member-firm. Leo Garand, its President, is active in Association affairs.

North Barre Granite Company, a BGA member firm, owned and operated by Jules Mattot, recently produced this unusual die for Ingestreth Memorials, Inc., of Mansfield, Ohio, a leading retailer in that area.

A classic monument design of 75 years ago was adapted by Jones Brothers Co. in the creation of the Hunter memorial. It was produced for John Esposito Memorial Co., West Babylon, NY, in Guardian Rose Granite. The entire tablet and its base are polished, including all the rounds as well as the modified apex top. Barre craftsmen have utilized a number of older monument styles in creating memorials for some families who want memorial designs representing the Victorian and Colonial periods of our history.
Holiday Fun at the BGA Dinner-Dance

Each year BGA members gather for their annual dinner-dance in December. It is a great social time for the 300 persons who attend. The “BGA Family” of friendly competitors met this year at the Montpelier Tavern Motor Inn for cocktails, dinner and then dancing.


John Corrigan and Don Ross, Rock of Ages Corp., and Norman Beck of Beck & Beck, Inc.

Joe and Lorraine Bellavance of A. Bellavance & Sons, Inc.

Anita and Aldo Vanetti, Valz Granite Co., Jackie Colombo and her husband Bob of Colombo Granite Co., and Catherine, wife of John Salvador, BGA Treasurer.

Orilla and Eric Bailey of Bilodeau-Barre, Inc.
Betty Reid, wife of David Reid, and Gloria Stroutsos, wife of Ray Stroutsos, all of Cook, Watkins & Patch Co.

Lucien and Gloria Rouleau and Bud Cain of the Rouleau Granite Co.

Leo Buttura, Jr. and wife Nancy and Norman Grearson and wife Roberta.

Rodolphe and Jeannette Rouleau, Rouleau Granite Co.

Louis and Vera LaCroix of LaCross Memorials with Laura and Almo Cecchini of Everlasting Memorial Works in the background.

Theodore Rossi, Lorraine Clark, Clark's Transferring Service, Inc. and Alba Rossi of Theodore Rossi Trucking Co.

Ann and Harry I. David Reid, Cook
Harry Bonazzoli of Granite Center Delivery, Inc., and Cook, Watkins & Patch Co.

Paul and Huguette Savard of the Thurber Granite Co.

Jules Chatot of No. Bancroft

Vinters, Rock of Ages Corp.

Ato and Alice Brusa of Brusa Brothers.

Joe and Lois McInerney, Rock of Ages Corp.


Chuck Gauthier of Granite Industries of Vermont and Doris and Silvio of Nativi & Sons, Inc.
Joe Mureta, Montpelier Granite Works, Almo Cecchini, Everlasting Memorial Works and Aldo Vanetti, Valz Granite Co.

Norman Dion of Rock of Ages Corp. and Jay Gherardi of Lawson Granite Co.


Frank Friberg of Beck & Beck, Inc.

Donald Fontana, Peerless Granite Co., and David Widmer and wife, Sandra.

Iona and Ray Churchill of Ray Churchill Trucking.
Let's Standardize Tolerances In Monument Dimensions

May we humbly bring to the attention of cemetery management a long-standing problem that really has a very simple solution?

The problem has to do with cemetery regulations governing tolerances in dimensions of monuments.

Some cemeteries have rules specifically stating that monuments must be of a certain size. For example, let us say 36 inches long. But, supposing a monument is delivered to the cemetery and it is 36 and \(\frac{1}{4}\) inches long? Or, what happens if the monument is only 35 and \(\frac{1}{2}\) inches long? To resolve these questions, some cemetery managers have policies governing how much tolerance could be allowed for a particular sized monument.

We know of a cemetery that rejects any monument that's 36 and \(\frac{1}{4}\) inches long. Other cemeteries will reject anything under 36 inches, but will accept 36 and \(\frac{1}{2}\) inches. Such arbitrary policies really work a hardship on the public, because it increases the cost of fabricating a monument. Keeping an inventory becomes a nightmare.

Monument manufacturers can consistently fabricate their product with \(\frac{1}{4}\) of an inch tolerance either way where there is a finished surface. With a rock pitched surface this is an impossibility to come that close. Unfortunately, some cemetery managers have no conception of how a monument is manufactured, and their policies governing tolerances have no relation to reality.

It seems to me that the fairest policy for a cemetery to have in regard to monument tolerances is one that was developed several years ago by representatives of the American Cemetery Association, Monument Builders of North America, and American Monument Association. It reads as follows:

“Monumental stone being a natural product, it is difficult to conform through fabrication to absolute dimensions. Therefore, it is recommended that the following tolerances be accepted:

“When four inches to ten inches inclusive in thickness, the stone may have a tolerance of one-quarter inch over or one-quarter inch under the specified dimension. When more than ten inches thick the tolerance may be one-half inch over or under the specified dimension. Other dimensions of memorials may have a tolerance of one-half inch over or one-half inch under the specified dimension.”

Such a policy would be fair to the buying public, to the cemetery, the retailer and the monument manufacturer.
How The Energy Crisis Affects Shipments

The energy crisis has created some problems in the shipments of granite, but now we have been successful in getting our trucks moving to all points throughout the country.

The truckers strike, which was an outgrowth of the energy crisis, did delay shipments from the Barre area for approximately three weeks. During this time our terminal proved its worth by being large enough to accommodate and store freight during this period. The Barre Guild Consolidation Services is fortunate that both Anderson Trucking Service and Moon Freight Lines now deliver freight from the Barre area.

We do expect an increase in rates, which is part of the truckers' understanding in the settlement of their strike. The reason for this increase is to allow for the higher cost of diesel fuel to operate these trucks. We expect the increase to be between six and ten percent on the present rate. Truckers are now absorbing about a 50 percent increase in diesel fuel over last year. This is all the more reason why you should rely on the Barre Guild Consolidation Service. It provides the quickest and most economical service to retailers throughout the country. Regardless of what problems the energy crisis creates in the future, we are confident that your granite will be consolidated and shipped at the least cost possible.

Michigan Pool Car to Continue

The pool car from Barre, Vermont, to Durand, Michigan, will continue operating under new management. Joe Kita has taken over the Wagner Trucking operation and will handle the pool cars as they arrive in Durand.

Joe's address is 3693 Five Point Highway, Charlotte, Mich. His telephone number is 517-543-3933. Michigan retailers have a choice of the pool car or Anderson Trucking Service, but they must inform their Barre manufacturer as to which means of transportation they want.

Please keep in mind that the Barre Guild Consolidation Service truck terminal can consolidate your freight from any of our member companies and ship to you at a reduced rate. However, you must notify your manufacturers or the Barre Guild Consolidation Service when you place your orders. When this is done and we are provided with this information, your granite will be shipped to you as a consolidated shipment. There is absolutely no charge whatsoever to the dealer for this service.
Colonel Sanders Purchases Barre Memorial Before Ne

There are hundreds of temporary monuments to Colonel Sanders throughout the United States. These are the eye-catching red and white edifices dispensing Kentucky fried chicken. Now, however, Colonel Sanders has purchased a permanent memorial made of world-famous Rock of Ages Granite.

The memorial was created by the Rock of Ages Corp., a member-company of the Barre Granite Association. A larger-than-life-sized bronze bust of the Colonel is an integral part of the memorial. Colonel Sanders and his wife, Claudia, are alive and well and living in Kentucky. Like many thoughtful people they have purchased their family memorial at a time when such decisions are easier to make and carry out.

One of the country’s most imposing cemeteries, Cave Hill in Louisville, KY, is the site of the Sanders memorial. The Kieth Monument Company of Louisville designed it.

Hedges and plantings make an ideal screen to separate two rows of monuments. Usually two foot wide planting beds are sufficient.
Calvary Cemetery To Expand Monument Sections

Henry Quincannon of Calvary Cemetery, South Portland, Me., is expanding his monument areas. Monument section plans are being done through the financial help of the Barre Granite Association.

Pictured here is the “Stage 1” development containing slightly over two acres which incorporates a total of 2120 graves. Of these, 90% are two-grave lots. All monuments and plantings are arranged to accommodate modern maintenance equipment. Monument rows are not closer than 22 feet apart.

Grever & Ward, Inc., cemetery architects, are designing the plan for Calvary Cemetery. The architects assure a significant reduction in maintenance cost for this type of modern monument section.
Pity the Poor Car Salesman

In our travels we hear a lot of different complaints from retailers. Unfortunately many of them could be classified as illegitimate gripes. Some of the most common are: “I can’t hold my prices because that %? %%% down the street keeps cutting price.” or “I can’t sell quality monuments because too many people are shopping for price.” or “People don’t care about quality any more, all they think about is price.”

Bunk!

These complaints might be justified in the automobile industry, but in our business they are completely invalid. Consider the poor car salesman. Not only is he competing with other dealers selling the same type of product from a different manufacturer... very often he has to compete with a nearby dealer selling exactly the same product. (How many Ford dealers are there in your area?) Furthermore he is selling a product with which his prospects are intimately familiar. Americans know cars. In addition, Americans are becoming less emotional about cars. If it has two doors, four wheels and an economical engine and it’s a good deal. It’s sold.

Now let’s consider the monument business. We’re selling a product that is completely unique... about which the public knows very little. Any car salesman would give his dealer plates to be in a similar situation.

Your product is unique

In the first place, no one, not even your closest competitor can sell exactly what you sell. Aside from the fact that the quality of hand work in a monument can make it substantially different from another, no two dealers will stock all the same designs. In fact it is highly unlikely that dealers within close proximity will even sell monuments from the same manufacturer. Thus, unlike most other retail businesses, your product is unique.

The public knows little about monuments

Another important point to remember is that the average prospect knows very little about your product. In fact, while the monument business has little in common with other retail businesses, many similarities do exist with the retail jewelry business. Like the monument dealer, the jeweler is a craftsman selling a high-priced product which is generally sold because of sentiment. Also, most people cannot tell the quality of a diamond by looking at it. It is the jeweler’s purpose to educate his prospects as to the many criteria by which the quality of a diamond is determined —just as it is your purpose to educate your customers as to the special quality of select Barre granite and the superior workmanship of Barre craftsmen.

Your prospects want the best

You, as a retail monument dealer, enjoy a major advantage over even the jeweler. He does not always know who the stone he is trying to sell is for. It may be a wife or girl friend or an obligatory gift for a miserable mother-in-law. Yet you know that those people who stop into your place of business are looking for a memorial for a particular person, probably a close member of the family. Ask any jeweler, and he will tell you that under those circumstances price is not the most important object... it is quality that people want.

Most people would prefer a small perfect diamond to a plastic bauble the size of a golf ball. Therefore, even if your prospects are working on
a tight budget, if you have explained how to judge quality in a monument, they will prefer a smaller, more perfect monument to a larger one of inferior granite and workmanship.

You can provide the best . . . at any price

As for price . . . the average person does not know whether a monument should cost $50.00, $500.00 or even $5,000.00. They have no idea of what goes into the manufacture of a monument. True, some may stop in at a few dealers to get some idea as to price. If this is the case, it is up to you to explain that monuments are not like cars. No two are alike and putting a dollar value on a monument is like putting a price tag on sentiment. It can’t be done. On the other hand, you can provide your prospect with the very best at any price. You can sell a smaller, monument with superior carving for the same price as a larger stone of inferior granite and poor workmanship.

You can point out that a “personally designed” memorial, with personalized symbolism and a significant epitaph is much more meaningful than a “stock” monument. People simply do not know their options, or what is available. Many people think that all monuments are “polish two, balance rock pitch.” It is your responsibility to counsel people in the art of memorialization. If you can’t do this, then you are not really a retail monument dealer.

They said it!

The following exhortation appeared in a recent newsletter on selling techniques for community mausoleum salesmen. The points made about memorialization are really more valid for traditional monuments than for those cold, impersonal filing cabinets we call community mausoleums.

Mausoleum selling is prestige memorialization

Unless your entire approach can be based on the above idea, you had better retreat to ground burial selling.

Remember, no one wants to be buried but everyone wants to be remembered. One of the deepest human impulses is the craving to feel important.

Why do most fathers want a son? Maybe they don’t admit it—but it’s because they don’t want their name to die.

Several millionaires financed Byrds expedition to the Antarctic upon the express agreement that ranges of icy mountains would be named after them. If approached properly, it is easy to persuade a man who has carried a name all of his life to preserve it with dignity after death.

Although a man subconsciously has a strong compulsion to preserve his name from a natural sense of ego, we must make him feel he is doing it not for himself, but for others. This allows him to satisfy his ego and at the same time be sure he is doing a very unselfish and altruistic thing.

“Mr. & Mrs. Prospect, we all can’t endow hospitals or build schools in honor of those we love, but what is a greater tribute to our parents who did so much for us, or a finer heritage to leave to our children we cherish, than to memorialize our family name. It’s not so much for ourselves, Mr. & Mrs. Prospect, it’s for our loved ones. Remember, we die only when we cease to live in the love and memory of those we leave behind.”
Nebraska Retailers Meet In Lincoln

Tom Riley, BGA Manager of Retailer Services, attended the annual meeting of the Monument Builders of Nebraska which was held in Lincoln. These photographs show some of our Nebraska friends enjoying social aspects of convention attendance.

New York Tri-State Annual Convention

These pictures were taken of the Retail Monument Dealers Annual Convention held by New York, Pennsylvania, New Jersey, Maryland, Delaware and the District of Columbia. This was held at Grossinger, N.Y. The reception was sponsored by the Barre Granite Association.
ESTIMATOR. A knowledge of manufacturing costs and design is vital to knowing the cost of each monument ordered by the customer. Memorials requiring a high percentage of hand work are more difficult to cost than machine-made products. Albert Laing of Anderson-Friberg is estimating the cost of a particular monument design.

DRAFTING. Gwen Bell and Janet Gabree are draftswomen at the Rouleau Granite Co. An increasing number of ladies are training to perform the many drafting jobs that are necessary in the granite industry.

ADMINISTRATION. Mrs. Alberta Pacini and Mrs. Lorraine Osborne of Buttura & Sons, Inc. are key persons in the office of this large manufacturing company. Bookkeepers, clerks and secretaries work in the Barre granite industry.

Short hair cuts and long beards were in high style back at the turn of the century when this photograph was taken at one of Barre's granite manufacturing plants.
SALESMAN. Bob Fernandez of Nativi & Son, Inc. sells his company's product to retailers in the New England area. Most BGA member-companies employ salesmen or work with independent commission men throughout the United States.

MAINTENANCE. Every plant must be serviced by maintenance personnel. Here, Harold Wheeler is working on a conveyor for the Rock of Ages Corporation. Maintenance personnel must constantly keep machinery, electrical equipment and cranes in top condition.
MEMBER COMPANIES OF THE BARRE GRANITE ASSOCIATION

These manufacturers are located in the Barre-Montpelier Area of Vermont. They produce a full line of memorialization from flat markers to mausoleums. Every company is qualified to produce world famous Barre Guild Certified Memorials. They jointly guarantee all Barre Guild Monuments.

ADAMS GRANITE CO.
Lewis St. (Eldio Zorzi) 802-476-5281

ANDERSON-FRIBERG CO.
Willey St. (Melvin Friberg) 802-476-7021

B ECK & BECK, INC.
Center St. (Wendelin Beck) 802-476-3179

B ILODEAU-BARRE, INC.
Bianchi Pl. (Paul Chatot) 802-476-7901

B RUSA BROTHERS
West Second St. (Ateo Brusa) 802-476-5751

B UTTURA & SONS, INC.
Boynton St. (Ali Buttura) 802-476-6646

C ELENTE & BIANCHI
Willey St. (Elda Bianchi) 802-476-4463

C HIOELDI GRANITE CORP.
S. Front St. (Howard Rock) 802-476-3661

C OLOMBO GRANITE CO.
Boynton St. (Mac Colombo) 802-476-7061

C OOK, WATKINS & PATCH CO.
Blackwell St. (David Reid) 802-476-4175

C. R. DAVIDSON CO., INC.
(Clyde Davidson) 802-584-3591

D ESIETS GRANITE CO.
Barre St. (Vic Roselli) 802-223-2111

E VERLASTING MEMORIAL WORKS
Pioneer (Alma Cecchini) 802-223-2642

F AMILY MEMORIALS, INC.
Burnham’s Meadow (Robert Couture) 802-476-7831

S. L. GARAND & CO.
Pioneer (Leo Garan) 802-223-2301

G IUDICI BROS. & CO.
S. Front St. (Judge Giudici) 802-476-3621

G REARSON & LANE CO.
Burnham’s Meadow (Lloyd Grearson) 802-476-7102

J ONES BROTHERS CO.
North Main St. (Richard McBride) 802-476-3155

LACROSS MEMORIALS, INC.
Boynton St. (Louis LaCroix) 802-479-2526

LAWSON GRANITE CO.
Quarry St. (Albert Gherardi Jr.) 802-476-3341

M AURICE MEMORIALS, INC.
Granite St. (Raoul Maurice) 802-476-3742

M ONTPELIER GRANITE WORKS
Granite St. (Joe Mureta) 802-223-2581

N ATIVI & SON, INC.
Center St. (Silvio Nativi) 802-476-7101

N ORTH BARRE GRANITE CO.
Railroad St. (Jules Chatot) 802-476-6624

PEERLESS GRANITE CO.
Willey St. (Donald Fontana) 802-476-3061

RIVARD GRANITE CO.
Mill St. (Robert Rivard) 802-476-3542

ROCK OF AGES CORP.
Grantville (Jay Slabyaugh) 802-476-3115

ROULEAU GRANITE CO.
Metro Center (Lucien Rouleau) 802-476-6636

SOUTH BARRE GRANITE CO.
Circle St. (Stuart Abbiati) 802-476-8521

THURBER GRANITE CO.
Circle St. (Paul Savard) 802-479-9622

VALZ GRANITE CO.
Willey St. (Aldo Vanetti) 802-476-3911

WELLS-LAMSON QUARRY CO.
Websterville (Bill Roy) 802-476-4126

ASSOCIATE MEMBERS

GAYLORD SCULPTURE STUDIO
Frank Gaylord 802-476-6711

GRANITE INDUSTRIES OF VERMONT
(Silvio Nativi) 802-479-2202

HILLSIDE SAW PLANT
(Edward Carbonneau) 802-476-9663

ELMO PEDUZZI MEMORIAL DESIGNER
802-476-7991

WILLIAMSON POLISHING CO.
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(John R. Miles) 802-476-3963

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(Vee Barquin) 802-476-4441