



# **BARRE** **LIFE**

Spring 1988 *published by the Barre Granite  
Association, Barre, Vermont*

HOPE  
CEMETERY



# We're at Home in Our "New" Old Home



It's "settling in" day at the BGA. Movers carefully lower a hefty file unit from temporary staff quarters on the second floor to a resting place on the first.

In the historic headquarters of the Barre Granite Association, there's the smell of fresh paint and the hum of excitement. We're hanging pictures, arranging furniture and getting acquainted with our "new" old home.

Summit Construction Company of nearby Montpelier has done a wonderful job renovating BGA headquarters so we may fittingly represent the outstanding artisans of the association who have created some of the finest monuments in the world.

The highlight of our headquarters, naturally, is Barre gray granite. Elegant polished tile from a quarry of BGA member-firm Rock of Ages Corporation extends across our foyer and sets a "granite theme" that is carried throughout our building.

You'll get a good look at our building in the Summer issue of *Barre Life*. But why not come to town and see for yourself? Come say "hello" to your friends at the BGA.



## BARRE LIFE

Spring 1988

published by the Barre Granite Association, Barre, Vermont

**Norman James**  
Executive Vice President

**Bruce Talbot**  
Manager of Public Relations

**Gary Watson**  
Manager of Member Services

### BOARD OF TRUSTEES

**Brent Buttura, President**  
Buttura & Sons, Inc.

**Peter Friberg**  
Anderson-Friberg Co.

**Nick Cetrangolo**  
Cetrangolo Finishing Works

**Raymond Rouleau**  
Rouleau Granite Co.

**Charles Chatot**  
North Barre Granite Co.

**Kurt Swenson**  
Rock of Ages Corp.

**Robert Zider**  
Beck & Beck, Inc.

### CONTENTS

The BGA: Highly Conventional!.....	1
At Opryland.....	2
Monument Designs.....	16
Member News.....	19
Barre Says Goodbye.....	23
Design Contest Honorees.....	24
BGA Ad Series: Award Winning!.....	31
New from the BGA: "Artistry in Granite".....	32

### ABOUT OUR COVER

Through the entrance to Barre's Hope Cemetery are some of the world's most beautiful monuments, manufactured by member-companies of the Barre Granite Association. A new BGA videotape is now available to take you and prospective monument clients to Hope Cemetery in order to view close-up the superb craftsmanship available through BGA member-firms.





Above: In Nashville, no matter where you turned at the Barre Granite Association exhibit there were photos, slides, videos and publications showing beautiful monuments available from BGA member companies.



Above: The BGA's recent design contest has been called "a breakthrough for the industry." The association's display in Nashville of top contest entries generated a spirited discussion between judge Bert Gast (left) and former MBNA President Sherwood Snyder (right).



Left: Absorbed in a videotape tour of Barre's famed Hope Cemetery is MBNA Vice President Fred Latzke.

It takes more than a fierce blizzard or frightening plane ride to keep members of the Barre Granite Association from attending conventions and visiting their friends in the monument industry.

Just ask the BGA manufacturers who skidded their way through a first-class Northeast blizzard to attend the 1988 New England Monument Dealers convention in Worcester, Massachusetts.

And ask the BGA members who took those white-knuckle flights to Baltimore for the Tri-State Monument Builders convention.

The 50 representatives of BGA companies who traveled to Nashville this winter are likely to tell you their voyage south was a joy. They took to the sky to attend the largest monument industry gathering ever—the annual convention of the Monument Builders of North America. The return trip, though, found many BGA manufacturers stranded and sleeping in airports.

All weather problems aside, BGA members had many fine opportunities to tell the proud story of the Barre granite industry.

# The BGA... Highly Conventional!





*Wanting to meet a man who walked on the moon, memorialists swarm around Apollo 16 astronaut Charles Duke, who was the keynote speaker at the BGA's annual MBNA Prayer Breakfast.*



*A record number of memorialists set their alarms early for the BGA Prayer Breakfast to hear Charles Duke's tales from the moon.*

In Nashville this winter there were major headline performers, including Barre Granite Association members who put on a blockbuster display of beautiful granite monuments. BGA firms were in America's country music capital for the annual convention of the Monument Builders of North America.

In a traditional show of Northern Hospitality, BGA companies also invited the more than 1,300 conventioners to dine with a man who has walked on the moon. The occasion was the annual BGA Prayer Breakfast.

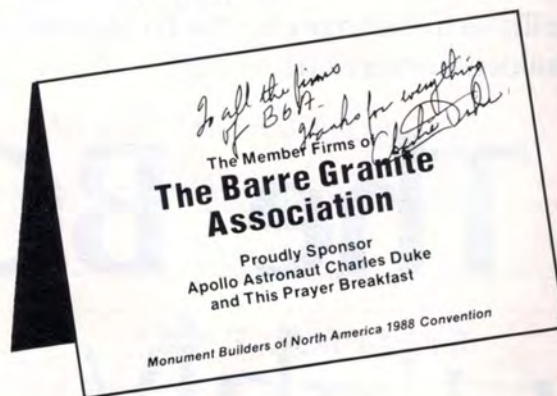
"I was like a kid at Christmas," Apollo 16 astronaut Charles Duke told a breakfast throng at the Opryland Hotel. "I looked up and saw the earth 250,000 miles over my head...a little jewel."

But traveling to another world, General Duke admitted, was not, for him, a spiritual experience. "I was

a technical man doing a technical job. You all deal with rocks," he told monument builders, "so you'll understand. When I was on the moon, I was busy picking up rocks."

It was at home, facing family crises, that Duke changed the focus of his life.

"My challenge to you," he said, "is to choose this day whom you shall serve."



# The BGA in Nashville





**"How-DEEE!"**

"How-DEEE!" There was no mistaking that voice. The woman everyone was waiting for had arrived at the MBNA banquet...Grand Ole Opry star Minnie Pearl.

A smash ending to a great convention came when Barre Granite Association Executive Vice President Norman James came from offstage to present Minnie with a BGA memento of her evening with memorialists. For Minnie: a granite plaque made by BGA member-firm Buttura & Sons, Inc. that was etched with her portrait.

A first: Minnie Pearl, momentarily speechless.

*For Grand Ole Opry star Minnie Pearl, it's a special keepsake from the Barre Granite Association...her portrait etched in granite. At the MBNA convention's final banquet, BGA Executive Vice President Norman James presents Minnie with her one-of-a-kind gift.*



**The BGA in Nashville**





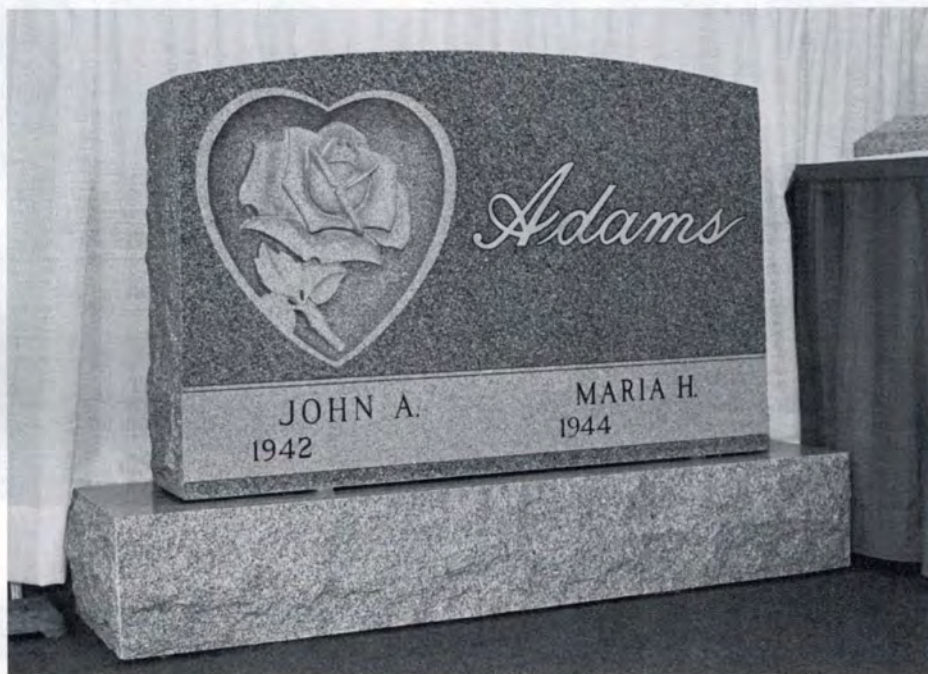
# ADAMS GRANITE COMPANY, INC.

LEWIS STREET, BARRE, VERMONT 05641 • PHONE 802-476-5281 (TOLL FREE 1-800-342-1070)

A display of beautiful deep floral carvings attracted memorialists to the Adams Granite Company exhibit at the MBNA convention. Adams is widely known for the carvings it creates with a combination of sandblasting and hand-tooling techniques.

The display showpiece pictured here features a giant Adams deep-cut rose on a polished Barre gray granite unit.

The Adams exhibit included other examples of carving on Barre gray and Canadian Pink granites as well as an oval Gem Mist flat marker thoughtfully designed to memorialize a child.



The BGA in Nashville





## ANDERSON - FRIBERG CO., Inc.

WILLEY STREET, BARRE, VERMONT 05641 • PHONE 802-476-7021 (TOLL FREE 1-800-451-3255)

An innovative new monument design series was created especially for the Nashville convention and exhibited by Anderson-Friberg Company.

One of the new designs, shown here, has a modern contour and features Anderson-Friberg's "super-size" rose in dark Barre gray granite.

The centerpiece of the Anderson-Friberg display was a Madonna and Child monument designed and handcrafted by sculptor Alcide Fantoni. The monument was created with five different colored granites that were deeply countersunk and epoxied into Select Barre granite.



The BGA in Nashville





INCORPORATED

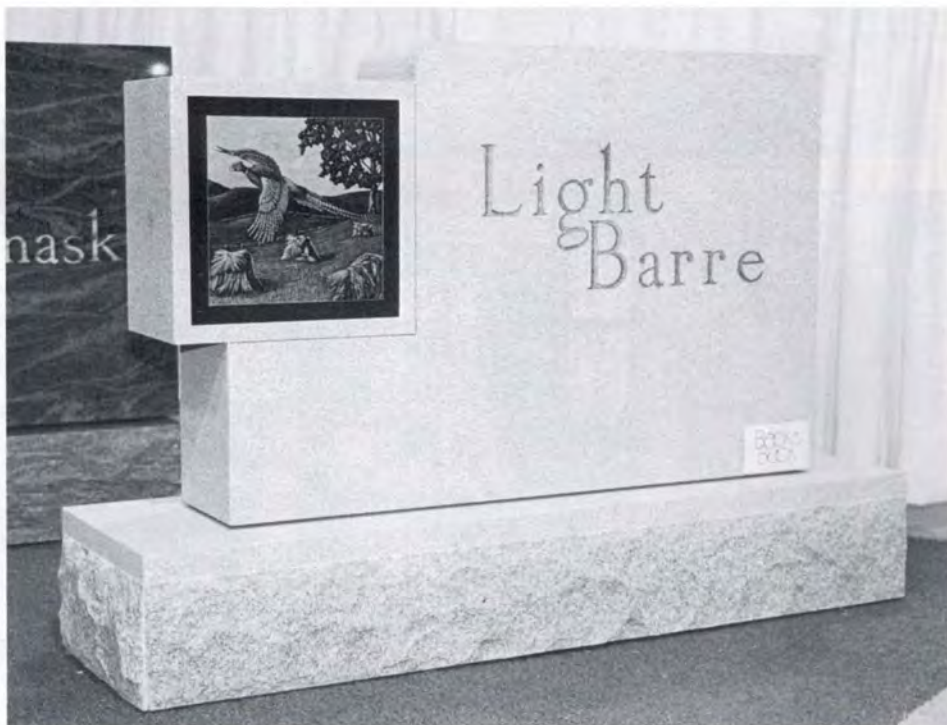
CENTER STREET, BARRE, VERMONT 05641 • PHONE 802-476-3179 (TOLL FREE 1-800-451-5170)



The Nashville exhibit of Beck & Beck was unique.

Rather than display a variety of monuments, Beck & Beck exhibited monuments that were essentially the same. What made the monuments special were details: the different types of granites used and features like sandblasted designs, hand carving and bronze. Pictured close-up is a Barre gray granite monument with an inset Keystone black etched plaque.

"It wasn't until the second or third day of the convention that most people realized what we had done," noted Beck & Beck General Sales Manager Dick McBride. "They were surprised and impressed by the impact that details can make."



The BGA in Nashville





# BUTTURA & SONS INC.

BOYNTON STREET, BARRE, VERMONT 05641 • PHONE 802-476-6646 (TOLL FREE 1-800-451-3252)

From a full-length sculpted Madonna to the "basics," Buttura & Sons exhibited a spectrum of monuments in Nashville.

The Keystone black granite Christ etching pictured here demonstrated Buttura's new etching concept. In combination with a sandblasted background, the etching provides a full-bodied look not possible through flat-carving.

Buttura & Sons also displayed its patented Unitary slant marker, a one-piece unit resembling a slant on a base.

In the spirit of Nashville, Buttura and Sons created the life-like portrait plaque of Minnie Pearl that was presented to the Grand Ole Opry star at the convention's final banquet.



The BGA in Nashville



# Cetrangolo FINISHING WORKS, INC.

11 MAIN STREET, NORTHFIELD, VERMONT 05663 • PHONE 802-485-5711 (TOLL FREE 1-800-451-4517)

In Nashville, Nick and Jerry Cetrangolo (center and right in the photograph) had important news, about major plans for Cetrangolo Finishing Works in 1988.

"We've made a considerable capital commitment to the future of this industry," explains Jerry Cetrangolo. "We wanted to tell customers how that would benefit them."

To that end, added Nick Cetrangolo, "We reassured people that despite cremation and other market trends, our significant capital expenditure will enable Cetrangolo Finishing Works to produce the best possible quality monuments with extremely dependable delivery at the best value to the customer."



The BGA in Nashville



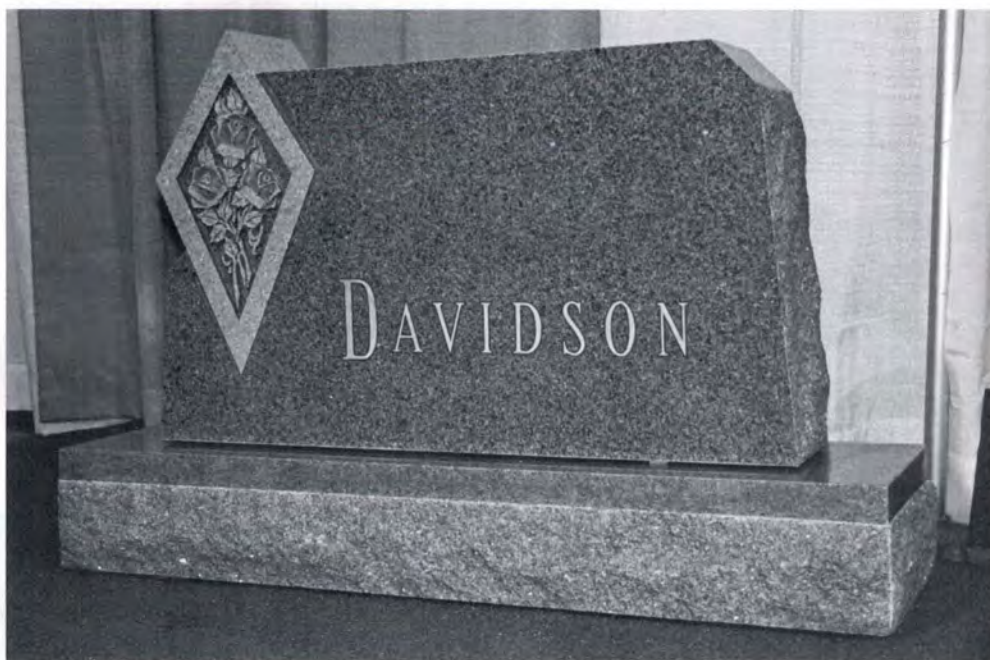
# C. R. Davidson COMPANY, INC.

SOUTH RYEGATE, VERMONT 05069 • PHONE 802-584-3591

Veterans of many conventions, Clyde and Muriel Davidson were part of the 1988 MBNA show, displaying two expertly crafted monuments manufactured at their South Ryegate, Vermont, company.

The Davidsons chose two of their related but distinctly unique designs for their exhibit, both designs based on a diamond motif.

The monument shown on this page was fabricated from Morning Rose granite, highlighted by sandblast carved roses and set on an elegant base with a polished margin. The other monument, of steeled Barre gray granite, is accented by sculpted praying hands and sandblast carving.



## The BGA in Nashville



# S. L. GARAND & COMPANY, INC.

PIONEER STREET, MONTPELIER, VERMONT 05602 • PHONE 802-223-2301 (TOLL FREE 1-800-451-5177)

Monuments can have personalities, and in Nashville S.L. Garand & Company exhibited monuments with personalities reflecting significant elements of people's lives.

Visitors to the Garand display gravitated toward the large Barre gray granite monument shown here, featuring a delicately carved Madonna and Child by Barre sculptor Jerry Williams.

Two black granite monuments had detailed etched wildlife scenes,

while a spray of cultured roses beautified a Royal Mahogany granite unit. A raised polished cross gave a contemporary look to a large upright Barre gray granite monument.



The BGA in Nashville



# LAWSON GRANITE COMPANY, INC.

QUARRY STREET, BARRE, VERMONT 05641 • PHONE 802-476-3541 (TOLL FREE 1-800-451-5174)



An imposing etched monument that looked virtually three-dimensional caused heads to turn at the Lawson Granite exhibit in Nashville.

The large Jet Black unit pictured on this page attracted lots of atten-

tion with its etched forest scene that could be viewed from both the front and the back.

Lawson Granite displayed eight other attention-getting monuments, as well, manufactured from a variety of granites. One of the most

talked-about monuments was a polished Memory Rose unit (far right in the overall display photo), featuring a Christ sculpture that was not an attached figure as many convention-goers believed but, instead, a lovely bas-relief.



## The BGA in Nashville



# NATIVI

NATIVI & SON, INC.

CENTER STREET, BARRE, VERMONT 05641 • PHONE 802-476-7101 (TOLL FREE 800-451-3236)



Conventioneers had their eyes opened to state-of-the-art granite industry computing at the display of Nativi & Son.

Company President Silvio Nativi, an industry computer pioneer, is shown explaining how the company sends and receives monument designs almost instantaneously over a Telefax machine. A free Telefax went to one lucky memorialist at the convention. Visitors to the Nativi display also learned how the company uses computers to provide rapid price quotations, enter orders and control production.



The BGA in Nashville



# NORTH



# BARRE GRANITE, INC.

RAILROAD STREET, BARRE, VERMONT 05641 • PHONE 802-476-6624 (TOLL FREE 1-800-227-1045)

Looking to the future, North Barre Granite came to Nashville with innovative monument designs and news about the company's progressive manufacturing methods.

To encourage cremation memorialization, the company displayed a unique heart-shaped monument (shown in the close-up photo) that rests on two cubes doubling as cremation receptacles. A second highly contemporary Jet Black unit features a cross raised in relief on a tooled background.

North Barre took advantage of the Nashville convention to explain production developments. Visitors learned about the company's computer-driven full-size design production system and its rapid Telefax design shipment service.



## The BGA in Nashville





# Rock of Ages

(GRANITEVILLE) BARRE, VERMONT 05641 • PHONE 802-476-3115 (TELEFAX: 802-476-3110 TWX: 710-225-7597)

The spectacular eleven-foot pylons and gushing, illuminated fountain left no doubt in Nashville conventioners' minds that they were at the exhibit of Rock of Ages Corporation, the quarrier of world-famous Barre gray granite.

The five towering columns and the three-piece fountain were steeled Barre gray granite. An elegant polished coffee table and a selection of fine monuments likewise were manufactured from Barre gray granite.

The exhibit monument pictured here was polished on three sides, the balance steeled on a rock-pitched base with a honed margin.



The BGA in Nashville





# METRO SUBURBAN MEMORIALS *by Rouleau*

ROULEAU GRANITE COMPANY, INC.

THE METRO CENTER, BARRE, VERMONT 05641 • PHONE 802-476-6636 (TOLL FREE 1-800-343-4199)



Diversity and attention to detail were on display at the Rouleau Granite Company exhibit in Nashville.

The monuments shown by Rouleau Granite combined unusual, painstakingly crafted features.

For the monument pictured here, bronze praying hands were created by Rouleau's Metro-Bronze division and mounted on a Jet Black insert to accent the Barre gray granite unit. Sandblast carving, polishing and a rock-pitched base complete the design.

An exquisite hand-carved cameo is the focal point of Rouleau's second display monument. Epoxied to the Bethel White granite unit are thinly cut pieces of Bethel White and Jet Black granites that frame the sculpture.



## The BGA in Nashville



# MONUMENT DESIGNS

From Members of the Barre Granite Association



In magnificent Crown Hill Cemetery of Indianapolis is this elegant steeled Barre gray granite monument produced by **COLOMBO GRANITE COMPANY** for the owners of the former Blakley Granite Company. The chamfered and carved 9-0 x 1-6 x 4-4 top unit is on a 7-0 x 1-0 x 1-0 polished Barre base.





**LA CROSS MEMORIALS, INC.** manufactured this Barre gray granite monument for the Whyte Monumental Company of Winsted, Connecticut. The 4-0 x 1-2 x 0-8 rustic finish unit is adorned with a 30-inch spray of carved roses and shaped scroll lettering.





This distinctive feature in Barre gray granite is one of two turned by **GREARSON & LANE COMPANY** to beautify a small mausoleum (inset) in Barre's Hope Cemetery. Grearson & Lane is the largest circular monumental works in the United States.



# News *about* BGA members

## FROM MONTPELIER GRANITE WORKS... VARIATION ON A THEME



The basic concept was traditional. The finished monument is fresh and attractive.

Using Ebony Mist granite, Montpelier Granite Works has created a clean-lined monument that is eye-catching in its simplicity. The company cut a modern cross in a steeled panel and effectively highlighted it by polishing surrounding areas. Stylized lettering of the family name complements the carving.

This 4-0 x 0-8 x 2-6 monument was manufactured for W.F. Benedict & Son, Inc. of Middletown, New York.

## FROM RIVARD GRANITE...A CROSS WITH SPECIAL MEANING



From dark Barre granite, the Rivard Granite Company has produced a family monument that is both stately and out of the ordinary.

Beautifully detailed and personalized, the monument was created for Montrose Memorial Studio in Montrose, Pennsylvania.

The cross measures 2-6 x 0-8 x 5-6 on a 3-6 x 1-2 x 0-8 base.





---

## TO COMMEMORATE THE BATTLE OF NORMANDY: A PLAQUE FROM BARRE



The Battle of Normandy was the biggest land battle in history and the beginning of the end of World War II in Europe.

To commemorate the Allies' victory, a special memorial museum is being built in Caen, France, and the Barre Granite Association has made a fitting contribution to the museum.

In recognition of America's sacrifice of 31,000 soldiers in the battle, a stone from each state is to be placed in the museum's Garden of Remembrance next to the Eisenhower Esplanade leading to the museum entrance.

Vermont's stone bearing the state seal was made by the North Barre Granite Company and contributed by the Barre Granite Association. Pictured with the finished Barre granite gift are (left to right) North Barre President Charles Chatot and Norman James, BGA executive vice president.

---

## RAOUL MAURICE: BARRE'S OLDEST GRANITE WORKER TURNS 85 THIS YEAR



"What should I do, sit and watch TV?" asks Barre's oldest granite worker, Raoul Maurice, with an irresistible grin.

"This is my life," he says. The founder of Maurice Memorials, Inc. turns 85 this year and still works every day at his manufacturing plant.

Raoul's son Leo may be president of Maurice Memorials, but make no mistake about it, Leo says. "Dad is still the boss to me."

Raoul is a vital part of company operations, and his personal contacts with dealers throughout the industry are invaluable to the business.

As a young man, Raoul left Quebec for Massachusetts where he farmed until a fire destroyed his barn and the Depression destroyed the economy. Raoul, his wife Delia and their three children then moved to Barre. Raoul started his own company in the early 1950s and in 1966 turned over the operation to his sons.

This year marks another Maurice family milestone, as well. Delia Maurice turned 80 in February.



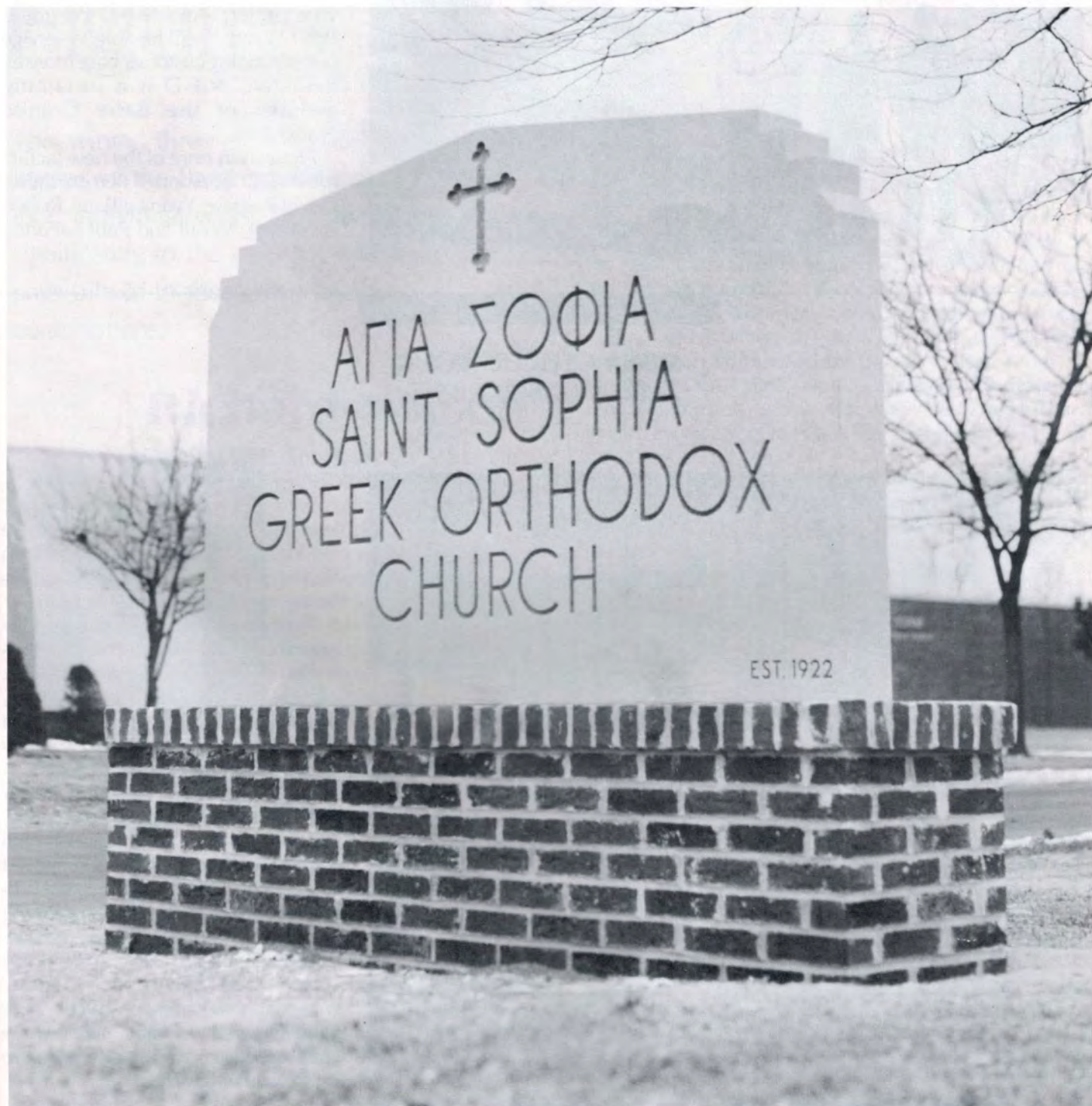
## AN IMPOSING LANDMARK...FROM FAMILY MEMORIALS

When St. Sophia Greek Orthodox Church of Albany, New York, wanted a new sign, they turned to K & A Memorials of Schenectady who turned

to Family Memorials, Inc. for this impressive light Barre gray granite landmark.

The sign measures 7-0 x 0-6 x 4-6

with an all-steeped finish. Both sides have identical six-inch lettering.





## BARRE'S GROWING DIAMOND USE LEADS TO NEW NED-KUT SERVICE CENTER



In response to the steady growth of diamond sawing technology in the Barre granite industry, the N-E-D Corporation of Worcester, Massachusetts, has opened a new Barre service center.

"With the opening of this new service center," says N-E-D President Peter Wyatt, "we'll be able to service our expanding customer base more efficiently." N-E-D is a sustaining member of the Barre Granite Association.

Pictured in front of the new facility are N-E-D personnel (left to right): David Bashaw, Yvan LeBlanc, Robert Browning, Wyatt and Paul LaForte.

## MBNA OFFICERS TOUR BGA COMPANIES



This winter, the Barre Granite Association was visited by John Dianis, executive vice president of Monument Builders of North America, and Tom Richer, president of MBNA's Manufacturers and Wholesalers Division.

The two visited a Rock of Ages Corporation quarry and observed state-of-the-art production operations at Rock of Ages, Anderson-Friberg Company, Peerless Granite Company, North Barre Granite Company and Rouleau Granite Company.

Richer, who is owner of Adru Granite Company, Inc. in Beebe, Quebec, told BGA members that all North American manufacturers need to work together to solve industry problems of a shrinking market, growth of cremation and loss of sales to containerized imports. "We're all in this together," he said.

In the photograph, Rouleau designer Peter Quinlan (center) explains a new mausoleum concept to Richer (left) and Dianis (right).



# Barre Says Goodbye To Three Distinguished Granite Industry Figures

This winter, three eminent and long-time leaders of the Barre granite industry died. In their individual ways, they contributed significantly to the industry, and *Barre Life* pays tribute to these men and their contributions.

## Richard Wilson



For nearly 20 years, Dick Wilson was general sales manager for the Rock of Ages Corporation. During his years with the company, the Rock of Ages name gained nationwide recognition through television and magazine advertising. Dick also was credited with developing many other successful sales and promotional programs.

"His counsel and leadership were highly valued by our close-knit group," said George Karnedy, vice president of sales and marketing at Rock of Ages who delivered the eulogy at Dick's memorial service. "The accompanying friendship and fellowship with Dick remain fond memories for all of us who were associated with him."

A Barre native, Dick graduated from Dartmouth College and the College of Law at Syracuse University. From 1956 until his move to Decatur, Georgia, in 1975 he served with Rock of Ages. He died last November and is survived by his wife, Carolyn, four daughters and three sons.

A community-oriented individual, Dick was a former Barre City alderman, member of various civic organizations and recipient of the Barre Jaycees' Distinguished Service Award.

## Elmo Peduzzi



The son of a Barre stonecutter, Elmo Peduzzi went on to become one of the nation's most prolific—and praised—monument designers. In January, at age 63, he died.

As a young graduate of the former Barre Evening Drawing School, Elmo Peduzzi created thousands of innovative monuments.

He worked for Cross Brothers Granite Company in neighboring Northfield and the South Barre Granite Company. He later decided to go it alone, and as one of the last of the independent designers established his own design studio in downtown Barre.

Elmo's pride was great when, as winner of a designer's competition sponsored by Barre's Italian-American Memorial Committee, he was appointed to design the model for the now-famous monument dedicated to Barre's Italian immigrants. He is survived by his wife Exilda, two daughters and a son.

## Aldo Savoia



Barre's Italian immigrants are honored by an imposing granite monument of a stonecutter in large measure because of the efforts of Aldo "Pop" Savoia. Aldo was president and a founding member of Barre's Italian-American Memorial Committee and led the campaign that raised \$60,000 for the monument.

In January, Aldo died at age 80, survived by his wife, Laura.

Aldo was "impeccable in his leadership and a great man," said Arthur Ristau, former *Barre Life* editor, Barre city manager and member of the Italian-American Memorial Committee.

Born in Barre, Aldo became a prominent monument designer and price estimator. He worked many years for the former Comolli Granite Company and the Valz Granite Company.

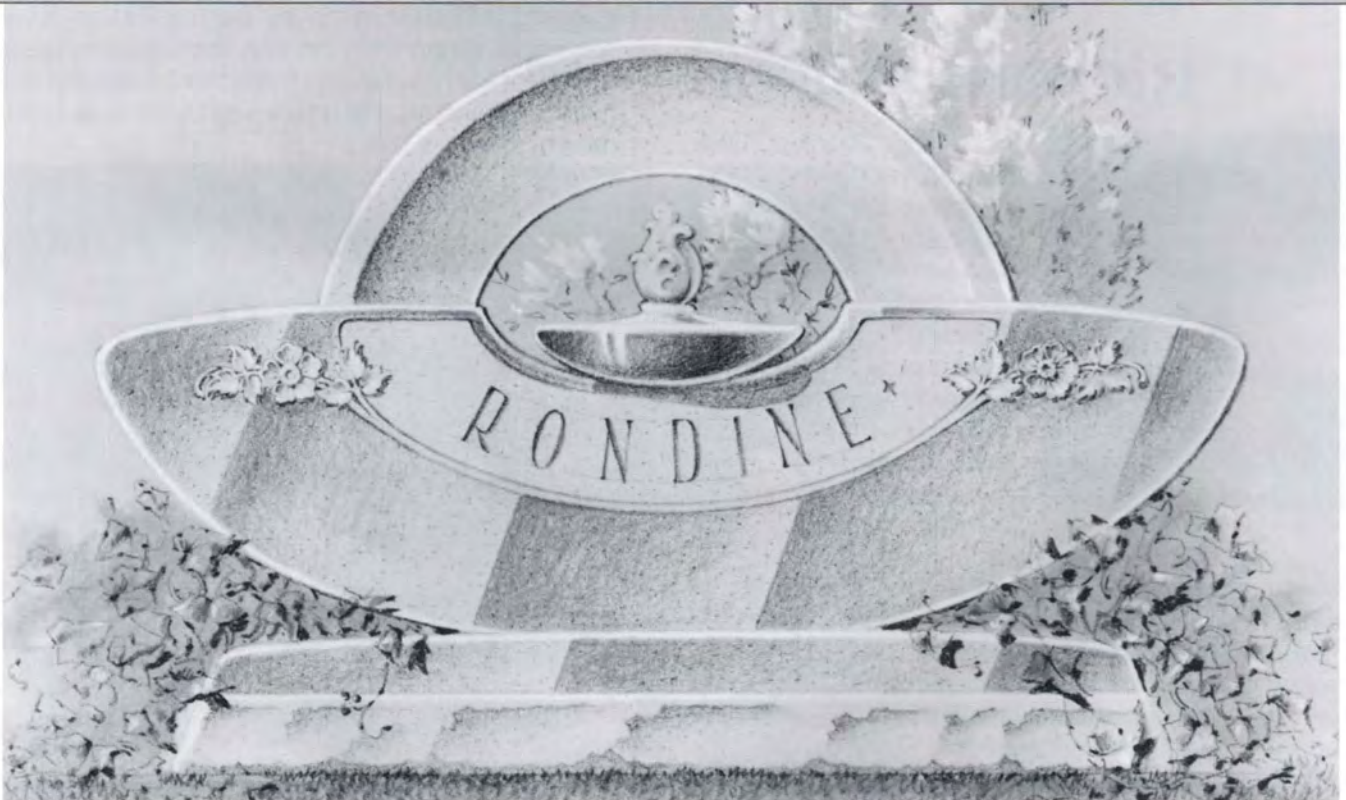


# Outstanding Monument Designs

Picking the best designs for the BGA's recent monument design contest was an arduous job. The hundreds of renderings that flooded the BGA office represented some of the finest design work being

done. Judging the entries required hours of deliberating among the members of the distinguished Design Committee of the American Institute of Commemorative Art.

## Estate Monument



### Gene Brusetti

Barre, Vermont

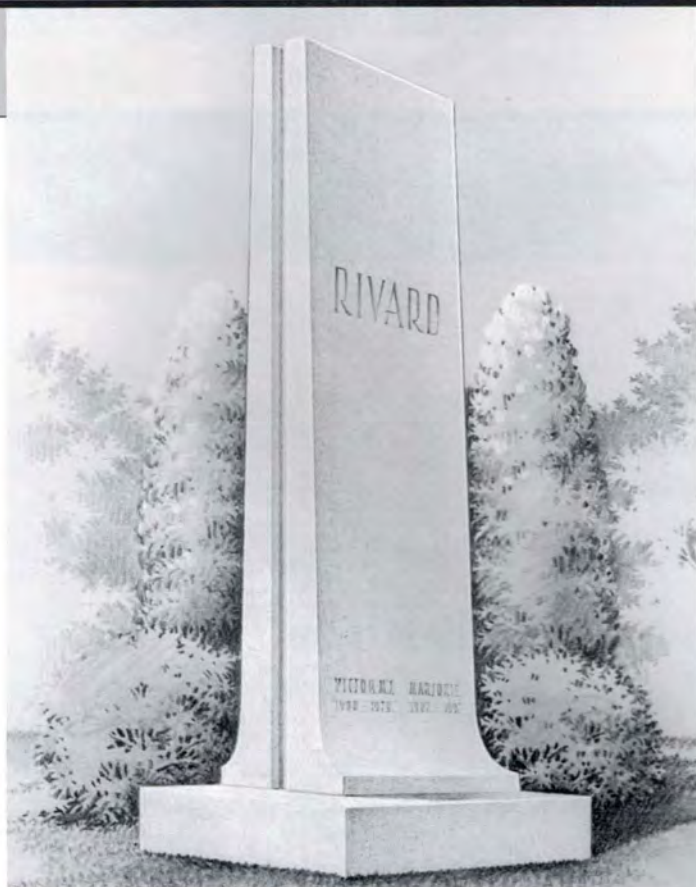
An all-steel 2-6 x 1-6 x 6-8 shaft rises from a 3-8 x 2-4 x 0-10 base.



# More Honored Designs from The Barre Granite Association's Monument Design Contest

The designs selected for top honors and \$5,000 in prize money were published in the Winter issue of *Barre Life*. But the judges didn't limit their praise to those five winning monuments. They selected 18

more designs for honorable mention, and *Barre Life* reproduces them on these pages.



## **Gene Brusetti**

Barre, Vermont

This 4-10 x 0-10 x 1-7 all-polished monument rests on a 4-2 x 1-6 x 0-8 base.



## **Jim Peterson**

Egg Harbor, New Jersey

A bronze cross is attached to this stippled 2-8 x 0-10 x 4-6 unit, mounted on an all-steel 4-0 x 0-10 x 1-0 base.



## **Susan Sanderson**

South Barre, Vermont

Graceful sandblast lettering follows the flowing lines of this stippled 5-0 x 0-10 x 7-6 monument.



## **Flat Marker**



## **John Kuga**

Uxbridge, Ontario, Canada

Polished, steeled and sandblasted,  
2-0 x 1-6 x 0-4.





### **Anthony Sciolto**

Scituate, Rhode Island

Polished and sandblasted with double-outline shadow lettering, 2-0 x 1-0 x 0-4.



### **Craig Main**

Minneapolis, Minnesota

Polished and sandblasted, 2-0 x 1-0 x 0-4.

## **Slant/Bevel Monument**



### **Dilio Fontana**

Barre, Vermont

This polished Barre gray granite monument measures 2-0 x 1-0 x 1-8.



### **Ray Lesslie**

Barre, Vermont

Two Barre gray granite pieces are bonded together in this steeled and polished 2-0 x 1-4 x 1-10 design.





## John Jamieson

Chagrin Falls, Ohio

The face is polished, the balance rock-pitched in this 2-0 x 0-10 x 1-4 design.

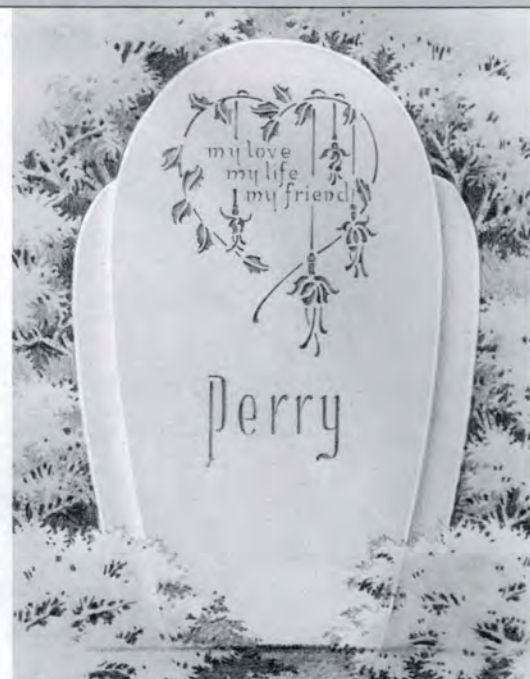


## Dana Morrisette

Barre, Vermont

The polished, steeled and sandblasted 3-0 x 1-0 x 1-4 western slant sits on a steeled 3-0 x 0-11 x 0-9 western base.

# Upright Monument



## Jocelyn Moran

Plainfield, Vermont

Sandblast carving is combined with stippled and steeled finishes in this 2-0 x 0-8 x 3-0 design.

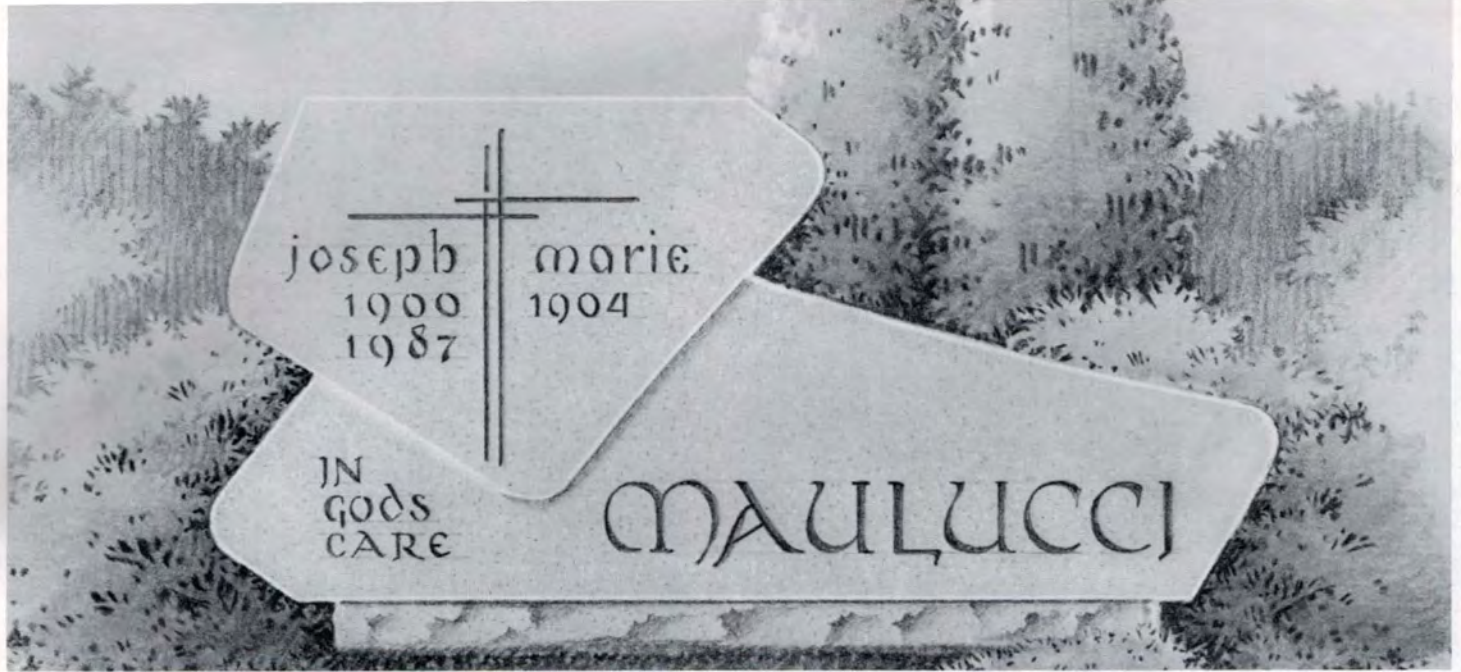


## Jim Peterson

Egg Harbor, New Jersey

This Barre gray granite monolith measures 3-10 x 2-6 x 0-10 and is steeled with stippled recesses.





## **Wendy Randall**

Fonthill, Ontario, Canada

Unusual lettering is accented by rounded corners and balanced by stylized crosses on this 4-6 x 0-10 x 2-4 steeled unit.

## **Cremation Monument**



## **Dilio Fontana**

Barre, Vermont

A steeled finish is combined with a polished plinth and ornamentation for this 27-unit, 8-0 square monument.

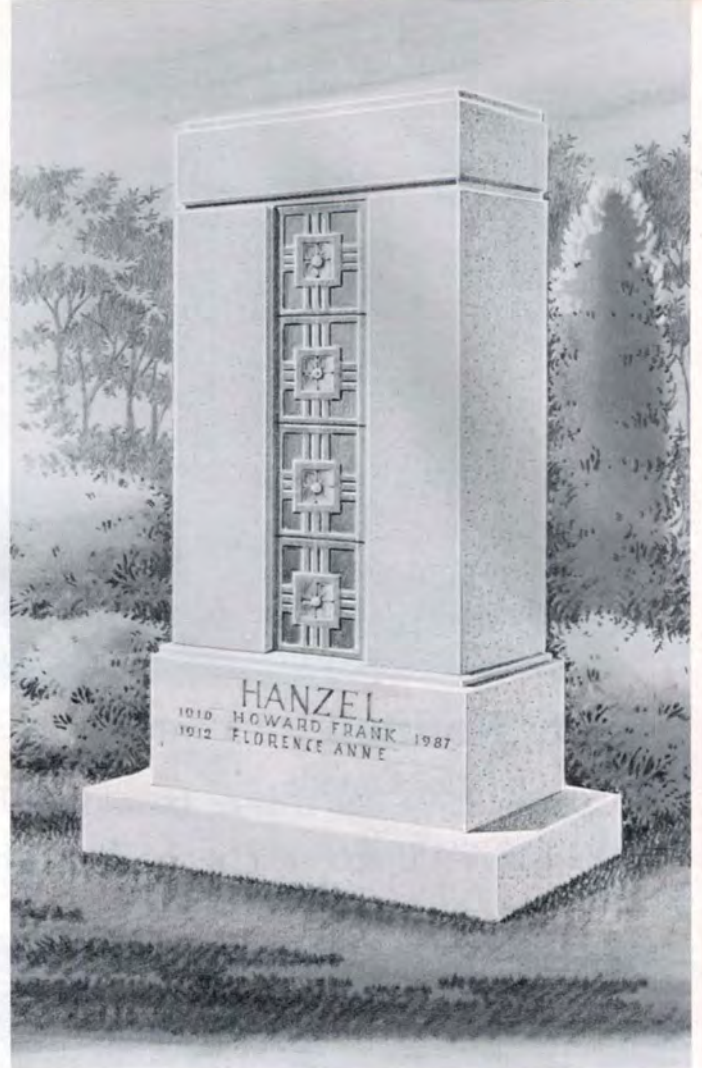




## Ray Lesslie

Barre, Vermont

A polished 3-6 x 0-4 x 2-6 marker rests on a steeled 2-8 x 1-8 x 0-8 base that accommodates two steeled caps.



## John Jamieson

Chagrin Falls, Ohio

A bronze door accents this 4-0 x 2-2 x 7-6 steeled columbarium.



## Mickey Tanner

Hardwick, Vermont

A polished Impala black granite base and round insets distinguish this 1-10 x 0-8 x 2-6 steeled Barre gray granite monument.



# BGA Ads Are Award Winners

## The best of classic rock

Classic carvings like deep sculpted roses and other intricate floral designs have always been the trademark of Barre craftsmen.

Years ago, these designs were painstakingly hand carved by old world artisans who came here to work our beautiful granite. Today, second and third generation craftsmen routinely use diamond saws, automatic polishers and double process sandblasting to create the deeply sculpted designs that have made the Barre Guild famous.



**BARRE GUILD**  
MONUMENTS

But carving granite is still not easy. Whether hand chiseled or cut with modern tools, the best memorials demand a strong commitment from the craftsmen who create them. Dedication like this is hard to find—but it's common in Barre. And for this reason, memorial dealers everywhere are quick to choose Barre for beautiful, deep carved granite monuments.

*Artistry in granite since 1889*  
The Barre Granite Association, Inc.  
31 Church Street, Barre, VT 05641

## The history of hard rock



Generations of quarrymen have learned that all granite is not the same. It varies in composition and color, in strength and weight. Sometimes it even varies greatly within a quarry itself. That's why so many quarries have quickly abandoned the not so rich Barre granite. We're proud to have the oldest quarry still in continuous operation. It was opened over 100 years ago. Better still, it continues

to have the finest Barre granite you can find. Remarkable composition. In texture. Highly resistant to staining and discoloration. And it's so beautiful, it's a wonder you will find the only equal to Barre granite in the world.

**BARRE GUILD**  
MONUMENTS

*Artistry in granite since 1889*  
The Barre Granite Association, Inc.  
31 Church Street, Barre, VT 05641

## America's number one rock group

An important rock discovery was made in the 1800s in Barre, Vermont. And as word spread, craftsmen flocked here. In 1889, they formed an association. The attraction was a fine, blue-gray granite. Universally considered as tertiary. Highly resistant to staining and discoloration. And exceptionally beautiful when polished.



**BARRE GUILD**  
MONUMENTS

Today, Barre is proud to have the oldest quarry still in continuous operation. But we're prouder still of the quality that is inherent in our granite and brought to fruition by our fine craftsmen.

*Artistry in granite since 1889*  
The Barre Granite Association, Inc.  
31 Church Street, Barre, VT 05641

Like the granite monuments made by BGA companies, the advertisements promoting those monuments have been judged outstanding.

Memorialists from coast to coast know the BGA's "rock group" ad series. The magazine advertisement touting "The best of classic rock" has won first place in the trade advertising category of the prestigious Pegasus Awards competition. That ad and others in the series—including "America's number one rock group," "100 years with the stones" and "The history

of hard rock"—also have won a second place Pegasus award for a trade advertising campaign.

The BGA's ad series was conceived and produced by Communicators Group, Inc. of Brattleboro, Vermont.

"The whole concept was to appeal to a new generation of memorialists and be in tune with the times while maintaining the Barre Granite Association's dignity of the past," said Joseph Slowik, vice president of Communicators.



New from the BGA

# Artistry in Granite Video

The Barre Granite Association's new "Artistry in Granite" videotape has premiered to rave reviews.

At the annual convention of the Monument Builders of North America, viewers at the BGA exhibit clustered around video monitors. They were absorbed by the stars of the show they were seeing—exquisite monuments in Barre's famous Hope Cemetery, a veritable museum of the world's finest granite monuments made by companies of the Barre Granite Association.

In this new six-minute video, the camera zooms in

to provide a close-up look at unique design, sculpture and personalization. Viewers also tour monument manufacturing plants to see the work required to produce truly exceptional monuments.

"Artistry in Granite" can inspire prospective clients, provide specific ideas for upgrading a monument choice, and show graphically why spending more on a monument is worth the investment.

This professional video production is available in ½-inch VHS format for \$25. Please use the order form on this page to obtain your copy.



Yes! Please send me the new BGA videotape, "Artistry in Granite".

I am enclosing \$25.00 for each tape ordered.

Total enclosed: \_\_\_\_\_

To expedite your order, please enclose your check, payable to The Barre Granite Association.

Send your order to:  
The Barre Granite Association  
Box 481  
Barre, VT 05641

Name: \_\_\_\_\_

Address: \_\_\_\_\_

(Please use street address, not post office box.)

City, State, Zip: \_\_\_\_\_



# Three New Brochures

## from the Barre Granite Association

The BGA announces publication of two elegant new design brochures and a thought-provoking new cremation brochure.

These low-cost materials are perfect for literature shelves, conference room reading tables and sales staff portfolios. They fit into standard size envelopes and can be imprinted for effective direct mail advertising.

Place an order today for...



### **TIMELESS** and **ETERNAL**

These monument brochures were produced for use as a set and feature outstanding designs from leading memorialists throughout North America. **TIMELESS** explains there can be no better choice than Barre gray granite for honoring loved ones with upright or estate monuments. Flat markers and slant/bevel monuments are highlighted in the **ETERNAL** brochure.

### **The decision to be cremated. It's two decisions.**

After the cremation choice has been made, there is another decision: the disposition of the cremated remains. This brochure squarely faces the growing trend toward cremation and suggests interment in a monumented cremation garden as the most meaningful alternative. A variety of cremation monuments are pictured.

## TO ORDER...

### **NON-IMPRINTED BROCHURES:**

(Price is 20 cents each or \$20 per 100)

#### **TIMELESS**

Quantity (@ .20) \_\_\_\_\_ Price \_\_\_\_\_

#### **ETERNAL**

Quantity (@ .20) \_\_\_\_\_ Price \_\_\_\_\_

#### **The decision to be cremated. It's two decisions.**

Quantity (@ .20) \_\_\_\_\_ Price \_\_\_\_\_

### **IMPRINTED BROCHURES:**

(Price is 25 cents each or \$25 per 100. Minimum order for imprinted brochures: 100 copies.)

Imprinting your company name and address on the back of the brochures can increase their effectiveness. Maximum space: four lines. Clearly print material to be imprinted below:

---

---

---

---

#### **TIMELESS**

Quantity (@ .25) \_\_\_\_\_ Price \_\_\_\_\_

#### **ETERNAL**

Quantity (@ .25) \_\_\_\_\_ Price \_\_\_\_\_

#### **The decision to be cremated. It's two decisions.**

Quantity (@ .25) \_\_\_\_\_ Price \_\_\_\_\_

Total cost of non-imprinted brochures @ .20 \_\_\_\_\_

Total cost of imprinted brochures @ .25 \_\_\_\_\_

**TOTAL AMOUNT DUE** \_\_\_\_\_

Brochures should be sent to:

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
(Please use street address, not post office box.)

City, State, Zip: \_\_\_\_\_

Clip this order form and send it to:

The Barre Granite Association  
P.O. Box 481  
Barre, VT 05641

**Be sure to enclose your check.**

**Orders will be filled upon receipt of payment for amount due.**





**Barre Granite Association**  
51 Church Street Box 481  
Barre, Vermont 05641  
Tel. 802 476-4131

BULK RATE  
U.S. POSTAGE  
**PAID**  
Barre, Vermont  
Permit No. 139

**ADDRESS CORRECTION REQUESTED**

## VOTING MEMBERS OF THE BARRE GRANITE ASSOCIATION

### **Adams Granite Co.**

P.O. Box 126  
Barre, Vt. 05641  
Kerry Zorzi  
800-342-1070

### **Celente & Bianchi**

P.O. Box 220  
Barre, Vt. 05641  
Irio Bianchi  
802-476-4463

### **C.R. Davidson Co., Inc.**

P.O. Box 156  
South Ryegate, Vt. 05069  
Clyde Davidson  
802-584-3591

### **Grearson & Lane Co.**

P.O. Box 327  
Barre, Vt. 05641  
John Grearson  
802-476-7102

### **Maurice Memorials, Inc.**

R.R. #3  
Barre, Vt. 05641  
Leo Maurice  
800-451-4173

### **Peerless Granite Co.**

P.O. Box 313  
Barre, Vt. 05641  
Bret Mugford  
802-476-3061

### **Anderson-Friberg Co.**

P.O. Box 626  
Barre, Vt. 05641  
Melvin Friberg  
800-451-3255

### **Cetrangolo Finishing Works**

P.O. Box 190  
Northfield, Vt. 05663  
Nick Cetrangolo  
800-451-4517

### **Desilets Granite Co.**

221 Barre St.  
Montpelier, Vt. 05602  
Victor Roselli  
802-223-2111

### **Houle-Giudici Co.**

P.O. Box 787  
Barre, Vt. 05641  
Gene Houle  
800-451-3238

### **Montpelier Granite Works**

Granite Street  
Montpelier, Vt. 05602  
Joe Mureta  
800-451-4513

### **Rivard Granite Co.**

P.O. Box 86  
Barre, Vt. 05641  
Robert Rivard  
802-476-3542

### **Beck & Beck, Inc.**

P.O. Box 467  
Barre, Vt. 05641  
Robert Zider  
800-451-5170

### **Chioldi Granite Corp.**

P.O. Box 294  
Barre, Vt. 05641  
John Mattson  
800-451-3230

### **Family Memorials, Inc.**

P.O. Box 383  
Barre, Vt. 05641  
Robert Couture  
802-476-7831

### **LaCross Memorials, Inc.**

P.O. Box 458  
Barre, Vt. 05641  
Gabriel "Bebe" LaCroix  
800-451-3234

### **Nativi & Son, Inc.**

P.O. Box 436  
Barre, Vt. 05641  
Silvio Nativi  
802-476-7101

### **Rock of Ages Corp.**

P.O. Box 482  
Barre, Vt. 05641  
Kurt Swenson  
802-476-3115

### **Buttura & Sons, Inc.**

P.O. Box 606  
Barre, Vt. 05641  
Brent Buttura  
800-451-3252

### **Colombo Granite Co.**

155 Boynton St.  
Barre, Vt. 05641  
Bob Colombo  
800-446-1049

### **S.L. Garand & Co.**

P.O. Box 365  
Montpelier, Vt. 05602  
Richard Garand  
800-451-5177

### **Lawson Granite Co.**

P.O. Box 377  
Barre, Vt. 05641  
Albert Gherardi, Jr.  
800-451-5174

### **North Barre Granite Co.**

P.O. Box 548  
Barre, Vt. 05641  
Charles Chatot  
800-227-1045

### **Rouleau Granite Co.**

P.O. Box 567  
Barre, Vt. 05641  
Lucien Rouleau  
800-343-4199