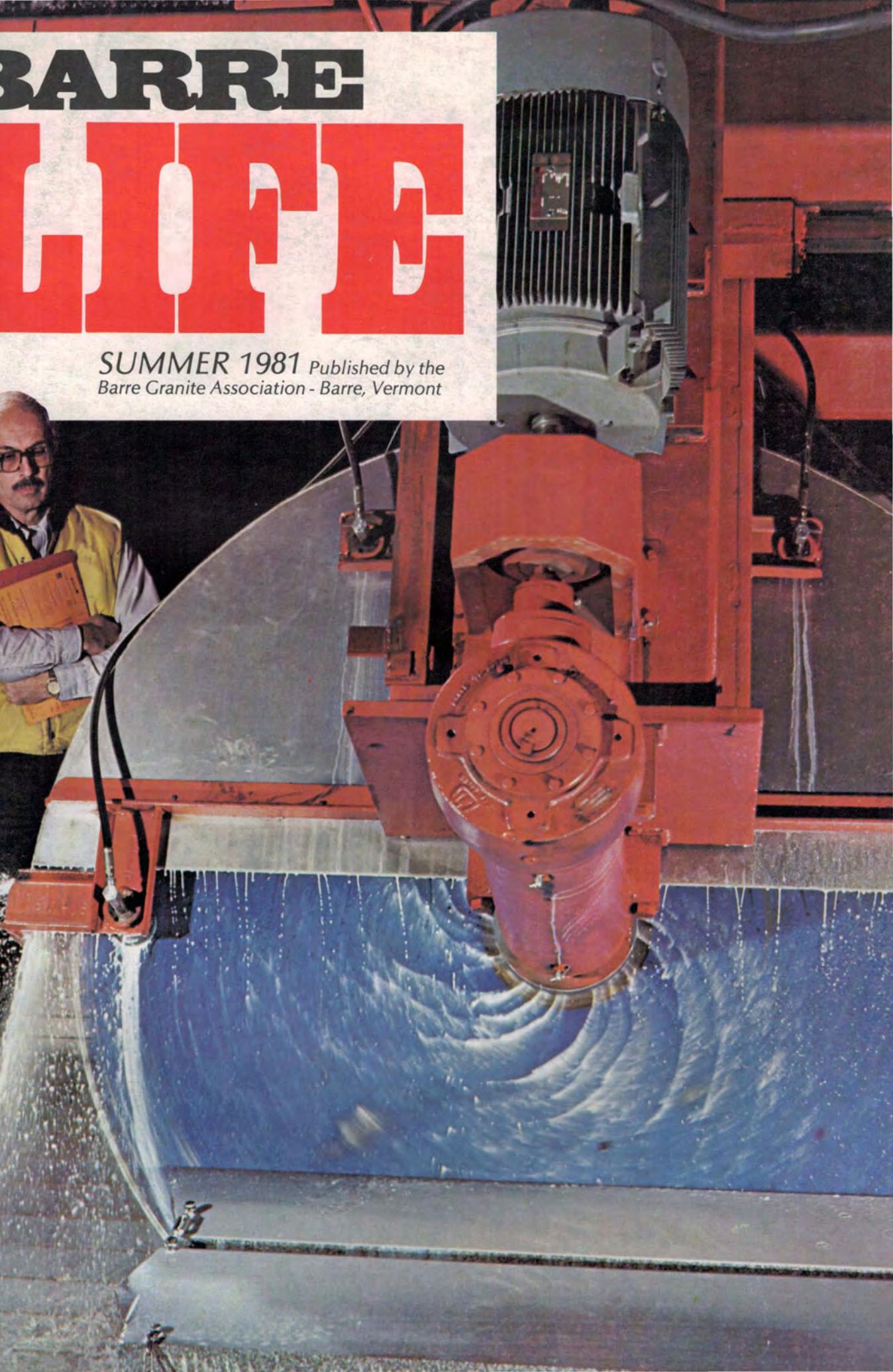


**BARRE**

# LIFE

SUMMER 1981 *Published by the  
Barre Granite Association - Barre, Vermont*



## About the cover...

A diamond sawing machine with a unique tilting head was recently installed at Cook, Watkins and Patch in Barre. David Reid, President of the firm and also President of the Barre Granite Association, said the new six foot diameter saw will help increase production and service to his growing number of retail customers.

BARRE  
GUILD

# BARRE LIFE

SUMMER 1981

BARRE LIFE is published quarterly at no charge by the Barre Granite Association, Box 481, Barre, VT 05641. Tel. 802-476-4131.

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Executive Vice President

**Norman James**  
Editor

**Robert Stewart**  
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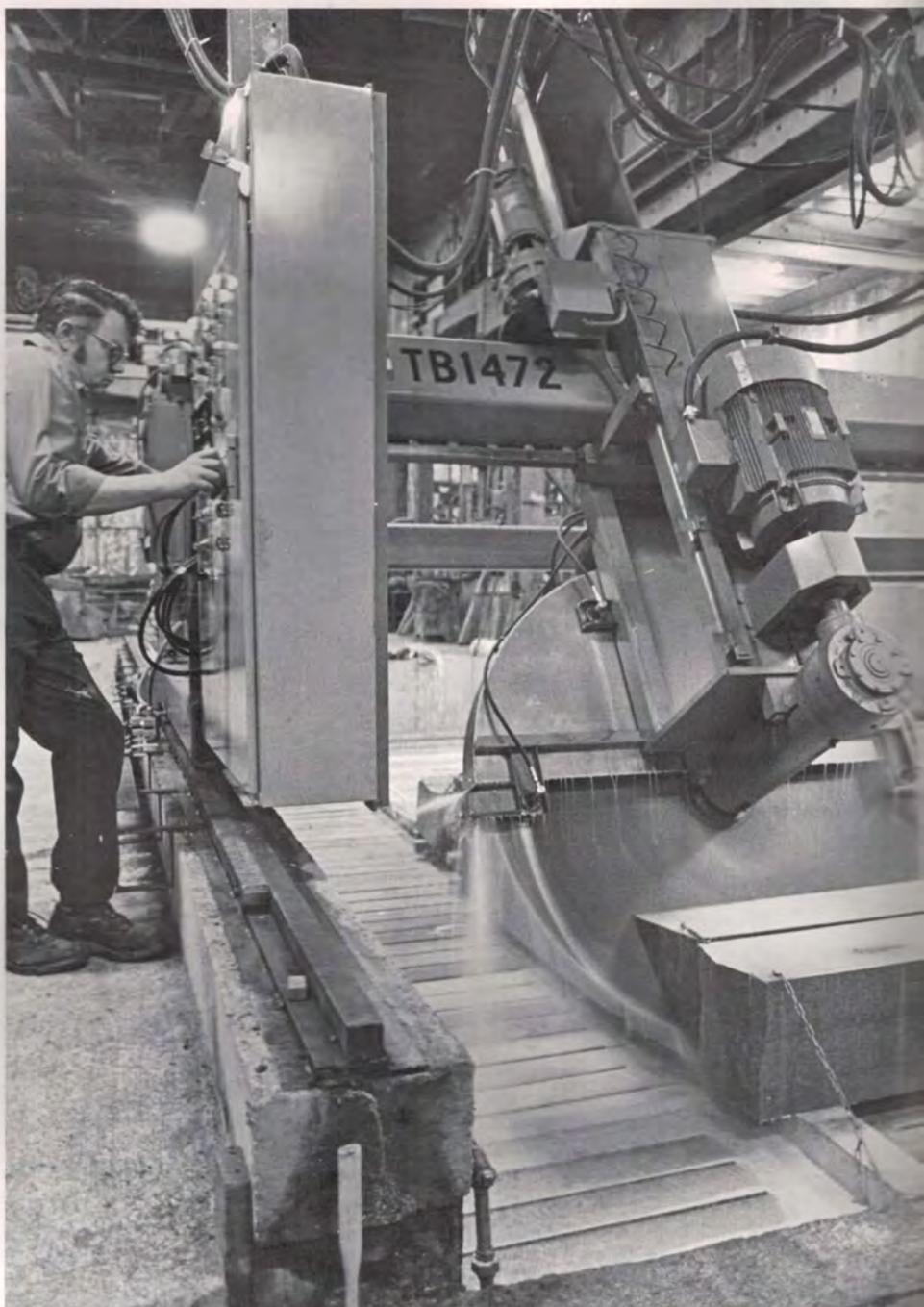
**John Garand**,  
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**Jay Slaybaugh**,  
Rock of Ages Corp.

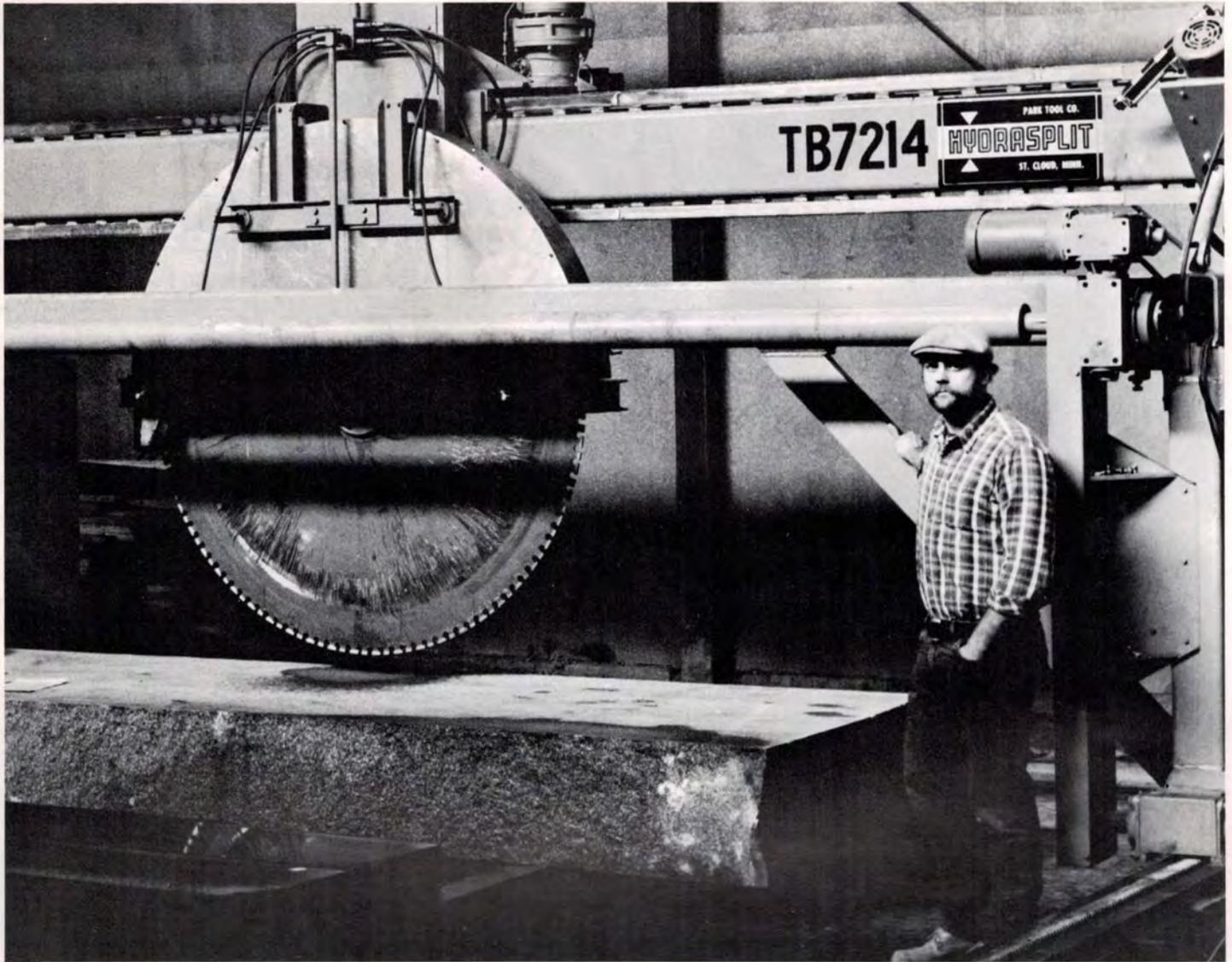
**Gabriel LaCroix**,  
LaCross Memorials, Inc.

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

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BARRE, VERMONT



"Like a knife through butter." That's the description many observers have to the new diamond sawing machines at Cook, Watkins and Patch (above) and Beck & Beck, Inc., (opposite). These saws are manufactured by Park Tool Co., of St. Cloud, Minnesota.



## BECK & BECK FIRST IN BARRE TO INSTALL NEW SAW

Bob Hilferty, Plant Manager at Beck & Beck, Inc., has helped to supervise the installation of one of the granite industry's most advanced diamond saws. His firm was the first in Barre to install this new tilting diamond saw. Norman Beck, President of Beck & Beck, stated that his firm was continuing to install new machinery in order to meet competition and better serve his many customers throughout the United States.



## SILVER ANNIVERSARIES FOR THREE AT NORTH BARRE GRANITE

These three men have a combined tenure of 75 years at the North Barre Granite Company. Jules J. Chatot, President of the firm recently presented watches to (l-r) Burgh Morton, polisher; Leonard Benoit, sandblast; and Russell Molander, cutter, to recognize each of their 25 years of employment there.

# BGA News about members



## Buttura Elected President of AMA

Three Barre granite manufacturers have been elected officers of the American Monument Association, a national organization of quarriers and manufacturers, at its annual meeting in St. Cloud, Minnesota.

John Buttura, President of Buttura & Sons, Inc., (center) was elected President. Ray Stroutsos, Vice President of Cook, Watkins & Patch (left), was elected Secretary and

Norman Beck, President of Beck & Beck (right), was elected Treasurer.

Other Barre members of the AMA Board of Directors include: C.J. Slaybaugh, President of Rock of Ages Corp., and Nick Cetrangolo, President of Cetrangolo Finishing Works.

The American Monument Association provides services important to the conduct of business of the members, including a Cemetery Assistance Program, credit and collection services, publishing an annual directory called the Red Book as well as a monthly magazine called *Stone in America*. The AMA also conducts bi-annual technical conventions for its members.

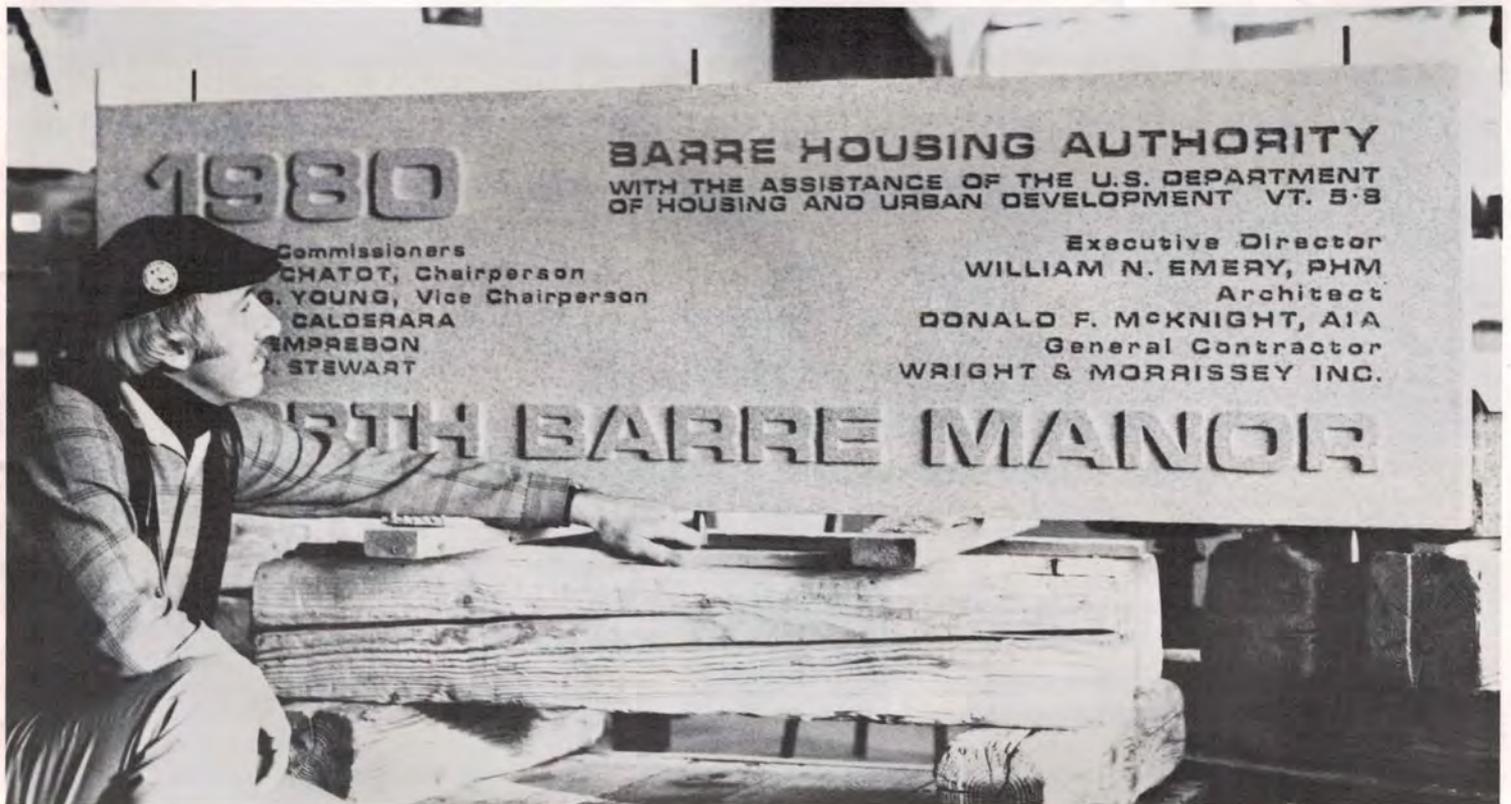
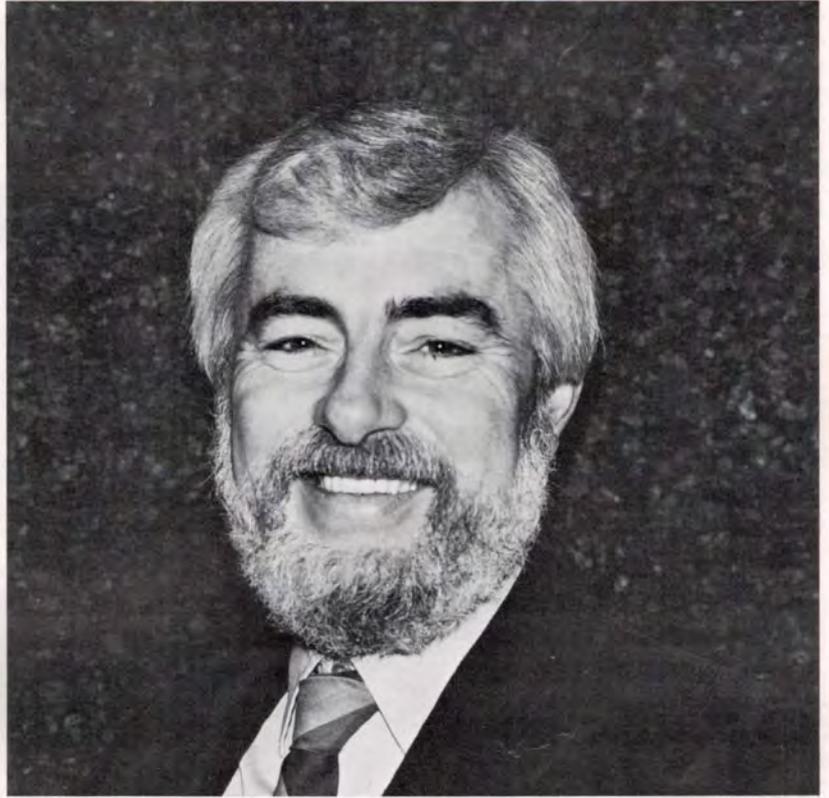
# NEW AT THE BARRE GRANITE ASSOCIATION

Hello, I am Norman James and I'm pleased to be working for the Barre Granite Association in my hometown of Barre, Vermont.

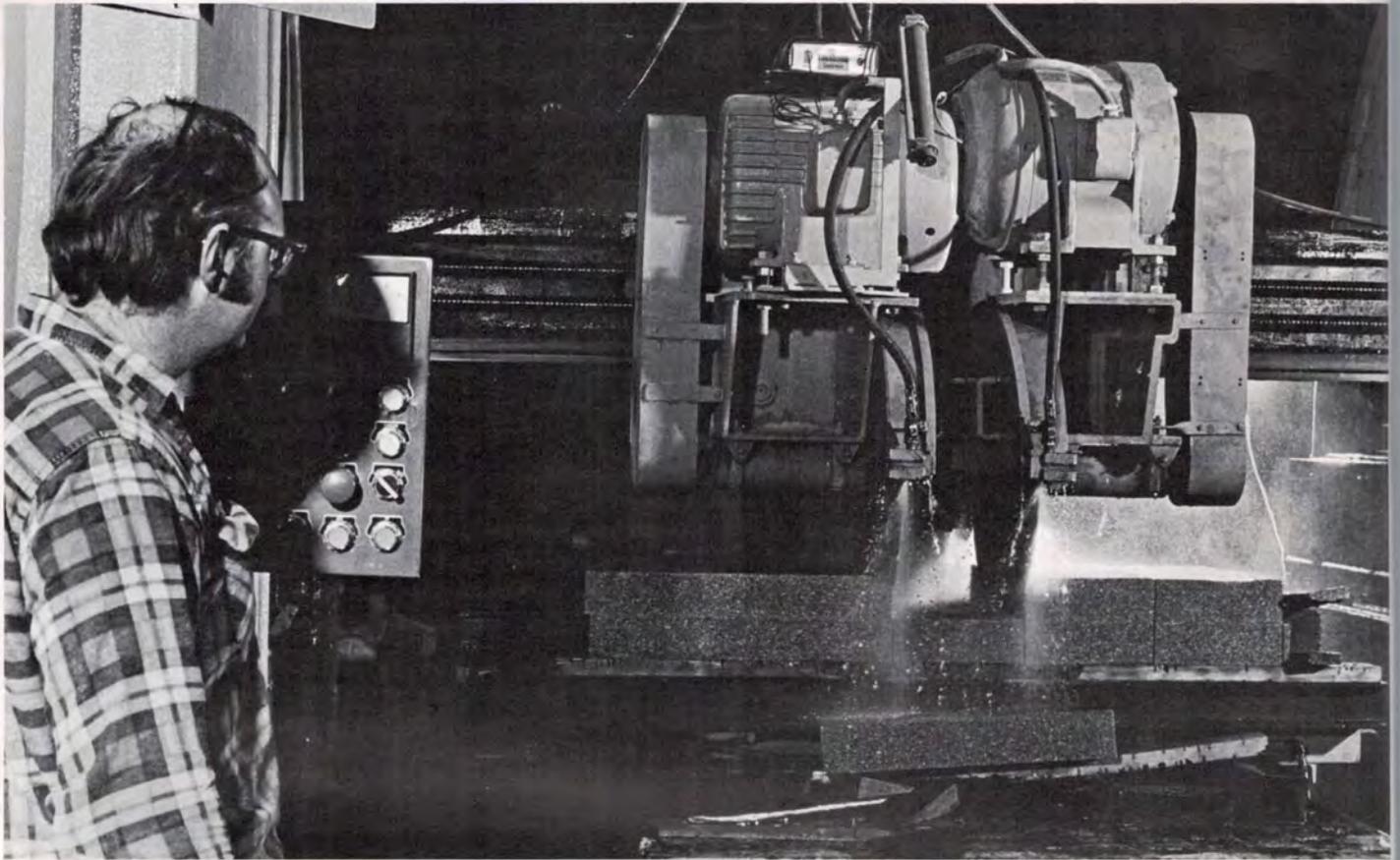
My background includes journalism with radio, television and newspapers and working in state government including a position as Assistant to Governor Thomas P. Salmon a few years ago.

I appreciate this great industry and because of the many people I have met — quarriers, manufacturers, sales representatives, retailers and consumers — I know my appreciation will continue to deepen.

I would like to hear from you. Your thoughts are very important to this industry. I also want to know how I can best help you sell Barre granite memorials — the best in the world.



JOSEPH MURETA, PRESIDENT OF MONTPELIER GRANITE WORKS, gives a last minute check of the Barre granite sign destined for North Barre Manor, the 11-story elderly housing project in Barre, Vermont. The sign is nearly seven feet long by two feet high. Barre granite manufacturers provide a wide variety of granite identification signs for various purposes.



## Chioldi-developed saw now in operation

Chioldi Granite Corporation has re-engineered an older single-head diamond saw to fit its diverse production requirements. This equipment now incorporates two diamond saw blades which are shown here cutting grass markers. The machine operator at left is Daniel Witcher.

**PAULA AND MARK GHERARDI** review orders received by Lawson Granite Company. The brother and sister combination have been responsible for important responsibilities at the plant for more than a year since they began working under their father's direction. He is Albert Gherardi, Jr., President of the well known firm.

Paula, 20, is responsible for accounts payable, customer relations and correspondence.

Mark, 22, is charged with handling estimates, customer relations and coordination of plant operations.





## Bob Colombo, President of Colombo Granite Company

*explains benefits of new energy-saving siding and insulation and catches up on his reading in his newly designed office.*

"We put up new siding along that 175-foot wall and around our office area. We backed the new siding with insulation that reduced our annual fuel oil consumption by 2,000 gallons, and we will save more next winter as we continue our program of energy conservation," Colombo said.



### ROBERT H. CLARK, 1912 - 1981

The Barre area was saddened by the recent death of Robert H. Clark, 69, who was associated for 50 years with the granite hauling business.

He operated Clark Transferring Service until his retirement in 1977 and was well-known to retailers in the northeastern part of the United States.

Robert was married to Lorraine Letter of Barre. Besides his widow, he leaves a

daughter, Mrs. Paul Rouleau and two sons, Robert and David as well as three grandchildren and a brother Lynn Clark with whom he was associated in business.

Bob Clark was a highly respected man in the granite hauling business and was also well-known for the monument setting service which his company provided to manufacturers and retail dealers.

(BCA Member News continued p. 15)



# Maki

## a Specialty of Dessureau Machines

Cutting hard stone is no easy task. And cutting granite, particularly Barre granite, is indeed challenging.

Each year millions of feet of special steel cut wire are used to saw Barre's huge quarry block into slabs which are then fabricated into memorials.

A mixture of silicon carbide abrasive and water is fed through a hose to the moving wire as it passes over the stone that is being cut. The actual cutting is done by the abrasive which is moved across the stone by the wire.

Much of this special saw wire is made in Barre, Vermont by Dessureau Machines using equipment designed and manufactured by this unique company.

Saw wire is made by twisting a single piece of wire or by stranding two or more pieces of round wire together.

To insure a straight cut through the stone, the twist or strand is reversed every few feet.

Saw wire, shown actual size, include single, double and triple strand wire — all made by Dessureau's special machinery. Note the reverse twist. The twist, or strand is reversed every few feet to insure a straight cut through the stone.

# ng Saw Wire



Otherwise, the wire, because of the pattern of the twist or strand, would veer from a straight line cut.

## Machines were developed and patented by Dessureau

Producing five thousand, ten thousand or fifteen thousand foot reels of saw wire at a time, the Dessureau Company has five machines for twisting or stranding; two straighteners and two level winders. All of the machines were designed

**Dessureau Machines, Inc., of Barre, Vermont — makers of saw wire on their own patented machines. Notice construction underway in the left of the photo. The new addition will allow for expanded operations of the firm's saw wire and machine tool business.**

and built by the Dessureau's and have been patented.

Joseph Dessureau and his brother John began a welding and repair shop on Granite Street during World War II and toyed with the idea of saw wire for the wire saws in the industry.

"We weren't too successful on the first try," John recalled, "but we stuck with it."

## Making Saw Wire *(continued)*



Spinning thousands upon thousands of feet of saw wire, motion is virtually non-stop for one of the several patented machines developed by Joseph and John Dessureau to answer a need to cut stone more efficiently.

Old fashioned Yankee ingenuity finally produced the patented machines and the Dessureau's were on the way to the manufacture of saw wire.

With home-spun modesty, John shrugged his shoulders and said, "it's just another way to cut stone."

Before the advent of wire saws and saw wire, blocks of Barre granite were cut into slabs by gang saws. These saws were made of rigid steel blades whose teeth carried steel shot as an abrasive back and forth across the stone.

The old time gang saws are no longer in use, thanks to the foresight of the Dessureau brothers.

### Looking to the future

John's son, Arthur, who has assumed the mantle of management of the firm's operations said the

saw wire market is expanding despite the recent introduction of diamond saws.

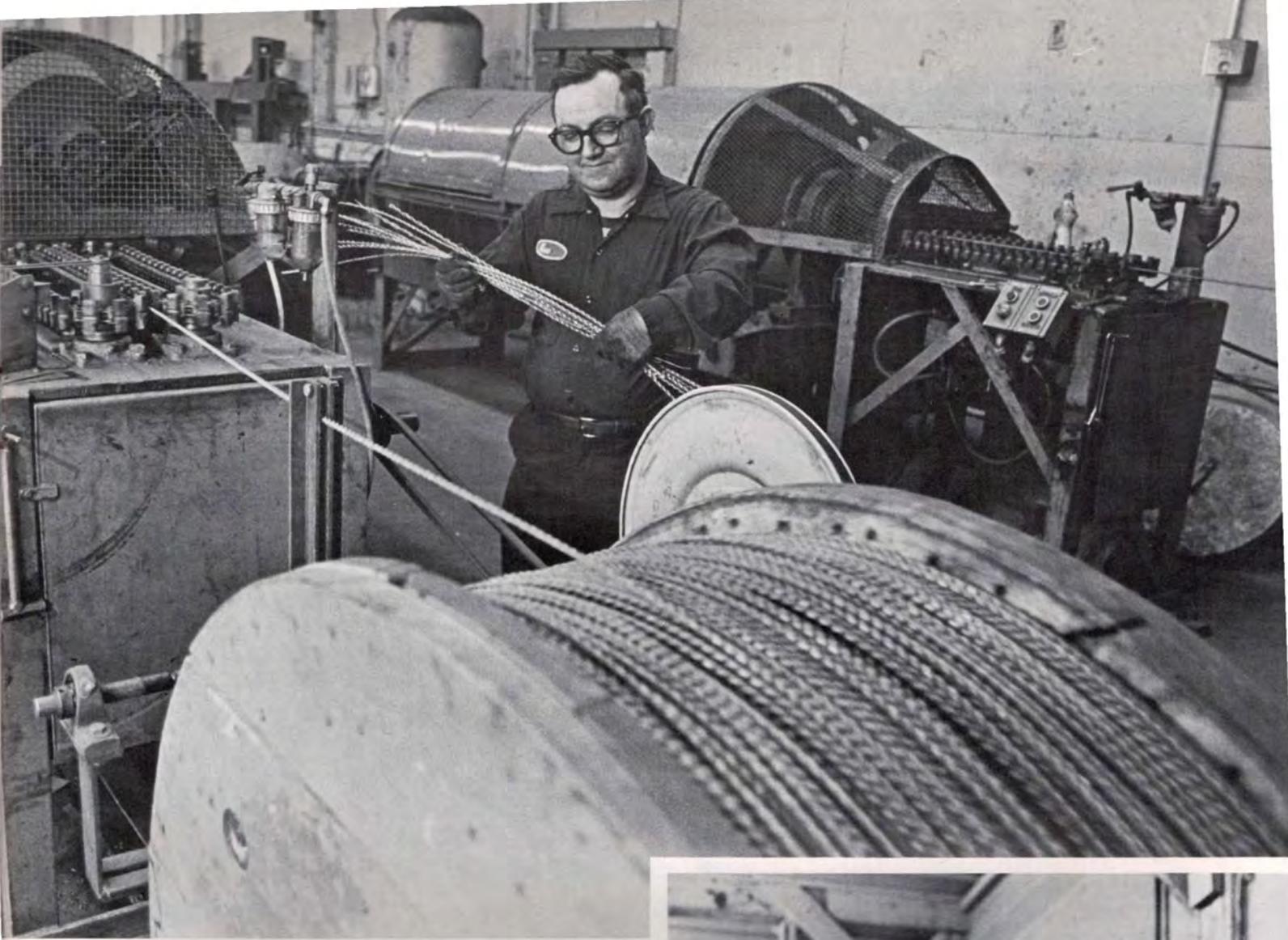
"We are going to add three thousand square feet to our building," said Arthur, "so we can have more room for our saw wire operations."

"U.S. Steel decided to drop the saw wire business," he said, "and we have picked up some of their accounts."

"Although large companies like Bethlehem Steel still produce saw wire, it's a small portion of their overall business," he said.

The future? Arthur captured it with the comment: "The machines are constantly being improved to provide greater productivity."

What Arthur did not say was that Dessureau Machines, Inc., will make its own improvements as it has always done, and if a new concept is needed, they will come up with that too, just as



Saw wire is wound on large reels after being processed by one of the several patented machines at Dessureau's. Ken Payne examines several sample sizes. In the background is the machine producing the three-strand saw-wire.

John Dessureau (left), a founder of Dessureau Machines, Inc., discusses one of the hundreds of orders for saw wire received from across the country and around the world with his son Arthur, who is now in charge of the company's operations.

they did back in the 1940's when they created "another way to cut stone."

"In fact," Arthur noted, "we are looking into the diamond saw business ourselves because I feel there is a definite application for both saw wire and diamond saws."



# Letters from our Readers

Gentlemen:

The Washington Cemetery is presently conducting an "IMPROVE YOUR PUBLIC IMAGE PROGRAM" and we were so impressed by your printing of "THIS IS A CEMETERY" that we would like your permission to re-print this in our local newspaper.

It would be printed in its entirety and, of course, would include the heading of the Washington Cemetery.

We would certainly appreciate your approval of this request as we feel that we have read no better definition of what a Cemetery means and the reason for its existence.

Sincerely,

Paul R. Shiring, Superintendent  
WASHINGTON CEMEMTERY  
Washington, Pennsylvania

Dear Sir,

On behalf of American Bar, Vermont Bar, Vermont State Department of Education, Vermont State Police & GFWC/ Vermont Federation of Women's Clubs, we thank you for the samples of Barre Granite that were used at the New England Conference of Law-Related Education held at Stratton Mountain Inn.

It was most appreciated.

Sincerely,

Roxie Davis and  
Lucia Houlihan, co-chairmen

Dear Sir:

We received your "Selling Monuments at Retail" today, and I've already read it from cover to cover, and think this is a great sales aid.

I would appreciate receiving 6 more copies for our part-time sales people. I will be happy to pay for these if there is a charge.

Thanks for such a great booklet on selling.

Sincerely,

Mary Lou Brannon  
BRANNON MONUMENT CO.  
Dubuque, Iowa

Gentlemen:

Just a note to thank you for sending us BARRE LIFE. The information in each edition is most helpful and we appreciate seeing the new designs.

In addition, would you please send us several copies of your publication "This is a Cemetery" and "Selling Monuments at Retail" (12 and 6 respectively).

Thank you.

Sincerely,

Howard B. Sheorn, President  
COMOLLI MEMORIALS, INC.  
Chattanooga, Tennessee

Gentlemen:

As Chairman of the North Carolina Cemetery Association's Public Relations Committee and publisher of their official publication, "The Cemeterian", I would appreciate your permission to reprint "This Is A Cemetery". I feel that all members of our Association would benefit from this essay.

In addition, I would appreciate your sending four each of the 8½ x 11 inch format and the lettered hand card. These are for use in each of the Forest Lawn Cemeteries.

We always look forward to the BARRE LIFE publications.

Respectfully yours,

(Mrs.) Joyce W. Summerville, Vice-President  
FOREST LAWN EAST  
Mathews, North Carolina

Dear Ed:

First, let me comment on your treatment of our Section #6 in your Barre Guild Magazine.

I was very pleased and have received favorable responses. The area has attracted sales for both burials and pre-need. Since the trees and shrubs were planted in late fall, I am anxious to see how it looks in the growing season.

Sincerely,

Kay Hayes, Superintendent  
SAINT JOSEPH CEMETERY  
Bristol, Connecticut

Gentlemen:

Your Barre Guild 1981 Calendar received is an inspiration to use and other memorialists. It's purposeful service will long be of use.

Would appreciate having a couple more.

Thank you,

Daniel Contegiacomo  
Paterson, New Jersey

Sealmark Rock of Ages dealers were enthusiastic about the successful Rock of Ages advertisement recently appearing in Newsweek magazine. The ad focused on the granite quarries, the Rock of Ages craftsmen and the rigid quality control standards at the Craftsman Center.

James Cummings, polisher; Donald Lyons, sandblast; and Charles Ladd, stone cutter are shown left to right in the ad.

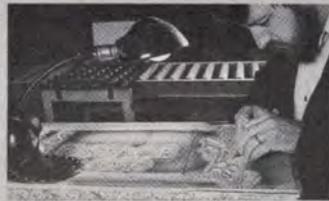
A second page of the ad carried a listing of authorized Rock of Ages dealers.



**BEFORE TIME,  
THERE WAS GRANITE.**

**Created by nature...crafted by man...  
a Sealmark ROCK OF AGES Memorial endures. Forever.**

330 million years ago, Rock of Ages granite was born. A gift of the earth's creation...for all time. Dark, flawless, finely textured, sapphire-hard, the world's most perfect memorial granite is found only in one small spot in the world. Barre, Vermont. Its name—Rock of Ages granite. Born from the very process of the earth's creation, hundreds of millions of years ago, this granite is nature's timeless gift to all those searching for a memorial that will endure, literally, forever.



**What nature creates, man then crafts...into the finest monuments available anywhere.**

Bountiful as nature has been with her granite, eighty-five percent of it is discarded by Rock of Ages after quarrying. Only the very finest of the remaining fifteen percent is perfect enough to be used in Rock of Ages Sealmark Memorials.

And it remains for man, the artisan, to craft it. At the Rock of Ages Craftsman Center, skilled experts from all over the world guide the granite through a painstaking metamorphosis into exquisite memorial art.

**The Rock of Ages Sealmark... because a monument is forever.**

Only genuine Sealmark Rock of Ages Memorials bear this exclusive Sealmark—a symbol of the Rock of Ages Full Perpetual Warranty which guarantees a Rock of Ages memorial *without time limit*. For you, and future generations, there is no stronger guarantee—that what nature has created and man has crafted will endure. Forever.



**Genuine Sealmark  
only through Au**

- ARKANSAS**
- Booneville Cotner Monuments,
- Brinkley Wylie-Fowler Funeral Ho
- Camden Camden Monument Works,
- El Dorado El Dorado Monument W
- Fordyce Fordyce Monument
- Forrest City Two States Monuments
- Fort Smith Cotner Monuments,
- Magnolia Magnolia Monuments,
- Mena Cotner Monuments,
- West Helena Two States Monument
- CONNECTICUT**
- Bridgeport Barnum Monument W
- Enfield Willow Monument Works,
- Guilford Rogers Memorial St
- Jewett City Shelley Broth
- New Haven G & G Monument
- New Milford Thomas Phillips & Son
- Stamford Waldron Monument
- Taftville Avery Memorial St
- Geno J. Lupinacci Memor
- G & G Monument
- DELAWARE**
- Bridgeville Hardesty Funeral Ho
- Delmar Marvel-Short Funeral Ho
- Dover Lloyd Memor
- Laurel Laurel Memorials,
- Milford Wm. V. Sipple &
- Smyrna Wm. V. Sipple &
- Wilmington Elsmere Marble & Granite
- Wilmington Memorial Co.
- DISTRICT OF COLUMBIA**
- Washington, D.C. Rock Creek Cem
- FLORIDA**
- Leesburg Southern Monument Studi
- Miami National Monument Co
- South Miami Woodlawn Park Cer
- Tampa Woodlawn Park Cemetery
- Myrtle Hill Memorial Pa
- LOUISIANA**
- Amite Amite Marble & Gran
- Shreveport Forest Park C
- Shreveport Monument
- MARYLAND**
- Baltimore Joseph L. Mat
- Raymond G. M
- Cambridge Wm. V. Sipl
- Frederick Raymond G. M
- Hancock Gordon's I
- Havre de Grace George M. Sunday
- Jarrettsville J.C. Taylor & Son
- Laurel Raymond G. M
- Parkville Raymond G. M
- Pocomoke City Pocomoke
- Granit
- Salisbury Wicomico Me
- Westminster Joseph L. M
- MASSACHUSETTS**
- Acton Acton Monum
- Athol Athol G
- Bellingham Card
- Everett Woodlawn M
- Fall River Rex Monum
- Harwich Henry T
- Lowell Luz Brothers Mon
- Malden J. N
- New Bedford Rex Monum
- North Attleboro Morse & Beggs

# Letters (continued)

Dear Gentlemen:

We would appreciate receiving (4) copies of "This is a Cemetery" 8½x11 published in the Barre Life.

We feel this is a very moving memorial. To which we may add to our rules and regulations, for our cemetery booklets are about to be updated.

Thank you,

John Maloney, Superintendent  
BROOKDALE CEMETERY  
Dedham, Massachusetts

Dear Sirs,

I have been involved in monument work for about ten years now. I first started in the summertime working with my grandfather who does cemetery lettering work. Now I'm married, and thanks to my training from him, I now work at the Thomas Monument Co., Indianapolis, Ind.

I truly enjoy my work and plan to do this the rest of my life, it really isn't work when you enjoy it so much.

At work I look at BARRE LIFE whenever the new one comes. I really like your publication!

I know from experience that Barre is best. I'm not just saying that, I really mean it. The best stone, craftsmen. Everything involved is by far the top of the line. Therefore I wish to be included on your mailing address list of Barre Life!, and could you also send it to my grandfather? if not for him I could not be in this work I love so much.

I will be grateful for this, I want to be in touch with this industry.

Much thanks,

Roger G. Price, Jr.  
Indianapolis, Indiana

Gentlemen:

Please mail us the full page reproduction of the essay "This is a Cemetery" by Mrs. Mary Lou Brannon. As we have other offices, could we have four copies? We want to frame them for our office walls and also use in our local paper.

Thank you for the requested copies and we all enjoy your editions of *Barre Life*. It is an outstanding publication and so informative.

Very truly yours,

Ruth Hallman  
HALLMAN MEMORIALS  
Wills Point, Texas

Dear Mr. Lyndes,

Jim and I think that the prize winning essay, "This Is A Cemetery" is one of the most beautiful things we have ever read. We would like to have a copy to frame and hang in our office. We also liked the way an Ohio firm used it in the newspaper, and we have made arrangements for its appearance in the Post Times on Memorial Day.

Sincerely,

Mary Beth Menor  
LAKE WORTH MONUMENT CO.  
Lake Worth, Florida

Gentlemen:

We have framed our copy of the essay "This is a Cemetery-" and it has a prominent place on our counter where it receives many glowing compliments.

We would appreciate receiving three (3) of the hand card publication.

What are your charges for quantities of these publications?

Sincerely,

Charles H. Fells, Superintendent  
POUGHKEEPSIE RURAL CEMETERY  
Poughkeepsie, New York

Dear Milt,

Today we received the spring edition of Barre Life at the N-E-D office. Almost every article and picture seems to let me recall all the wonderful memories I have of Barre, the State of Vermont and the wonderful people I had the pleasure of knowing the 25 years of residency in Barre.

Thanks for remembering to send us a copy and hopefully you will continue to mail us a copy each quarter.

Best regards,

Millie Melton

Gentlemen,

Good Morning. First let me state that I feel your magazine is a real asset to our industry. I enjoy it greatly and have found it to be very useful. Thank you and keep the excellent work up.

I would like to order a copy of the "Selling Monuments at Retail" and "This Is A Cemetery". If at all possible I would like a 8½" x 11 format and hand card size of "This Is A Cemetery". I would like to compare the two and order more of one in the future. Thank you very much.

Sincerely yours,

Thomas Luhman  
WEST UNION MONUMENT CO.  
West Union, Iowa

## News about BGA members (continued)



LEO BUTTURA SR., OF BUTTURA & SONS, INC., admires the Salvation Army life-membership plaque with Captain James Sproul of the Barre Salvation Army Corps. For 17 years Buttura has been a member of the Salvation Army advisory board and contributed to their social programs.



MELVIN FRIBERG, PRESIDENT OF ANDERSON-FRIBERG COMPANY has announced a new addition to his management team. He is Robert Pope, who left his position as account executive of a major New York advertising agency to join the firm.

Robert is married to Melvin's daughter, Nancy. He holds (as does Nancy) a graduate degree from the Amos Tuck School of Business Administration at Dartmouth College.

Robert is presently learning plant operations and will deal directly with general administration and production.

In the photo, Melvin is shown with his son Peter (center), who is Vice-President and Sales Manager, and Bob Pope.

## Gregoire Named LaCross Sales Manager

Larry Gregoire has returned to his native Barre, Vermont after an absence of some 17 years to become Sales Manager of LaCross Memorials, Inc.

In the photo, Gregoire, on the left, and LaCross President, Gabriel LaCroix review sales figures indicating a very successful year.

Gregoire managed Wearly Monuments, a large retail outlet in Frankfort, Indiana before his return to LaCross. Prior to his sojourn in Frankfort, he managed plant operations for a retail monument business in Michigan and was a wholesaler of granite for several manufacturing companies in Michigan.



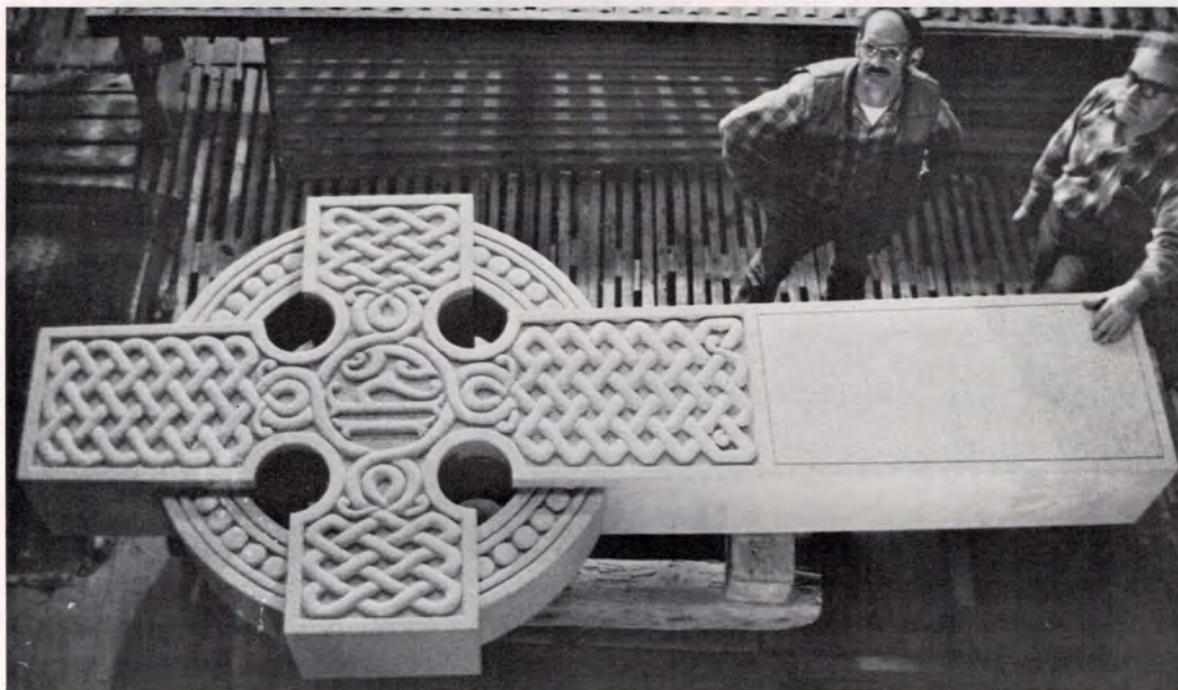
### Three generations serving the Barre Granite Industry

Frank Friberg (l), of Beck & Beck is grandfather to Michael Karnedy (c) and father-in-law to George Karnedy (r).

Michael Karnedy, of Buttura & Son, is grandson of Frank Friberg and son of George Karnedy.

George Karnedy of Rock of Ages, Corp., is son-in-law of Frank Friberg and father of Michael Karnedy.

Sound confusing? To some, maybe, but to the Friberg's and the Karnedy's, it's just a happy family, plus a healthy professional competitive situation.



A Celtic Cross of Barre granite measuring nine feet high produced by Buttura & Sons for a family memorial ordered by Rosenbloom Monument Co. in St. Louis, MO.

Bob Hutchins and Earle Hood produced the lovely carving which will stand on a Barre granite base also manufactured by Buttura & Sons. The base is also shown here being prepared for shipment.





COLOMBO GRANITE COMPANY of Barre has recently furnished Schum Monument Company in Dale, Indiana with two memorials of unusual design.

The Schneider family memorial features a steeled Barre granite die ten feet long and four feet high. This unusual design has three bases 18 feet, 20 feet and 7½ feet long. Barre granite urns are located on each end.

The Zanetis memorial combines a jet black granite die with a 7½ foot cap, three foot columns and a 9 foot base all in Barre granite.

# An Angel at Peerless



The Peerless Granite Company has a reputation for producing many fine memorials, one of which was recently photographed by BARRE LIFE.

The Belfiore Memorial in Barre granite, has a lovely angel created by Luigi Tempesta. The memorial has been shipped to Bonvino & Son Monumental Works in Middletown, Connecticut.

# Barre Labor Contract Signed

A two-week strike of the Barre granite industry was resolved when members of the Granite Cutters International and Barre area granite manufacturers agreed to a new three-year contract.

The strike began May 2 when the granite cutters refused to accept a proposed three-year contract. Although members of the Steel Workers Union accepted the contract, the granite cutters turned it down.

Subsequent negotiation sessions were started ten days later and the new contract was ratified on May 16.

The major provisions of the contract call for a wage increase of 75 cents an hour immediately and another increase of 55 cents an hour a year from now. A wage reopener provision allows wages to be negotiated at the beginning of the third year of the contract. The new base wage rate is \$7.05 per hour for granite cutters.

The contract also gives manufacturers the right to bring new equipment into their plants with considerations for safety, workload, existing practices and operation requirements including production efficiency and flexibility when assigning personnel to the machines.



**THE NEGOTIATING COMMITTEE FOR THE BARRE area granite manufacturers: From left to right: Bob Stewart, Manager of Member Services for the BGA; attorney Jay Waks; Keith Hudson of Rock of Ages Corp.; Bob Zider of Beck and Beck; Bob Colombo, President of Colombo Granite Company; Ray Rouleau of Rouleau Granite Company; Silvio Nativi, President of Nativi and Son; and Nick Centrangolo, President of Centrangolo Finishing Works and Chairman of the Negotiating Committee.**

# Dealer's Choice

By  
James P. Black



## Memorializing Cremations

*Earlier this year James P. Black, Superintendent of Swan Point Cemetery in Providence, R.I. and Vice President of the Cremation Association of North America, spoke to the New England Monument Dealer Convention. His speech was thoughtful, informative and very positive. With Mr. Black's permission, we are setting out a portion of his speech.*

When we sell a monument lot pre-need, we encourage people to complete the job and select their monument. We've helped them to do it by referrals and we're going to refer them to those dealers who we know will sell them a quality product. I was very impressed by Newell Presbrey's article in the summer issue of "Barre Life". He presents an excellent argument for selling without compromising quality or price. I believe it was that same issue of "Barre Life" that contains the finest tribute to cemeteries that I have ever read and it came from your ranks rather than ours. Mary Lou Brannon, a memorial dealer from Dubuque, Iowa, has said what I would like to have said since she described exactly the way I feel about cemeteries. I'm sure many of you have seen it and I had the pleasure of presenting it last September to a convention of crematory managers in Vancouver, Canada. Memorial dealers shouldn't get too uptight about people who operate crematories. No doubt the material increases in cremation may well result in fewer memorials sold but not if we Cremation Association of North America members do our job. A prerequisite to joining the Cremation Association of North America is a belief and an

endeavor to promote the memorialization of the cremated remains. To prove this, I would like for you to hear a portion of an address I gave to this cremation-oriented group in Vancouver last September.

**"We were a cemetery a hundred years before we were a crematory. So when visitors come, we show them our century of memorialization first.** This is what we're pleading for — not traditional burial — not entombment — not cremation — we are promoting **memorialization!** The need for man to continue to have what I choose to call a focal point of memory — some specific and permanent place where future generations can look and see and reflect upon the lives of those who have gone before. So, when visitors come, we show them the grounds and our grounds reflect our attitude. From the simplest slate tablet moved here from old colonial cemeteries to the lavish monuments of the Victorian era to the simplicity of today's memorial bronze — all of it celebrates the appreciation man has held for the lives of his forebearers.

We have so many indications that the need to remember is as strong within us as the desire to want to be remembered. Every week someone comes into the office and asks for help in finding his roots, and how delighted they are when we are able to indicate the spot in our cemetery where his ancestor is buried.

**Cremation should not change this even though the tendency today seems to be towards scattering.** I can understand this romantic notion of scattering, and I don't believe it is a lack of sentiment or love. I **do** believe it is unwise and

# Dealer's Choice

(continued)

perhaps a bit selfish for one to sever his own future generations' chance to find their roots. Unless their name is graven into stone or cast in bronze, they are denying their progeny this focal point of memory. If this unrecorded scattering continues, cremation could very well become just **disposal for expediency**. I don't know much about the **pickup-cremate-and scatter** operations (Bake and Shake!), but they appear much too impersonal to entrust with anyone with whom I am personally involved. This smacks too much of business rather than service. I believe it will deny future generations the very communication that we have had with our forebearers through memorialization and it is most difficult to predict what affect this might have on the course of history. Are there any among us who do not need this communion with the past and who do not want to be remembered in the future? We honor the dead because we wish to emulate them. We must regard cremation as simply a step in the memorial process and we must try to educate the

public to this fact. Then we will be serving our public with the high purpose we should be serving.

In closing I would like to quote in part from a recent publication of the Barre Granite Association, which quotes an essay by Mary Lou Brannon, a granite dealer from Dubuque, Iowa:

## "This Is A Cemetery -

*Lives are commemorated - deaths are recorded - families are reunited - memories are made tangible - and love is undisguised. This is a cemetery . . .*

*A Cemetery is a history of people - a perpetual record of yesterday and a sanctuary of peace and quiet today. A cemetery exists because every life is worth loving and remembering - always."*

To which I suggest that the process of cremation should in no way deny memorialization as a sustaining source of comfort to the living."



# PRE-NEED SELLING FOLDER FROM BGA

## THE TWO MOST IMPORTANT DECISIONS

One problem that arises at the time of the funeral out-ranks all others in importance because the decision can be changed only with great difficulty.

This is the selection of the final resting place for a man and wife and the selection of a monument that will forever stand as a tribute to you and your family.

Both of these involve expenditures that are usually made during a time of severe family stress.

Therefore, it is wiser and perhaps less costly to make these decisions right now, rather than to postpone them until the time when their cost depletes the estate left to the survivors.

## MAKE THIS DOUBLE DECISION NOW

Using the same foresight with which you purchase life insurance or write a will, select your family monument and burial estate in advance of need.

Your retail monument dealer is qualified to advise you as to the proper memorial to fit the cemetery lot because he is familiar with the local cemeteries and their regulations.

A note of caution: be sure the cemetery has been developed and is not just picture on paper. A great many people have been victimized by aggressive salesmen whose commissions are a significant part of the purchase price of a cemetery lot.

Take these decisions while your family is still together.

These decisions to feel secure for your loved ones eternally know gr

## PLANNING NOW FOR TOMORROW

For those retail monument dealers who have pre-need monument prospects, the Barre Granite Association has developed a simple booklet that can be either mailed or personally presented to interested individuals. The price is only 10¢ each in minimum quantities of 100.

Four lines of imprinting is provided free of charge.

Americans are looking ahead and planning for the future as no generation has ever done before. This includes the purchase of a traditional monument before the need arises.

Several years ago the BGA provided the granite

industry with the most extensive survey of memorialization and cemeteries that has ever been made. This national survey indicated that half of the American public could be receptive to the idea of a pre-need purchase of a memorial.

In its constant search to find ways to help retail dealers, the BGA has developed this simple booklet to make it easier to explain this important step that every person should consider.

If you would like a sample copy of *Planning Now For Tomorrow*, just drop us a line and we will be happy to send you a copy.

# Barre Sculptor Participate



Frank Gaylord, a Barre sculptor, was one of the 1,400 people who submitted designs for a Vietnam Veterans Memorial in the largest design competition in the world sponsored by the Vietnam Veterans Memorial Fund, Inc., of Washington, D.C.

The eventual winner was a 21 year old Yale architect student, Maya Ying Lin, an American-Chinese who submitted a design featuring two black granite walls on which the 57,692 names of the Americans killed in Vietnam would be placed.

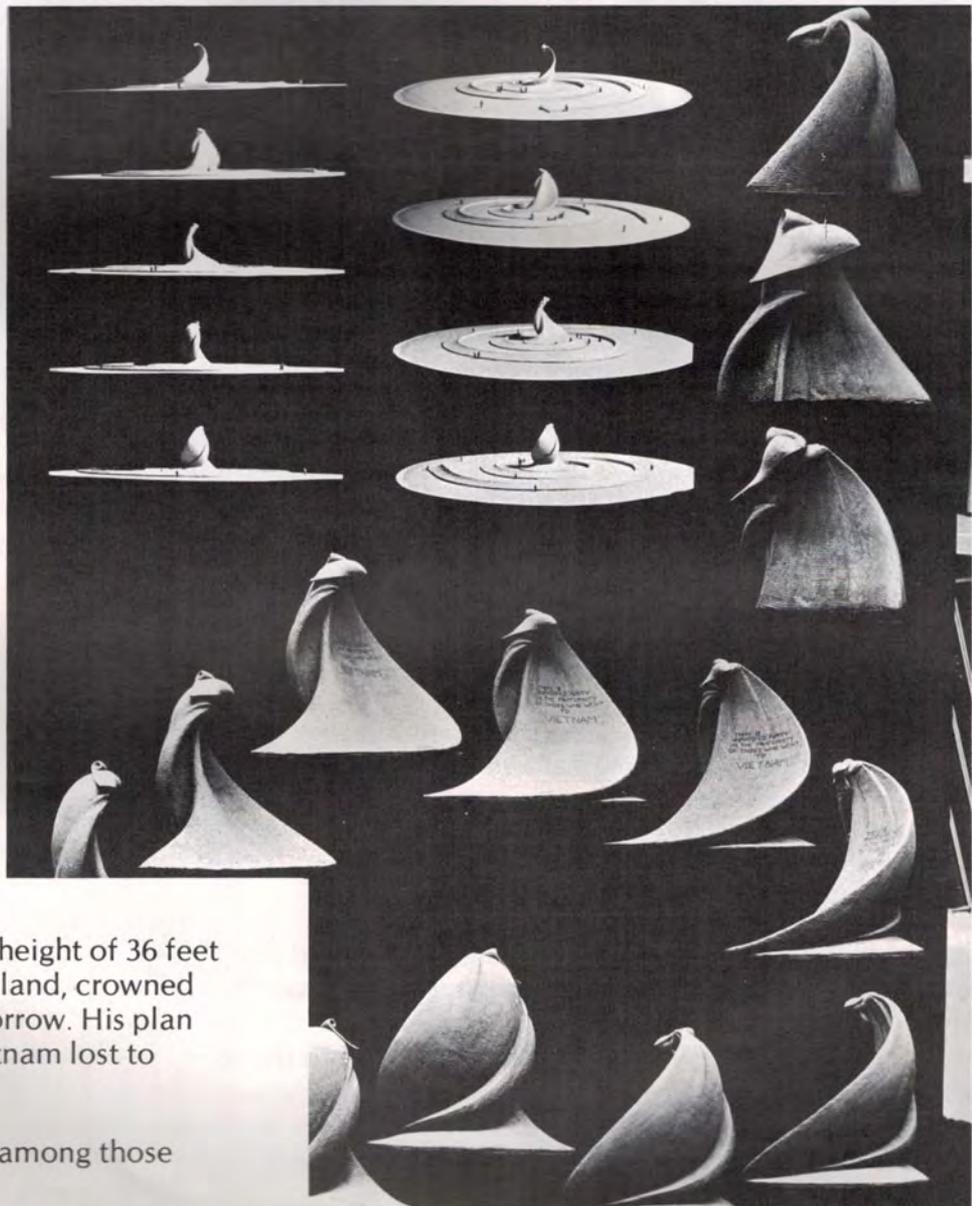
This is the first national memorial commemorating the participation of Americans in the Vietnam war which started almost 20 years ago and escalated into a national issue such as never had been experienced since the Civil War. It ended almost 10 years ago.

The memorial, financed by public contributions totaling nearly \$3 million so far, will be located near the Lincoln Memorial, itself a symbol of reconciliation after the Civil War.

Gaylord submitted a concept calling for a Barre

# In National Competition

Frank Gaylord indicates the sweeping spiral where the names of more than 57,000 Americans killed in Vietnam would be memorialized in his design of an "attitude" of sorrow.



granite memorial spiraling to a height of 36 feet on a little more than an acre of land, crowned by a sculptured "attitude" of sorrow. His plan called for the names of the Vietnam lost to be carved in the granite spiral.

One hundred Vermonters were among those killed in Vietnam.

Should you wish to make a tax-deductible donation, checks can be sent to the Vietnam Veterans Memorial Fund, Inc., 1110 Vermont Ave., N.W., Washington, D.C., 20005.

A collage of positions of Frank Gaylord's "attitude" of sorrow, one of more than 1,400 entries in the nationwide competition designed to produce a national memorial to the Americans killed in Vietnam.



# News from the Cemetery Field

Edward Comolli,  
BGA Manager Cemetery Services

## Section 14 — Cedar Grove Cemetery

### DORCHESTER, MASSACHUSETTS

Last year Cedar Grove Cemetery, located in the Boston area, initiated action to improve one of the last parts of its burial land. Surrounded on three sides by elevated private land and a railroad, this 2½ acre area was low, wet and further complicated by a rock ledge. Obviously a master plan was needed.

Starting with an accurate topographic map, Frank Croughwell, Superintendent of Cedar Grove, described to the Barre Granite Association the “dish-like” conditions of the area and then followed through with a point-by-point list of his cemetery’s needs.

1. Elevate land area to permit double-depth graves.
2. Upright memorial section for two-grave lots.
3. Locations for family mausoleums.
4. Spaciousness to allow easy access and operation of all equipment.
5. A unifying landscape and planting plan, characterized with low maintenance, variety and color.

The basis of planning was to be the drainage of the land and the grading of its surface. To prevent drainage backup on the private land, Grever & Ward, Inc., designed the contours of the new surface so the runoff would flow smoothly toward the river, while elevating all burial areas two to four feet above the original rough surface. This grading plan will create prime burial space, providing for economical operation of modern maintenance equipment.

The results of efficient master planning by Grever & Ward, Inc., are displayed on the next page.





EXISTING BURIALS

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NEW 20' ROAD

112

110

EXISTING ROAD  
108

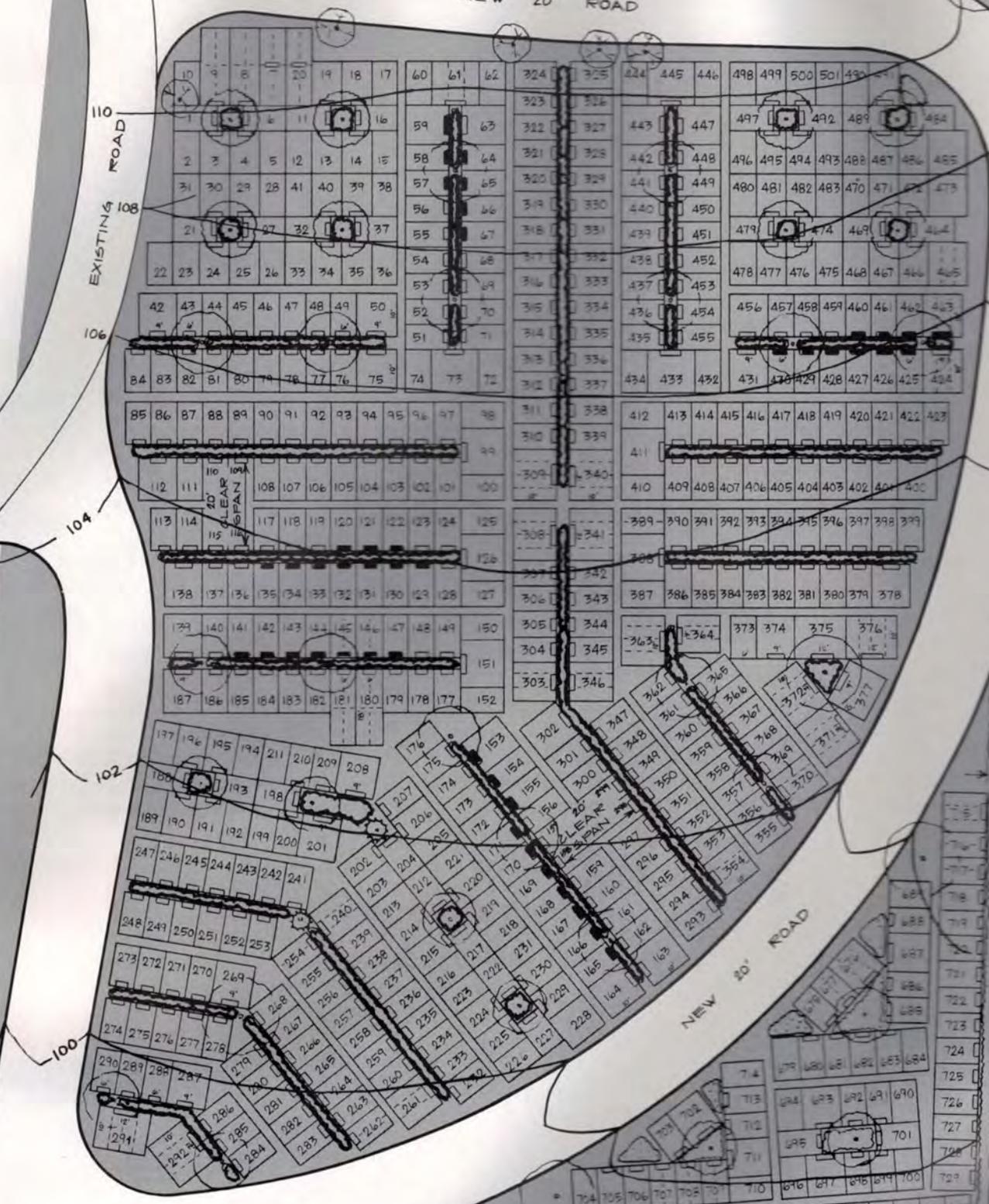
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SECTION 15



NEPONSET RIVER

MONUMENT

EXAM



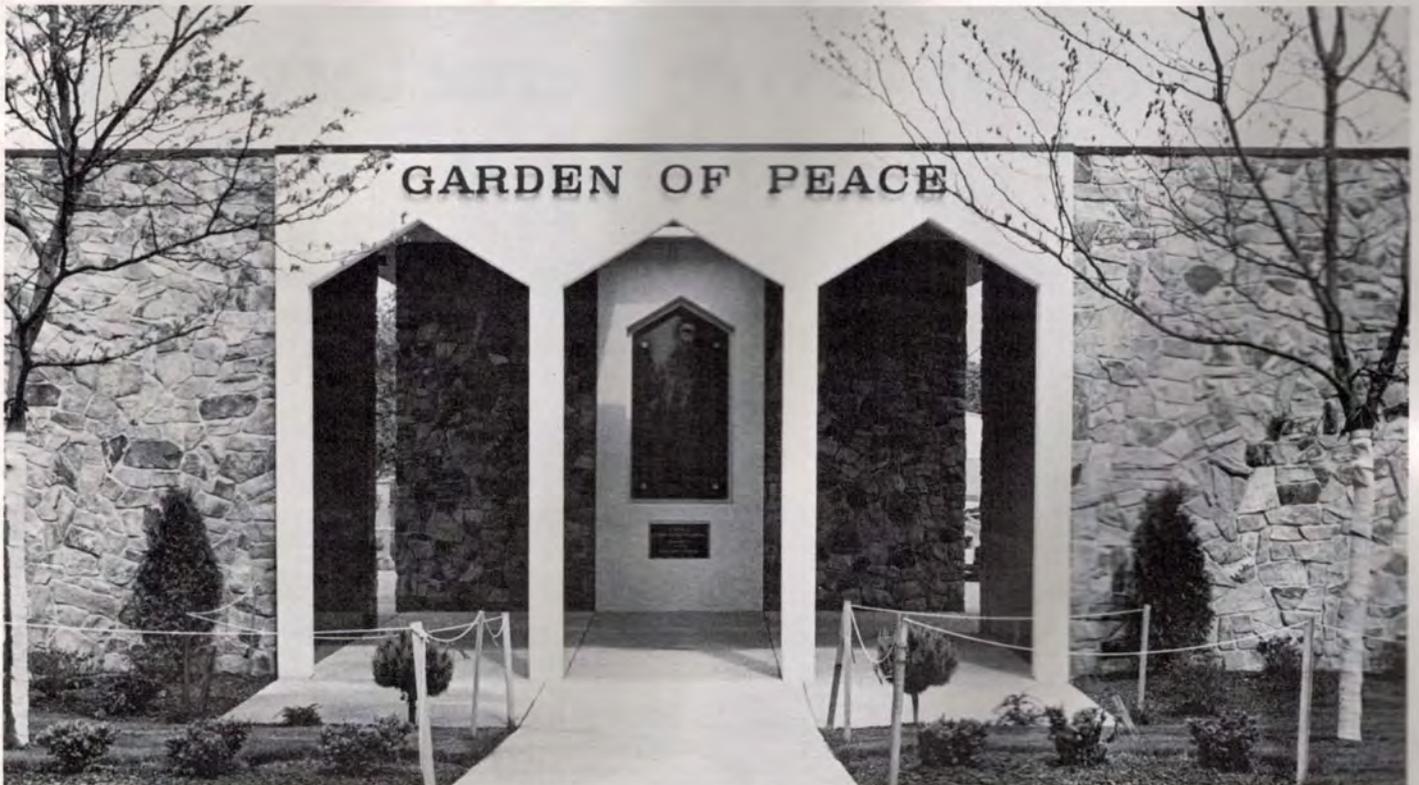


## Largest Known Granite Etching Created by Beck & Beck

A beautifully executed etching in black granite has recently been created by Beck & Beck, Inc., of Barre for J.P. Bracoloni Custom Memorials of Trenton, New Jersey.

The etching was designed and carved by Joseph Aja, designer and chief draftsman at Beck & Beck. It was sold by John Bracoloni to Our Lady of Lourdes Cemetery in Trenton.

The figure of St. Francis of Assisi is six feet tall and the tablet itself is eight feet by four feet, making the largest memorial granite etching furnished by any Barre manufacturer.



*The art of "turning" granite on a lathe belongs to a very exclusive group of people. In fact, there are only a few firms in the United States who "turn" granite.*

*Grearson & Lane, of Barre, Vermont is one of them.*

**Felix Goulette makes a caliper check of a baluster turning in one of the lathes while three finished pieces await boxing in the foreground. This part of the shipment to be sent to the Northwest Insurance Company building in Milwaukee, Wisconsin.**



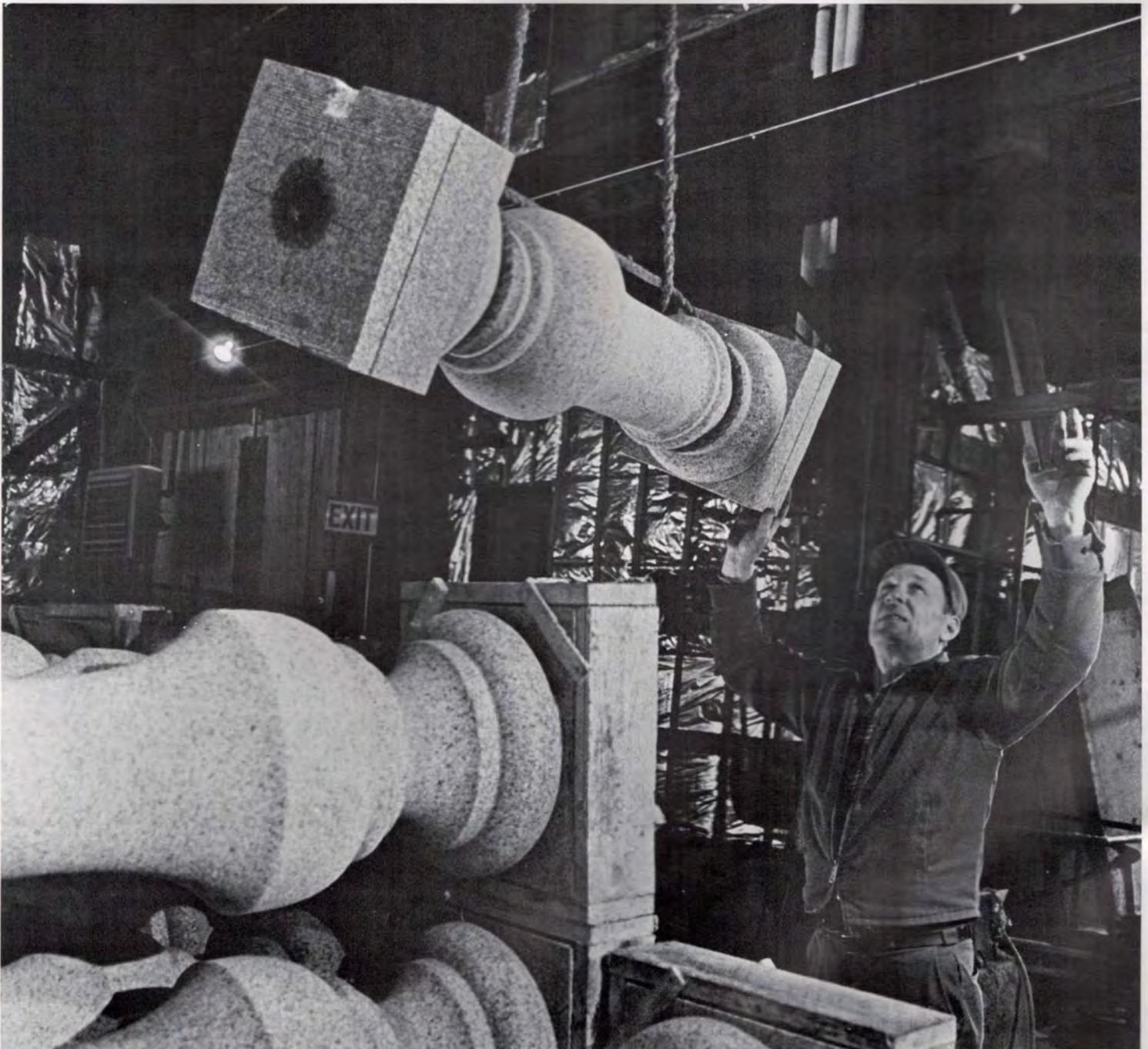
## “turning” granite *(continued)*

Columns — both Roman and Grecian — fountains, bird baths, sundials, urns, vases, balusters for railings — both decorative and functional — are manufactured at Grearson & Lane.

“Turning” is just what the word implies — granite of various dimensions is put on a lathe and turned while being shaped by specially made cutting tools.

Since 1894 Grearson & Lane Company has been a special, one-of-a-kind granite manufacturing plant.

Eighty-three years ago Fred and James Grearson left St. George, New Brunswick to locate in Barre. Fred was an experienced lathe operator and worked for several years as an engineer in mill and quarry work. His brother James, was an expert in all phases of stone cutting and finishing.



The dedication to excellence of the founders, passed down from father to sons, has been responsible for high quality production of beautifully shaped granite forms used in all phases of building and memorialization.

Many hundreds of pieces of granite have been "turned" on the Grearson lathes as part of projects fabricated by other granite manufacturing plants in Barre.

"Turned" granite work involves long hours for the completion of a task because, unlike flat granite work, "turned" work is not standardized. (There are unlimited combinations of moldings, overall curvature, size, etc.)

Grearson & Lane recently produced a half dozen bollards, each five feet tall for the U.S. Government as part of the Memorial Archway entrance to the Valley Forge National Historical Park.

They are now preparing a ten-foot tall shaft for a Veterans Memorial in Trenton, New Jersey.

One piece of granite "turned" by Grearson & Lane which is expected to be around 5,000 years from now, is the memorial which marks the time capsule at the site of the 1964 World's Fair in New York.

## THE STEPS USED TURNING BARRE GRANITE

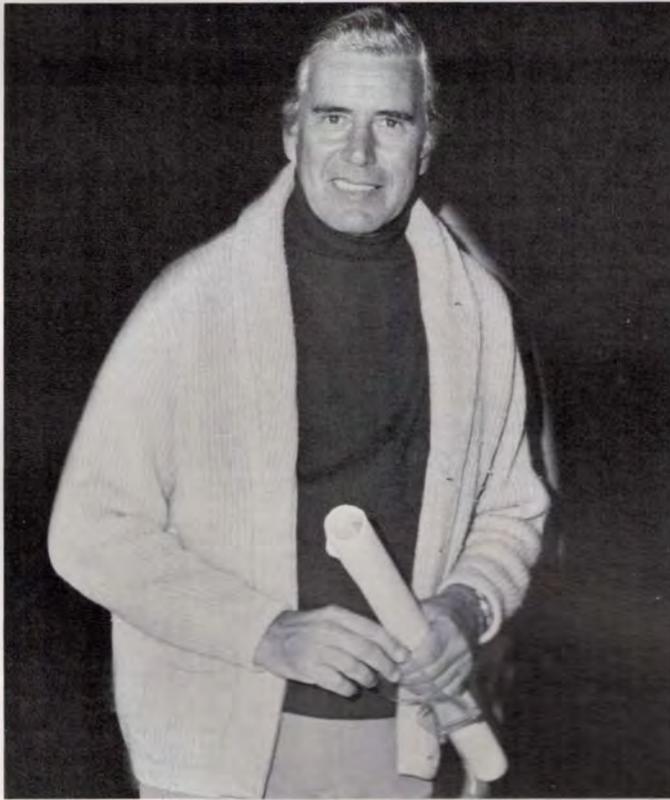
- The order is received and fullsize working drawings prepared for the customer's approval.
- The rough stock is wire sawed to within one inch of the desired finished dimensions and the sides are "roughed" by hand to form a cylindrical shape.
- Center holes are drilled in each end and the stone is mounted on a cutting lathe.
- As the stone is rotating on these centers, a tempered steel cutting disc comes in contact with the roughed stone surface, and after repeated passes on the lathe a smooth cylinder is eventually formed. Finished moldings are cut by the lathe-man, leaving approximately one-quarter inch of oversize.
- The cutting of this product is now completed but must be finished on a polishing lathe for either a smooth or polished finish.
- The stone is then ready for the final cut-off or jointing operation, done on a special lathe utilizing a diamond wheel.

Lloyd Grearson, President of Grearson and Lane Company, guides one of the 36 Barre granite balusters into place (left) to prepare it for shipment. Each baluster is four feet long.

After the balusters are individually boxed they are picked up by the Barre Guild Consolidation Terminal for shipment by truck to Milwaukee, Wisconsin, their final destination.



# “DYNASTY” JOHN FORSYTH TELL THE M



John Forsyth, the star of “Dynasty”, one of television’s biggest hits, has taken a special interest in Barre granite. He tells the story of making memorials in Barre, Vermont in the 30-minute motion picture, “The Stone Whistle.”

John Forsyth, the star of television’s newest hit, “Dynasty,” is also a star of “The Stone Whistle,” one of the monument industry’s most popular films.

Produced by the Barre Granite Association, the film features Forsyth telling the story of Barre’s granite industry from the quarry to beautifully finished monuments.

“The Stone Whistle” was shown more than 1,000 times during the past year. It has been demonstrated that every showing creates an understanding friend for the monument industry, and particularly for you, the local retail monument dealer.

This 30-minute, 16 mm film, in magnificent color

In a scene from the 30-minute motion picture, “The Stone Whistle”, John Forsyth and his young friend Melissa learn about transferring a design onto sandblast rubber as Ray Rouleau of Rouleau Granite Company explains the process. The film, covering every aspect of the manufacture of Barre granite memorials has been shown extensively throughout the United States.



# STAR, TH HELPS BGA ONUMENT STORY

is available for you to borrow free of charge. You should give three weeks advance notice because of heavy bookings this film has already received.

Many retailers have decided to purchase their own copy of the film at a cost of only \$175.

The film is a valuable public relations aid to help you and your community to understand what the granite industry and traditional monuments are all about.

According to statistics gathered by Modern Talking Picture Service, the nation-wide distributors of "The Stone Whistle," in 1980 the film

was seen by 47,561 people in 49 states and five Canadian provinces.

More than three thousand people viewed the film in Massachusetts and Minnesota; nearly four thousand viewers turned out in New York and more than seven thousand saw the film in Pennsylvania. The film was booked 100 times in Missouri (the "Show Me" state).

"The Stone Whistle" played to audiences totaling more than two thousand people in California, Iowa, Kentucky and Missouri.

You may purchase the film, or borrow it free of charge from any one of the following:

## Atlanta, Georgia 30336

4705-F Bakers Ferry Road #901  
Bob Cole (404) 696-2025

## Boston, Massachusetts

230 Boylston St.  
Chestnut Hill, Mass. 02167 #902  
Jim Lowe (617) 527-4184

## Buffalo, New York 14202

254 Delaware Avenue  
Fred Buchan (716) 853-1805

## Cedar Rapids, Iowa 52404

200 Third Avenue, S.W.  
Loretta Sweet (319) 363-8144

## Charlotte, North Carolina 28208

1889 I-85 South  
Max Austin (704) 392-0381

## Chicago, Illinois

1687 Elmhurst Rd.  
Elk Grove Village, Illinois 60007  
Hal Smith (312) 593-3250

## Cincinnati, Ohio 45202

9 Garfield Place #903  
Donald Zink (513) 421-2516

## Dallas, Texas 75207

1411 Slocum St. #904  
Curtis Hensley (214) 742-4106

## Denver, Colorado 80204

1200 Stout Street  
Patricia Gleich (303) 571-1702

## Detroit, Michigan

21421 Hilltop St. Suite 23  
P.O. Box 5022 Southfield, Mi. 48037  
Michael Budzisz (313) 352-2780

## Houston, Texas 77087

4500 S. Wayside Suite 101  
Ruby Due (713) 641-0475

## Indianapolis, Indiana 46204

115 East Michigan St.  
Eldona Poff (317) 635-5331

## Los Angeles, California 90038

1145 N. McCadden Place #905  
Dean Kaner (213) 469-8282

## Minneapolis, Minnesota 55420

9129 Lyndale Ave. S. #907  
Cairan Eigen (612) 884-5383

## New York, New York

71 N. Passaic Avenue #912  
P.O. Box 950 Chatham, N.J. 07928  
Bonnie Adams (201) 635-6000

## Philadelphia, Pennsylvania

3370 Progress Drive #906  
Cornwells Heights, PA 19020  
Don Arcangel (215) 639-6540

## Pittsburgh, Pennsylvania

I-79 N. Industrial Park  
Sewickley, PA 15143  
Patricia Dillon (412) 741-3610

## St. Petersburg, Florida 33709

5000 Park Street, North  
TV & Theatrical (800) 237-8913  
Other film (813) 541-6661  
Patrica Larkin

## St. Louis, Missouri

86 Weldon Parkway #908  
Maryland Heights, MO 63043  
George Blackmore (314) 567-4278

## San Francisco, California 94105

149 New Montgomer St. #909  
Ruth Kraenzel (415) 543-4075

## Seattle, Washington 98188

1028 Industry Drive  
Winston O. Siler (206) 575-1575

## Washington, D.C. 20036

Rm. 107, 2000 "L" St., N.W. #910  
Bradley Steward (202) 659-9234

## CANADA

### Toronto, Ontario

143 Sparks Avenue  
Willowdale, Ont. M2H 2S5 #911  
Joan Spence (416) 498-7293

### Montreal, Quebec H2Z 1S5

1055 Beaver Hall Hill  
Lynne Allen (514) 878-3644  
(TV & Theatrical French Prints)

# A Designer's Own M

Another outstanding work of memorial art is now in place in Barre's famed Hope Cemetery. It is the Peduzzi monument carved in Barre granite and designed by Elmo Peduzzi for himself and his family.

Elmo Peduzzi has a reputation in the memorial design field that extends throughout the United States. Health reasons have prevented him from being active as a designer, but he completed this design for himself last year. It is outstanding in many ways.

Peduzzi's experience as a designer has extended to nearly all types of memorials. However, he is best known to hundreds of retail monument dealers for his accomplishments of producing designs for moderately priced memorials. He was also instrumental in developing the stencil process for sandblast carving.

**Elmo Peduzzi, memorial designer, has a studio on North Main Street in Barre, but because of health reasons he has not been actively designing memorials. Many years ago he was associated with Al Comi in providing a design service for the industry.**



# emorial



The Peduzzi memorial is made of Select Barre Granite and is 11'2" tall. It was produced by the Anderson-Friberg Company and the beautifully shaped carving was done by John Girompini of that firm.

The beautiful flowers of different kinds have been artfully shaped carved around the upper part of the monument. Set off from these flowers is carved Peduzzi's trademark — his "tools of the trade."





Monuments

### 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**

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<b>ANDERSON-FRIBERG CO.</b> Willey St. (Melvin Friberg)	802-476-7021	<b>LaCROSS MEMORIALS, INC.</b> Boynton St. (Gabriel LaCroix)	802-479-2526
<b>BECK &amp; BECK, INC.</b> Center St. (Norman Beck)	802-476-3179	<b>LAWSON GRANITE CO.</b> Quarry St. (Albert Gherardi Jr.)	802-476-3541
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<b>DESILETS GRANITE CO.</b> Barre St. (Vic Roselli)	802-223-2111	<b>ROULEAU GRANITE CO.</b> Metro Center (Lucien Rouleau)	802-476-6636
<b>FAMILY MEMORIALS, INC.</b> Burnham's Meadow (Robert Couture)	802-476-7831	<b>SOUTH BARRE GRANITE CO.</b> Circle St. (Stuart Abbiati)	802-476-8521
<b>S.L. GARAND &amp; CO.</b> Pioneer (Richard Garand)	802-223-2301	<b>THURBER GRANITE CO.</b> Circle St. (Paul Savard)	802-479-9622
<b>GREARSON &amp; LANE CO.</b> Burnham's Meadow (Lloyd Grearson)	802-476-7102	<b>WELLS LAMSON QUARRY</b> Websterville (James Kelley)	802-476-7463