A Barre Report

Everyone wants to know how business is in Barre. Well, business is OK. We are somewhat affected by the national downturn in business, but we are holding our own.

I'm very pleased to report to you that Peter Friberg, a principal and vice president of Anderson-Friberg Company, is the new president of the Barre Granite Association.

Peter, who was elected at the BGA annual meeting in May, is the third generation of the Friberg Family in the granite industry. Peter has been a member of the BGA Board of Trustees since 1987. He is vice president of the Wholesalers Division of MBNA and a past director of the American Monument Association.

Under Peter's leadership, the BGA will continue its strong support of educational opportunities for retail memorialists.

For instance, we will sponsor Mike Moore, a well-known memorialist and sales instructor, in a workshop at the Monument Builders of Pennsylvania meeting. We will also sponsor Donald Ward, the nationally known cemetery landscape architect, at the MIEF seminar in July.

And the BGA will sponsor Bill Faehnle, a very well-known and nationally recognized memorial designer, at the Illinois Monument Association meeting in December.

We are especially pleased to tell you that we will sponsor a very special, sales workshop at the MBNA national convention in Tampa, Florida, next February.

The BGA has contracted with Charles Mouser, an internationally known advertising and marketing consultant, to present a special four-hour workshop in Tampa, on Sunday morning, February 2.

Confirm your attendance at the Tampa convention right now. Demonstrate your support of MBNA and plan to attend Charlie's workshop. You won't regret it.

Speaking of education, the BGA is developing a very special kit designed to provide you with some tools to help you sell more monuments (Barre granite monuments, naturally), to help you with presentations to groups of people, to give you tips for public relations opportunities and to help you promote your product with effective photography.

The first piece is already out—Selling Monuments at Retail. See the order form on page 32. I urge you to use it. The booklet is handy, timely and useful.

The kit should be completed very soon.

Meanwhile, I hope you will be visiting us in Barre this summer. There is nothing like the clean, crisp air in the Green Mountains of Vermont. Call when you're in town.

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Norman James
Executive Vice President
Peter Friberg, vice president of Anderson-Friberg Company, Inc. of Barre, Vt., was elected president of the Barre Granite Association Board of Trustees during the Association’s 102nd annual meeting Tuesday, May 21, 1991. Friberg succeeds Kurt Swenson, president of Rock of Ages Corporation of Barre, Vt.

BGA Trustees Nick Cetrangolo, president of Cetrangolo Finishing Works of Northfield, Vt., and past-president Swenson were re-elected to three year terms and join BGA Trustees Glenn Atherton, vice president of Granite Industries of Vermont of Barre, Vt.; Mike Bouchard, president of C.R. Davidson Company, Inc. of South Ryegate, Vt.; and Mark Gherardi, vice president and treasurer of Lawson Granite Company of Barre, Vt.; and Raymond Rouleau, plant manager of Rouleau Granite Company of Barre, Vt.

BGA Officers Norman James, executive vice president and corporate secretary; Raymond Rouleau, treasurer; and Martha Langone, assistant treasurer, were re-elected to their posts.

Established in 1889, the BGA provides a variety of support services to its member firms in the marketing and promotion of granite products.

And in response to today’s market demands, many BGA member firms are expanding their manufacturing capabilities and offer a variety of non-monumental granite products, such as panels, tiles, furniture, steps and tabletops in addition to their long-established line of quality granite memorials.

The Friberg File

Name: Peter A. Friberg
Born: February 9, 1951, Barre, Vermont
Education: 1969, Spaulding High School, Barre, Vermont; 1973, Dartmouth College, Bachelor’s Degree in Government
Profession: Vice President and co-owner, Anderson-Friberg Company, Inc., a family-owned manufacturer of cemetery monuments; Secretary and co-owner, Associated Memorial Products, Inc., a custom sawing and polishing company.
Affiliations: Board of Trustees, Barre Granite Association since 1987; Vice President, Wholesalers Division, Monument Builders of North America; Past Director, American Monument Association.
Residence: Barre, Vermont
Family: Wife, Sally; Son, Andrew; Daughter, Lindsay.
Outside Interests: Golf, skiing.
Connecticut Monument Builders Guild, Inc.
March 6, 1991, Berlin, Connecticut

More than 60 people attended the annual meeting of the Connecticut Monument Builders Guild, Inc., the largest gathering of this organization in recent years.

Norman James, BGA executive vice president, gave a report on activities in Barre, and Terry Hutton, legal counsel for the Monument Builders of North America, presented information covering many legal aspects of the monument industry.

George Rice of Tri County Memorials in Uncasville, Conn., succeeds Jay D'Aleo of Rogers Memorial Studio in Enfield, Conn., as the Guild's president. □

New York State Monument Builders’ Association
March 17-19, Kiamesha Lake, New York

The 50th annual meeting of the New York State Monument Builders' Association drew some 30 retail firms and 10 suppliers and manufacturers.

The two-day convention featured reports by Patrick Timothy Mullikin, BGA manager of public relations, who urged retailers to buy American; Mike Moore, Virginia Monument Co., who presented a seminar on at-need and pre-need sales techniques; Peter Quinlan, Rouleau Granite Company, whose presentation, “Better Business By Better Design and Diversity,” showed how good design can lead to increased sales of family memorials, features and mausoleums; and John Wallenstein, attorney for the NYSMBA, who discussed recent New York State legislation aimed at protecting New York consumers’ rights. □

NYSMBA President Dennis Carmada (far left) leaves podium after introducing Peter Quinlan, Rouleau Granite Company, one of the featured speakers at the two-day convention.
As part of its new Education Workshop Series, the Barre Granite Association is pleased to present international advertising and marketing consultant Charlie “Charlie” Mouser at the MBNA’s National Convention, February 2-5, 1992, in Tampa, Fla. He is scheduled to speak Sunday morning, February 2, 1991, from 8 a.m. to 11:45 a.m., immediately preceding the convention’s ribbon-cutting ceremony.

Over the past several years, Charlie has inspired nearly a half-million seminar attendees throughout the United States and Canada. His engagements include the Monument Builders of Pennsylvania 1989 Convention in Tamiment, Pa., and the 1989 New England Monument Dealers Association Convention in Springfield, Mass.—both of which were funded by the member-firms of the Barre Granite Association.

Charlie has been referred to as “a walking encyclopedia of advertising and retailing” and is the founder of the renowned MOUSER REPORT found in many newspaper advertising libraries. He has been voted “Number One Motivator and Enthusiast for Local Business” by the Association of Newspapers in the United States and has vast experience as an ad agency director, in newspaper and outdoor advertising and in sales training and motivation.

In 1985, the Mouser Institute of Advertising opened in Crewe, Va., attracting students from all over the world who come for five days of intensive training in retail advertising. The Institute also offers a correspondence course on advertising sales for those in newspaper advertising.

Says Charlie, “Shopping is excitement... the last free entertainment in the country. Selling is a love affair fair. People don’t buy for a price, they buy because it makes them feel good. The goal is to create excitement, and make the shopper feel g-o-o-d.”

The **BGA’s Education Workshop Series** is designed to help retailers sell more granite monuments. The list of workshop speakers and topics include:

- Donald Ward, nationally known cemetery landscape architect, who is scheduled to speak at the Monument Industry Education Foundation seminar July 27-31, 1991, in Milwaukee, Wis.
- Bill Faehnle, well-known monument designer, who is scheduled to speak on monument design at The Illinois Monument Association annual meeting December 5-7, 1991, in Springfield, Ill.

Call or write the BGA for more information on the **BGA’s Education Workshops Series**. And make plans now to attend the MBNA’s 1992 National Convention. □
The Barre Advantage: Part 1

Barre Gray Granite: A Rock-Solid Value

(NOTE: This is the first in a series of articles describing the advantages of buying all of your finished granite monuments and granite products from Barre manufacturers.)

**Premium Product, Premium Price**

Sales of Barre Gray granite monuments can be more profitable to you than sales of lower-priced, lower-quality gray granite memorials. It's all a matter of proper pricing. Dollar for dollar, Barre Gray granite monuments represent the best value both to the monument retailer and to the consumer.

Sadly, however, many retailers are reluctant to sell Barre Gray granite for its full value and receive a profit margin that's considerably higher than that from a sale of a lower-priced, lower-quality gray granite memorial.

Why this reluctance? Perhaps they fear the customer perceives gray as gray. But nothing could be further from the truth . . .

**Appearance, Endurance**

To begin, the superior appearance and long-term resistance to the discoloring effects of time and weather, make a Barre Gray granite memorial the best value among all memorial products.

Barre Gray granite is extremely weather resistant. Its original luster can be restored after many years with a simple cleaning—usually with nothing more than water and mild detergent. Many other gray granites tend to stain or discolor.

Some granites, such as certain blacks and reds, have very little appeal unless they can be polished. Not so with Barre Gray granite. It takes all finishes—steeled, stippled, rock-pitched—with equal beauty. And its high contrast between polished and unpolished surfaces allows lettering and ornamentation to stand out clearly. Frosted panels are smooth, white and even on polished Barre Gray granite.
A Good Supply With Uniform Grain

Monuments made from some granites available only a few years ago can no longer be duplicated because the supply of acceptable granite is exhausted. Rest assured, a good supply of uniformly grained Barre Gray granite will be available for years to come for duplicate work that will match the original. Plus, Barre Gray granite is available in very large sizes, within a reasonable length of time. Many other granites cannot be obtained in such large sizes or without waiting indefinitely.

The Choice Among Sculptors

The distinct blue-gray color of Barre Gray granite is best accepted for a wider range of memorial art because its color does not interfere with or restrict the effectiveness of the design, shape or size of the memorial. It has been long-considered ideal for sculptured memorials.

All gray isn't gray. Isn't it time you began selling world-famous Barre Gray granite for its full value?
Utah's only living Congressional Medal of Honor recipient was honored by the citizens of his hometown, Roy, Utah, with this Frosty Black granite monument manufactured by BGA member-firm S.L. GARAND & COMPANY of Montpelier, Vt. The two 3-0 x 0-8 x 7-0 all-polished, etched tablets are from a design by memorialist David Bott of Tri-State Memorials of Cheyenne, Wy. The Medal of Honor is awarded for conspicuous intrepidity at the risk of life in action with an enemy. The Wahlen memorial is located at a park renamed in his honor.
"The Ultimate Weapon," a nearly 25-foot-tall tribute to the common foot soldier, was dedicated August 17, 1990, during ceremonies at Fort Dix, near Trenton, N.J., the East Coast processing center for thousands of soldiers. The 14-foot-tall bronze statue is mounted on a specially built 10-foot-wide by 8-foot, 10-inch-tall octagonal base of Jet Black granite manufactured by BGA member-firm COLOMBO GRANITE COMPANY of Barre, Vt. Because of the monument’s size and weight, a special steel frame, designed by COLOMBO GRANITE COMPANY President Robert Colombo, was built to hold together the 24 separate pieces of granite. The memorialist is Bracoloni Custom Memorials of Trenton, N.J.
"Shadows of Time" was manufactured by BGA member firm GREARSON & LANE COMPANY of Barre, Vt., for the City of Flagstaff, Ariz. The 9-foot-tall, all-steeled Barre Gray granite obelisk tapers from a 3-foot-diameter base to a 1 1/2-foot-diameter "broken" top—symbolizing life cut short. The names of Flagstaff men and women who died in the Spanish-American War through Vietnam are sandblasted on this thought-provoking monument, which was dedicated in downtown Flagstaff on Memorial Day 1990.
BGA member-firm **CHIOLDI GRANITE CORP.**, of Barre, Vt., manufactured this impressive all-steeled Barre Gray granite veterans memorial for Stanley Granite Company of Pawtucket, R.I. The center tablet features sandblast-carved insignias of the five military branches and an eagle. The memorial was dedicated on Veterans Day 1990 in Pawtucket, R.I.
DEDICATED TO ALL MEN AND WOMEN
WOUNDED IN ALL OUR WARS

MY STONE IS RED FOR
THE BLOOD THEY SHED.
THE MEDAL I BEAR
IS MY COUNTRY'S WAY,
TO SHOW THEY CARE.
IF I COULD BE SEEN
BY ALL MANKIND.
MAYBE PEACE WILL
COME IN MY LIFETIME.

ERECTED BY GEN. HUGH MERCER CHAPTER #33

This stunning memorial to wounded veterans was manufactured by BGA member-firm
DESILETS GRANITE COMPANY of Montpelier, Vt., for Bona Fide Memorials of Jersey City,
NJ. The 4-2 x 0-10 x 3-2 India Red granite tablet features a sandblast-carved Purple Heart with
a hand-carved bas-relief of George Washington. It is mounted on a 5-0 x 1-6 x 0-10 polished-
top base with steeled front and balance rock-pitched. The memorial was dedicated on
Memorial Day 1991 and is located in Journal Square, Jersey City, NJ.
This special monument, honoring one of the first casualties of Operation Desert Shield, was manufactured by ROCK OF AGES CORPORATION of Barre, Vt., for Spring Grove Cemetery and Arboretum in Cincinnati, Ohio. The Sealmark Blue Gray granite tablet measures 3-0 x 0-8 x 3-0, Memocraft-3, balance rock-pitched. It is set upon a Sealmark Blue Gray granite base that measures 3-6 x 1-2 x 0-10, Memocraft-top with rounds, balance rock-pitched.
ANDERSON-FRIBERG COMPANY, INC.

AFCO American Black (French Creek) "Shroud of Turin" design manufactured by ANDERSON-FRIBERG COMPANY, INC., and introduced at the 1991 Tri-State Convention display in Baltimore, Md. Unique hand-carved shroud and etching by Alcide Fantoni.
The showpiece of the Chinese section of Northwood Cemetery in Philadelphia, Pa., is this 10-foot-tall by 9-foot-wide steeled-and-rock-pitched Barre Gray granite arch manufactured by BGA member-firm C.R. DAVIDSON COMPANY, INC. of South Ryegate, Vt. Keener Memorials of Philadelphia, Pa., worked closely with the Pennsylvania Chinese Senior Citizens Association in designing the arch, which is made up of 13 interlocking pieces.
The Mureta Family memorial, designed by Joe Mureta, president of MONTPELIER GRANITE WORKS of Montpelier, Vt., is located at Green Mount Cemetery in Montpelier. The 2-10 x 0-10 x 7-4 all-steeled Barre Gray granite center tablet is flanked by two 3-6 x 1-2 x 2-4 wings set on an 11-0 x 1-8 x 1-0 base. A sculpted St. Teresa and hand-carved roses grace the monument.
CETRANGOLO FINISHING WORKS

The two frosted hearts, cross and panel provide an interesting contrast to the polished front of this beautiful Mountain Rose granite monument manufactured by BGA member-firm CETRANGOLO FINISHING WORKS of Northfield, Vt., and located in Our Lady of Mount Carmel Cemetery in Granville, N.Y. The 2-4 x 0-6 x 2-10 tablet is polished front and back with balance rock-pitched and is set on a 3-2 x 1-0 x 0.6 polished top base with balance rock-pitched. Labas Memorials of Granville, N.Y., is the memorialist.
Medium Barre Gray granite was selected for this sarcophagus-style monument furnished by PEPIN GRANITE COMPANY, INC. of Barre, Vt., for E.C. Crooks Memorial Corp. of Carthage, N.Y. A 3-4 x 1-2 x 1-4 all-stealed capstone tops the 3-6 x 1-4 x 1-6 polished tablet, which is set on a 4-2 x 1-10 x 1-0 sub-base and 5-0 x 2-6 x 1-6 base.
Contrasting steeled and polished finishes, sandblast carving and rock-pitching give this Impala Black granite monument its own unique look and feel. It is one of the special designs BGA member-firm RIVARD GRANITE COMPANY of Barre, Vt., featured at the 1990 MBNA Convention in Boston. The 3.0 x 0.6 x 1.10 tablet is set on a 3.6 x 1.2 x 0.8 polished-top base, whose balance is rock-pitched.
Nestled in Green Mount Cemetery in Montpelier, Vt., is this elegant Medium Barre Gray granite monument crafted by BGA member-firm COUTURE GRANITE COMPANY, INC. of Barre, Vt. The 4-0 x 0-8 x 2-4 tablet is steeled front and back, with rock-pitched balance, and features sandblast-carved roses and ornamentation. The 5-0 x 1-4 x 0-10 steeled-top base has a rock-pitched balance.
MAURICE MEMORIALS, INC.

BGA member-firm MAURICE MEMORIALS, INC. of Barre, Vt., crafted this Medium Barre Gray granite pre-need monument for Crandall Memorials of Caneadea, N.Y. The 2-6 x 0-8 x 3-4 tablet, polished front and back, with rock-pitched balance, features a beautifully hand-carved head of Christ and eight deep cultured roses. It is set on 3-2 x 1-2 x 0-8 polished-top base whose balance is rock-pitched. The memorial is located in St. Bonaventure Cemetery in Allegany, N.Y.
Lucky sevens, a cribbage board and poker's best hand, the royal flush, are etched realistically on this highly personalized, pre-need memorial crafted by BGA member-firm BUTTURA & SONS, INC. of Barre, Vt., for University Monumental Works, Inc. of Cambridge, Mass. The 1-8 x 0-8 x 2-2 Gem Mist tablet is polished front and back; balance is rock-pitched. It is set on a 2-0 x 1-0 x 0-10 Gem Mist base that features a polished top and rock-pitched balance. The monument is located in Cambridge Cemetery, Cambridge, Mass.
This classic 2.8 x 0.8 x 3.10 all-steeled Light Barre Gray granite monument was crafted by BGA member firm LAWSON GRANITE COMPANY of Barre, Vt. It features a hand-carved Virgin Mary and sandblast-carved roses and ornamentation. Two 1.2 x 1.2 all-axed, sandblast-carved vases adorn the 6.0 x 1.4 x 0.8 base with a steeled top, 0.2 steeled margins and rock-pitched balance. The memorialist is Whitinsville Monumental Works of Whitinsville, Mass.
ANDERSON-FRIBERG COMPANY, INC.

Select Light Barre Family monument manufactured by ANDERSON-FRIBERG COMPANY, INC., for Methuen Cemetery Services, Methuen, Mass.
GRANITE INDUSTRIES OF VERMONT

BGA member-firm GRANITE INDUSTRIES OF VERMONT of Barre, Vt., crafted three Medium Barre Gray granite monuments for Brachendorf Memorials of Harrisburg, Pa., to commemorate the 50th anniversary of the first section of super highway built in the United States.

This 2-6 x 2-2 x 6-10 all-polished, three-way-top die is set on a 4-5 x 3-10 x 0-10 polish-top base with a 0-1 polished chamfer and rock-pitched balance. This monument is located at the Pennsylvania Turnpike Headquarters, Harrisburg, Pa.
C.R. Davidson Company
A Monument to Himself

In the nearly 50 years he's been in the granite business, Gordon Phelps' finishing touches ("the fancy stuff, the round-raised letters, the flowers") have found their way onto thousands of beautiful monuments. But it was two winters ago that Gordon put his years of experience and knowledge to the test.

Mike Bouchard, president of BGA member-firm C.R. Davidson Company, Inc. gave the 68-year-old granite cutter his retirement present early, a block of Barre Gray granite—and the freedom to work on it during slow periods at the South Ryegate granite manufacturing plant. "I started in November and finished in March," Gordon says. "Sometimes I'd work no more than 10-15 minutes on it. Hardly anyone knew what it was," he says with a laugh. Five months later, however, the 5-10 x 0-10 x 2-4 monument, located at the town cemetery (Gordon set it himself), was a showcase of his style and technique.

Rouleau Granite Company
A Sign With A Purpose

For the seven years this St. Albans, Vt., funeral home has been in business, its wooden sign had been a favorite target for vandals. Not anymore, co-owner Tom Brady says, jokingly. "They won't kick this in."

The front and back of this impressive 3-8 x 0-8 x 3-0 Jet Black granite sign, manufactured by BGA member-firm Rouleau Granite Company of Barre, Vt., features an etching of the funeral home's horse-and-carriage logo and U-sunk sandblast lettering. It is attached to two 1-9 x 0-8 x 1-6 all-steeled Medium Barre Gray granite legs. The design is a duplicate of the original wooden sign, says Brady. The granite sign was obtained through Plouff's Monument Company, Inc. of St. Albans.
North Barre Granite Co.
Honors Former Governor

BGA member-firm North Barre Granite Company of Barre, Vt., paid tribute to one of Vermont's most honored governors, Deane C. Davis, with an all-steeled 2-0 x 1-0 x 0-4 marker.

Davis, who died last year at 90, was governor of Vermont from 1969-1973. He was president of National Life of Vermont, the founder of the Vermont Chamber of Commerce, Republican chief executive of the State of Vermont and the father of Act 250, Vermont's land-use legislation.

The Davis Family monument is located at Elmwood Cemetery in Barre, Vt.

Since 1896, North Barre Granite Company has specialized in elaborate, elegant and sophisticated forms encompassing art and memorialization while paying special attention to detail and quality. The company's capabilities range from intricate carving and sculpture to duplication of timeless designs for monuments of all sizes, including cremation memorialization.

Granite Industries of Vermont Donates Computer System

The decision by BGA member-firm Granite Industries of Vermont of Barre, Vt., to replace one of its office computers ended with a trip to the principal's office.

When Granite Industries of Vermont upgraded its computer system, Vice President Glenn Atherton and President Jeff Martell decided to donate the used MacintoshPlus, ImageWriter II and assorted software to Williamstown (Vt.) High School, the school Glenn's daughter attends.

"We are using the computer currently with our referral system, which provides a choice of solutions and options for learning and behavioral problems," says Principal John Desrochers. "Later, it will be used for the school's accounting system, fund raising, bookkeeping, and other activities. It was very generous of Granite Industries of Vermont to donate this system to the school, and we are extremely grateful to them."

(From left) Glenn Atherton and Jeff Martell of BGA member-firm Granite Industries of Vermont look on as Williamstown High School Principal John Desrochers describes how the computer system donated by Granite Industries of Vermont has streamlined operations at the school.

Barre Life, Summer 1991
Lloyd S. Grearson
1918 - 1991

Lloyd S. Grearson, former president of BGA member-firm Grearson & Lane Company of Barre, Vt., died March 12, 1991, in Central Vermont Hospital in Berlin, Vt. He was 73.

Mr. Grearson was born in Barre, January 10, 1918. Early in his career he was employed by the Jones and Lamson Machine Shop in Springfield, Vt. Following the death of their father in 1944, he and his brother, James Grearson, operated Grearson & Lane Company, a leader in the turned-work field throughout the monument industry.

Mr. Grearson served as president of the corporation until his retirement in 1986. He also served on the Barre Granite Association Board of Trustees from 1959-1962.

Grearson & Lane Company is now in its third generation of Grearson Family ownership: John Grearson, president, and Norman Grearson, vice president, are the third pair of brothers to operate the company.

Contributions in his memory may be made to the Permanent Fund, Masonic Building Association, 2 Academy St., Barre, VT 05641.

Stone Trades School Announces Openings

The Stone Trades School of the Barre Regional Vocational-Technical Center announces limited openings for its October 1991 and January 1992 sessions, according to Warren Williams, guidance coordinator.

The Stone Trades School, considered the best of its kind in the nation, offers students hands-on experience in actual shop operations and in memorial design and drafting. The program allows adult students to tailor a program to meet their particular requirements. For a course of study and an application write:

Warren Williams
Barre Vocational Center
155 Ayers Street
Barre, VT 05641
Or call 802-476-6237
**Buttura & Sons, Inc.**  
**In A League Of Their Own**

BGA member-firm **Buttura & Sons, Inc.** of Barre, Vt., crafted the Red Diamond granite home plate that was presented at a recent awards banquet to a long-time supporter of a local Little League program.

The 1.0 x 1.0 x 0.5 polished-top home plate with balance sawn and sandblast lettering and carving was given to Henry Touchette in recognition of his support of the league over the years. John Buttura, who serves on the Clyde Whittemore Little League Board of Directors, donated the award.

The home plate is another example of the many unusual types of granite products **Buttura & Sons, Inc.**, is capable of manufacturing in addition to monuments, mausoleums and fine statuary works.

Brent, Leo, Jr., and John Buttura continue to maintain the strong traditions of quality granite monument workmanship and customer service that have been passed down through the generations at **Buttura & Sons**.

This company prides itself on being a full-service house. This modern granite facility uses state-of-the-art computer-driven machinery to meet the needs of its customers on a timely basis.

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**Adams Granite Company**  
**Mascitti: Sold On Granite**

Tacked to the wall above Paul Mascitti’s desk at BGA member-firm **Adams Granite Company** of Barre, Vt., is a clipping that reads, in part: "Your customers are the most important asset you have. Do whatever is necessary to satisfy the customer’s needs.” He reads it each time he’s on the phone, and heeds the advice. And that advice has paid off.

Mascitti, who joined **Adams Granite Company** in early April, says he has established a loyal following of customers since he began his career in granite sales 13 years ago.

"Being a good salesman means knowing how to put it all together. I have found that in the monument business, every job is a custom order. My job is to translate the customer’s ideas into granite,” says Mascitti. (Granite, it seems, is a part of the Mascitti tradition: His grandfather, two uncles and his father all worked for the Mascitti Granite Company in the 1940s.)
Jacksonville, Fla., was host to 1,175 attendees of StonExpo '91 held March 14-16. Among those in attendance were 317 exhibitors (in 198 booths) including many European companies, who exhibited and demonstrated a variety of stone-fabricating products and equipment.

One of the more popular seminars featured at the three-day exposition was presented by Norman James, BGA executive vice president and StonExpo Federation vice president, who spoke on “The Environment And The Stone Industry.”

StonExpo Federation officers elected to serve one-year terms are:

**President Michael Wiston**  
Valley Marble and Slate Corp., New Milford, Conn.

**Vice President Norman James**  
Barre Granite Association, Barre, Vt.

**Secretary Peter Edwards**  
GranQuartz, Inc., Decatur, Ga.

**Treasurer Mike Speer**  
Diamant Boart America, Columbia, S.C.

**Vic Green**  
VIC Industrial Corp., Knoxville, Tenn.

StonExpo '93 is scheduled for March 18-20, at the Orange County Convention Center in Orlando, Fla. □
Vermont celebrates its 200th birthday this year, and towns and cities across the Green Mountain State are celebrating with a passion. For residents of Barre that passion is doubly strong—for the Granite Center of the World celebrates its 200th anniversary, too.

Barre and the State share a special relationship: The first major contract for the fledgling Barre granite industry came from the State of Vermont itself.

When it was decided that the old wooden statehouse was to be replaced in the early 1800s, Barre granite was chosen for the building material. The sills, caps, cornices and pillars came from the Wheaton Quarry on Cobble Hill, and the walls from the Harrington Quarry on Millstone Hill.

From 1833 to 1837, Oren Wheaton, owner of quarry, was paid $100 per year for the granite needed to build the Capitol. The contract called for 22,000 feet of granite and was considered a stupendous undertaking. This contract was taken by S.G. Richardson and Colonel Nathaniel Sherman who were paid 20 cents per cubic foot, delivered at Montpelier; they, in turn, paid Captain William Bradford eight cents per cubic foot for drawing the stone.

Getting the stone to the building site was another story: Teams of four horses and a yoke of oxen left Barre at 4 a.m. for the quarries where they were loaded with the aid of skids and rolls (they had no derricks). They then drove to Montpelier, unloaded and returned to Barre, and arrived home at 10 p.m.—18 hours and 25 miles later.

A portico, modeled after the Temple of Theseus (with some slight variations) and ornamented with six fluted Doric pillars each six feet in diameter at the base, graced the front of the completed building. The portico survived a January 6, 1857, fire that destroyed the interior of this building, and the copper-sheathed dome.

During the summer of 1990, the statehouse underwent major renovation and repair to its famous gold-plated dome and to its steps and walkway. Some 260 Vermont Gray granite pavers manufactured by BGA member-firm Anderson-Friberg Co., Inc. of Barre, Vt., and quarried in South Rye-gate were used for the landings located at the bases of the original granite steps.

Today, more than 150 years after it was erected, the portico of the Montpelier statehouse is testimony to the durability of Barre Gray granite!

In 1989, the Barre Granite Association celebrated its own centennial. Today, the original premise of the 102-year-old association, “The purpose of the Association shall be the promotion of the granite industry, and the business interest and the welfare of the members thereof,” continues to be its commitment during its second 100 years and as it anticipates the 21st century.
The Rock of Ages Visitors Center re-opened May 1, following an off-season renovation. The Center features rearranged display counters and a number of newly installed display cabinets.

“These changes were necessary to showcase an entirely new selection of giftware, gems and minerals from around the world,” says Kim Bittermann, Rock of Ages sales coordinator. “Naturally, Rock of Ages granite tiles, clocks, nameplates, table tops, and other granite giftware items remain the featured products in the Visitors Center.”

Rock of Ages Corporation has also begun its popular quarry shuttle tour, a 25-minute narrated motor-coach tour to the lofty observation platform overlooking the upper E.L. Smith Quarry where huge blocks of granite are lifted from this 450-foot-deep quarry by giant derricks whose lifting capacities range from 35 to 250 tons. More than 60,000 tons of useable granite are taken from this quarry each year—one of five quarries operated by Rock of Ages in the world’s largest quarry complex.

Over the years, Rock of Ages Corporation has been one of Vermont’s most popular tourist destinations, attracting approximately 50,000 visitors annually from all over the world. The Visitors Center is open daily from May 1 through December 20.

**Visitors Center:** open from 8:30 a.m. - 5 p.m., seven days a week (May 1-December 20).

**Shuttle Bus from Visitors Center to E. L. Smith Quarry:** Departs on the half-hour 9:30 a.m. - 3:30 p.m., Monday-Friday (June 1-October 15). The bus ride/tour is roughly 25 minutes long.

**Craftsman Center:** open from 8 a.m. - 3:30 p.m., Monday-Friday (year-round, except for industry holidays). Closed daily from 12 p.m. - 12:30 p.m. For more information, call (802) 476-3115 extension 202.
BGA Launches Workshop Lunches
Success Begins With Education

The Barre Granite Association's "The Cost of Doing Business," the first in a series of workshop lunches, was held June 4, and was attended by 17 individuals from 14 BGA member firms.

"There is sales, gross profit, net profit and the bottom line. But cost, which is between sales and take home pay, is the most important," said Tom Babic, a Certified Public Accountant who has been involved in the Barre granite industry for many years.

In his highly informative 45-minute workshop, Babic reviewed basic cost-accounting principles and listed the factors involved in establishing the price of a product. He explained that most of the information necessary to figure costs is readily available in a company's general ledger, journals and past financial statements and that identifying fixed costs, such as labor, and variable costs, such as overtime, are vital when pricing a product.

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1991 Industry Conventions

**June 25-28, 1991**
NEW ENGLAND CEMETERY ASSOCIATION
Lake Morey Inn & Resort
Fairlee, Vermont

**July 19-21, 1991**
FLORIDA MONUMENT BUILDERS
Sandestin Beach Resort
Destin, Florida

**August 11-13, 1991**
ROCKY MOUNTAIN MONUMENT BUILDERS
Hotel Colorado
Glenwood Springs, Colorado

**August 18-21, 1991**
AMERICAN INSTITUTE OF COMMEMORATIVE ART
Stouffer Madison Hotel
Seattle, Washington

**September 4-7, 1991**
AMERICAN CEMETERY ASSOCIATION
New Orleans Hilton
New Orleans, Louisiana

**September 14-17, 1991**
MONUMENT BUILDERS OF IOWA, NEBRASKA, & NORTHWEST
University Park Holiday Inn
Des Moines, Iowa

**September 16-19, 1991**
NATIONAL CATHOLIC CEMETERY CONFERENCE
Westin Harbor Castle
Toronto, Canada

**September 21-25, 1991**
ROCK OF AGES NATIONAL DEALER CONFERENCE
Sheraton Hotel
Burlington, Vermont

**October 3-6, 1991**
TENNESSEE MONUMENT BUILDERS
Park Vista Hotel
Gatlinburg, Tennessee

**October 18-20, 1991**
MONUMENT BUILDERS OF WISCONSIN
Interlaken Resort
Delavan, Wisconsin

**October 24-27, 1991**
KENTUCKY ASSOCIATION OF MONUMENT BUILDERS
Radisson Hotel
Lexington, Kentucky

**October 31-November 2, 1991**
MONUMENT BUILDERS OF THE CAROLINAS
Mills House
Charleston, South Carolina

**November 23-24, 1991**
INDIANA-MICHIGAN MONUMENT BUILDERS
Omni-Severin Hotel
Indianapolis, Indiana

**December 6-7, 1991**
ILLINOIS MONUMENT ASSOCIATION
Ramada Renaissance Hotel
Springfield, Illinois

Barre Life, Summer 1991
**Brochures**

<table>
<thead>
<tr>
<th>Brochure Title</th>
<th>Quantity</th>
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<th>Total</th>
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<tbody>
<tr>
<td>&quot;Remembered For All Time&quot; (Protestant Designs and Symbolism)</td>
<td>x</td>
<td>$</td>
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<tr>
<td>&quot;Honored in the Catholic Tradition&quot; (Catholic Designs and Symbolism)</td>
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<tr>
<td>&quot;To Be Remembered&quot; (Jewish Designs and Symbolism)</td>
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<tr>
<td>New! &quot;Selling Monuments at Retail&quot; (your guide to increased monumental sales)</td>
<td>2 x Free</td>
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<tr>
<td>&quot;The Member-Firms of the Barre Granite Association&quot; (profiles of BGA member-firms)</td>
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<td>&quot;The Decision to be Cremated: It's Two Decisions&quot; (cremation designs)</td>
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<tr>
<td>&quot;How to Choose Symbols for Your Family Memorial&quot; (symbolism and personalization)</td>
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<tr>
<td>&quot;Choosing Your Family Memorial&quot; (choosing your at-need or pre-need monument)</td>
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<tr>
<td>&quot;The Story of Granite&quot; (the story of Barre granite)</td>
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<tr>
<td>&quot;May We Do You the Favor of a Lifetime?&quot; (pre-need)</td>
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<tr>
<td>&quot;Suggested Cemetery Rules and Regulations&quot; (cemetery operation guidelines)</td>
<td>1 x Free</td>
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Non-imprinted brochures: 25 cents each. (23 cents each for orders of 500 or more of the same brochure.)

Imprinted brochures: 35 cents each. (30 cents each for orders of 500 or more of the same brochure.) Up to four lines may be imprinted. A minimum of 100 of each imprinted brochure must be ordered. Print or type, on the lines below, the material to be imprinted.

Name ______________________________________
Address _____________________________________
City __________________________ State _______ Zip _______
Telephone ________________________________

**Videotapes**

<table>
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<th>Videotape Title</th>
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<tr>
<td>&quot;Artistry in Granite&quot; (a look at beautiful Barre gray granite monuments)</td>
<td>x</td>
<td>$25.00</td>
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<tr>
<td>&quot;Quarrying and Manufacturing&quot; (the making of Barre monuments)</td>
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<td>&quot;The Story of the Barre Granite Industry&quot; (the fascinating history of the Granite Center of the World)</td>
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<td>&quot;The Stone Whistle&quot; (tour and explanation of the Barre granite industry, with John Forsythe)</td>
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**Granite Base Pen Sets**

These elegant units feature a black Schaeffer pen in a chrome holder mounted on a base of world-famous Barre Gray granite.

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<th>Granite Base Pen Sets Quantity</th>
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<td>x</td>
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**Barre-Pak Epoxy**

Barre-Pak is one of the strongest bonding agents in the granite monument field, available in three convenient sizes.

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<th>Quantity</th>
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<td>$16.00</td>
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**Special: Barre Beach Bags**

Attractive, durable canvas bags for toting just about anything.

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<th>Quantity</th>
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**Barre Life Back Issues**

Complete your collection by checking boxes. Our supply of some issues is limited. You might want to call ahead.

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**Shipping Fees for ALL Items**

For orders up to $100: add $5 shipping fee
$100 to $500: add $7.50 shipping fee
$500 or more: add $10 shipping fee

To Order:
Please check off items you wish to order. To expedite your order, please enclose your check or money order for the amount due (sorry, no credit cards) and send to:

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

Your shipping address:

Name ________________________________
UP Shipping Address ________________________ State _______ Zip _______

Total Enclosed (including shipping fees): $ __________
The BGA Extended Family: Our Associate Members

GOOD COMPANIES TO DO BUSINESS WITH

The Barre Granite Association is really a large family. Its members include internationally renowned granite manufacturing companies as well as other granite firms and businesses that believe in our industry and actively support it.

Our associate members do custom drafting, sawing, steeling, sandblasting, polishing and sculpting. They also supply materials, transportation and other services to our members.

Banking
Granite Savings Bank & Trust Co.
Box 483, Barre, VT 05641
(802) 479-3313
Vermont National Bank
Box 399, Montpelier, VT 05601
(802) 223-6311

Construction
Summit Construction Co.
Box 1437, Montpelier, VT 05602
(802) 223-6764

Drafting/Designing
Charles Dindo, Dindo Drafting
RD 4, Box 3390, Montpelier, VT 05602
(802) 479-1410
Memorial Art Systems
3 Highland Ave., Barre, VT 05641
(802) 476-3892

Insurance
Berg, Carmoli & Kent, Inc.
Box 628, Barre, VT 05641
(802) 479-1046
Pomerleau Agency, Inc.
Box 6, Burlington, VT 05402
(802) 863-2841

Polishing
M & W Polishing Co.
Box 521, Barre, VT 05641
(802) 476-8340

Printing
Leahy Press, Inc.
79 River Street, Montpelier, VT 05602
(802) 223-2100

Reclamation
Fulton & Company, Inc.
Box 141, Websterville, VT 05678
(802) 479-3339

Sandblasting
Capitol Custom Sandblast
RD #1, Box 140, East Montpelier, VT 05651
(802) 223-3044
Culture Craft Sandblast Co.
Box 645, Barre, VT 05641
(802) 476-7351
Gordon's Custom Sandblast Co.
Box 437, Barre, VT 05641
(802) 476-5361
Guy's Custom Sandblast
23 Jacques St., Barre, VT 05641
(802) 479-0801
Memorial Sandblast Co.
Box 582, Barre, VT 05641
(802) 476-7086
Saporiti Sandblast Co.
Box 187, East Barre, VT 05649
(802) 476-4063
Tosi Custom Sandblast
MR #1, Barre, VT 05641
(802) 476-3851

Sawing/Polishing
Associated Memorial Products, Inc.
Box 291, Barre, VT 05641
(802) 476-9411
Consolidated Memorials, Inc.
Box 394, Barre, VT 05641
(802) 476-7542
Hillside Saw Plant, Inc.
Box 134, Barre, VT 05641
(802) 479-2508

Sculpting
A. Fantoni Sculpture Studio
Box 160, South Barre, VT 05670
(802) 476-3116
Frank Gaylord, F.C. Gaylord Sculpture Studios
Box 461, Barre, VT 05641
(802) 476-6711
Stanislaw Lutostanski Sculpture Studio
Box 265, East Barre, VT 05649
(802) 479-2531

Suppliers
Budiam America Diamond Tools, Inc.
Box 661, Barre, VT 05641
(802) 476-3122
Dessureau Machines, Inc.
Box 402, Barre, VT 05641
(802) 223-7041
Dixie Diamond Mfg., Inc.
2467 Mt. Industrial Blvd., Tucker, GA 30085
(404) 493-1555
Gran-Quartz Trading, Inc.
Box 731, Barre, VT 05641
(802) 476-7935
Miles Supply Co., Inc.
Box 237, Barre, VT 05641
(802) 476-3973
N-E-D Corporation
Box 711, Barre, VT 05641
(802) 476-6520
Trow & Holden Co., Inc.
Box 475, Barre, VT 05641
(802) 476-7221

Travel
Horizon Travel, Inc.
Box 909, Barre, VT 05641
(802) 479-3238

Trucking
Anderson Trucking Service
Box 960, Barre, VT 05641
(802) 476-4283
A. Bellavance & Sons, Inc.
Box 398, Barre, VT 05641
(802) 479-9311
T. Rossi Trucking Co., Inc.
Box 332, Barre, VT 05641
(802) 476-7341
Trio Motor Transfer, Inc.
Box 662, Barre, VT 05641
(802) 479-1824

Utilities
Green Mountain Power Corp.
Box 850, S. Burlington, VT 05402
(802) 864-5731
VOTING MEMBERS OF THE BARRE GRANITE ASSOCIATION

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Fax Numbers</th>
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<tbody>
<tr>
<td>Adams Granite Co.</td>
<td>P.O. Box 126, Barre, VT 05641</td>
<td>800-342-1070, 802-476-3027</td>
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<tr>
<td>Anderson-Friberg Co.</td>
<td>P.O. Box 650, Barre, VT 05641</td>
<td>800-451-3255, 802-476-7879</td>
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<tr>
<td>Buttura &amp; Sons, Inc.</td>
<td>P.O. Box 606, Barre, VT 05641</td>
<td>800-451-3252, 802-476-5994</td>
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<tr>
<td>Cetrangolo Finishing Wks.</td>
<td>P.O. Box 190, Northfield, VT 05663</td>
<td>800-205-4517, 802-485-6232</td>
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<td>Chioldi Granite Corp.</td>
<td>P.O. Box 294, Barre, VT 05641</td>
<td>802-476-0200, 802-476-3511</td>
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<tr>
<td>Colombo Granite Co.</td>
<td>155 Boynton St., Barre, VT 05641</td>
<td>800-446-1049, 802-476-5994</td>
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<tr>
<td>Desilets Granite Co.</td>
<td>221 Barre St., Montpelier, VT 05602</td>
<td>802-223-1111, 802-476-0720</td>
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<td>Family Memorials, Inc.</td>
<td>P.O. Box 383, Barre, VT 05641</td>
<td>800-451-325, 802-476-3511</td>
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<td>Granite Importers, Inc.</td>
<td>P.O. Box 712, Barre, VT 05641</td>
<td>802-476-7349, 802-476-7348</td>
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<td>Granite Industries of Vermont</td>
<td>P.O. Box 537, Barre, VT 05641</td>
<td>802-476-7102, 802-476-7102</td>
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<tr>
<td>Granite Works</td>
<td>8 Granite Street, Montpelier, VT 05602</td>
<td>800-451-5177, 802-476-7358</td>
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<td>LaCross Memorials, Inc.</td>
<td>P.O. Box 458, Barre, VT 05641</td>
<td>800-451-3234, 802-476-7349</td>
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<td>Lawrence Granite Co.</td>
<td>P.O. Box 577, Barre, VT 05641</td>
<td>802-476-1700, 802-476-1700</td>
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<td>Maurice Memorials, Inc.</td>
<td>110 Granite Street, Barre, VT 05641</td>
<td>800-451-5174, 802-476-7102</td>
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<td>North Barre Granite Co.</td>
<td>P.O. Box 548, Barre, VT 05641</td>
<td>800-451-3234, 802-476-7349</td>
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<td>Peerless Granite Co.</td>
<td>P.O. Box 313, Barre, VT 05641</td>
<td>802-476-5014, 802-476-5014</td>
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<td>Pepin Granite Co., Inc.</td>
<td>P.O. Box 566, Barre, VT 05641</td>
<td>800-451-5174, 802-476-7102</td>
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<td>Riverton Memorial, Inc.</td>
<td>P.O. Box 284, Northfield Falls, VT 05664</td>
<td>802-485-3237, 802-476-6535</td>
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<td>Rock of Ages Corp.</td>
<td>P.O. Box 482, Barre, VT 05641</td>
<td>802-476-3115, 802-476-3110 (Admin.)</td>
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<td>Rouleau Granite Co.</td>
<td>P.O. Box 567, Barre, VT 05641</td>
<td>800-434-4190, 802-476-4243</td>
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BULK RATE
U.S. POSTAGE PAID
Barre, Vermont
Permit No. 139