There seems to be some confusion among the public and even retail dealers as to what the Barre Guild really is. We are often asked, “What is the difference between the Barre Guild and the Barre Granite Association?”

The answer to that question is simply that the Barre Guild is that part of the Barre Granite Assn. charged with maintaining the high standards of quality for which the granite center of the world has become famous, helping the retailer promote and sell those products, and protecting the consumer through the Barre Guild inspection and guarantee program. The latter is the heart of the Barre Guild.

Independent inspectors of the Barre Guild, not in the direct employ of the manufacturers who produce the monuments, inspect every Barre Guild monument. Only if it meets the strict Barre Guild quality standards of workmanship and material is the Barre Guild Seal applied to the stone and a certificate of guarantee is issued. Furthermore, a permanent record of every Barre Guild monument is kept on file at the offices of the BGA.

In addition, every Barre Guild monument is guaranteed by all the members of the Barre Granite Association. Thus, if a Barre Guild monument should ever prove to be defective the terms of the guarantee would still be fulfilled by the Barre Granite Association. Even if the Company who manufactured the monument was no longer in business!

These procedures assure that the consistently high standards of our District are maintained and assure the retail dealer of some tangible benefits he can promote to his customers.
A streak such as this would cause total rejection of a monument. No flaws in the granite are permitted in Barre Guild monuments. Therefore, the slabs must be carefully laid out to use every available square inch of this precious material. Glenn Atherton (left) and Clarence Burnell of Cetrangolo Finishing Works check a Select Barre Granite slab to see how best it may be utilized.

The same strict quality standards apply to workmanship. Arthur Amell (below), also of Cetrangolo, purposely pitched this line incorrectly to illustrate poor workmanship which would not pass inspection. Arthur and Glenn (right) examine the same base after Arthur has pitched the line correctly. (It should be noted that Arthur cut it wrong the first time only after we persuaded him that it was necessary to illustrate a point for this article.)
The independent inspectors of the Barre Guild inspect every monument slated to receive the Barre Guild Seal. Inspector Bud Doney is checking his log sheets prior to inspecting this large memorial at North Barre Granite Co.

Besides inspecting the monument itself, size, order number, and description are carefully cross-checked. All this information as well as whether the monument passes or fails and any corrections to be made are carefully entered into the inspectors records.

Lenny Diego, another Barre Guild Inspector checks the carving on this monument at the Rouleau Granite Co. to make sure that it has been cleaned thoroughly and no steel shot remains which would cause rust later on. An oil stain he noticed earlier has already been covered with a poultice. Lenny will re-inspect this unit to make sure the stain has been completely removed.

Here Lenny checks the shop card against the information in his record book.
At your suggestion, we are devoting space to letters from our readers. Space prevents us from printing all your letters, but for starters here is a sample of some we have recently received.

A column could be included where retail dealers are invited to submit questions regarding topics of interest to the entire industry. Letters to the Editor could also be included and feature articles by retailers themselves. (Example: “Shouldn’t the Barre Guild be concerned with a “code of ethics” by retailers who feature Barre Guild products?) I for one would like to see the industry itself concern itself with the highest of standards in dealing with the public in terms of pricing, advertising, and promotion of our product.

Barre Monuments,
Beachwood, NJ

I thought you would be interested in how our school has incorporated your film “Stone Whistle”, into our curriculum. The Mohican School in the Out-of-Doors, Inc. is a non-profit, residential, environmental education school. We provide a certified staff of instructors who teach such subjects as weather, pond study, tree identification, birds, edible foods, and cemetery investigations.

We have an old churchyard cemetery within hiking distance of the school. We have found that the cemetery is an excellent location to study such things as geology, math, art, and history. One of our staff members has researched some of the histories of the families buried there. This gives students some insight into the lives of these early area residents.

Each Wednesday evening, Mr. Don Loos from Longstreh Memorials in Mansfield, brings your movie to the school.

(continued)
### Letters from our Readers

(continued)

He shows it to all the students attending that week as part of our Evening Program. After the showing he answers student questions. We appreciate the use of the film for our program. We are also grateful for the time given our students by Mr. Loos. We have had a number of individuals who volunteer time and talents to our school, but few give as much as Don.

John G. Evans  
Mohican School in the Out-of-Doors, Inc.  
Loudonville, Ohio

Don Loos showed “The Stone Whistle” to more than 1,000 students last year and already has arranged to show it to another 700 this year. Thanks, Don. This is great public relations.

Fine publication. My favorite of the “Trade Papers”!

Charles Morse & Son  
Waterville, ME

BARRE LIFE is my best reading material. I never put it down until the last page has been read. Thank you.

Florence Boston  
New England Memorials, Inc.  
E. Hartford, CT

I enjoy your magazine very much. Where can I buy some of your designs? Keep up the good work.

John A. Owen, Jr.  
Star Monument Co.  
Algona, IA

We have sent our latest design series. If you want designs of the monuments which appear in the magazine, please write directly to the manufacturer mentioned in the caption underneath the photograph.

Beth, my wife and I read BARRE LIFE from cover to cover. We enjoy it very much. We both wonder who cut the base for Mr. Wong’s memorial.

Jim Gagnon  
Waterville, OH

The Wong Monument (BARRE LIFE SUMMER ’77, page 26) was not set at an angle as the photo suggests, it was set level, on sloping ground.

Enjoy reading it and appreciate receiving it. Technical information on new machinery and processes very welcome.

Pyramid Granite Co., Inc.  
Escondido, CA

Your Barre Life provides us small dealers with valuable information, new designs and in general keep us up to date on the industry and what the current trends are in monuments. I find it a valuable magazine and am continuously thumbing through it. I have also discovered that other dealers also have problems. I also appreciate the Barre Granite Association seminars as I am always looking for new ways to sell. This is an opportunity to say thanks to your staff for the swell work.

Cecca Memorials  
Amsterdam, NY

Yes, I really do like BARRE LIFE! In the short time that I have been on your mailing list, all of your articles have been of real interest to me. Keep up the same good work.

Raymond E. White  
Holy Hill Monuments  
Richmond, KY

I am very pleased with your publication BARRE LIFE. I have completed 52 years in the business, 44 years as a dealer. I have seen many changes in the industry. I would like to see more of the mechanics of the business such as pictures and details of the new diamond saws etc. Keep on sending this fine publication.

John J. Boisen  
Boisen Monument Works  
Luverne, MN

I find your magazine very informative. It is very useful to me because I have no other literature that covers the subjects your publication is specializing in. Would like to see more write-ups on new cemetery layouts. Also novel ideas that would involve greater interest of young or middle-age person in the upkeep of cemeteries.

John R. Dobie  
Rural Glen Cemetery  
West Springfield, MA

The interest of the Barre Granite Association in retailer problems, its encouragement to solve them, and the enthusiasm and pride generated in “Barre Life” is most welcome. The future of the memorial industry is in personalized memorials. Please continue showing meaningful designed memorials and, of course, the quality of craftsmanship that all memorial dealers should be selling. We appreciate the sharing of research by the Barre Granite Association. We retailers will be hit hard by OSHA, and it is good to know, for example, a method to reduce noise levels around a sandblast room.

Milton R. Erickson  
Erickson Memorial Co.  
Denver, Co

Due to many similar requests for “How to” articles, future issues will feature such information. Look for “How to Clean Barre Granite Memorials” coming up soon.
Vermont is a special place. Since Samuel DeChamplain discovered this unique corner of the world, "Vert Mont" or Vermont as it's now called has held a special place in the hearts of those who live and visit here. Many people don't realize that Vermont was the first independent Constitutional Republic on this continent. From 1777 until she joined the Union in 1792, Vermont had her own constitution, militia and monetary system.

For a small state, Vermont has contributed more than her share of "Firsts" to our nation's history, industry and culture and we would like to share them with you.

Beginning in this issue, we will feature a series of "Vermont Firsts" illustrated by paintings commissioned by the First Vermont Bank for its Bicentennial collection. Executed by artist Bruce Mitchell, they are a part of the heritage of our nation.

The first good deeds for the day were done in Barre, Vermont.

It was William F. Milne, a young Scottish immigrant, who brought scouting to the United States in 1909. Inspired by Sir Baden Powell's example in England, Milne formed what he called "The Boy Scouts Club" in Barre, Vermont. The movement spread quickly. In fact, only months later the country had its own national organization, The Boy Scouts of America.
Bob Colombo of Colombo Granite Co. was recently elected President of the Central Vermont Medical Center's "200 Club." Since it was formed last year, the club has raised $24,000 for new hospital equipment. At right is James Brock of National Life Insurance Co., outgoing president.

Elsie Bell sits at a new office machine developed by Nick Cetrangolo of Cetrangolo Finishing Works. Nick worked closely with the Phillips Corp. & Breen Systems Management in developing and programming the machine. When the order is entered into the machine it automatically produces the acknowledgement, invoice and shop card. Office Manager, Lucy Campbell, is checking orders in the background.

A group of 17 employees, officers and retired employees of Buttura & Sons, Inc., all members of the 25 Year Club, had a dinner party to honor Ivan Wheeler for twenty-five years of service to the Company. Mr. Wheeler was presented with a watch in honor of the occasion.

A total of over 527 years of service was represented. This is an average of 31 years per employee. Buttura & Sons employs about 55 people.
Noted monument designer Al Comi, now retired, still keeps his hand in. Here he poses next to his prize winner at the Barre Sidewalk Art Show.

John Garand was recently named Vice President of Sales at the S.L. Garand Co. This family-owned company has been servicing their customers since 1914.

MAURICE MEMORIALS is truly a family business. Pictured here are just some of the family members. Top row, seated from left to right: Michael, Rachel, Arthur, Mark, and Carmen Maurice. Middle row, seated from left to right: Rebecca and David Maurice, Leo LaCoix, Dean Maurice. Bottom row, standing from left to right: Fernand, Anne, Lise, Cynthia, and Leo Maurice, Raymond LaCroix, Real, Armand, and Dorothy Maurice.
News about BGA members

Leo Garand, Chairman of the Board of S.I. Garand presents Plant Manager George Kreis with a plaque commemorating his 25 years of outstanding service to the firm.

ASTRONAUT JOHN GLENN was a featured speaker recently in Barre, Vermont. With him are Jules Chatot, North Barre Granite Co., Bernard Freeman, Barre realtor, United States Senator Patrick Leahy, and Bud Cain of the Rouleau Granite Co.

EVERLASTING GRANITE COMPANY has a new addition to its executive staff. Pictured at right is Romeo Bilodeau, a part owner and officer of this newly organized monument manufacturer located in Montpelier, Vermont. Other owners pictured are Italo Federico, at left, and Gary Pletzer, new President of Everlasting. This firm is a member-company of the Barre Granite Association.
CONSOLIDATION SERVICE COMPLETES EIGHTH YEAR OF OPERATION

The Barre Guild Consolidation Service has now completed its eighth year of successful operation. During this period of time the terminal has grown to be one of the largest trucking terminals in the Barre area.

Modern Terminal Equipment
These eight years have shown a growth in operations during which time the building has been improved with steel siding, new scales, and the addition of one new overhead crane, making a total of three cranes now in operation. For accurate weight of each shipment the platform scale is equipped with an automatic weight computer printout to weigh accurately every piece of granite shipped.

Savings on Freight Costs
This method of shipping provides a considerable savings to the retailers who use it. A retailer may have several shipments from BGA manufacturers combined into a single shipment providing a much lower freight rate. In addition to this, it is possible to have the shipment delivered to a local cemetery, saving additional handling costs. This is particularly important for mausoleums or large memorials.

(continued next page)
Anderson Trucking Service, St. Cloud, Minnesota, and Moon Freight Lines, Bloomington, Indiana, provide the service delivering freight from Barre for the Consolidation Service. Due to the increased freight being handled at the terminal, Moon Freight Lines commenced serving the Consolidation Service in addition to Anderson Trucking Service a few years ago. Weight being handled was more than double what was originally estimated.

Freight rates have continued to increase during this period of time; however, if you consider the cost of fuel, equipment, cost of overall operations, we feel the freight rates have not continued to increase as inflation has in other areas. As a Consolidation Service we continue to do everything to hold rates at the lowest possible costs.

BUTTURA & SONS PRODUCES THE FIRST FAMILY MEMORIAL FEATURING THE LIKENESS OF ST. JOHN NEUMANN, AMERICA’S ONLY MALE SAINT.

Known as “The Bashful Saint” from Philadelphia, St. John Neumann was canonized in Rome on June 19, 1977.

As Bishop of Philadelphia from 1852 to his death in 1860, he constructed 73 new churches and established 40 new parochial schools. Church historians call him the “Father of the Parochial School in America.” St. John Neumann was a gentle man, known for his humility and generosity.

It is said that at his funeral Philadelphia wept...and also smiled, for it was the first time anyone had seen Bishop Neumann wearing new shoes.

This monument, believed to be the first of its kind, is currently on display at Gallagher Memorials in Philadelphia.
Follow the Leader

One of the most revealing facts uncovered by the industry-wide market survey done by the Barre Granite Association confirms what many retail monument dealers already know. That fact is that the monument customer is influenced to a tremendous extent by the kinds of monuments already in the cemetery.

For example, the first monument that is set in a new section strongly influences the size and quality of subsequent monuments to be set in that particular area.

While some monument sections have regulations severely limiting the size of monuments in that section, many monument sections do allow considerable leeway for the monument retailer to upgrade his sale. This means that if a larger, all finished memorial is the first to be placed in the new section there is a tendency for monument purchasers thereafter to be influenced to purchase similar higher quality monuments.

Thus, the opening of a new monument section is the time for the cemetery and the retail monument dealer to encourage better memorialization. The benefits are obvious: (a) The cemetery will benefit by having a more attractive and easier to sell section and the retail dealer will realize more dollar volume.

We have seen examples of new monument sections where the first monument installed was an inexpensive slant marker when it could have been an attractive upright monument costing perhaps twice as much. Unfortunately, the slant marker starts a trend and a high percentage of the memorials sold in that section will also be slant markers.

Our research shows that monument purchasers very often “follow the leader.” When the leader sets a good example, the followers are influenced to do the same. Conversely, if the leader purchases the very minimum in memorialization, you may be sure that those who follow will not have the incentive to purchase something better.

Good salesmanship and a firm understanding of that first customer’s needs and desires can certainly do a great deal over the long term to maintain a community’s interest in the unique and substantial value of traditional memorialization. It helps the retail monument dealer, the cemetery and the buying public.
More than 12,000 Monumented Grave Spaces Included in New Section Plans by BGA

Ed Comolli, Manager of Cemetery Services for the Barre Granite Association reports that during the first nine months of 1977, his program has created new monument section plans for well over 12,000 monumented grave spaces.

These modern monument section plans were created by Donald Ward, professional cemetery architect. One-half the cost of all plans were paid for by the Barre Granite Association.

The BGA Cemetery Service Program is the only one of its kind with full-time personnel in the industry. Its purpose is to assist cemeteries in creating modern monument sections that are attractive to the public, easily maintained and are custom designed to make the most efficient use of cemetery space.

Among those cemeteries that have obtained modern monument section plans during 1977 are:


A number of retail monument dealers in some of the above communities were most helpful in working with their local cemeteries to assist them in obtaining these modern monument section plans.
America’s Oldest Maintained Cemetery

in Duxbury, Mass., recently dedicated a Barre granite memorial with a bronze plaque which was given by the American Cemetery Association in cooperation with the American Monument Association. The granite memorial was produced by Stuart Abbiati of the South Barre Granite Co. in Barre, VT and the bronze plaque was provided by Matthews. Pictured here are ACA Executive Vice President, John Danglade, Duncan Munro, Past President of ACA, Laurel Freeman, retired Duxbury Superintendent of Cemeteries, and Daniel White, present Superintendent of Duxbury cemeteries. Miles Standish was buried in this cemetery in the year 1656.

The BGA booth at the American Cemetery Association convention in Newton, Mass. featured modern monument design sections. Among many cemeterians visiting the booth were: (left to right) Mrs. Peg McDermott, Hastings-on-Hudson, N.Y.; Mr. and Mrs. Jacques Schwartz, Brooklyn, N.Y.; Mr. and Mrs. Edward Comolli, Barre, Vt.; Milton Lyndes, Barre, Vt.; Mr. Alexander Willman, Newark, N.J.; Mr. Edgar Krause, Newark, N.J.; Mrs. Bobbie Schneider, Bronx, N.Y.
This modern monument section plan provided through the Barre Granite Association was designed at the request of Fairview Cemetery to include a large number of two-grave monumented lots. At the same time a central focal point of estate lots was included. There are a total of 1632 grave spaces in this particular section.
The American Institute of Commemorative Art selected the Granite Center of the World for the first of what may prove to be a series of executive seminars. Founded in 1951 to upgrade the art of commemoration, the AICA has consistently strived for excellence in design, ethical standards and professional salesmanship. These were the subjects covered in a three-day workshop held at the Tavern Motor Inn in Montpelier, Vermont.

The Jr. Executive Seminar as its name implies was designed to give the young people in AICA member-firms a sound base on which to build their roles as future leaders in their respective companies. Forty young people from all over the United States and Canada attended.

The meeting convened at dinner on Friday, October 21, with a welcome by BGA's Manager of Retailer Services, Tom Riley. Saturday and Sunday were work days; the subjects included: Hiring and Training People, the History of Memorial Art, Sales and Design, Sales Strategy & Closing Techniques, and How to Get Along in a Family Business.

The only break in the intensive two-day training was provided by an informative visit to Barre's famous Hope Cemetery conducted by BGA Executive Vice President, Milt Lyndes.

Monday dawned bright and beautiful and the students and faculty were treated to a day-long guided tour through several BGA plants, the world's only stone trades school and, of course, the world's largest granite quarries.

The BGA is proud that Barre was selected for this historical meeting and we were delighted with how successful it turned out.

Harold Schaller, Don Patten, Roy Keith, Gene Faehnle, and Carl Faehnle Jr. are to be congratulated on the outstanding job they did in organizing and conducting this first AICA Professional Seminar.
SEVERAL BGA MEMBER FIRMS WERE ON HAND TO WELCOME THE SEMINAR PARTICIPANTS.

Mel Friberg (center) of Anderson-Friberg Company discusses the program with Don Patten, Jr. (right) and Carl Faehnle, Jr. (left).

Ray Stroutsos of Cook, Watkins and Patch (right) shares a story with Bill McFadden.

First stop was a tour through Beck and Beck's plant and warehouse. Dick McBride welcomes the group.

One of the highlights of the trip was a visit to Barre's famous Stone Trades School, the only one of its kind in the world.

While Tom Riley passes out safety glasses.

The school is a complete miniature manufacturing plant. Stone Trades instructor, Don Giroux, demonstrated how each phase of monument manufacturing is taught.
...they were shown all phases of monument manufacturing:

As might be expected, Harold Schaller was particularly interested in the Design Department. Here he talks with draftsman Mike Pala.

Here he shows how students learn the proper use of the pneumatic chisel.

Next stop was the Rock of Ages Craftsman Center.
At lunch, Director of Sales, George Karnedy (left) and Rock of Ages President, Jay Slaybaugh, welcomed the group and showed a film about the Libby Dam sculpture, produced and erected by the Rock of Ages Corporation. Since this was the first trip to Barre for many of the seminar participants a visit to the World's largest granite quarry was a must...

followed by a tour of the craftsman's center and large outdoor monument display.

Final stop was at Frank Gaylord's sculpture studio.
A combination of World Famous Barre granite and the skilled hands of Barre artisans yield truly outstanding family memorials in every price range and design type.

A monument is the only really permanent possession a family will ever own.

To recommend a Barre granite memorial is to recommend the best.
Produced by the Montpelier Granite Works.
Voting Members of the Barre Granite Association

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Lewis St. (Elgio Zorzi) 802-476-5281

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

BECK & BECK, INC.
Center St. (Norman Beck) 802-476-3179

BUTTURA & SONS, INC.
Boynton St. (John Buttura) 802-476-6646

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

CETRANOGO FINISHING WORKS
Northfield (Nick Cetrangolo) 802-485-5711

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

COLOMBO GRANITE CO.
Boynton St. (Bob Colombo) 802-476-7061

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Blackwell St. (David Reid) 802-476-4175

C.R. DAVIDSON CO. INC.
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Pioneer (Gary Pletzer) 802-223-2642

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Burnham’s Meadow (Robert Couture) 802-476-7831

S.L. GARAND & CO.
Pioneer (Richard Garand) 802-223-2301

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

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

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Railroad St. (Jules Chatot) 802-476-6624

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Willey St. (Donald Fontana) 802-476-3061

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

ROCK OF AGES CORP.
Graniteville (Jay Slaybaugh) 802-476-3115

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

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

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

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Willey St. (Aldo Vanetti) 802-476-3911

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