

BARRE

LIFE

WINTER 1983

Published by the Barre Granite Association, Barre, Vermont

About the cover..

Far from being mesmerized by the white-hot glow of the 2700 degree molten iron, the concentration of these foundry workers at Smith, Whitcomb & Cook makes them oblivious to anything except this "pour". Virgin pig iron and scrap iron are melted according to a formula which produces the correct amount of hardness in the iron. The furnace gulps 60 gallons of number four fuel oil an hour when it is producing molten iron.

BARRE
GUILD

BARRE LIFE

WINTER 1983

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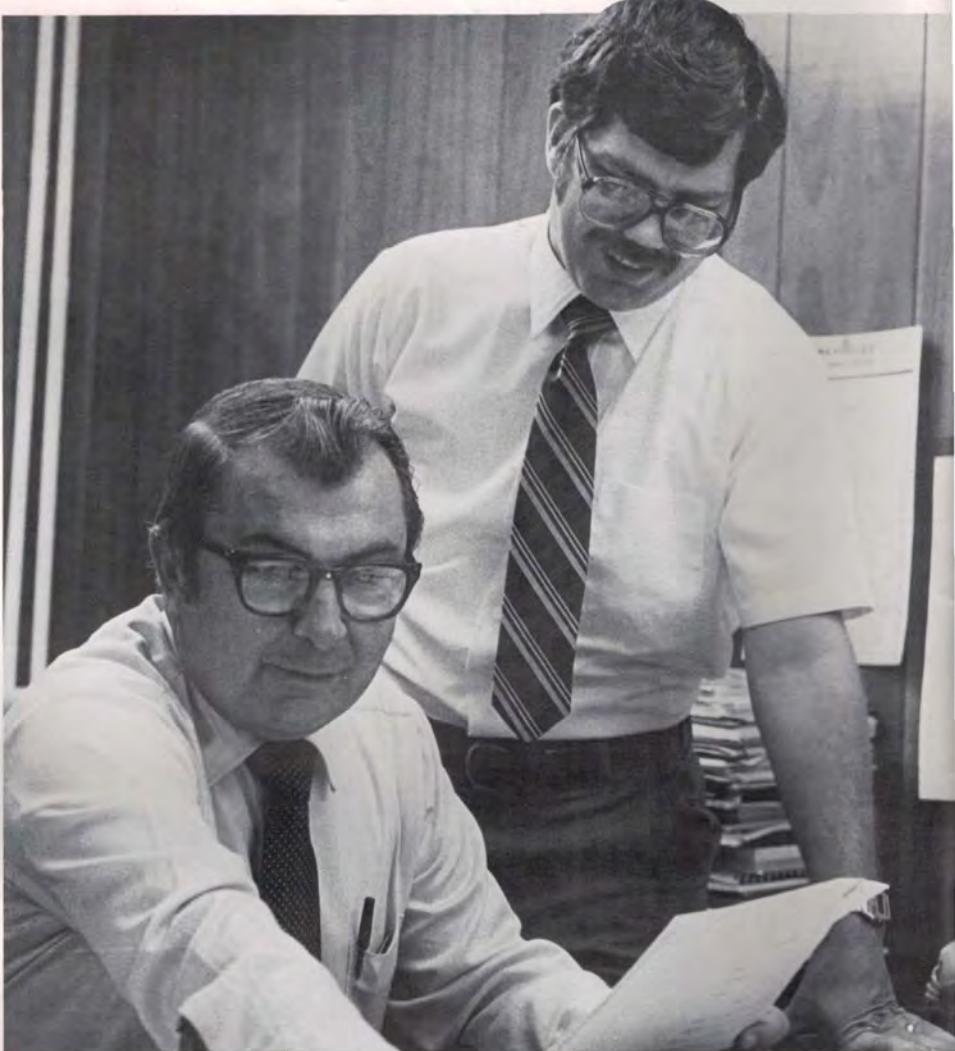
Brent Buttura,

Buttura & Sons, Inc.

PHOTOS: HANSON CARROLL & TOM FITZPATRICK
LAYOUT: RICHARD JOHNSON.

PRINTED BY NORTHLIGHT STUDIO PRESS INC.,
BARRE, VERMONT

SMITH, WH



ITCOMB & COOK

Joshua Twing built a flouring mill in 1805 in the North end of Barre. He added a machine shop and foundry 28 years later.

Twing, an industrious man, manufactured many items in that machine shop and foundry, including the Twing wood stove which kept many folks in Barre and Central Vermont toasty-warm through the long winters.

Twing's successful venture beyond milling flour was actually the genesis of the company known today as Smith, Whitcomb & Cook.

In the past 150 years that small machine shop and foundry has evolved into a sophisticated company that produces highly technical machinery and machine parts.

Today, Smith, Whitcomb & Cook (whose partnership was formed in 1864 and which subsequently became incorporated in 1900) has customers throughout North America and on the European continent.

Recognizing the need for their customers to stay competitive in their respective spheres of business and industry, Smith, Whitcomb & Cook is continuously staying abreast of the state of the art in machine tooling and sheet metal and foundry operations.

(Top photo) F. Lewis Biggs, General Manager of the multi-faceted manufacturing firm (seated) and Brad Jones, the company's Credit Manager compare financial notes which indicate a steady growth of business. "I feel that we have had to be doing something right to have been in business for one hundred fifty years," Biggs said.

Every successful company enjoys highly efficient administrative support and Smith, Whitcomb & Cook is no exception. Julie McAuley (standing); Eleanor Fraser (middle) and Pauline Willard are responsible for the company's smooth and orderly flow of business details, customer relations and necessary administrative functions.

Joe Parauka pours molten cast iron to a mold. Note the special leggings, heavy gloves and eye protection. The white-hot 2700 degree molten cast iron will take at least an hour to cool before the mold is taken apart to reveal the newly made wood stove door.

A Century of Support

This company has been producing vital products and supplies for the Barre granite industry for more than 100 years. The foundry turns out polishing wheels and steeling scrolls while the modern machine shop makes necessary components for diamond and wire saws. Castings for sheaves (pronounced shives), which are large wheels over which thick cable wire passes, are made for the tall boom derricks in the Barre granite quarries.

"Although we are widely diversified," says company General Manager, F. Lewis Biggs, "the backbone of our business is the granite industry, and I believe it always will be."

"We are mainly geared to support the Barre



granite industry, but we are called on for maintenance and repair of ski lift equipment, sheet metal fabrications and other specialized orders."

"We can design, make, install and service many, many products," he said.

"Many people do not realize how complete an operation we really are. We can go from design through installation and not skip a beat. I like to think of ourselves as a 'One-Stop-Shop'." Biggs said.

Perhaps the most dramatic aspect of the company's operation is seen in the foundry, one of a very few such operations in the Northeast.

Critical to be correct

The fabrication of polishing wheels and steeling scrolls for the Barre granite industry, for instance, is one of exactness — from pattern development to mold creation to melting iron to pouring and curing the molten iron.

"To be a success," Biggs said, "means that every part of the foundry process must be within very slim tolerances. The sand used to form the mold must be prepared exactly as prescribed and the chemical make up of the molten iron must not leave any room for error."

"And, the work in our other divisions must be just as exact. It is absolutely critical for us to be correct. This is hard, dirty work. But it is very satisfying work, especially when we see a finished product at the end of our production line in the foundry; the machine shop; the sheet metal shop; or our Lane Sawmill division."

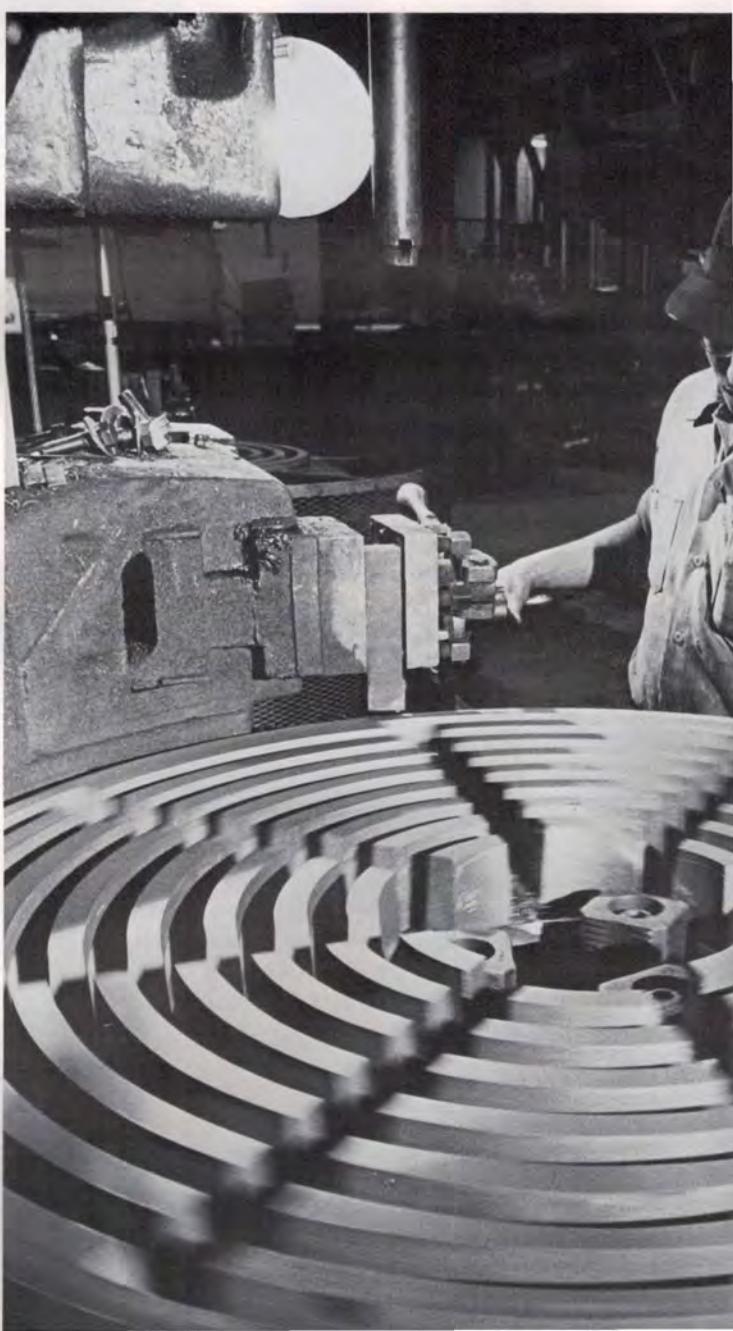
"It would be nice to be able to see our evolution fifty years further down the road. Each element of change has had a healthy effect on the business climate."

"I feel we have had to be doing something right," Biggs mused, "to have been in the business for one hundred fifty years."

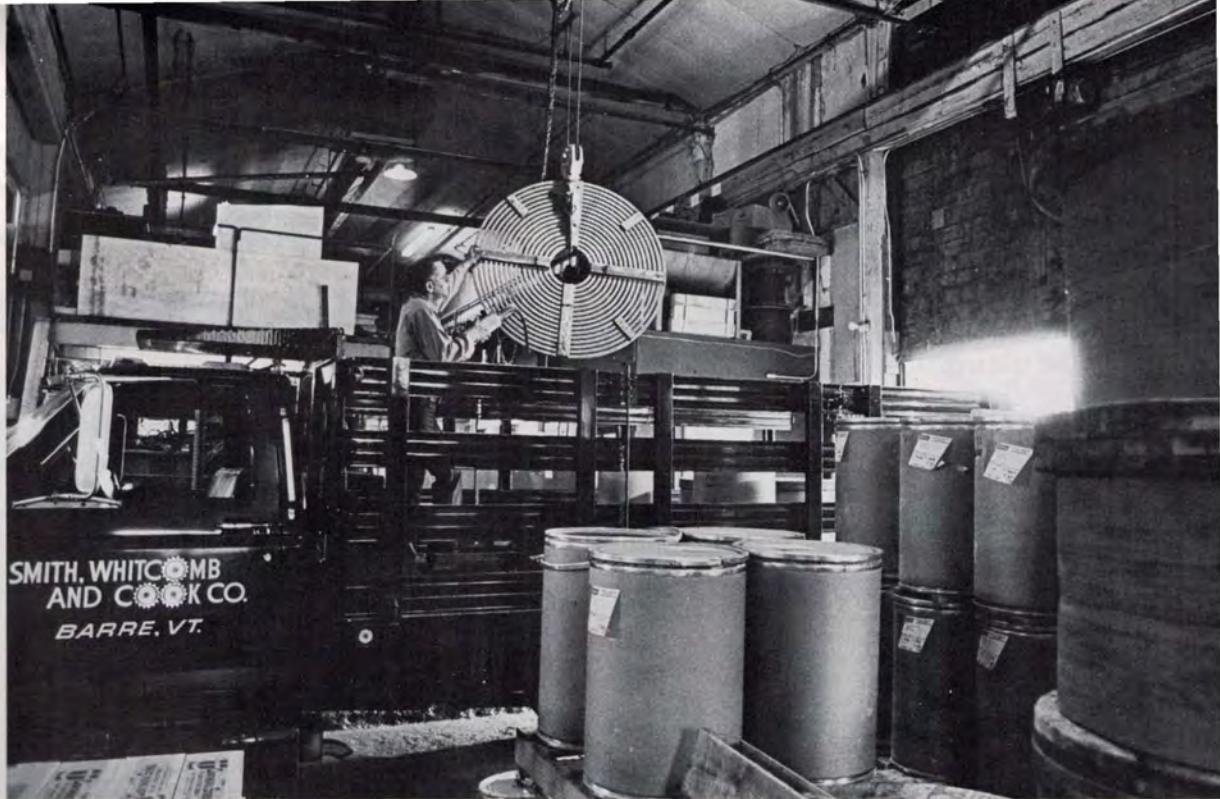
Evenness is critical and the evenness of this new polishing wheel is assured by the special milling machine manned by Winston Chase.



The liquid-like 2700 degree molten cast iron forms rivulets as it is poured into a polishing wheel mold. Stan King and Cliff Chene are a study of concentration at this highly critical moment.



A supplier of many necessities for the Barre granite industry, the shipping area of Smith, Whitcomb & Cook shows reels of saw wire, containers of abrasives and boxes of stencil material. Bob Lacross is loading a finished granite polishing wheel for delivery to one of the BGA's granite manufacturing firms.



Tolerances of thousandths of an inch are routine to "Chip" Parry, one of the many machinists employed in Smith, Whitcomb & Cook's machine shop. The curls of metal shavings are reflective of the critical skills required in machine tooling.



The special sheet metal shop at Smith, Whitcomb & Cook is capable of turning out practically any order whether routine stove pipe, heavy duty metal requirements or a one-of-a-kind specialty item. Here Bob Codling is operating the new hydraulic digital shear which has the capability of slicing ten-foot lengths of half-inch aluminum or quarter-inch steel.

SMITH, WHITCOMB & COOK (continued)

About 125 years ago, a young man by the name of Dennis Lane revolutionized the sawmill industry by creating the circular saw and new lever-set works. Lane established what became the Lane Manufacturing Company, in Montpelier, Vermont. This is the oldest active name in sawmill production today.

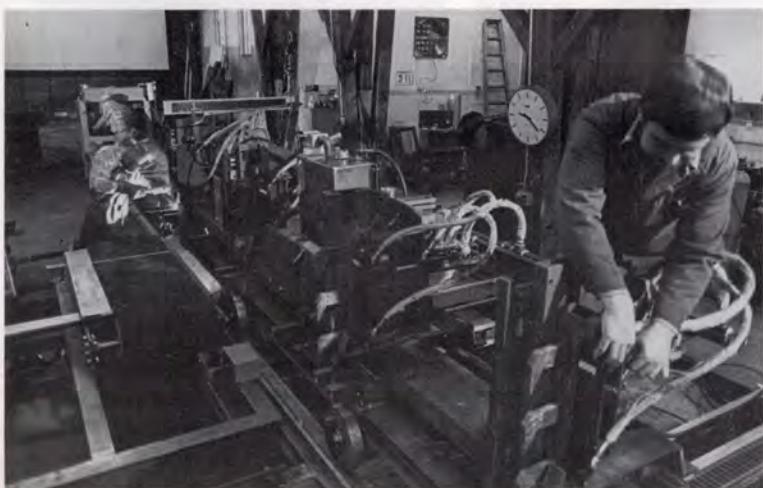
Dennis Lane died in 1888, at the age of 70 years, when his company was at its height of productivity.

Shortly after the turn of the century, the Barre granite industry became a major customer for Lane built travelling cranes and other equipment.

Like many other manufacturing firms, the Lane Manufacturing Company was hit hard by the Great Depression of the 1930's. And just as the company was to hit rock bottom 30 years later, the great-grandson and namesake of the company's founder, Dennis A. (Denny) Lane, purchased controlling interest and kept the company going.

His valiant efforts vanished, however, at a late-night fire in February, 1977 which destroyed the shop and most of the equipment. But, the Lane name and the Lane sawmill were not bound for oblivion.

Smith, Whitcomb & Cook purchased the company name from Dennis A. Lane in August, 1977, and the Lane Division was established with manufacturing rights and patents which Dennis Lane created more than one hundred years ago.



Brian White (foreground), Peter Hommel (welding) and Fred Pallas are building a Green Mountain Automatic Sawmill in the Lane Division of Smith, Whitcomb & Cook. The sawmill will saw logs with a 50 to 53-inch blade which will be located on the left of the machine near the drive belt.

The Art

An Editorial

by Milton V. Lyndes

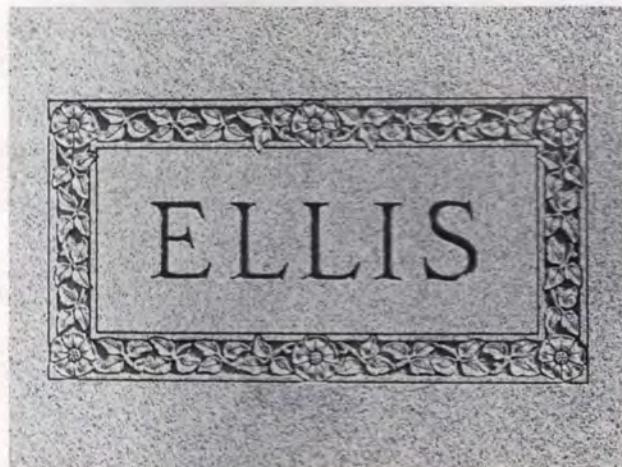
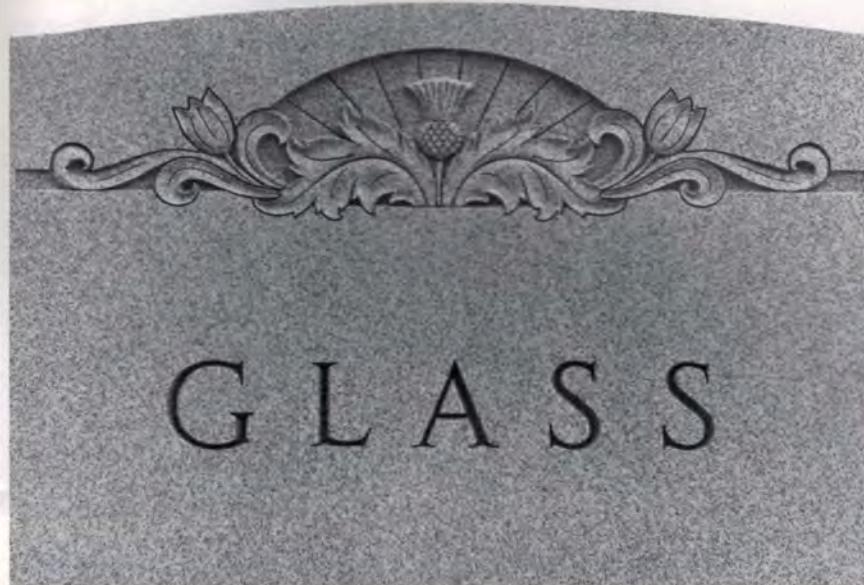
Executive Vice President, BGA

Throughout the history of memorialization it is the hand of the individual artisan that can truly bring beauty and personalization to an individual memorial. A flower, a person's name, the symbol of an occupation - these things come only from the artisan's hand.

All of the modern equipment and machinery that has ever been invented cannot create a beautiful memorial. It is the human heart and mind that guides the artisan's hand to create these shapes and designs.

Here are some examples from the Barre artisan's hand that should encourage and inspire. Let your own work always be true to your calling. Use the Barre artisan's hand to help you create a memorial for your customer that will truly inspire and reflect eternal rememberance.

san's Hand



News about *BGA members*



A new 2400 square foot shipping area at Lawson Granite Company will allow for expanded manufacturing operations in the main plant. Sandblast facilities will be enlarged, the conveyor system capacity will be increased and the assembly line will be reorganized.

Manufactured by North Barre Granite Co., Inc., for Fidler Monument and Granite Works, Inc., New York, New York for the parents and relatives of Peter Falk, star of the television series "Colombo."

Made of Gem Mist Granite, the 9-0 x 1-6 x 3-0 all polished die has an 8" concave face and an 8" convex back, straight ends and angled back, 1" x 1" check around four sides of the top and frosted outline letters. The base, 10-0 x 2-3 x 0-8 has a polished top contoured to the die and the balance is rock pitched.



The Barre Granite Association setting service recently assisted in the re-setting of granite steps at the U.S. Post Office in Barre. The steps were removed to shore up their foundation and then re-set. This post office is one of many buildings across the United States built with enduring Barre granite.

Walter Celley is putting the finishing touches on this 8-0 x 4-0 Barre granite sculpture at Lawson Granite Company. The figure of Christ is six inches full relief. Four bases of polished dark Barre granite will provide the pedestal for this memorial commissioned by Broward Memorials of Fort Lauderdale, Florida.



GRANITE STAIRS DEDICATED AT NORWICH UNIVERSITY



New granite steps, known as the "Memorial Class Stairs" were recently dedicated on the campus of Norwich University in Northfield, Vermont.

In the photo, (l-r) C.J. Slaybaugh, President of Rock of Ages Corporation; Gordon Wilkinson, President of the Norwich Alumni Association; Lt. General W. Russell Todd, President of Norwich University; Conrad Rowell, Project Manager for the Alumni Association; and Jon Gregory, Manager of Manufacturing at Rock of Ages participate in the official ribbon cutting ceremony.

Rock of Ages Corporation was awarded the contract to manufacture the "Memorial Class Stairs" which were cut from world famous Barre grey granite. The project consisted of 85 pieces of granite for steps, platforms and cheekwalks.



A DEDICATION...

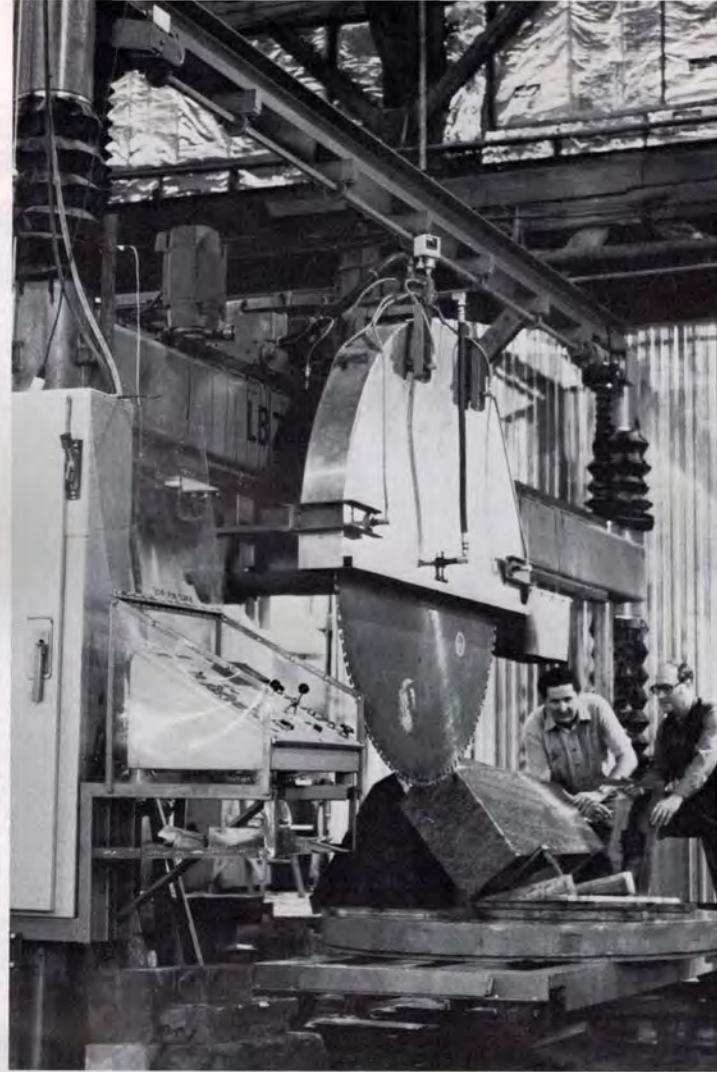
Before his untimely death in 1978, Archie Buttura worked diligently through the Vermont Elks Association to help found "Silver Towers," a summer vacation camp for special children.

Recently Archie and his wife Lila were memorialized for their efforts on behalf of special children with the dedication of a large picnic shelter erected in their memory in the Green Mountain National Forest in Ripton, Vermont.

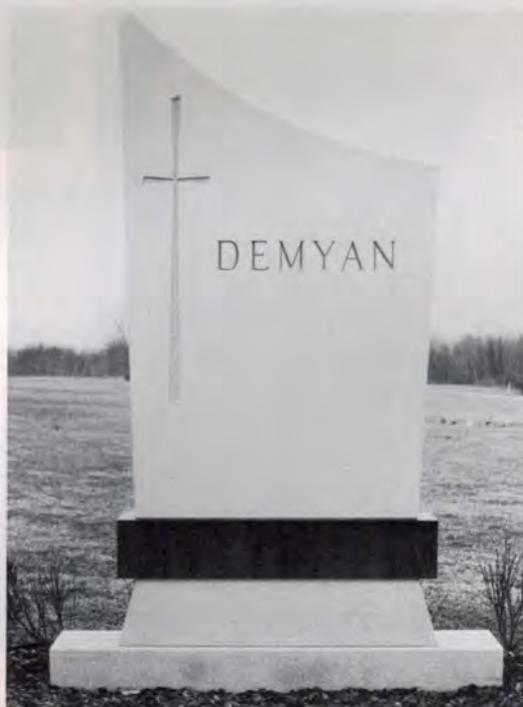
News about BGA members (continued)



These new granite steps were recently put in place at the Church of the Good Shepard Episcopal in Barre in memory of Fred Ralph, Vice President of Rock of Ages Corporation and for several years the President of the Barre Granite Association. Upon his death in July 1980, contributions were made to the church in which his membership exceeded 50 years. On the top step are the words: **BLESSED IS HE WHO COMES IN THE NAME OF THE LORD.** On the middle step: **In Memory Of Frederick S. Ralph, Warden and Vestryman 1946 - 1980.** And on the second step: **Given in Love by Family and Friends.**



A new, six-foot diamond saw is lined up at North Barre Granite Company by the firm's new President, Charles Chatot and the diamond saw operator, Stanley George. With the installation of this new saw from Park Tool Company, all wire saws have been taken out of the North Barre plant.



Manufactured by Cook Watkins & Patch for Demyan Memorials in Mansfield, Ohio this Bahama granite memorial with a plinth of Tech Mist, has a die measuring 5-6 x 0-10 x 8-8. The plinth measures 1-2 x 1; the subbase is 5-6 x 0-10 x 1-2 and the bottom base is 7-9 x 1-6.



Cemetery Memo
LETTERING DONE IN CEM

DE CHRISTOPHER BROS.
WYOMING AVENUE AND MAPLE LANE
PHILADELPHIA, PA. 19124

Montpelier Granite Works, Inc.
Off Granite Street
Montpelier, Vermont 05602

To: Joe Mureta, the office staff and shop crew

I would like to take this opportunity to express my deepest gratitude to all of you at Montpelier Granite Works for the excellent job you all performed on our family memorial which at present memorializes our dear deceased father, Charles E. DeChristopher.

After months of preparations with the designing, the drafting and finally the cutting of the monument, it really is a tribute to all of you fine people.

All of the family thanks you Joe Mureta for your help, your understanding and your great friendship over the years. Thanks to Armond, the very gifted draftsman who finalized the full sized detail, to Joe Facini, an extremely talented cutter, who must have spent hours hand cutting almost every last part of the monument, to Martin Fitzgerald and his crew, for the excellent sandblast work on the lettering, to Gino Sassi and Angelo Ambrosini, the hand carvers who executed the cutting of the raised roses and especially to the very patient and talented Herve Gavin, who really made the whole job "shine" with his excellent work on giving the hand cut roses that extra touch that they needed to really look great.

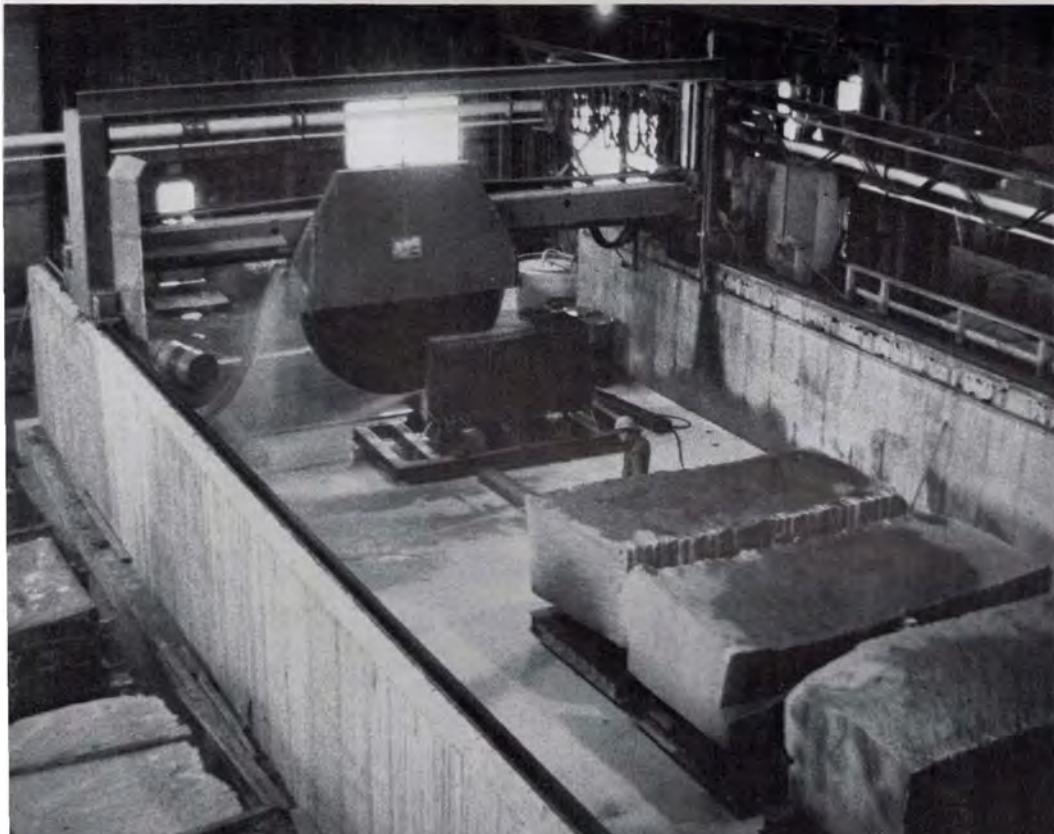
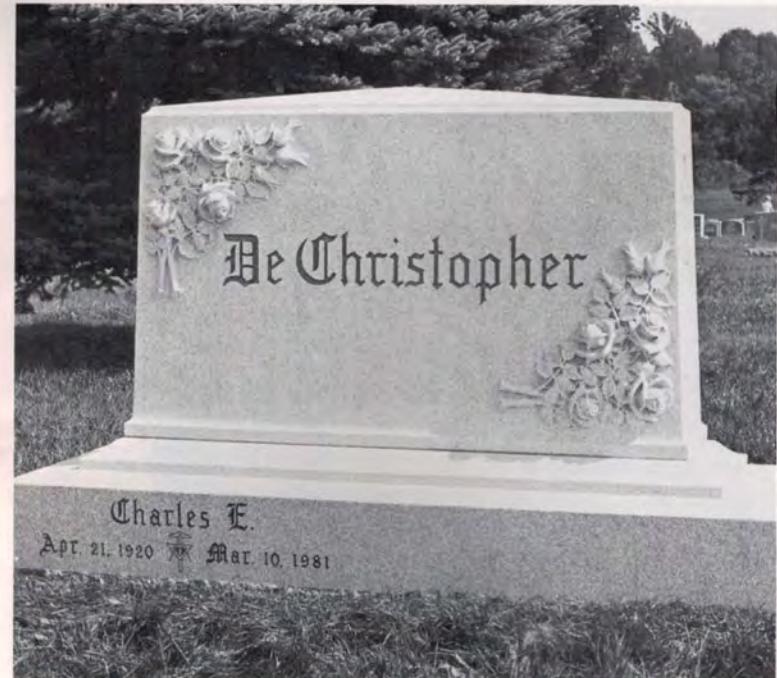
Thank you Terry, Paul and Dan for all your individual efforts in the production. Thanks to all those un-named persons in the shed who contributed to the effort. It was a "team effort" and the final appearance of the monument shows it.

Sincerely,

Chali
For the DeChristopher Family

Manufactured by Montpelier Granite Works for DeChristopher Brothers of Philadelphia, Pennsylvania, the steeled finish Barre granite DeChristopher memorial die measures 5-0 x 1-2½ x 3-0. The base is 6-8 x 2-6 x 1-2.

Charles E.
Apr. 21, 1920 — Mar. 10, 1981



A NEW GANTRY DIAMOND BLOCK SAW at Rock of Ages Corporation is significantly increasing production with its computer controlled capabilities. The computer which operates the saw is pre-programmed with necessary information such as the type of granite to be sawn, depth of cut, speed rate and spindle rpm, in order for it to produce a continuous flow of granite slabs. The gantry can accommodate saw blocks up to 49-inches tall and 17-feet long.

The newspaper account read, in part: "A striking granite memorial bearing the names of 138 Vermonters killed in Vietnam was dedicated as a monument to the dead, as well as a symbol for the living."

This project, which culminated with a dedication that attracted more than 500 people, was spearheaded by the Vermont Vietnam Veterans, and in particular, Ted Pickett, the coordinator of the VVV Leadership Program.

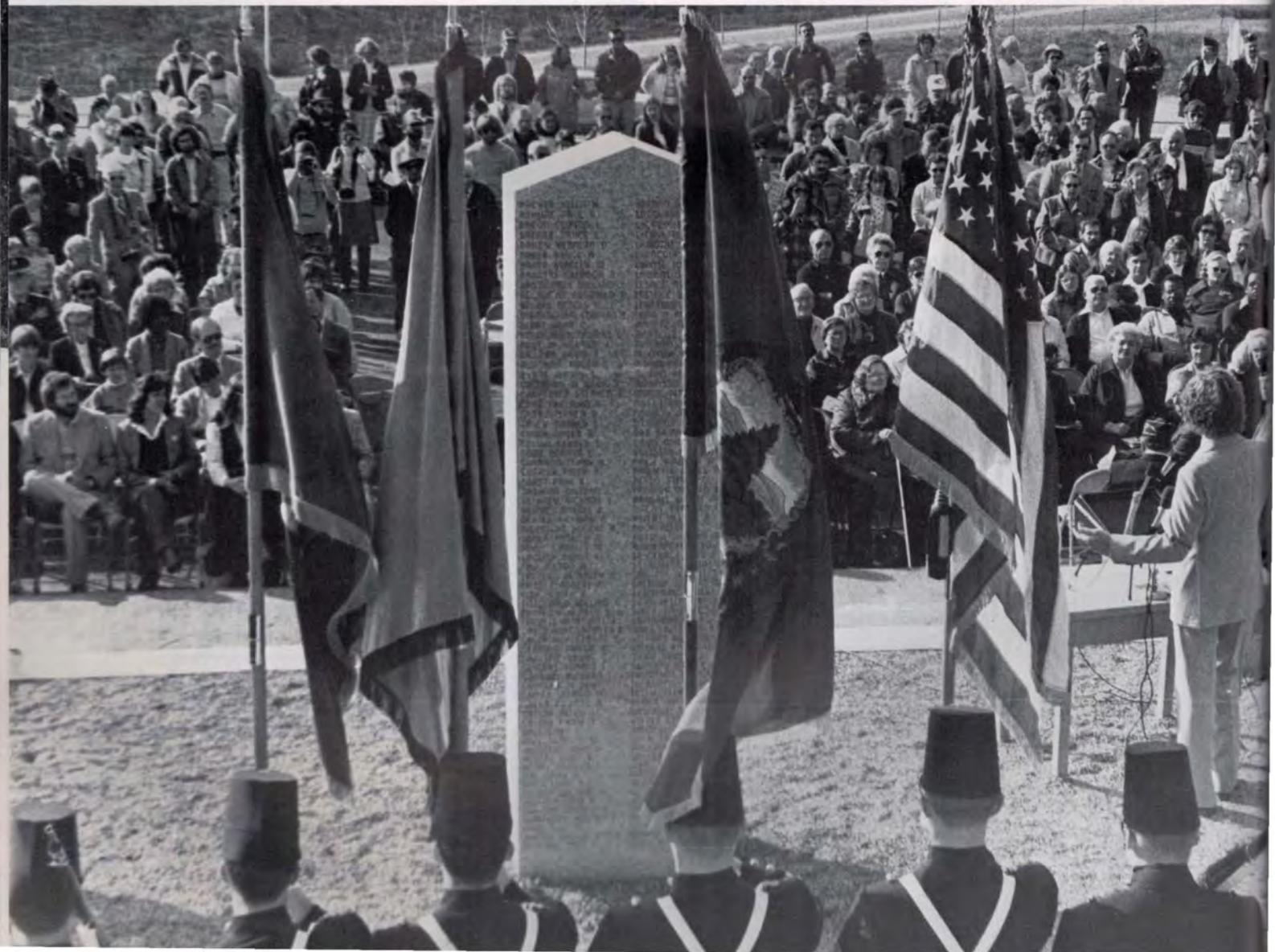
The six-ton, nine-foot tall Barre granite memorial was donated by the Barre Granite Association.

The Vermont memorial is located in a specially prepared site in a rest stop in Sharon, Vt., on

the north-bound lane of Interstate 89, the first highway in the nation to be renamed to honor servicemen slain in Vietnam. The site work was donated by the Vermont Agency of Transportation.

More than 500 people were on hand for the dedication of the Vermont Vietnam Veterans Memorial including Governor Richard A. Snelling, other state officials and Vermont's Congressional Delegation.

(PHOTO COURTESY UNITED PRESS INTERNATIONAL MONTPELIER)



VERMONT VIETNAM VETERANS MEMORIAL

THAT THESE DEAD
SHALL NOT HAVE DIED IN VAIN;
THAT THIS REVOLUTION UNDER GOD
SHALL HAVE A NEW SIGHT OF FREEDOM;
AND THAT THIS GOVERNMENT OF THE PEOPLE
BY THE PEOPLE FOR THE PEOPLE
SHALL NOT PERISH FROM THE EARTH.

B. LINCOLN



(DONNA LIGHT PHOTOGRAPHS)

Louise Ransom of Burlington, Vt., whose son Michael was killed in Vietnam was one of the speakers at the dedication of the memorial.

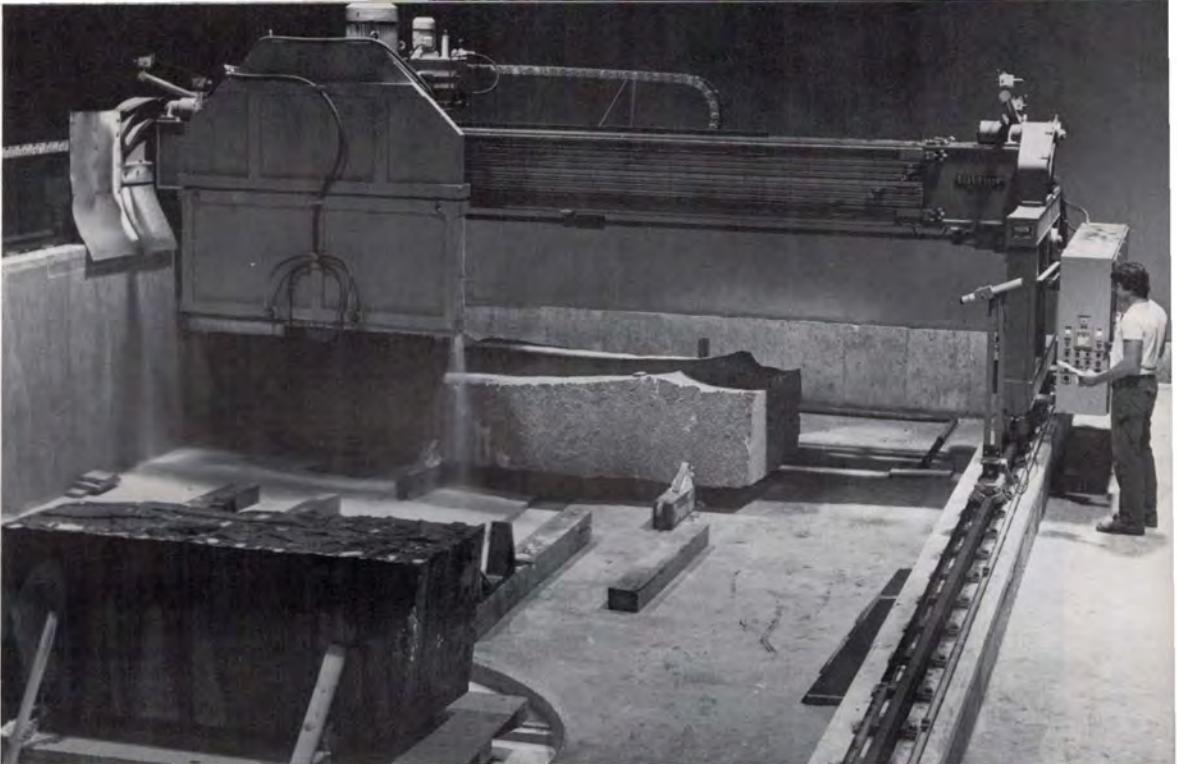
(Below) A Barre granite plaque was made to tell visitors that this special memorial was made possible by hundreds of people; Vermont Vietnam Veterans; DAV Chapter 17; the Vermont Agency of Transportation; and The Barre Granite Association. Pictured here are (l-r) Ted Pickett, A Vietnam Veteran who coordinated the successful effort; David Reid, President of the Barre Granite Association; and Robert Cromer, the Commander of Chapter 17, DAV of Vermont.



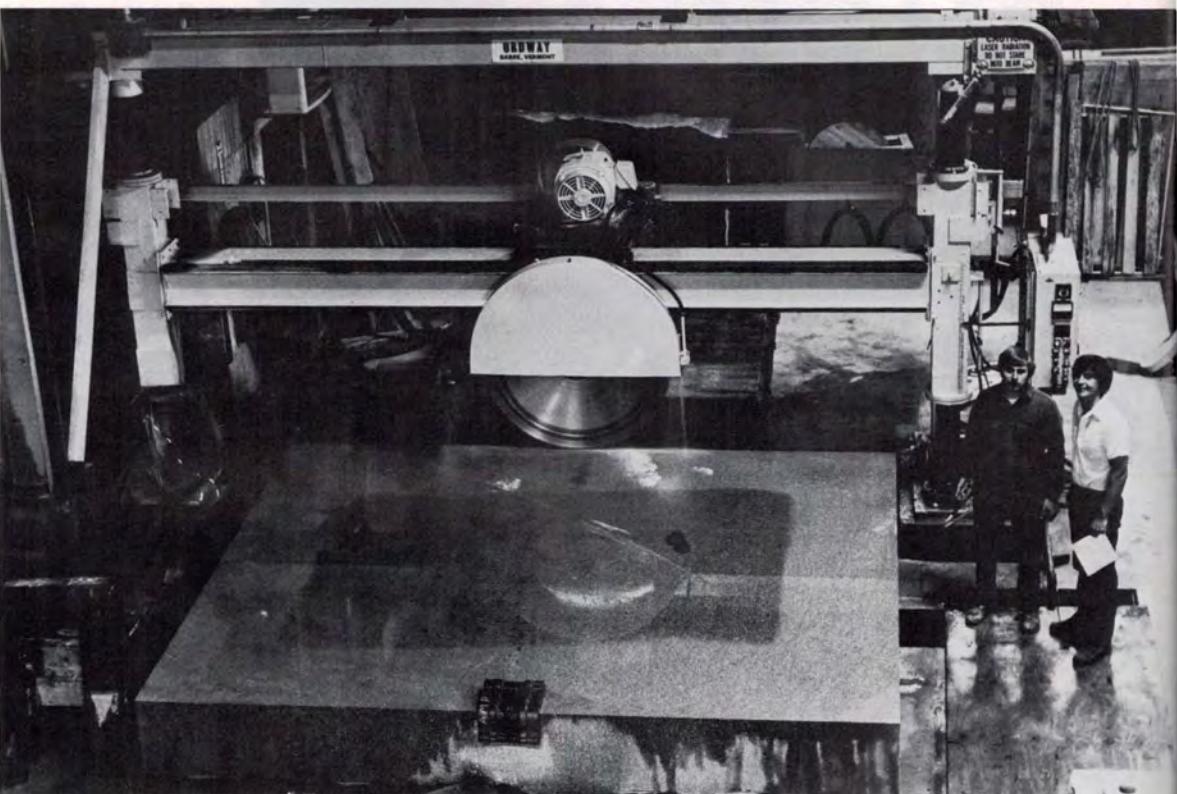
News about BGA members

(continued)

A new gantry diamond saw is one of the recent acquisitions at Buttura & Sons of Barre. Expanding the production capability of the BGA-member firm, this new saw, operated here by Greg Bergeron is expected to see considerable work.



A NEW ORDWAY DIAMOND SAW has dramatically increased the productivity of Chiodi Granite Company, especially in the preparation of mausoleum pieces as shown here. Alan Mattson (right) and Andrew Hebert monitor progress of the new installation.



Manufactured by Buttura & Sons from Barre granite for Lambert Monument Sales of Kankakee, Ill., this memorial has a 3-6 x 0-8 x 2-8 stealed die and a 4-6 x 1-2 x 0-8 stealed base.



Manufactured by Nativi & Son from Barre granite for Rose-Hill Monuments of Irvington, New Jersey, this War Memorial honoring Ukrainian American Veterans was placed in the Hollywood Cemetery in Union, New Jersey. The die is 3-2 x 0-8 x 5-6, with two steel bases.



ROCK OF AGES CHIEF ENGINEER, JERRY PARROTT (left) checks BTU output figures with Saw Plant Manager, Gene Carminati beside the new coal-fired boiler in the Rock of Ages saw plant. The boiler, which operates day and night through the winter was installed to replace the plant's fuel oil units. More than 70,000 gallons of number two fuel oil are being saved through the use of this coal-fired heating system.

Three beautiful memorials recently manufactured by Thurber Granite Company, a long-time member of the Barre Granite Association.

The Mitchell family memorial, manufactured in Barre granite for Zoia Monument Company of Woodstock, Ill., features a four inch bas relief of the Holy Family. The memorial, located in Crystal Lake Memorial Park, Crystal Lake, Ill., has an all-polished die measuring 5-0 x 0-10 x 3-0.

The Obartuch family memorial, in Barre granite, was manufactured for J.S. Warner & Sons of Dundee, Ill. The all-stealed die measures 9-0 x 1-0 x 4-0, and sets on a 12-0 x 2-0 x 1-0 stealed base.

The Greek Church styled monument in Imperial Mahogany, was designed by Tom Cerasoli, a designer with Custom Memorial Drafting and manufactured for Simpson Granite Works of Libertyville, Ill. The die for this memorial, in Elmwood Cemetery, River Grove, Ill., is 6-0 x 0-10 x 2-10.



In the fall of 1981 the Barre Granite Association furnished more than 500 legal sized trout for a restocking program in the Stevens and Jail Branch Rivers that pass through Barre.

The fruits of this program were very much in evidence last summer.

This 19" trout caught by the late Lionel Crete of Barre is a classic example.
(Mr. Crete passed away suddenly this Fall.)

Dealer's Cho

The Stone Lady

It has been said, and true enough, politics makes strange bedfellows. But, it is very rare indeed that politics makes a monument dealer. (Monument dealers may make politics however, but that is another story.) The bally-hoo of a political campaign and the up-tempo day-to-day political activity is poles apart from the atmosphere of restraint and tranquility fostered by monument retailers.

So, some may find it quite unusual for a former Congressional assistant to be in the monument business — particularly if that person is a woman.

Well, some people may find this unusual . . . but not me. I was an aide to Congressman Silvio O. Conte, R-Mass. One of his multitude of responsibilities was the Small Business Committee and one of the functions of his District Office was to provide aid and counsel to the small businessmen of the district.

I was fascinated by the many challenges that are everyday fare to the small businessperson. That fascination convinced me that business would be a lasting satisfaction for me.

The Logic of Obtaining a Monument Business...

An opportunity to acquire a business came my way and I did what seemed perfectly logical to me . . . I acquired it. That logic caused no surprise, but the logic of obtaining a monument business escaped several of my friends.

"How come?" They said. "You're not a morbid person. How can you deal with dead persons? You're a woman. Isn't this a bit heavy for a woman?" Even people in the monument business asked if my family had been in this business. They hadn't.

And then it began . . . all the cocktail party jokes about monuments and all the other jokes about women in business. I was tagged with the label "The Stone Lady" by friends who were sure that I or my monument business wouldn't last. But they reckoned without the wonderful education and support I have received from people in the monument industry.



by Janet Taylor,

Savino Empire Monuments,
Pittsfield, Massachusetts

In the last three years — from the original acquisition of Empire Monuments through the purchase of the well-established Savino Brothers to the completion of, and the move to new spacious quarters, this business has been a learning experience.

MBNA and the BGA Have Helped

Manufacturers and other dealers have shared advice and knowledge unstintingly. Programs, seminars and materials from the Monument Builders of North America and the Barre Granite Association have given me information, reinforcement and inspiration. But, the greatest education of all has come directly from my business.

The greatest educators are the people — people with feelings, reactions and preferences whose needs the monument dealer strives to fulfill every day. These people provide me with daily challenges and I receive true satisfaction when I meet their needs.

Whether their preference is for a heart-shaped monument with portrait faces and hand-written epitaphs or for a stunning, simple white marble cross on an arch of black granite, each monument is as individual as its owner and each monument is a new experience.

Let me share a challenge — the white marble cross on the black granite arch. This monument came to be because of the combined efforts of a family of eight, located in five cities and three countries and included an 88-year old architect grandfather in Belgium. After months of consultation and resolving interesting problems, this monument is now the show-piece of the cemetery — much to the surprise of the family members who frequently encounter strangers taking pictures of their monument. But I, too, make a point of looking at it occasionally. I'm proud of that work.

I'm equally proud of the small marker we recently placed for the elderly lady who lost her sister forty years ago and saved to provide a marker for her. The workmanship is as fine as that on a larger monument and the granite from Barre is the best.

So, I ask my friends, "in what other business would you find the same satisfaction? Where else can you sooth a deep emotional need? What other business provides you with the opportunity to take a chunk of raw material and make it into something that your granddaughter will point to and say, "My grandma made that!"

Maybe she will get into this business too!

Industry Leaders Receive Honors From The American Institute of Commemorative Art

The American Institute of Commemorative Art is a national organization of 50 retail memorialists who have a special interest in memorial design. At their Annual Meeting in Newport, Rhode Island recently, several monument industry leaders received recognition and awards from the AICA.

Milton V. Lyndes, Executive Vice President of the Barre Granite Association was honored with a plaque for "Outstanding and Dedicated Service to the Monument Industry of North America." Lyndes expressed his appreciation for the award saying: "I am extremely pleased to be recognized by the leading memorialists in this country. I believe very strongly that good memorial design is the foundation for true personalization of a monument."

After their meeting in Newport, many AICA members and their wives traveled to the Barre area where they visited with their memorial suppliers and were entertained by the Barre Granite Association.



Milton V. Lyndes, Executive Vice President of the Barre Granite Association with his Certificate for "Outstanding and Dedicated Services to the Monument Industry of North America."



Some of the A.I.C.A. members enjoying the hospitality of George & Pat Kurnedy of the Rock of Ages Corporation during their trip to the Barre area.



(far left)
Eugene Faehnle of Mason Memorial Studio, Inc., in Columbus, Ohio was the recipient of the John Howard Benson award in recognition of his long-time excellence as a top memorial designer.

Don and Donna Patten of the Patten Monument Company in Grand Rapids, Michigan received honorary life membership certificates from the AICA for their many years as successful and respected memorialists.

STONE COLD!

Routine quarrying operations continue more than 400 feet down at one of the Rock of Ages granite quarries despite the harsh winter weather.

Note the frozen water on the far wall and the channel bar on the left which will soon be shoveled out.

Much is said and much is read about world-famous Barre granite, quarried from the deepest granite quarries in the world.

Did you ever wonder what happens on a cold winter day when the thermometer is somewhere around zero, or lower? Well, here's what it looks like!

Quarrying goes on all year round except when the temperatures plunge to depths cold enough to freeze water used for dust control, or when visibility is obscured by blowing snow, or if snow clearing operations cannot keep up with a prolonged snow fall.

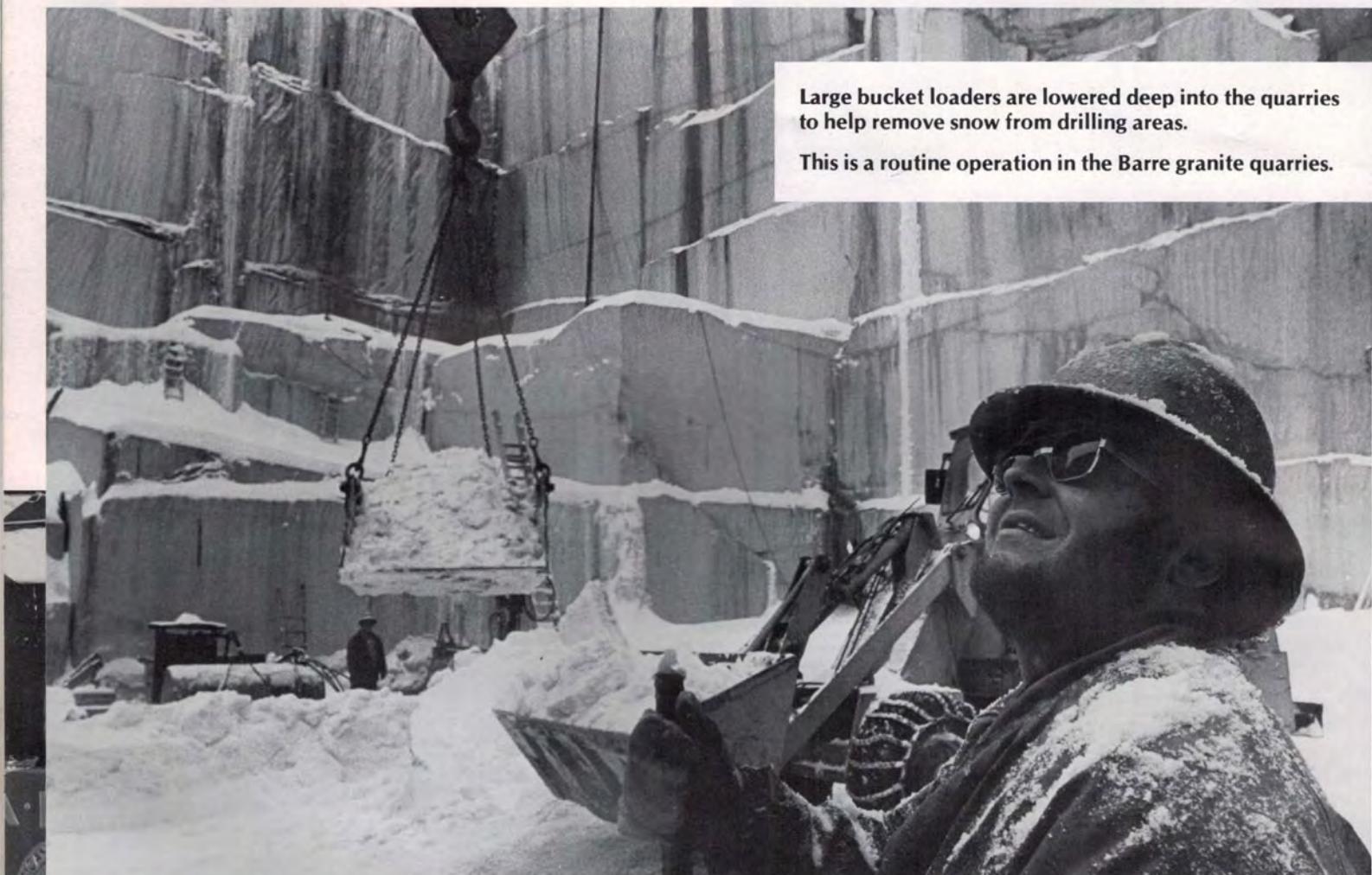
You've really got to be tough to be a Barre quarryman!

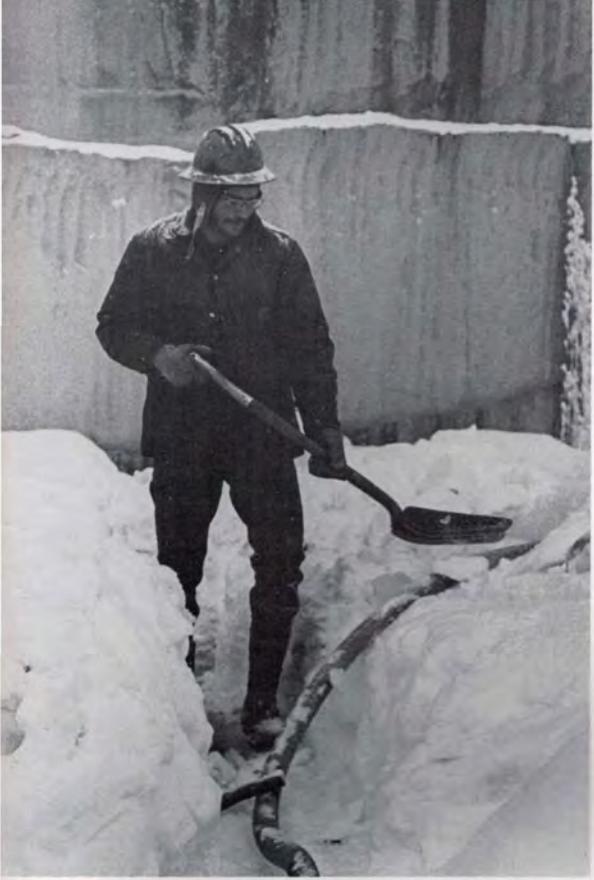
**"Concentration" is the key safety word
for winter quarrying operations.**



Large bucket loaders are lowered deep into the quarries to help remove snow from drilling areas.

This is a routine operation in the Barre granite quarries.





The winter season means added work for the Barre granite quarrier such as making sure water hoses are accessible.



A chilling wind swirls snow into constant flurries as workmen loosen 20-ton granite blocks from the bedrock.

Snow has been cleared and routine quarrying operations continue at the E.L. Smith quarry owned by Rock of Ages Corporation. Note the steam from the jet piercing across the quarry which is especially noticeable in the chilly winter air.



A fresh blanket of new fallen snow is draped over the granite ledges of Wells-Lamson Quarry, muffling the roar of jet piercing down in the 475-foot deep quarry. That speck near the grout bucket in the left-center part of the photograph is a quarryman.

Quarry workers descend into the silent, snow mantled depths of the Wells-Lamson Quarry to begin another winter day of harvesting world-famous Barre granite.

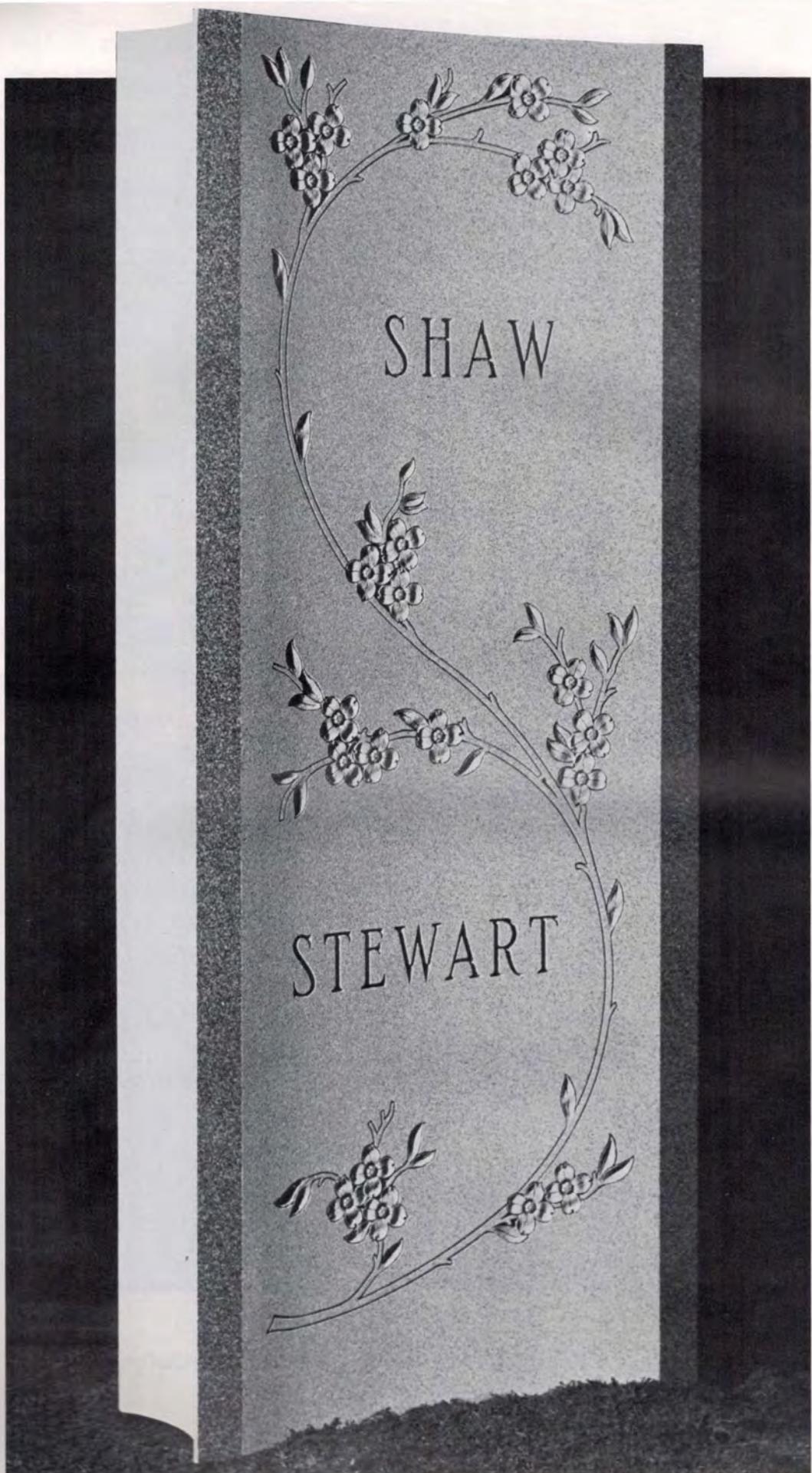


MEMORIAL DESIGNS

*From Barre — the Memorial Art
Center of the World*



*Manufactured in Select Dark Barre Granite by Colombo Granite Company
for Gallagher & Sons of Malaga, Ohio.
This personalized memorial measures 5 x 0-10 x 2-6.*

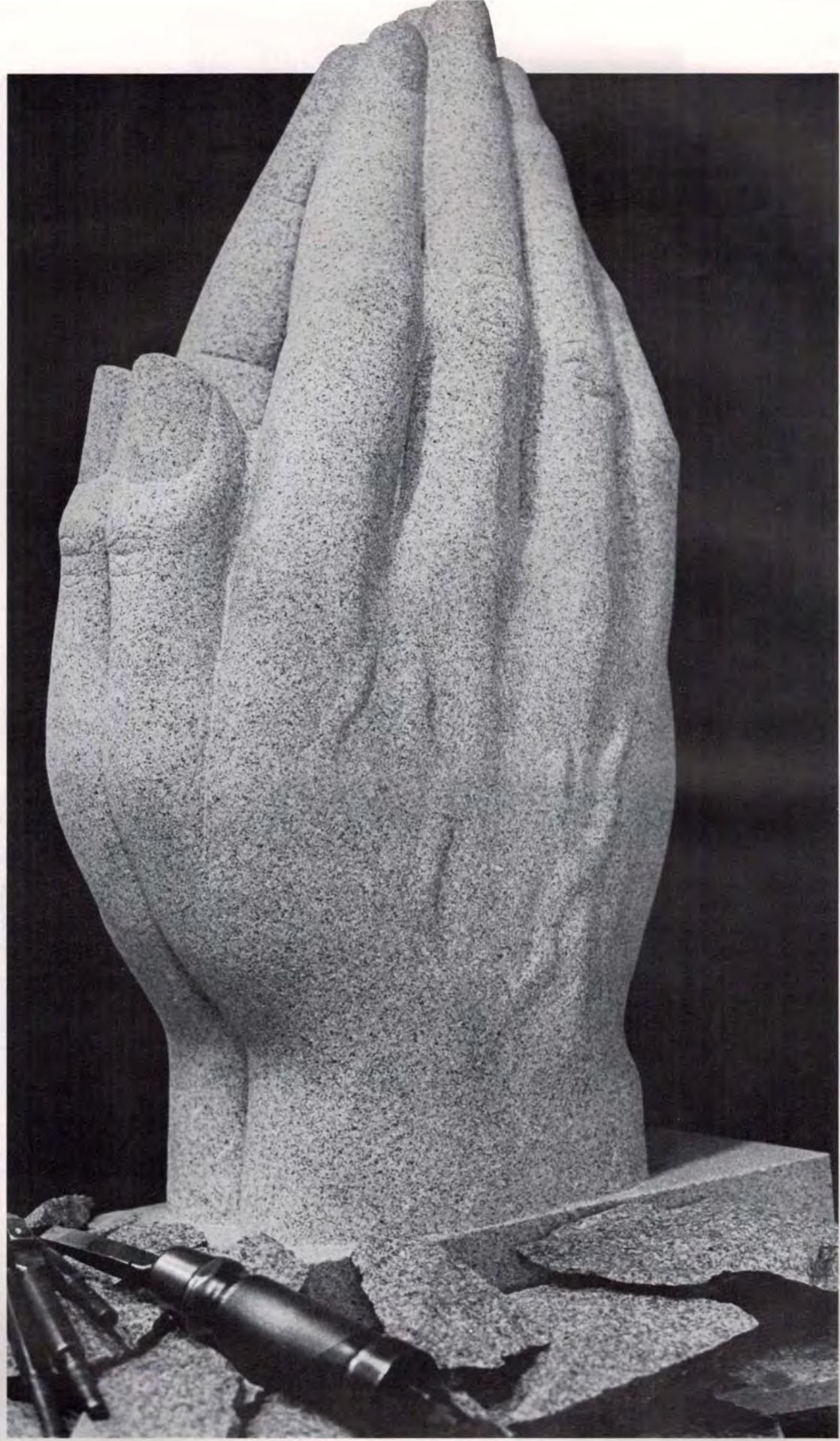


The Shaw-Stewart memorial was manufactured in Select Dark Barre Granite by Anderson-Friberg Company for Tri-State Memorial Service of Cheyenne, Wyoming.

It has sandblast carving and lettering on the front and back concaved faces, and measures 3-0 x 1-0 x 7-0.



This outstanding memorial was manufactured by Desilets Granite Company of Montpelier for St. Casimir Monument Company in Chicago, Illinois. Featuring cultivated roses with a tooled background, the die measures 5-2 x 0-8 x 2-10. The base is 0-6 x 1-4 x 0-10. The roses were carved by Ronald Fortier, the sandblast foreman at Desilets Granite Company.



*These beautiful
praying hands in
world-famous Barre
granite were created
at the Adams
Granite Company
for Art Stone
Company in Rock
Island, Illinois.*

*This family
memorial will be
placed on a pedestal
which will
include vases.*



Thirty Thousand Attend *Barre's Ethnic Heritage Festival*

Barre's Fifth Annual Ethnic Heritage Festival played to a crowd of 30,000 people in mid-July.

Organized for the purpose of recognizing the individual ethnic cultures which are part of Barre's social fabric, the Festival was again, a striking success.

One of the highlights was guessing the weight of this huge block of Barre granite from the Rock of Ages quarries. (shown below) Three of the more than 700 contestants discuss various weight options.



The winner was Gordon R. George of Barre (shown above) accepting a check for \$100 from BGA Executive Vice President, Milton V. Lyndes for his guess of 46,312 pounds. George's guess was only 12 pounds greater than the actual weight of the granite block. A half dozen entries guessed within 67 pounds of the actual weight, while others were light-years away. One entrant guessed three million pounds while another, covering all options, said "several pounds." On a closing note, one guess was "4 tones."



Dealer's Cho

A New Career

In April, 1979, Mount Pleasant Memorials in Gloucester, Massachusetts opened its doors and I began my venture in the business world. Until that time I had been involved in various community and school fund drive efforts, primarily projects that involved my children. My success in those projects made me realize that I could apply my experience to a business where I could channel my energies, provide a service to my community and generate some income. With a son about to enter college, and two other children soon to follow, the latter idea had great appeal!!

The idea of selling monuments came to me because my husband, who was then in the funeral business and is now with a Boston commodities firm, had often expressed an interest in the monument industry.

A local monument firm had closed a few years earlier leaving an open market in our area. I immediately secured rental property, made contact with people in the granite memorial manufacturing industry, gathered as much information as I could from the Barre Granite Association and Rock of Ages Corporation and read and learned about the granite industry in relation to cemetery memorials.

Learning the Trade

"Book learning" is one thing, but first-hand experience is another, and it wasn't long before I combined the two and became successful in selling monuments. Five months later I attended a Sales/Management Seminar, sponsored by MBNA's Monument Industry Education Foundation, which was held in Vermont.

The sessions included an outstanding panel of knowledgeable memorialists and manufacturers and we spent a day touring the manufacturing plants in Barre. At last I had an opportunity to see first-hand just how the manufacturing process worked. And, I had a chance to put faces with those voices I had spoken with during the past five months.

It was soon after the Vermont seminar that I joined the MBNA. I also went to my first New England Monument Dealers Association Convention the following January. I am presently completing a three-year term on the Board of Directors of NEMBA.



by Mary Anne Greely

Mount Pleasant Memorials,
Gloucester, Massachusetts

It is not unusual for many people to question me about my chosen career — selling monuments. It has always been relatively simple to convince my questioners that I can be just as effective as a man selling monuments.

My business is retail sales only. I never did entertain the idea of having a full shop with sandblast facilities. I contract for lettering and setting and in many cases I depend on the manufacturer to provide the finished product. I have an office and an indoor display of a variety of monuments and markers. Since I do not operate a "shop" I am always dressed properly to greet the public. I always strive to make an effective first impression.

Selling Is the Bottom Line

I believe it is my job to guide a customer when choosing a design and offer assistance with other details involved in family memorialization. This is a rather "modern" approach to selling monuments and I like it. I feel I can be just as convincing as though I personally produced memorials by drawing on my own

knowledge and taking advantage of all the selling tools available.

I think it matters little whether a man or a woman is selling the monument. You sell yourself first and then be convincing about your product.

My marketing area is Cape Ann, Massachusetts, a peninsula jutting out into the Atlantic Ocean north of Boston, which includes the town of Rockport (pop. 4,000) and the city of Gloucester (pop. 27,500). Because of the geographic restrictions my business depends on weekly back page advertising in the local newspaper, advertising in the phone book yellow pages and a direct mail campaign aimed at at-need prospects. A great deal of my business is generated by people just walking through my door.

Since my recent entry into the local Chamber of Commerce, I have received a generous amount of publicity in the local press and I hear positive comments a majority of the time about a woman in business. I think I will be able to convince any "doubting Thomas" that the small business woman can make it!!!



Correction: Unfortunately we erred in the caption of the photograph that accompanied the story about Maurice Memorials on page 25 of the Fall issue of BARRE LIFE. The caption should read: Raoul and Leo Maurice are seated and Anita Busque, Armand, Fernand, and Real Maurice and Raymond LaCroix are standing. We regret the error.

Special Note to Our Readers

We need your help!

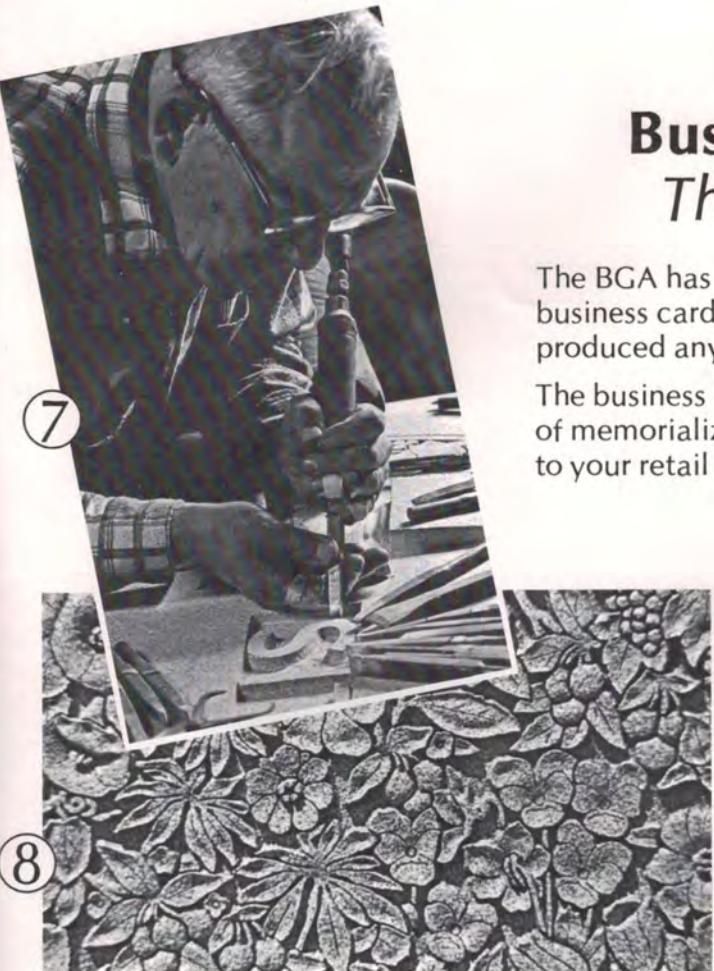
We are attempting to complete our archives of past issues of BARRE LIFE and we are lacking copies of several past issues.

Would you help us by searching the nooks and crannies of your home or business for past copies of BARRE LIFE and send them to us regardless of condition? We will pay two dollars each for these copies.

We are looking for copies of the following: Summer and Fall of 1972; Winter, Spring and Fall of 1973; Winter, Spring, Summer and Fall of 1974; Winter of 1975; Fall of 1976; Winter of 1977; Fall of 1980; and Winter, Spring and Summer of 1981. We really appreciate your help.

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Fill in the quantity for design(s) you wish.

(1)	(2)	(3)	(4)
(5)	(6)	(7)	(8)

Enclosed is my check for \$ _____ (\$15. for each lot of 300.)

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