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EDITORIAL

Specifications for Memorial Work

Occasionally your Barre friends receive a comment from a customer or from a cemetery that a particular monument does not meet the specifications which were set out in the sales contract. Perhaps the die was slightly over or under the agreed upon length, or its width was not exactly what was specified.

This raises the question as to whether or not there should be a standard policy on monument specifications. Your firm, as well as your local cemetery, should have such a policy that covers these questions.

A number of years ago a significant contribution was made to the entire memorial industry by a Memorial Study Committee. It was made up of representatives of the American Cemetery Association, the American Monument Association and the Monument Builders of America. This joint committee recommended a simple code governing a number of important factors to be included in cemetery rules and regulations. Among these was a statement entitled "Tolerance in Dimensions." This statement is as follows:

"Monumental stone being a natural product, it is difficult to conform, through fabrication, to absolute dimensions. Therefore, it is recommended that the following tolerances be accepted:

"When 4" to 10" inclusive in thickness the name-stone may have a tolerance of 1/4" over or 1/4" under the specified dimension. When more than 10" thick the tolerance may be 1/2" over or under the specified dimension. Other dimensions of memorials may have a tolerance of 1/2" over or 1/2" under the specified dimension."

This seems to be a very practical and realistic policy that could be adopted (and has been adopted) by many dealers and cemeteries. If it is not presently in use by your local cemetery, it might be wise to encourage that it be adopted as part of cemetery policy.

Milt Lyndes

BGA General Manager



Recently Hanson Carroll, an internationally known photographer who lives in Vermont, took a series of pictures in the granite industry. Your Barre friends have selected a number of these pictures for reproduction and we are making them available to you in 8 x 10 glossy enlargements — all ten pictures for only \$2.50.

These pictures will make a wonderful addition to your sales folder. They will assist you in helping to sell your monuments. By showing your customer these wonderful photographs you can create interest in the process of manufacturing monuments and easily explain the many complicated processes that are necessary to manufacture a high quality memorial.

Hanson Carroll is widely known for his many candid photographs in the fields of fashion, sports, human interest and industry. His exciting photographs have appeared in most of the national magazines, and we know that his photographs of the granite industry will be a welcome addition to your sales material.

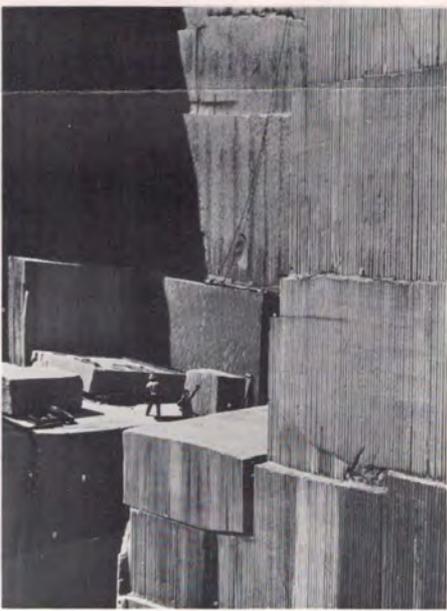
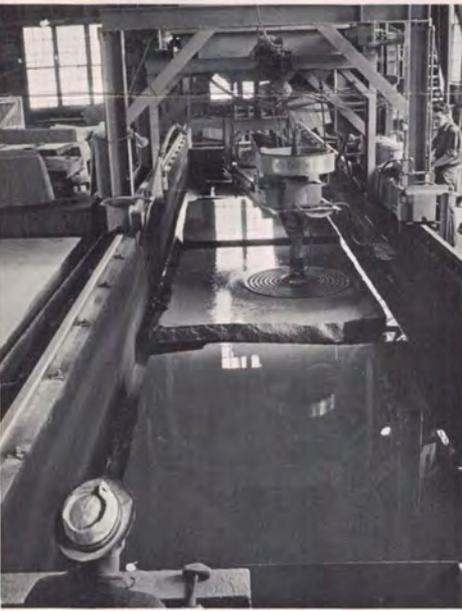
Send for your photographs today. On a share-the-cost basis the set of ten pictures is only \$2.50.

About the Cover Picture

As the huge 30,000 lb. Barre Granite statue of Samuel de Champlain was carefully set in the Vermont Pavilion at Expo 67, another important phase of Barre's latest promotional plans was safely carried out.

The huge Barre Granite statue now will be carved inside the Vermont Pavilion at Expo 67 in Montreal, Canada. One of Barre's famed sculptors, Ferdinand Weber, will perform his skills before millions of Expo visitors.

The original Barre granite block for the huge statue weighed 70,000 lbs. Careful sawing and channeling have reduced the huge block by half. Now Ferdinand Weber, the sculptor, will be using his pneumatic chisels to carve the remainder of the statue. In about six months the statue will be placed overlooking the 120-mile long lake that bears the famous explorer's name.



1. Automatic Slab Polishing Machine

2. A Barre granite quarry in Barre, Vermont.

3. A block of Barre granite being wire sawed into slabs.



4. Preparing to shape-carve a design in Barre granite by means of sandblasting.

5. Cutting letters in sandblast stencil on a monument.

6. A skilled Barre sculptor creating a full figure in granite.

(continued on back page)



7. Sandblasting names and dates on a Barre granite memorial.



8. A draftsman laying out the lettering for a monument.



9. A skilled Barre artisan cutting raised letters in a monument.

MONUMENT DEALERS AND CEMETERIANS SERVE THE PUBLIC

Barrett Adams, Director of the Barre Cemetery Service Program, in a recent speech commented on relations between retail monument dealers and their local cemeteries. Barrett has had over 30 years experience in the cemetery field, but for 10 years has been a member of the staff of the Barre Granite Association. His thoughtful comments are as follows:

“Both the cemeterians and the memorialists sometimes fail to remember that though they are constantly dealing with each other they are neither buying from nor selling to one another. They are serving a third party, the lot owner and their conduct should be governed by the greatest good to this third party. They should ask themselves what best serves the lot owner and direct their efforts into this channel.

“Many of the situations that arise between cemeterians and memorialists are not only unnecessary, wasteful of time, energy and destructive of good feeling but are distinctly harmful to the public image of the whole industry.

“Some monument dealers may forget that if the monument they are selling is of poor design, it may constantly offend the eyes of the cemeterians in whose cemetery it is set, as well as reflecting a poor image of memorialization to those who visit the cemetery. On the other hand, many cemetery regulations governing memorial work are archaic, capricious and of little value or meaning today. Changes in quarrying, manufacturing, and setting methods have made these regulations obsolete. The changing of rules governing the sizes of monuments without notice is shortsighted and unfair. This practice may leave a monument dealer with a huge inventory of unsalable monuments. It

would seem that a warning beforehand would be the proper thing to do.

“The field of cemetery management and the field of retail monument selling require a more professional approach than ever before. Cooperation between these groups is vital in order for each group to properly carry out its responsibilities to the public.”



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