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## EDITORIAL

By Milton V. Lyndes  
General Manager, Barre Granite Association

### MONUMENT VANDALISM

How many monuments would you guess are tipped over, desecrated or otherwise harmed by vandals in this country during a one-month period?

Would you guess a thousand monuments?

I would not be at all surprised that at least during the summer season somewhere in the vicinity of a thousand monuments each month are vandalized in cemeteries throughout the United States. Among cemeterians the subject of vandalism is accepted in about the same way as a conversation on the Vietnam War: "It's been going on for a long time, it's costing us a lot of money, and we don't see any end in sight."

It is true that most vandalism is taking place in metropolitan areas but there are many instances of vandalism in small towns. Wherever it may be, vandalism of monuments is increasing at an alarming rate, and every retail monument dealer who sees it happen in his community ought to be doing some serious thinking right now about how to stop it. Sometimes publicizing the vandalism of monuments seems to give other people the same idea.

Cemetery management around the United States has concluded that there is no simple and easy way to solve the problem of vandalism. Here are some approaches which have had some merit:

1. High fences around the cemetery with gates that are locked at night.
2. Bright lights on the cemetery property.
3. Guard dogs. We understand this method has proved quite effective.
4. Attaching the monument die to its base with non-corrosive dowels. This increases the monument cost and particularly setting costs but make the monument more difficult to tip over.
5. Using an epoxy adhesive to attach the die to the base. Setting costs are increased with this method, and epoxy has certain limitations such as requiring a certain range of temperature for best use and the neces-

### About Our Cover Picture

Mt. Auburn Cemetery in Cambridge, Mass., is one of the oldest and most beautiful cemeteries in the United States. Its charming and peaceful colonial gardens make a perfect setting for the colonial tablets which you see here. Naturally, many of these memorials are made of world-famous Select Barre Granite—the choice of every monument dealer who puts quality and value FIRST in his sales presentation.



sity to have a dry surface for an effective bond.

Unfortunately, most of the monuments already in cemeteries are set without dowel pins or epoxy so they could be vandalized. The other preventatives listed above certainly appear costly and in some respects not too practical for many cemeteries.

Perhaps someone in the monument industry may one day come up with a new idea to prevent vandalism, but in the meantime the vandalism of monuments continues to become more frequent, particularly in metropolitan areas.

Never, never consider monument vandalism as only a cemeterian's problem. It is our problem and yours as well as his. The cost of vandalism will have a profound effect upon the cemeterian's decision and the public's decision as to whether monuments are worth all the trouble they are causing.

## SOMEDAY . . . Kevin will fill his father's boots

Little Kevin Gallagher, son of Joe Gallagher of Malaga, Ohio, has every intention of some day filling his father's boots. Joe Gallagher owns and operates Gallagher Monuments and deals exclusively in Barre Guild Certified Memorials. He reports that Kevin fully intends to follow in his father's footsteps, particularly in regard to Joe's interest in horses. Joe and his entire family have some real prize winners in their horses, and their children are widely known for their horsemanship.



## **NEW TELEX EQUIPMENT** speeds BGA truck shipments



Your BGA Office has a new Telex System which insures direct and instant communications between Barre and the Anderson Trucking Service in St. Cloud, Minn. This system will help retail monument dealers because it will provide exact and up-to-date information to Anderson in regard to all orders ready to be shipped from Barre.

The Telex System was installed by the Anderson Trucking Service. Pictured above is Mrs. Mary Chouinard of the BGA Office who handles all of the administrative work in regard to long-distance truck shipments from Barre.

The BGA Traffic Department reports that long-distance truck shipments have increased in volume more than one million pounds during the past three months. The average time of delivery from Barre to destination has been substantially reduced in comparison to a year ago. The Telex System has been instrumental in this increased efficiency.

If your firm is located in the Midwest, the South or the Far West, always notify the BGA Office if you have orders with more than one BGA member-company. This will insure that the BGA Office will always try and consolidate your orders so that you will save money on freight costs and be better assured of quicker service.

## **WORDS ON STONE . . .**

"Memorials Serve a nation best when they help men remember that individual beings, like themselves, have been called upon to do great things for their fellow citizens and for their nation. Often it is important to remember a man's ideas as well as the man himself. We write his words on stone and raise his likeness above us so that all may see."

Harrison A. Williams, Senator from the State of New Jersey, January 21, 1960.

### **ALWAYS INCLUDE YOUR CUSTOMER'S ZIP CODE FOR A BARRE GUILD CERTIFICATE**

When you return your Barre Guild Guarantee Application to the BGA Office, always include the zip code together with your customer's name. We must have your customer's zip code and complete address to be assured that there will be no delay in having the guarantee reach him.

## **GOODBYE TO SILICOSIS IN THE BARRE GRANITE INDUSTRY**



Silicosis is a disease of the lungs that is caused by breathing stone dust over a period of time. Years ago silicosis was a common disease in the granite industry and very often had fatal results.

Today in the Barre granite industry there has not been a new case of silicosis for more than 30 years. This is due to the efficient dust collecting systems that are present in every Barre Granite Association company.

In the picture above, Joe Holden, foreman at the Anderson-Friberg Co. is observing Edward McKenzie of the Vermont Industrial Hygiene Department test the suction in a dust collection system. On the right is Glenn Sulham, BGA Manager of Member Services.

There are still a few employees in the Barre granite industry who have silicosis—a result of working in the granite industry prior to 1939 when dust collecting equipment was not mandatory.

The Vermont Division of Industrial Hygiene says that the Dust Collecting Equipment and Safety Program in the Vermont granite industry is superior to any other producing area in the United States or Canada.

# HAVE YOU ORDERED YOUR BARRE GUILD CLOCK AND THERMOMETER?



Many retail monument dealers have taken advantage of these two fine merchandising aids produced by the Barre Granite Association.

Mrs. Carmen Beck is shown holding the illuminated Barre Guild clock and the attractive thermometer. The clock is illuminated as well as personalized with your firm name. On a share-the-cost basis the clock is only \$21.95 and includes two lines of free imprinting. The

thermometer—a full one foot square—is only \$5.95 including two lines of free imprinting.

When you order either your clock or your thermometer remember that you may have up to 19 letters and spaces on each line for imprinting. These are excellent values for any retail monument dealer. Many dealers are finding the clock makes an effective night light in their place of business.

## **BARES MONUMENT CO. sponsors seminar for local cemetery superintendents**

The Bares Monument Co. of Binghamton, N.Y., recently sponsored an all-day Seminar for 20 ceterians from the Greater Binghamton area. The purpose of the Seminar was to provide cemetery personnel with valuable information about monuments and to acquaint them with the Cemetery Assistance Program.

In setting up this Seminar, John Bares of the Bares Monument Co. provided a valuable service for traditional memorialization and for the betterment of relations between retailers and ceterians. John was

assisted by Donald Swaim, Director of the Cemetery Assistance Program, and by James Welch, Manager of Dealer Services of the Barre Granite Association.

Why not consider a meeting of this sort for your community? Cemeterians generally need information about monuments and they usually welcome a sincere effort to provide information that will make their job easier. It provides you and other retail monument dealers with an excellent opportunity to create better relations with the single most important group you deal with.

## **“PROFESSIONAL MEMORIAL COUNSELOR”**

The National Association of Cemeteries has established a new program which will bestow the title of “Professional Memorial Counselor” on cemetery lot salesmen who do a pre-need volume of lot sales amounting to at least \$75,000 in a year.

The purpose of the program is to encourage greater effort on the part of individuals who sell cemetery lots on a pre-need basis and to create more professional prestige for these salesmen. This would be similar to what the life insurance industry calls its

“Million Dollar Round Table.”

For those cemetery lot salesmen who have sold a total of a million dollars worth of pre-need cemetery property, the title of “Life-Professional Memorial Counselor” will be bestowed. These awards should prove to be a substantial motivation for many cemetery lot salesmen to increase their sales in years to come. Our monument industry needs something like this!