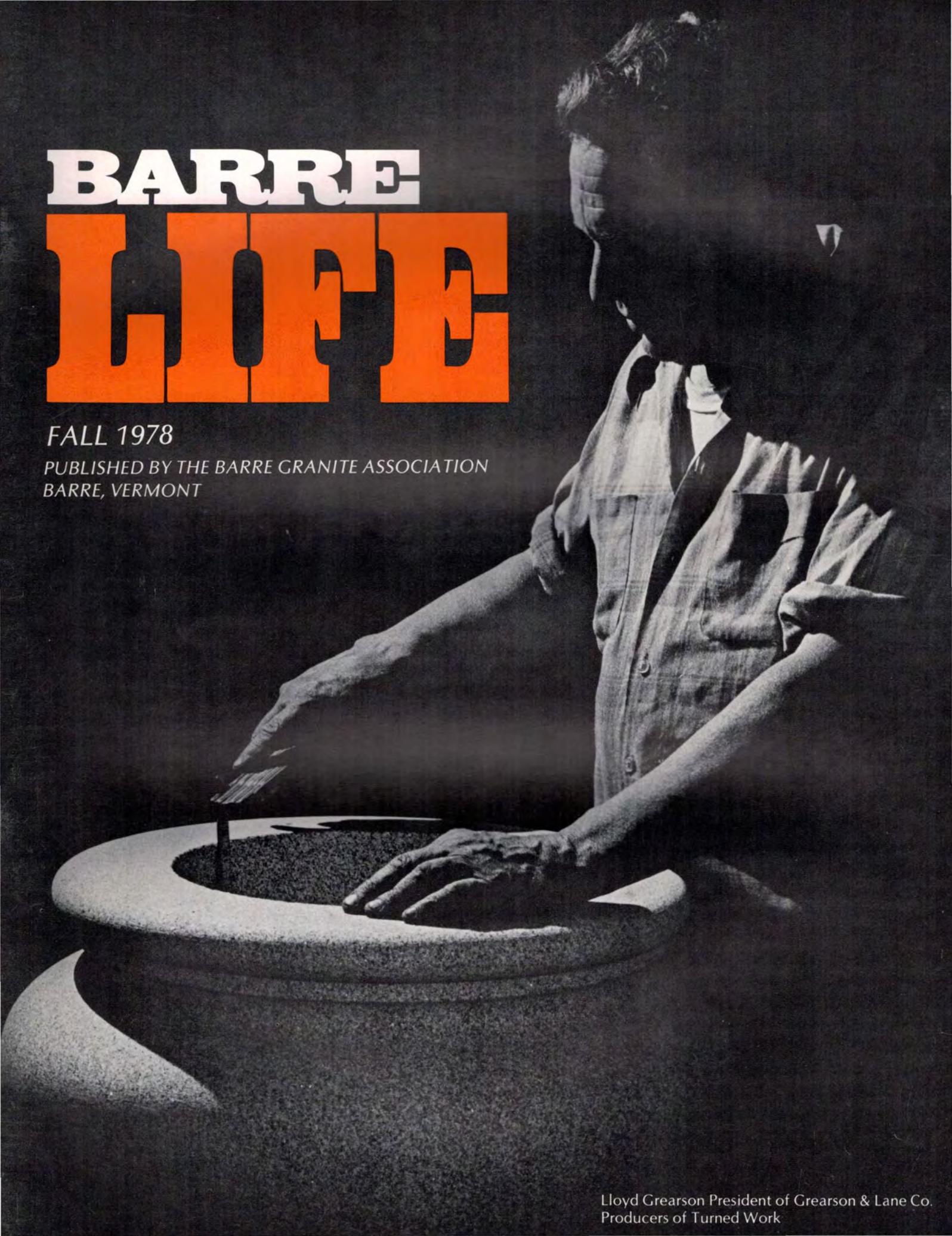


BARRE

LIFE

FALL 1978

PUBLISHED BY THE BARRE GRANITE ASSOCIATION
BARRE, VERMONT



Lloyd Gearson President of Gearson & Lane Co.
Producers of Turned Work

BARRE MAUSOLEUMS Built For The Centuries

A mausoleum is a memorial containing crypts for above ground burial. For example, the Taj Mahal and the Pyramids are forms of the mausoleum concept.

Mausoleums come in all sizes and designs. Some are very modestly priced and are available to almost any family or individual of average means.

Barre manufacturers have been producing family mausoleums for nearly 100 years. Many of America's well-known families have purchased these imposing structures made of Barre granite.

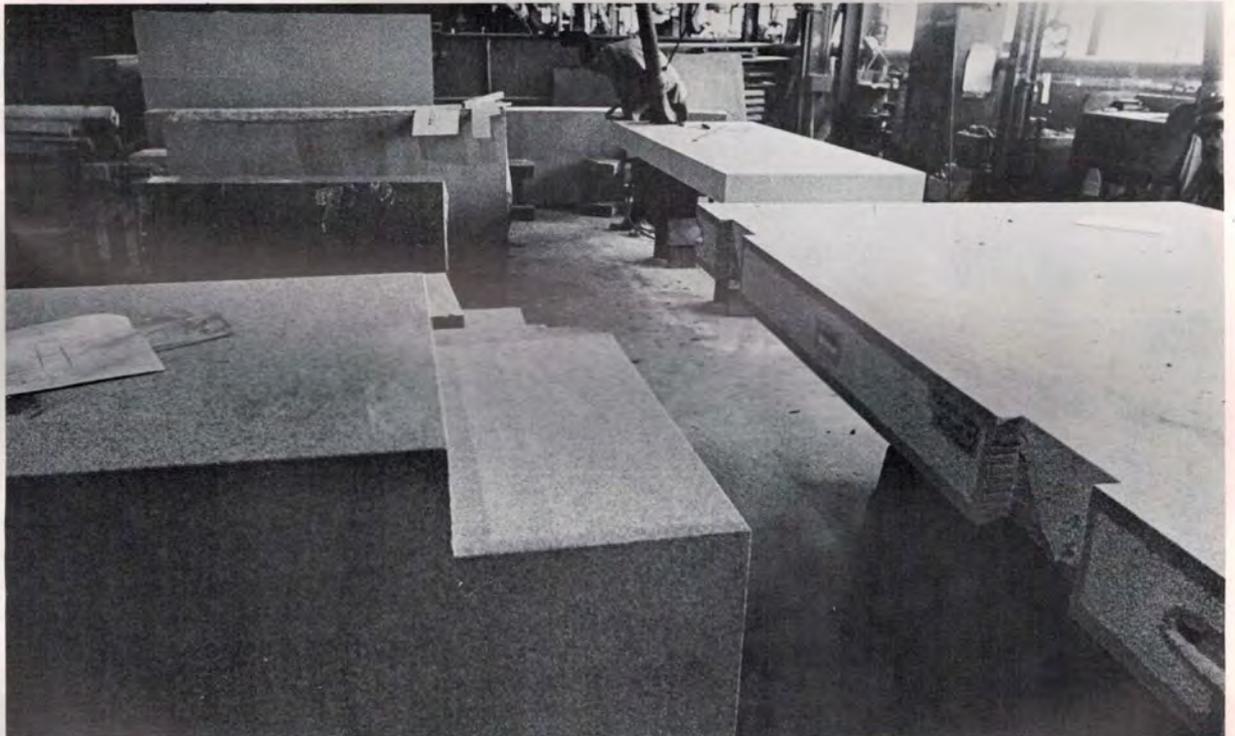
A special kind of skill and experience is required to produce a mausoleum: designing the structure and preparing the plans and blueprints, granite cutting machinery that can meet tolerances of 1/16th inch or less, and experienced production people who have specialized knowledge required to produce a family mausoleum.

Barre granite manufacturers believe that they can produce family mausoleums whose beauty and durability extend far beyond those of any other producers in the world today. The superior weathering qualities of Barre granite are an important factor in making a mausoleum fulfill its special purpose for centuries.





BARRE GRANITE ARTISANS create mausoleums of large size and design such as the Chisholm family mausoleum at Evergreen Cemetery in Portland, Maine.



DESIGNING AND DRAFTING are the first steps in successful mausoleum construction. Alan Rogers (upper left) of the Rock of Ages Corporation is preparing a special plan for fabrication by the Craftsman Center. The renderings shown here are sometimes prepared for the family during the sales

presentation.

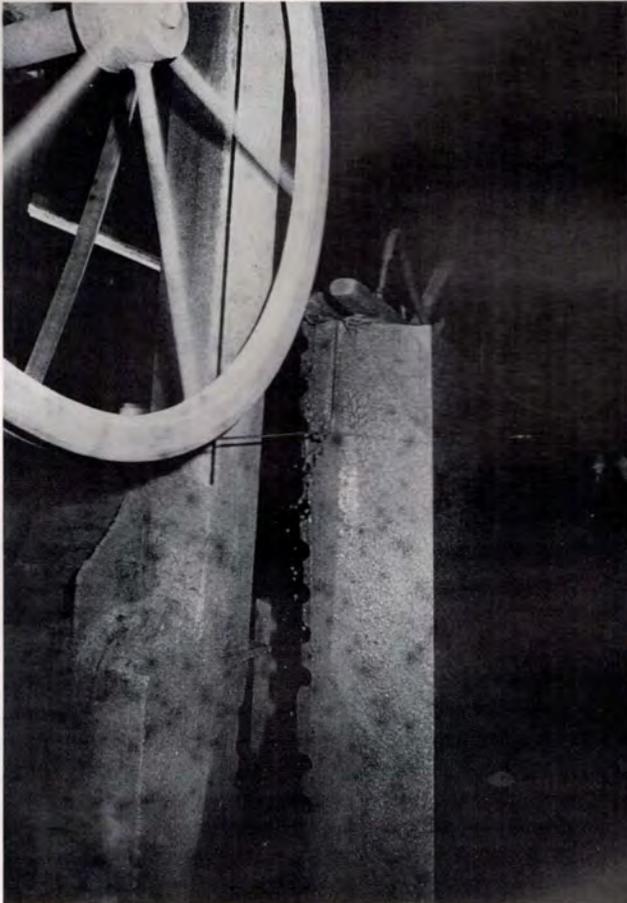
THE DRAFTING DEPARTMENT at the Rock of Ages Corporation Craftsman Center (left) is well lighted, spacious - and creative.

MODERN MAUSOLEUMS have two different types of construction: those that are erected on the site, and those

that are unitized (all put together before they leave the manufacturing plant). Pictured above are side walls for a conventional type mausoleum at the Rock of Ages Corporation plant. Rock of Ages is the only firm in the Barre area producing both unitized and conventionally fabricated mausoleums.

Barre Mausoleums

(continued)



CHIOLDI CRAFTSMAN, Dusty Downing, is cutting a vent in part of the side wall of a Barre granite mausoleum.

THE ROOF STONE for a mausoleum is being cut at Peerless Granite Company. Note that the cut is being made at an angle to give a slight pitch to the roof.

BECK & BECK, INC. craftsman, Donald Riendeau is shown drilling a Lewis hole in part of a mausoleum being constructed by his firm. Lewis holes provide a special means of lifting large pieces of granite when ropes or slings are not practical to use.

VALZ GRANITE COMPANY official Harold Duff at left has supervised the construction of many mausoleums by that well-known firm.



Unicraft Mausoleums Were Developed by Rock of Ages

The concept of unitized memorials was first successfully developed by the Rock of Ages Corporation in Barre, Vermont back in 1963. After a long period of research and testing, Rock of Ages created the adhesives and the techniques to bond multiple-piece memorials together prior to delivery to their destination.

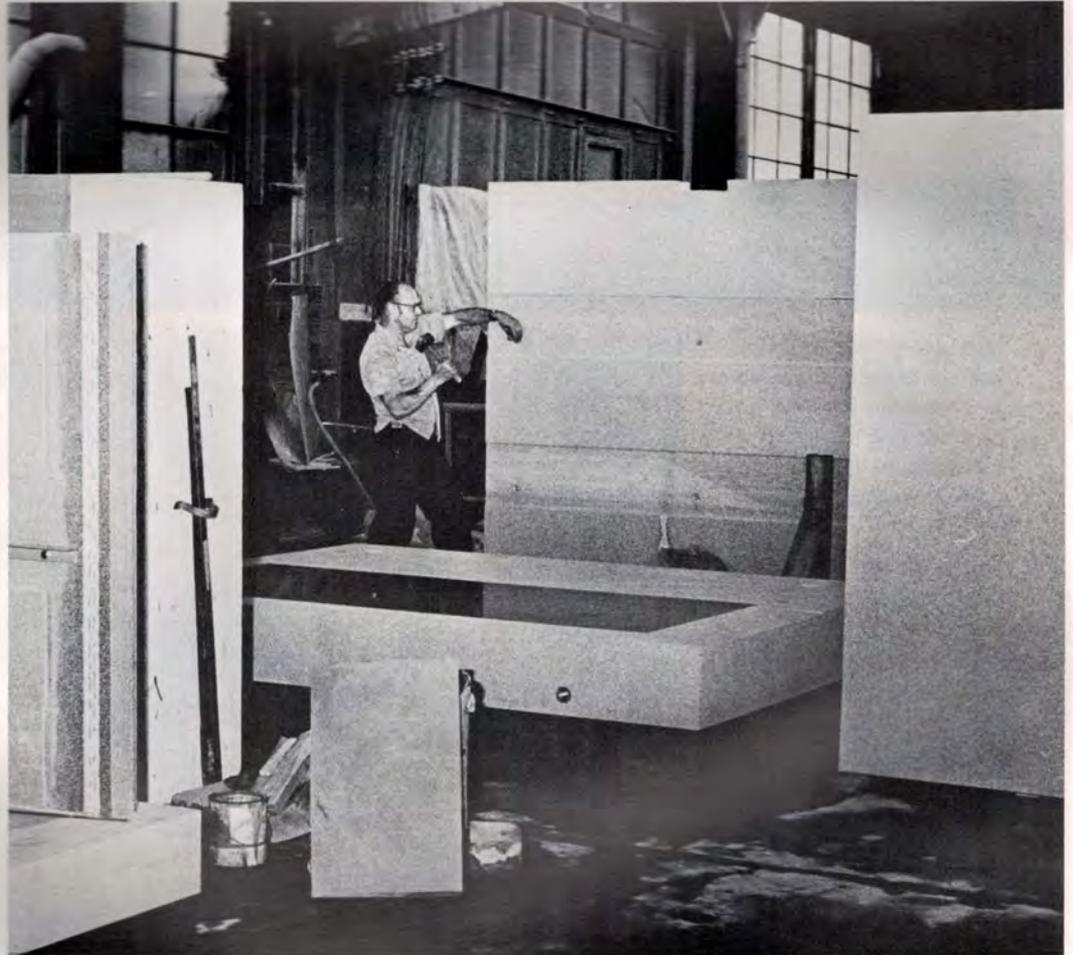
Unicraft which is patented has been most successful in its application to mausoleums. These multiple piece structures are manufactured in Barre, Vermont utilizing space age bonding material that is virtually indestructible. Rock

of Ages is regularly producing Unicraft mausoleums weighing as much as 54,000 pounds which are loaded as one unit on a truck. These mausoleums are then set off the truck at their destination ready to be used. Time-consuming assembly procedures at the cemetery are completely eliminated with the Unicraft process.

Years ago it would take months to place an order and manufacture and deliver a mausoleum. Today Rock of Ages stocks Unicraft mausoleums that can be delivered for use in a matter of days.

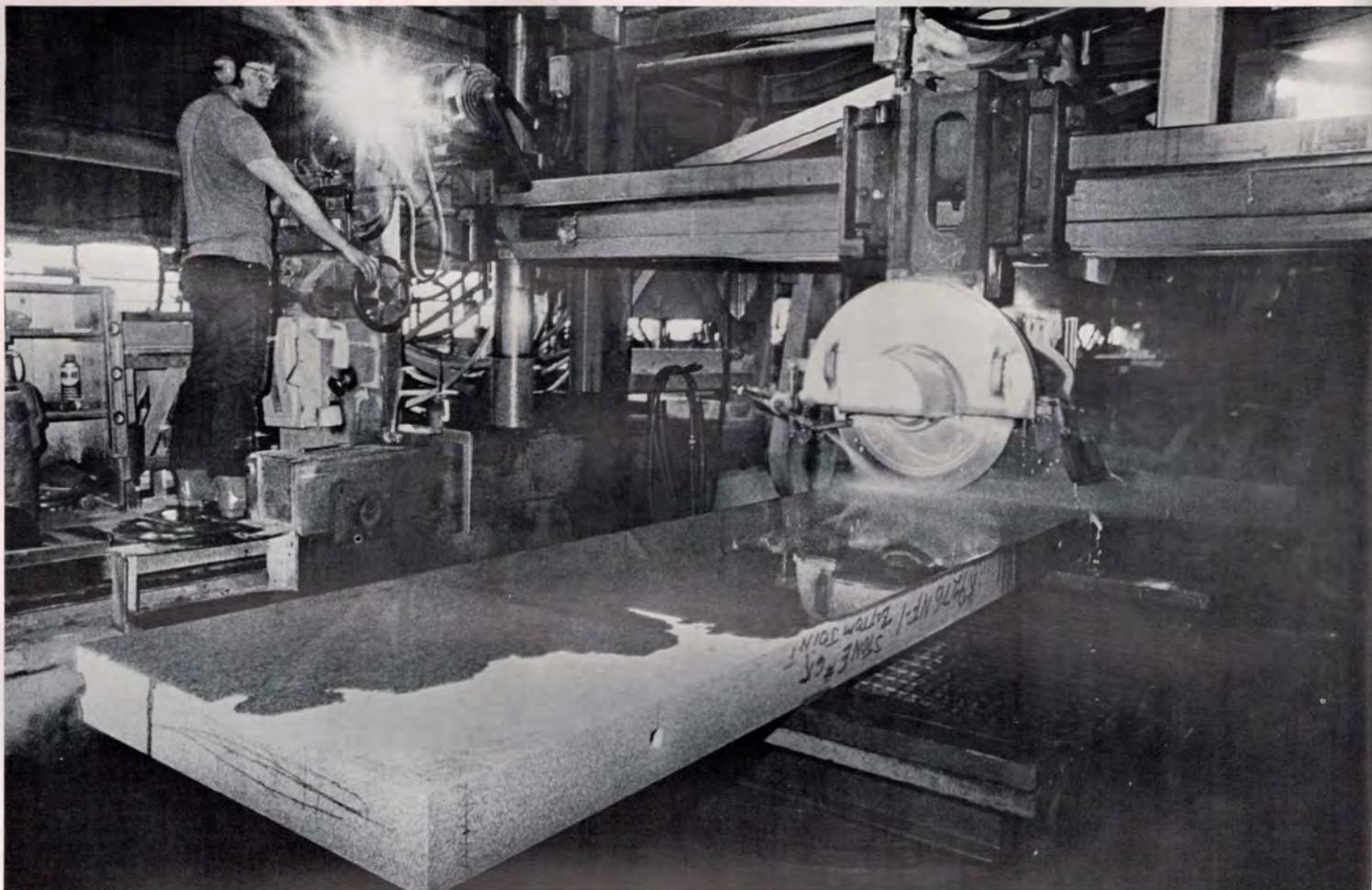


PLANT MANAGER, DEL NORMAN is in charge of the huge Rock of Ages Craftsman Center that produces all of the finished memorials by Rock of Ages. This includes markers, monuments, features, mausoleums and industrial products. Del oversees one of the largest memorial manufacturing plants in the United States.



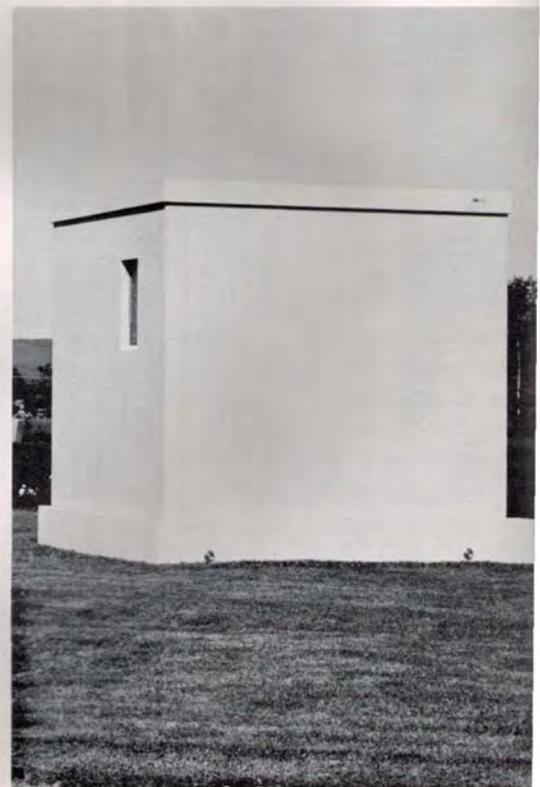
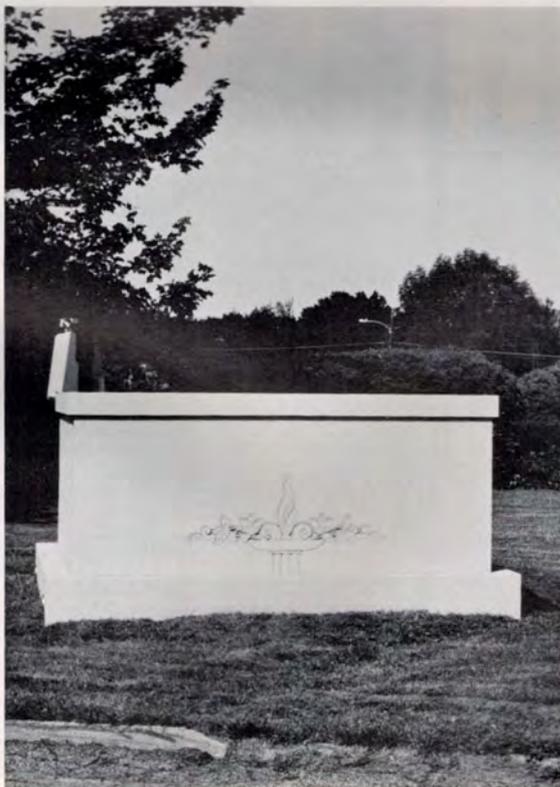
ROCK OF AGES has a special production area devoted to the fabrication of "Unicraft" mausoleums. Rudolph Young is typical of the skilled and dedicated team of craftsmen who assemble the carefully machined parts of these outstanding structures.

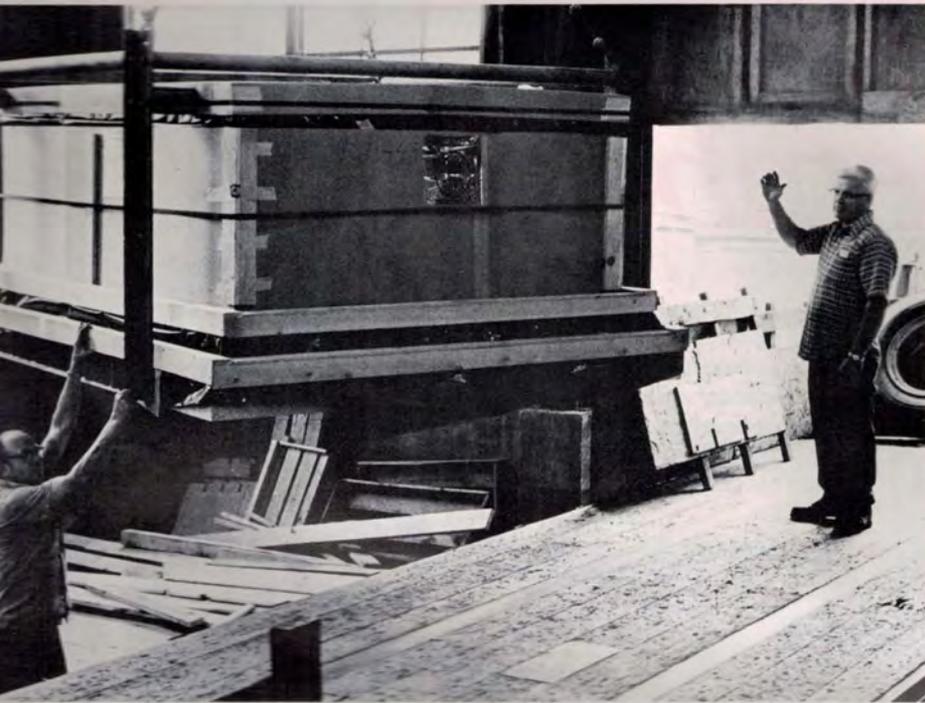
Barre Mausoleums (continued)



DIAMOND SAWS make the accurate cuts necessary to complete the side wall of a 1-crypt "Unicraft" mausoleum at the Rock of Ages Corporation.

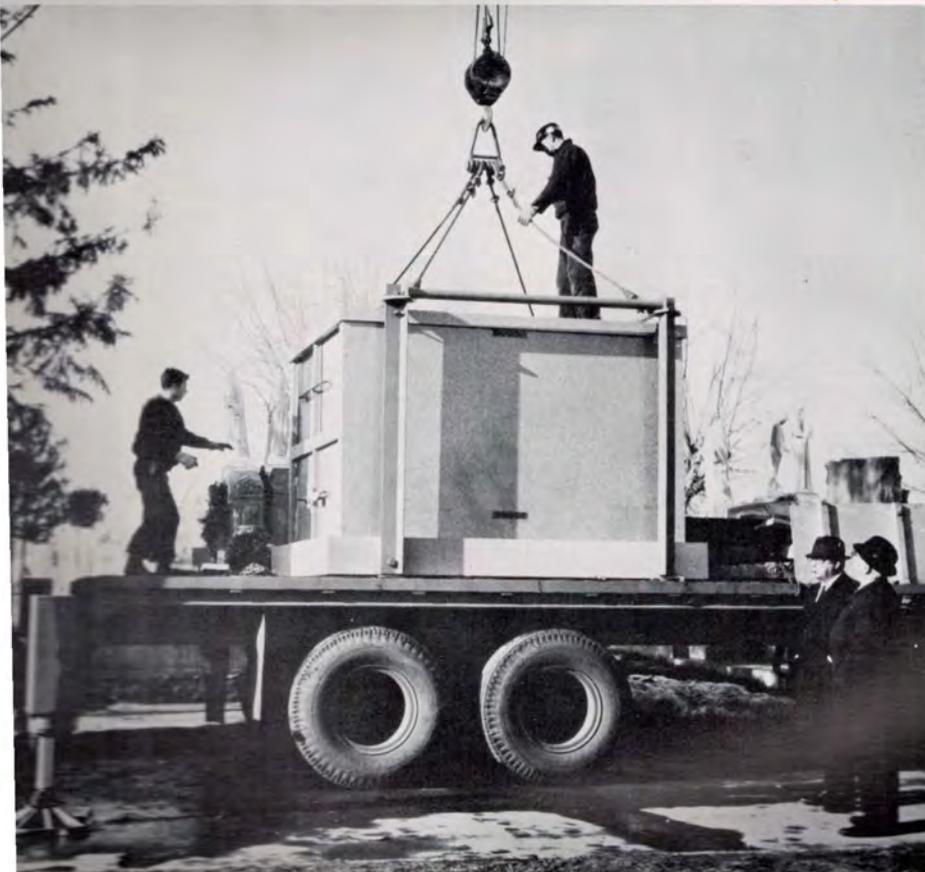
"UNICRAFT" MAUSOLEUMS are made exclusively by the Rock of Ages Corporation. Pictured here is a 2-crypt and a 3-crypt Barre granite "Unicraft" on display outside of the Rock of Ages Corporation Craftsman Center.





MODERNIZED CONSTRUCTION MEANS FAST SERVICE AND REDUCED SETTING COSTS. A 2-crypt "Unicraft" mausoleum is being loaded aboard a truck at one of the Rock of Ages plants. A special harness attached to only four bolts makes it easy to load and unload the mausoleum.

UNICRAFT MAUSOLEUMS are trucked to the cemetery in a fully completed condition. This means a substantial saving over a conventional mausoleum which must be put together at the site by mausoleum setters.



BARRE LIFE

FALL 1978

BARRE LIFE is published quarterly at no charge by the Barre Granite Association, Box 481, Barre, VT 05641. Tel. 802-476-4131.

Milton V. Lyndes, Editor
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Glenn A. Sulham
Manager of Member Services

Thomas J. Riley
Manager of Retailer Services

Edward Comolli
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Lucien Rouleau,
Rouleau Granite Co.

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BARRE, VERMONT

News about BGA members

TOM LEARY, is the new Marketing Manager with the Rock of Ages Corporation. Friendly and outgoing, Tom brings an excellent background in business and marketing to the monument industry. He was most recently Vice President of Joseph E. Seagram & Sons, Inc. and has had extensive experience in the marketing of a broad range of consumer products.



MONTPELIER GRANITE WORKS President, Joseph Mureta has recently completed a major improvement in his manufacturing plant. This includes a new concrete floor and a new system of conveyors.

His Father, Steven Mureta, died last December. He was widely known throughout the monument industry. Born in Yugoslavia, Steve came to Montpelier in 1928 to learn the granite business. In 1944, he purchased the Normandeau Granite Co. in Montpelier and thus established the Montpelier Granite Works. Steve was a life member of the Elks and a member of St. Augustine Church. During his lifetime in the monument business, he, together with his son, Joseph, were widely known for their outstanding memorialization, particularly carved and sculptured work.



STEVEN MURETA 1912-1977



LaCroix and Zider Elected BGA Trustees

At the Annual Meeting held on July 22nd, Member Companies of the Barre Granite Association elected Louis LaCroix of LaCross Memorials and Robert Zider of Beck & Beck, Inc. to three-year terms as BGA Trustees. Retiring Trustees are Norman Beck of Beck & Beck, Inc. and Joseph Mureta of Montpelier Granite Works.

At the Annual Meeting Member Companies

voted budgets for the fiscal year 1978-79, and conducted other business including the re-election of Milton Lyndes as Executive Vice President, John Salvador, Treasurer and Pat Shepard as Assistant Treasurer.

Fred Ralph, Vice President of Rock of Ages Corporation conducted the Annual Meeting in his position as President of the BGA.



BGA TRUSTEES FOR 1978-79: (Front) Robert Zider, Beck & Beck, Inc.; Fred Ralph, Rock of Ages Corp.; Louis LaCroix, LaCross Memorials. (Rear) Stewart Abbiati, South Barre Granite Company; Lucien Rouleau, Rouleau Granite Company; Mel Friberg, Anderson-Friberg Company. Not present was Donald Fontana, Peerless Granite Company.

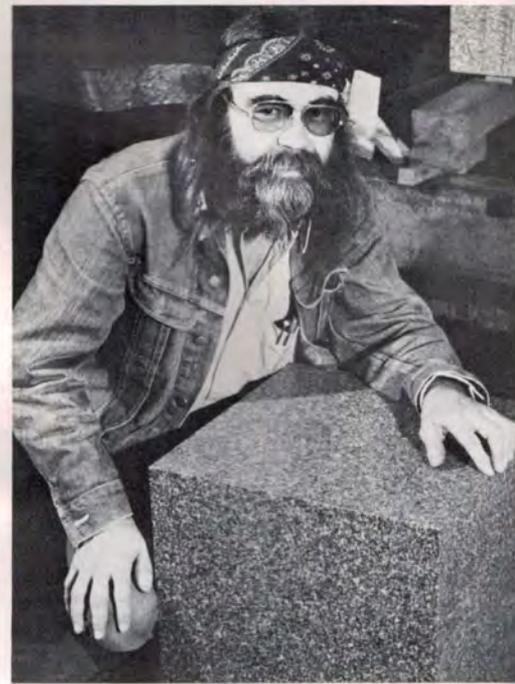
News about BGA members



S.L. GARAND & COMPANY has produced an out-standing memorial for the Kalec family of Addison, New York. Ackerson Memorials of Addison is the Retailer.



LACROSS MEMORIALS has produced for S.L. Zocco Memorials, Bloomfield, Connecticut, this beautiful Barre Granite family memorial featuring winged angel and roses.



Bob Schuler Says Nothing Is Impossible

One day a few months ago a man named Bob Schuler appeared at the Beck & Beck office and inquired about the purchase of 40 Barre granite cubes, one foot, four inches square and polished on two sides. Bob who is an artist said that he was going to carve and letter these cubes.

Somewhat casually Bob was asked what he was going to do with these 40 pieces of granite, and this proved to be the interesting part of the story.

"I intend to put these blocks in the Atlantic Ocean 100 miles apart beginning at Long Island and ending at Dakar in Senegal, Africa" said Bob. "Provided of course, that I can obtain some financing to do this. I am purchasing the cubes with my own money", said Bob.

Bob Schuler has a vision that encompasses both an artistic creation and an historic act. He stated that the ocean bottom is one of the most stable and least changing parts of the earth's surface. He believes that millions of years may pass with the Barre granite cubes relatively unchanged and that some day in the far future these blocks may be discovered.

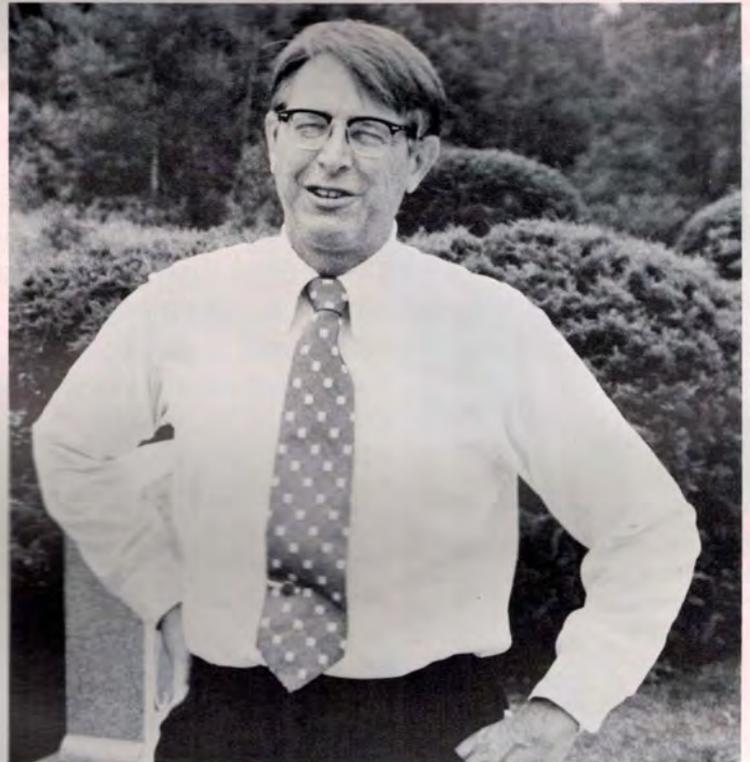
Bob Schuler comes from High Falls, New York and has been an art instructor for a number of years at one of the New York State colleges. He has never worked in granite but hopes to experiment with carving techniques to place some appropriate communication on each block. He indicated that his plans would only be successful if he could obtain funds to finance a privately owned or commercial boat to make this special trip on a great circle route to carefully mark the passage at 100 mile intervals.

World famous Barre Granite has been used in many different ways, and we hope that Bob Schuler realizes his dream.



COLOMBO GRANITE COMPANY
 Plant Foreman, Gonzolo Lavin is experienced in all phases of memorial production. Recently he has installed a slab splitter shown in this photograph which helps to meet the demands of a growing manufacturing operation.

RAY COMOLLI, formerly a District Sales Manager, has moved to the Rock of Ages Corporation Craftsman Center as Sales Office Manager. Under his direction are Customer Service and the Design Department. Ray has had extensive experience in both manufacturing and selling.



THURBER HAS NEW DISPLAY AREA.

Paul Savard, President of Thurber Granite Company in Barre has built a new and attractive memorial display area as an addition to his manufacturing plant. Spacious and well lit the area features a number of the new and innovative monument designs that are exclusive with the Thurber Granite Company. Irene Brown, assistant to Paul Savard is shown in these photographs at the new display area.

Nativi, Sulham And Salvador - Winners Of BGA Golf Tournament.

Low Gross winners in the Annual BGA Golf Tournament at the Lake Morey Country Club were Silvio Nativi of Nativi & Son, Inc. and Emma Sulham, wife of Glenn Sulham, BGA Manager of Member Services. They were the Low Gross winners with scores of 77 and 91.

The Low Net winners in the Golf Tournament were Glenn Sulham with a 64 and Cathy Salvador, wife of BGA Treasurer, John Salvador who came in with a 60.

As the photographs indicate, everyone had a good time and promised to be back next year in quest of a BGA trophy.

Leo
Garand,
S.L.
Garand
&
Co.



Tillie and Norman Beck, Ray
and Gloria Stroutsos.



Doris and Silvio Nativi, Paul and
Peggy Rouleau.



Lola and
Granite

5½ Lb. Bass Is Winner In BGA Fishing Derby.

George Karnedy of the Rock of Ages Corporation took top honors at the Annual BGA Fishing Derby recently with a 5½ pound Bass which was caught at Lake Morey.

Ed Comolli of the BGA staff (himself an ardent fisherman) ran the operation with his usual efficiency. In addition to the win by George Karnedy other prizes announced by Ed were: largest Pike, Leo Buttura, Jr.; largest Perch, Louis LaCroix; most fish caught, Leo Buttura; smallest fish, Jim Mulligan and Jake Colgan; largest fish caught by a woman, Doris Martin.



Grand Prize Winner GEORGE
KARNEDY with his 5½ pound
Bass.



SMALLEST FISH award went
to Jake Colgan of Williamson
Polishing and Jim Mulligan,
Berg, Carmolli & Kent.



BANCROFT DWINELL (left)
Rock of Ages Corp. came in
second on the largest fish.



DORIS MARTIN won a picnic
jug from Ed Comolli for her
largest fish award.



ED COMOLLI reluctantly stayed
ashore to record the catches for
the BGA Fishing Derby.



Silvio Nativi (right), Low Gross winner.



Glenn Sulham awarded Cathy Salvador her trophy as Low Net winner.

Emma Sulham, Low Gross winner received her trophy from her husband Glenn, Low Net winner.



Regio Zorzi, Adams



Emma and Glenn Sulham of the BGA staff.



Norm Dion, Rock of Ages Corporation.



Chuck Gauthier lost Low Net by a narrow margin.



LEO BUTTURA, JR. presented award for largest fish by Ed Comolli.



LOUIS LACROIX caught the largest Perch. Louis said bigger one got away.

First Annual BGA Tennis.

First it was a Golf Tournament. A few years later a Fishing Derby. Now in 1978 the BGA has a Tennis Tournament. All of these industry athletic events take place on Annual Meeting Day which occurred this year on July 22 at the Lake Morey Inn and Country Club.

Tom Riley of the BGA organized the first annual BGA Tennis Tournament. In spite of the severe heat players enjoyed a great day of tennis.

Winners of the Tennis Tournament were Dennis Roy of the Peerless Granite Company and Huguette Savard of the Thurber Granite Company. As these photographs attest, the tournament was a success and the participants look forward to the second annual gathering next year.

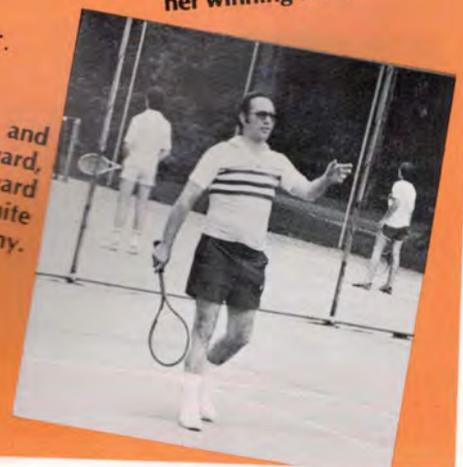


Huguette Savard shows her winning form.



Sandy and Dave Rounds, Beck & Beck.

and Paul Savard, Savard Granite Company.



BGA Tennis *(continued)*



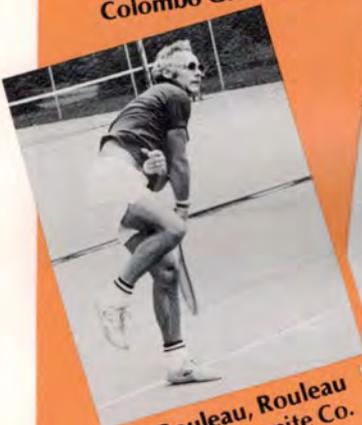
Tom Riley with Tennis Tournament winners Dennis Roy and Huguette Savard.



Jackie Colombo, Colombo Granite Co.



Chris Roy, Peerless Granite Co.



Ray Rouleau, Rouleau Granite Co.



Liz Garand, S.L. Garand & Co.



Cindy Rouleau, John Garand, Bob Colombo, Ray Rouleau and Jackie Colombo pause for refreshments.

Having Fun At The Barre Granite Association Annual Meeting

BGA Members and their wives enjoyed a reception and buffet after the Annual Meeting on July 22 at the Lake Morey Country Club. More than 120 persons attended, many of whom had participated in the Golf, Fishing and Tennis Tournaments earlier in the day.



Norman Beck and Dick McBride of Beck & Beck, Inc.



Brent and Kathleen Buttura of Buttura and Sons, Inc.



Sylvia Rouleau of Rouleau Granite Co. and Tillie Beck of Beck & Beck, Inc.



Pauline Buttura and her husband Leo Buttura of Buttura & Sons, Inc. with Peg Dwinell (center), Rock of Ages Corp.



Paul and Huguette Savard, Thurber Granite Co.



Sally and Dick Carey of Carey Engineering in Barre.



Dick and Bobbi Pilette and Sandra and Jake Colgan of Williamson Polishing and Granite Importers.

Selling Pre-need at the Keith Monument Company

A recent visit with Keith Monuments in Elizabethtown, Kentucky, proved that pre-need selling does pay off. John and Roy Keith even volunteered their secret formula for success...it can be expressed in one word: WORK.

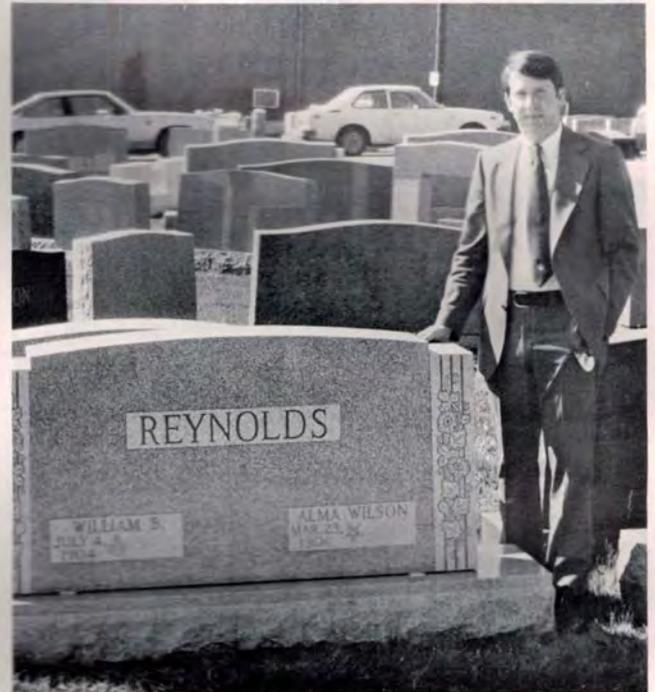
The Keith's have a number of innovative ideas but as John put it, "It all boils down to knocking on doors...The more you knock, the more you

sell." The Keith's have even developed an answer to the most often used objection to a pre-need sale: "I don't have a cemetery lot." They simply say, "Why that's no problem - we'll store that monument for you at no charge."

The result is increased pre-need business and a number of monuments in their display that are already paid for.



Roy, Jr., John and Roy Keith Sr. stand in front of their large, modern showroom.



This is only one of many pre-need monuments which have been "bought and paid for" in the Keith's large display.



The Davis Monument, another pre-need sale on display, is interesting in that the Model T depicted on the stone is the one Mr. & Mrs. Davis used on their Honeymoon.... and again on their 50th Wedding Anniversary Trip.

The 50th Anniversary notice in the newspaper was the lead John used to make the sale.



Retailer Services

Tom Riley,
BGA Manager Retailer Services

THE NEW BARRE GUILD WARRANTY YOUR STRONGEST SELLING TOOL

THE STRONGEST WARRANTY IN THE INDUSTRY

It is the industry's strongest warranty for several reasons:

- ✓ It is backed by all the members of the Barre Granite Association
- ✓ It is without time limit
- ✓ It is warranted to both the customer and cemetery
- ✓ It is assignable
- ✓ It is issued only after inspection by an independent Barre Granite inspector
- ✓ All Barre Guild memorials are made of world-famous Barre granite.

These facts mean a good deal to your customers peace of mind. To us it means we remedy any defects or replace free of charge any monument found faulty in material or workmanship without time limit if that monument has the Barre Guild seal.

PROMOTIONAL LITERATURE AVAILABLE SOON

To help you merchandise the new Barre Guild Warranty Program, the Barre Granite Association is developing a handsome new "Quality" piece of promotional literature for your prospects. This new brochure will be available soon. When it is, we will send copies to all retailers.

The new Barre Guild FULL perpetual warranty can be your strongest monument sales aid. Inserted in the center of this issue of Barre Life there is a brochure explaining the new warranty and how it works.

While one of the reasons for updating our Barre Guild Guarantee was to be in compliance with new Federal Regulations, our main reason was to provide retailers with an easy-to-use guarantee.

RESEARCH SHOWS A STRONG GUARANTEE IS IMPORTANT.

The Manville research study conducted by the Barre Granite Association indicates that nearly 80% of your prospects feel that a strong guarantee is a major factor in the selection of a monument! So we have redesigned our old Barre Guild Certificate of Guarantee to make it the best possible warranty in the industry. In these days of "small print", limited product warranties the new Barre Guild full, perpetual warranty stands out as markedly simple, there are no strings and it never expires...Never!

ANNOUNCING THE NEW BARRE GUILD FULL PERPETUAL WARRANTY

Warranty Registration

URGENT! Mail this card to register your warranty against future claims.

CONSUMER _____ PURCHASER _____
 RETAILER _____ STREET & NO. _____
 DIE _____ CITY & STATE _____
 BASE _____ CEMETERY _____ LOT _____ GRAVE _____
 OTHER _____ SECTION _____ BARRE GUILD POSITION _____

PLEASE TYPE OR PRINT

Full Perpetual Warranty

The Barre Granite Association, Inc. (the "Association") warrants that the granite portion of your "Barre Guild" memorial** has been made of "Select Barre Granite" that has been quarried in the vicinity of Barre, Vermont and is free from defects in material or workmanship. The Association will repair or replace, at its option (any replacement to be of a color and grade as nearly identical to the original as practicable), any granite portion of a "Barre Guild" memorial that, as a result of any defect in material or workmanship, cracks, checks or otherwise proves defective at any time, on the condition that adequate cleaning and maintenance have been performed on the memorial. This warranty does not extend to, and the Association shall not be liable for, any damage or staining resulting from neglect or gross negligence, vandalism, acts of war, unusual environmental or atmospheric conditions or natural disasters.

In the event of any such defect, repair or replacement under this warranty may be obtained by notifying the Manager of Retail Services, Barre Granite Association, Inc., 51 Church Street, Barre, Vermont 05641; no other action should be taken nor should any expense be incurred except as authorized in writing by the Association.

This warranty is valid in perpetuity and is enforceable by the original consumer purchaser of the memorial, any subsequent owner of the memorial and the cemetery in which the memorial is located.

This warranty gives you specific legal rights and you may also have other rights that vary from state to state.

**"Barre Guild" and "Select Barre Granite" are collective marks of the Barre Granite Association, Inc. Reg. U.S. Pat. & Tm. Office.
 ***A "Barre Guild" memorial can be identified by the "Barre Guild" seal which has been permanently etched into each part of the memorial. Only monuments with this seal are covered by this warranty.

I CERTIFY THAT THE MEMORIAL DESCRIBED IN THIS WARRANTY IS THE SAME MEMORIAL COVERED BY THE MANUFACTURER'S SERIAL NUMBER ON THE REVERSE OF THIS CERTIFICATE.

BARRE GUILD

Milton Wyndes
 EXECUTIVE VICE PRESIDENT, BARRE GUILD

The Barre Granite Association • 51 Church St., Barre, Vt. 05641
 (802) 476-4131

HERE ARE THE FACTS ABOUT THE NEW BARRE FULL PERPETUAL WARRANTY

Federal Law now requires that all Certificates of Guarantee be classified as either "Full" or "Limited" Warranties. Because the Barre Granite Association wants to continue to offer your customers "the strongest guarantee in the industry", we have strengthened our previous guarantee and now offer a FULL PERPETUAL WARRANTY to your customer. In addition we have streamlined the procedures for executing the warranty and made it an even stronger selling tool for you, the monument retailer.

Actually, there are two new Barre Guild Full Perpetual Warranties. The first will cover about 70% of the monuments manufactured and sold. It has been substantially simplified in order to save you, the retailer, and the Barre Guild manufacturer a great deal of time and effort.

The second, a *registered* Full Perpetual Warranty, is to be used for larger and more expensive monuments.

If you have Barre Guild applications for monuments now in stock, you may hold these applications and process them (at the time of each sale) as you have done in the past.

BARRE GUILD FULL PERPETUAL WARRANTY

Here are the procedures for handling the new Barre Guild Full Perpetual Warranty:

For Monuments With A Wholesale Cost Of Less Than \$800.

1. If the invoiced price is less than \$800 on the Barre Guild monument you order, the manufacturer will send to you the Full Perpetual Warranty so that you may give it directly to the customer when the monument is sold.
2. It is only necessary for you to fill in the purchaser's name and address and cemetery location on the Cemetery Record prior to giving the warranty to your customer.
3. You will not be required to send an application form back to the Barre Guild nor do any further paper work on such a warranty so long as the invoice price is less than \$800.
4. If the cemetery desires a record of the warranty (which is enforceable by the cemetery), give it to the cemetery office.

For Monuments With A Wholesale Cost Of \$800 Or More.

1. When you purchase a Barre Guild monument that is invoiced for \$800 or more, the manufacturer will send you a "registered" warranty which you may give to the customer when the monument is sold.
2. The Barre Guild must record the name and address of the purchaser of this monument, so you fill out and mail the post paid Warranty Registration Card attached to the warranty. It will be kept as a permanent record by the Barre Guild.
3. If the cemetery requires a record of this warranty (enforceable by the cemetery), you need only to give the attached Cemetery Record Form to the cemetery.

Both Warranties Are Exactly The Same.

The warranty on all Barre Guild monuments is the same. The only difference is the procedure which requires registration of your customer's name and address if the wholesale cost of the monument is \$800 or more.

The new Barre Guild Full Perpetual Warranty is an attractive advantage to you as a sales aid in selling world famous Barre Guild Certified Monuments. It is the best and strongest monument guarantee that you can obtain for your customers.





The Barre Granite Assoc. ● 51 Church St., Barre, Vt. 05641
(802) 476-4131

Member Services



Glenn Sulham,
*BGA Manager
Member Services*

Ray Stroutsos Re-elected President of Barre Guild Consolidation Service

At the Annual Meeting of the Barre Guild Consolidation Service, Inc., held in Barre, Vermont on July 19th, Ray Stroutsos of Cook, Watkins & Patch Company was re-elected President. This service, which

operates a freight terminal in Barre, consolidates shipments of finished granite to retail monument dealers in states outside of the Northeast.

RAY STROUTSOS, PRESIDENT of the Consolidation Service reported at its Annual Meeting the progress made during the past year and emphasized the importance of this service to retailers in other parts of the country.



GLENN SULHAM, GENERAL MANAGER of the Barre Guild Consolidation Service reported new improvements at the freight terminal and plans for the coming year.

Trustees for the Consolidation Service were also elected at this meeting. They are, in addition to Stroutsos, Wayne Pelkey, Rock of Ages Corporation, (also elected as Vice President); Richard Garand, S.L. Garand & Company; Donald Fontana, Peerless Granite Company; Paul Rouleau, Rouleau Granite Company. Also re-elected were Glenn Sulham as General Manager and John Salvador as Treasurer. Serving on the Nominating Committee were Melvin Friberg of Anderson-Friberg Company, Silvio Nativi of Nativi & Son, Inc. and Louis LaCroix of LaCross Memorials.

John Buttura of Buttura & Sons, Inc. has resigned as a Trustee of the Consolidation Service because of his many other activities in the granite industry and the Barre community. Buttura was thanked for his many years of service. He was the first President of the Barre Guild Consolidation Service and a long-time Trustee. Lucien Rouleau of the Rouleau Granite Company, another Trustee of long standing also concluded his service as of the Annual Meeting.

NEW TRUSTEES of the Barre Guild Consolidation Service are (from left): Paul Rouleau, Wayne Pelkey, Ray Stroutsos, Richard Garand, Glenn Sulham, General Manager. Not present for this photograph was Donald Fontana.



Fred Bullen Retires After Serving the Granite Industry Since 1952



Fred Bullen, Barre Granite spokesman at the negotiating table is at right. With him is Craig White, Director of Industrial Relations at the Rock of Ages Corporation and Chairman of the Barre area Negotiating Committee.

Fred Bullen, Labor Relations Attorney for the Barre Granite Association has retired. He played a key role in every Barre labor negotiation since 1952. For many years he was a partner in Kaye, Scholer, Fierman, Hays & Handler, one of the country's foremost law firms located in New York City.

Born in Colorado, Fred spent many years with his law firm working with some of our country's largest corporations. The Barre Granite Association was his smallest account.

Fred made many friends in the

Barre Granite Industry over the years. His firm grasp of labor law and his quiet, friendly personality made him a leader in all labor negotiations in the Barre Industry.

Fred is now located in California where he will be a labor arbitrator on a part time basis.

Another representative from Kaye, Scholer, Fierman, Hays & Handler will be working with the Barre Granite Association on labor matters. His name is Jay Waks. He participated in the recently concluded negotiations for Barre's three-year contract.

ROCK OF AGES BUYS SWENSON BUILDING GRANITE CORP. — JACK CORRIGAN ELECTED VICE PRESIDENT

The Rock of Ages Corporation has purchased the land, building and equipment of Swenson Building Granite Corporation of Concord, New Hampshire. The Swenson operations will become part of the Rock of Ages.

C.J. Slaybaugh, President of Rock of Ages has also announced that John E. Corrigan has been elected to the position of Vice President — Building Products by the Rock of Ages Corporation. Jack Corrigan, a veteran of 27 years experience in the granite business, was General Manager of the Building and Industrial Products Division of that firm as well as being Manufacturing Manager at the company's Craftsman Center.

Jack Corrigan has been an active Barre citizen. He was President of Little League Baseball, President of Community Baseball, and Coach of the 1964 Little League team that won the New England Championship. He has served in many other responsible positions in the community including the Presidency of the Barre Kiwanis Club and as a member of the Elks, American Legion, Barre Country Club and the Barre Hunting Club. He and his wife Barbara are the parents of four sons.



The Editor Speaks Out

Milton V. Lyndes,
Executive Vice President, BGA



Friends Working Together

Over the years Barre people in the quarrying of Barre granite and the manufacturing of memorials have been deeply grateful for the many friendships that have been established with retail monument dealers, wholesale representatives, retail salesmen, association executives, cemeterians, suppliers and all other persons with whom we regularly work or see only occasionally.

Isn't it true that we often hear the comment "This business has been good to me because I have made many friends." Manufacturers work with their Barre customers on a one to one basis, and they often have a close personal relationship with retail monument dealers. Occasionally, when a wedding or funeral or anniversary function takes place in the Barre area we see retail monument dealers whose friendship goes back many years share in the joys, sorrows and important experiences of our own Barre people. And, it is just as often true that when a retail dealer in some far off state celebrates an anniversary or wedding or if there is a death in the family someone from Barre will be notified and Barre friends are present when needed.

In a way, the monument industry is like a family of several thousand people and as a family we sometimes have our disagreements or misunderstandings. But more often than not we enjoy all of the advantages that any family offers such as good companionship, support when needed, a friendly pat on the back or an extra favor done through kindness and respect.

What is also satisfying is to see that younger people are coming into the industry both in Barre and in retail firms around the country. Our young people develop the same great friendships in the same satisfactory working relationships as the oldtimers.

By most any measurement the memorial business is small. It is people working with people. And that is why our business is blessed with our many deep and lasting friendships.

Barre's Contribution to the Over \$100,000 Mark

Barre Granite Association Members at their Annual Meeting voted to give a total of \$103,000 to national programs that will benefit the Monument Industry.

An increase to \$40,000 will be given by BGA members to the MYTTE Program which is a national public relations effort to promote traditional memorialization to the buying public.

A total of \$63,000 will be provided to the American Monument Association for various AMA programs to promote traditional memorialization through education, advertising, conventions and

public relations efforts on the national level.

This \$63,000 is based on the total sales volume of BGA Member Companies and is the largest amount given by any producing area in the American Monument Association. Thus, Barre can be truly called "The Granite Center of the World."

Fred Ralph, President of the Barre Granite Association stated that "Barre has always supported to the fullest the major programs of the Monument Industry and we are happy to continue and expand that effort during 1978-79".

Pennie Sabel — New Executive Vice President of American Monument Association



Pennie Sabel has been chosen as the new Executive Vice President of the American Monument Association in Columbus, Ohio. The AMA is an association of monumental quarriers and manufacturers. All of the BGA member firms belong to the AMA.

William Kistner who has held this position for several years is leaving to work as a Management Consultant for a firm with international offices.

Pennie Sabel comes to the AMA with an outstanding background. She was previously Manager of Communications for Blue Cross of central Ohio. Prior to that she was Editor of Employees Publications for the Hartford National Bank and Trust Company, Hartford, Connecticut. She was also a Lieutenant Junior Grade in the United States

Navy, functioning as Public Affairs Officer. She is a graduate of Purdue University and has completed a part of her work toward a Masters Degree at Ohio State University.

In keeping with the progressive programs of AMA, this is an industry "first" with the hiring of a female as association head.

While he was head of AMA, Bill Kistner created many new and innovative programs and developed many friendships in all areas of the memorial and interment field. He was successful in creating an understanding and appreciation for traditional memorials among many groups associated with the monument industry. His departure from our industry will be missed by all of us.

Monument Industry Goes

Milton Lyndes, Executive Vice President of the Barre Granite Association serves on the Industry Committee which oversees the national public relations program called MYTTE. This effort is in its second year of operation and is being carried out by Harshe, Rotman & Druck, one of our nations largest public relations firms.



Retail Dealers Report Barre Name Most Helpful to Their Business

In a recent national survey done by an independent research firm the name "Barre" was considered to be most helpful by those retailers around the country who use trade or brand names in their selling.

Of that group, 89.5% said Barre Guild or other Barre tradenames are the most helpful in their business.

Those same retailers were also asked how these brand or tradenames actually helped them to sell. These are the reasons they gave:

Consumers know and trust the name	38%
Advertising support	30%
A guarantee is also offered with the name	24%
The name signifies high quality	21%
The name or trademark appears on the monument	8%



BGA SECRETARY, Jan Gallo assists Executive Vice President, Milton Lyndes at the BGA office. Her happy voice and cheerfulness make visits to the BGA office in Barre a pleasant experience. Jan was the recent recipient of the Human Relations Award given by her Dale Carnegie Course instructor.

The results of this national survey also indicate that Barre monuments with trade or brand names from Barre have created confidence among retail monument dealers and among cemetery managers because the product has proved itself to be of dependable quality over a period of many years.

VERMONT FIRSTS



A Vermonter's Idea Helps Feed the World!

It was Vermont born John Deere who fashioned the first steel plow and thereby revolutionized the farming industry. Born in Rutland, Vermont, Deere was a blacksmith in the town of Middlebury for twelve years before moving to Grand Detour, Illinois where he developed the steel plow at the age of 32.



News from the Cemetery Field



Edward Comolli,
BGA Manager Cemetery Services

New England Cemetery Association Meeting

HELD AT WENTWORTH-BY-THE-SEA, NEW HAMPSHIRE



There was an outstanding turnout for the annual meeting of New England Cemeterians. Presidents of five New England cemetery associations are shown here with Ed Comolli, Cemetery Service Manager of the BGA. Left to right are: George Francis, President, New Hampshire; George Kilbourn, President, Massachusetts; Halvor Merrill, President, Maine; Edward McKernan, President, Connecticut; Leonard Kaigle, President, Vermont; Edward Comolli, BGA Manager, Cemetery Services.

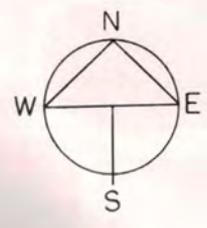
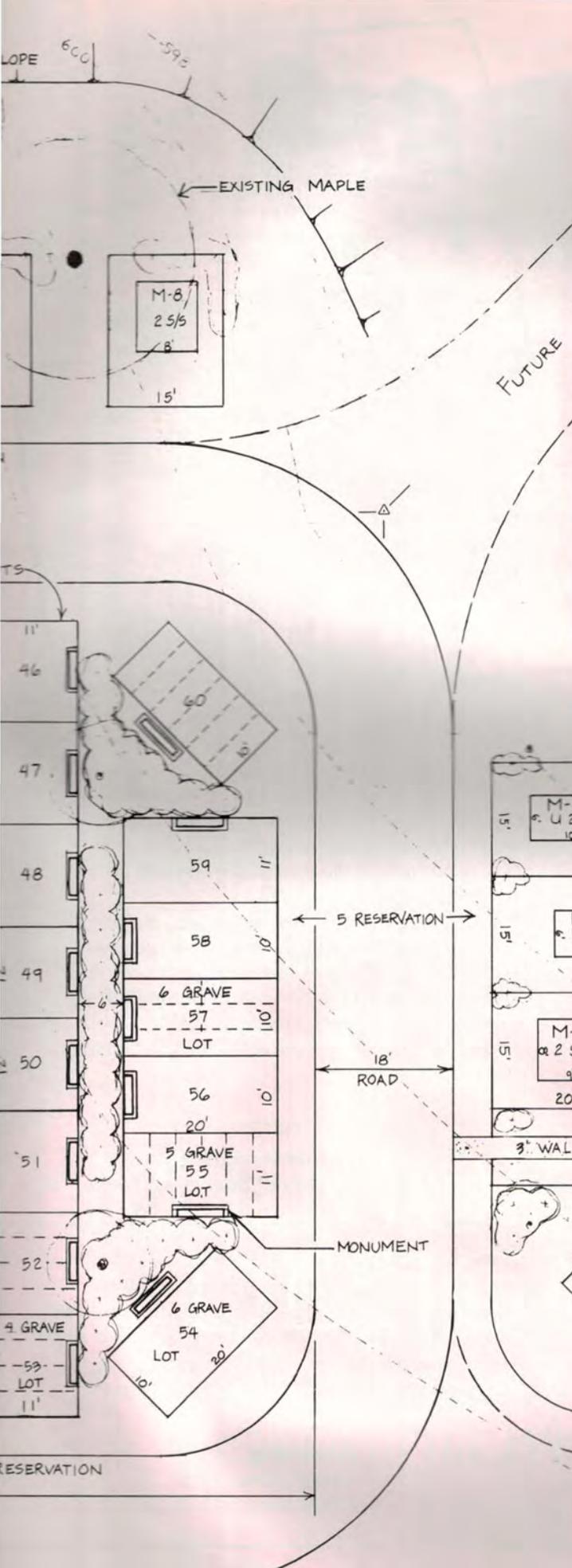
CHANGE WITHOUT SACRIFICE:

Cemetery Planning For The Future

One of the best articles on Cemetery Planning we have read in years recently appeared in Stone In America Magazine and should be read by every cemeterian.

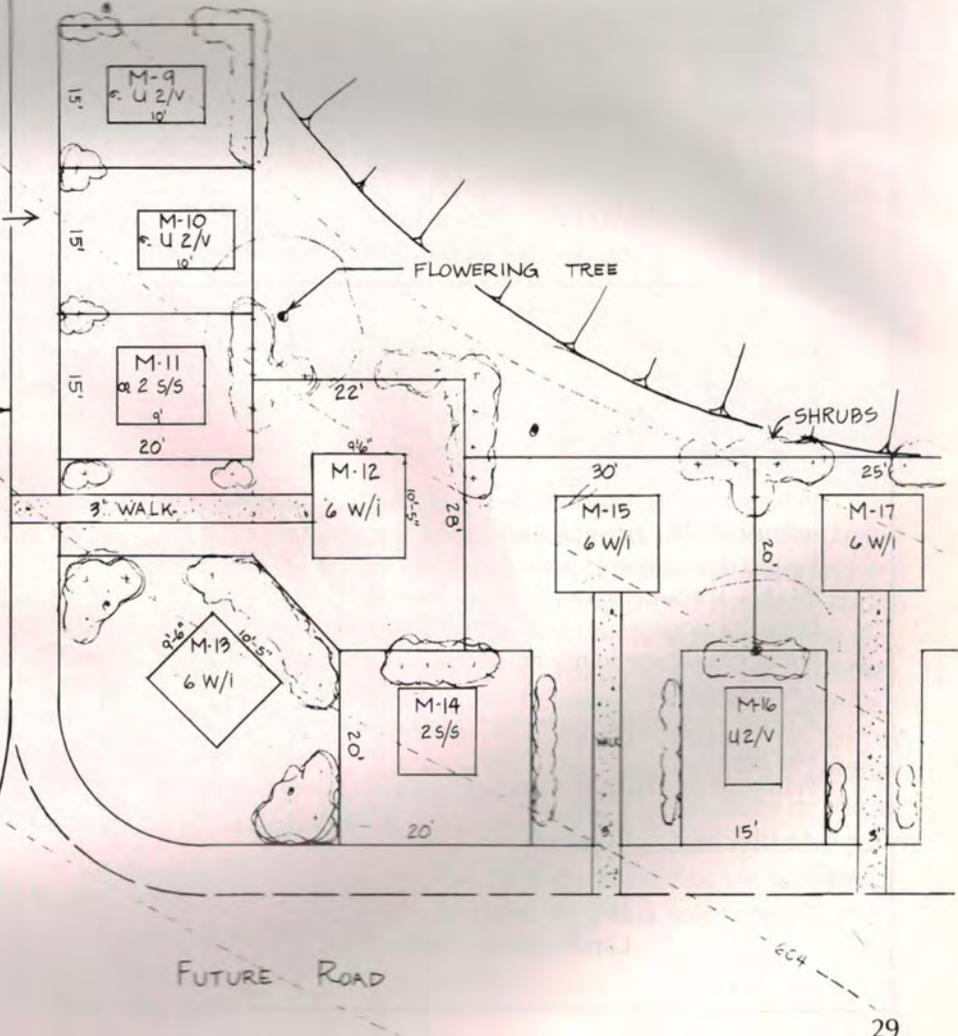
The article is by Don Ward whose firm, Grever & Ward, Inc. has worked with over 600 cemeteries throughout the United States and Canada. Although much of his work has been in the modernization of traditional monument cemeteries he has taken the lead in much innovative design of modern cemeteries that include monuments.

If you would like a free copy of this article, you may write to the Barre Granite Association, Box 481, Barre, Vermont, 05641 or the American Monument Association, 6902 North High Street, Worthington, Ohio 43805. A stamped, self-addressed envelope would be appreciated.



MAUSOLEUM PLAN SUMMARY

NO. OF UNITS	KEY	DESCRIPTION
5	2S /S	2 Crypt side by side
5	2 /V	2 Crypt Vertical
7	6-8/W	6-8 Crypt walk in



Letters

from our Readers

Mr. Pete Carr
 BARRE GUILD
 Barre, Vermont

Dear Pete:

Thank you for the informative seminar you presented for our Pennsylvania dealers at our recent convention in Gettysburg. We feel better informed and determined to put your good selling practices into daily use. Our dealers who were present, had only good comments about your seminar. We appreciate your attendance.

Sincerely,
 William V. Christian
 Monument Builders of Penna., Inc.

Barre Life
 Barre Granite Asso.
 Barre, Vt.
 Gentlemen,

Whom ever is responsible for the Spring-Summer edition 1978 just received I send compliments. I echo the praise expressed by the letters on the back cover. This issue is without a doubt the finest of your issues but of any issue of any trade magazine in my memory, and that goes "way back".

A copy should be in the hands of every retail salesman.

Will you send us six copies and bill us accordingly?

Cordially,
 Harvard Wood
 H.C. Wood, Inc.
 Landsdowne, Penna.



Milton Intermediate School

Dear Mr. Riley

We thank you for coming to our school. We all liked the slides. We learned more about Barre granite that helps us alot. We hope we can come and see you sometime. We all like granite. My grandfather has a monument made out of Barre granite. It has a picture of a farm on it because he lived on a farm all his life. We all hope to see you again.

Sincerely,
 Pamela Raigle
 and
 Mrs. Della Santos
 Mrs. Cleveland's class
 Mrs. Smith's class
 Mrs. Brown's class

Dear Tom:

The dealers in Pennsylvania who listened to your Barre business conference were informed and educated by your presentation. A lot of pertinent material was pressed into your one day seminar and we feel that everyone benefited from it.

Tom, during the past few years, you have added much to our conventions. Your friendly, casual style puts everyone at ease and your presentation shows you have done your homework well. Thanks for coming to Gettysburg. Mark your calendar - June 17-19 - Hotel Hershey, Hershey, Pa in 1979.

Thanks again.

With regards,
 William V. Christian
 Monument Builders of Penna., Inc.

Tom,

Just a very quick note to say that we have used many of the services Barre Guild and the BGA offers and find them very useful. We hope you keep coming up with such good ideas to keep one step ahead.

Sincerely,
 John Zabel
 Zabel Monuments
 Manitowoc, Wisconsin



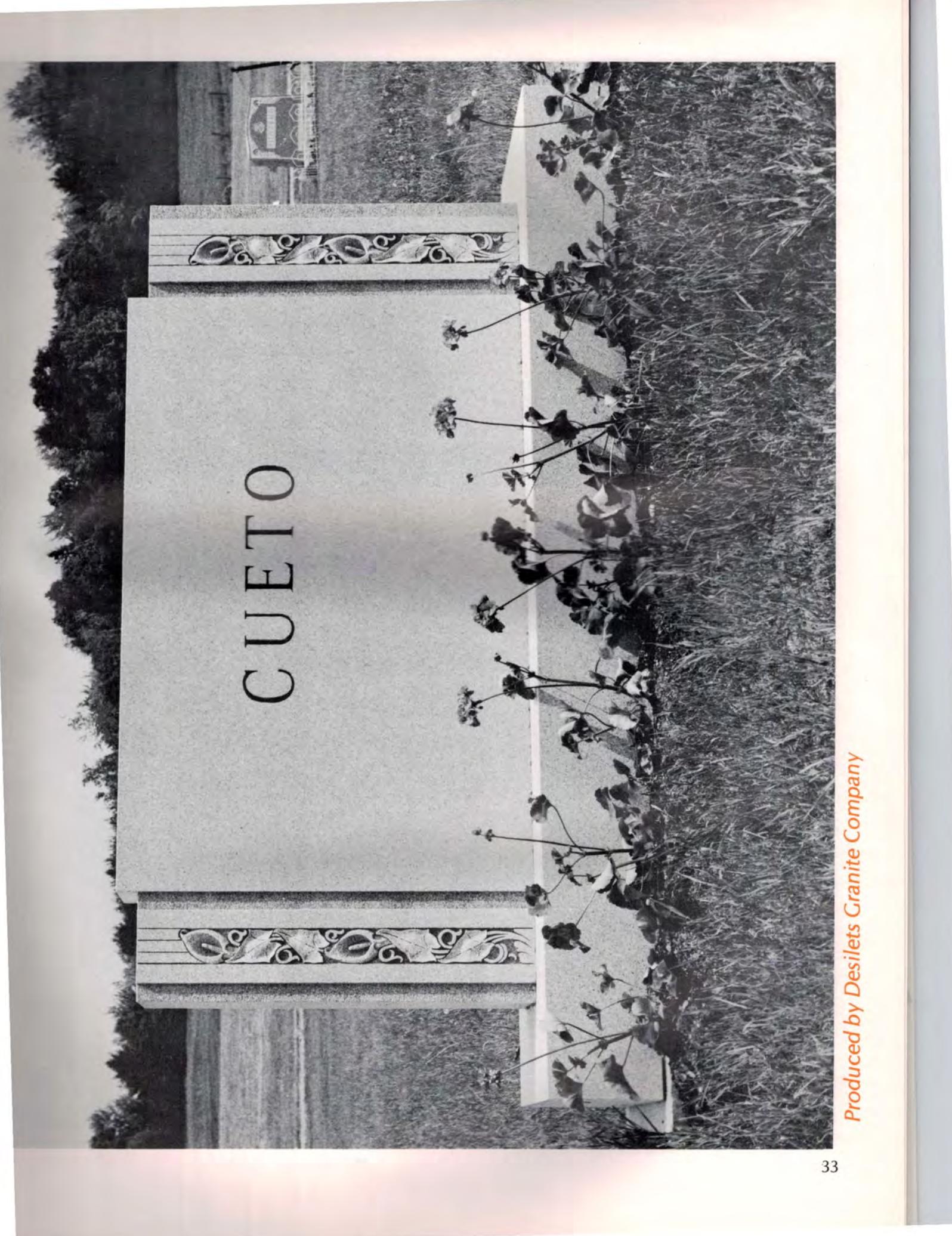
MEMORIAL DESIGNS

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

Memorialists know that monument purchasers are influenced by those monument designs that are already in their local cemeteries. The Barre Granite monuments on the following pages are truly permanent possessions of these families and will also serve to inspire other families in years to come.



Produced by Beck & Beck, Inc. (front and rear views)



CUETO

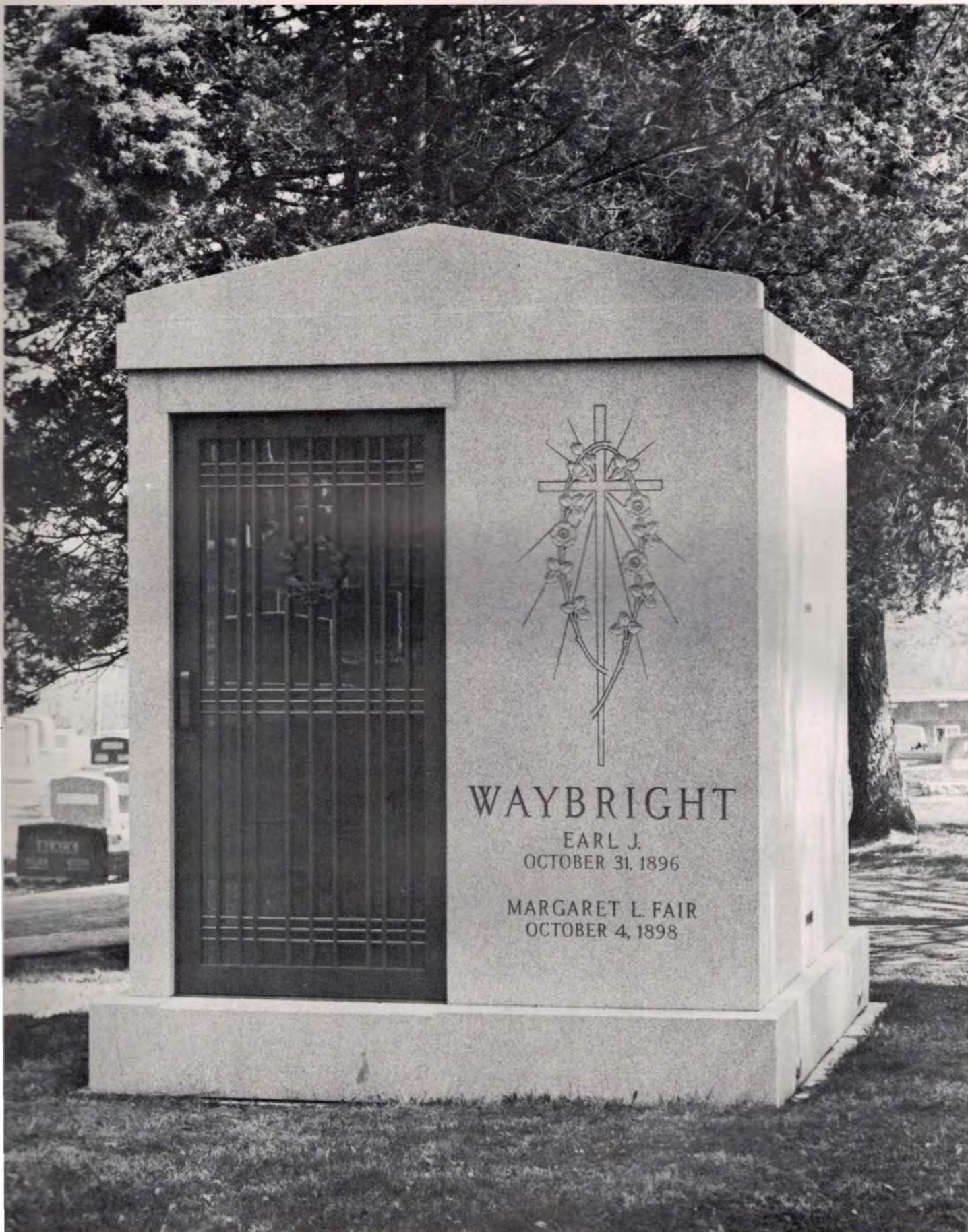
Produced by Desilets Granite Company



SLORA

RUTH E.
1912 - 19

GEORGE
1900 - 1976





Barre Granite Association
51 Church Street Box 481
Barre, Vermont 05641
Tel. 802 476-4131

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ANDERSON-FRIBERG CO. Willey St. (Melvin Friberg)	802-476-7021	LaCROSS MEMORIALS, INC. Boynton St. (Louis LaCroix)	802-479-2526
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FAMILY MEMORIALS, INC. Burnham's Meadow (Robert Couture)	802-476-7831	THURBER GRANITE CO. Circle St. (Paul Savard)	802-479-9622
S.L. GARAND & CO. Pioneer (Richard Garand)	802-223-2301	VALZ GRANITE CO. Willey St. (Harold Duff)	802-476-3911
GIUDICI BROS. & CO. (HOULE BROS.) S. Front St. (Gene Houle)	802-476-3621	WELLS-LAMSON QUARRY CO. Websterville (James Kelley)	802-476-4126