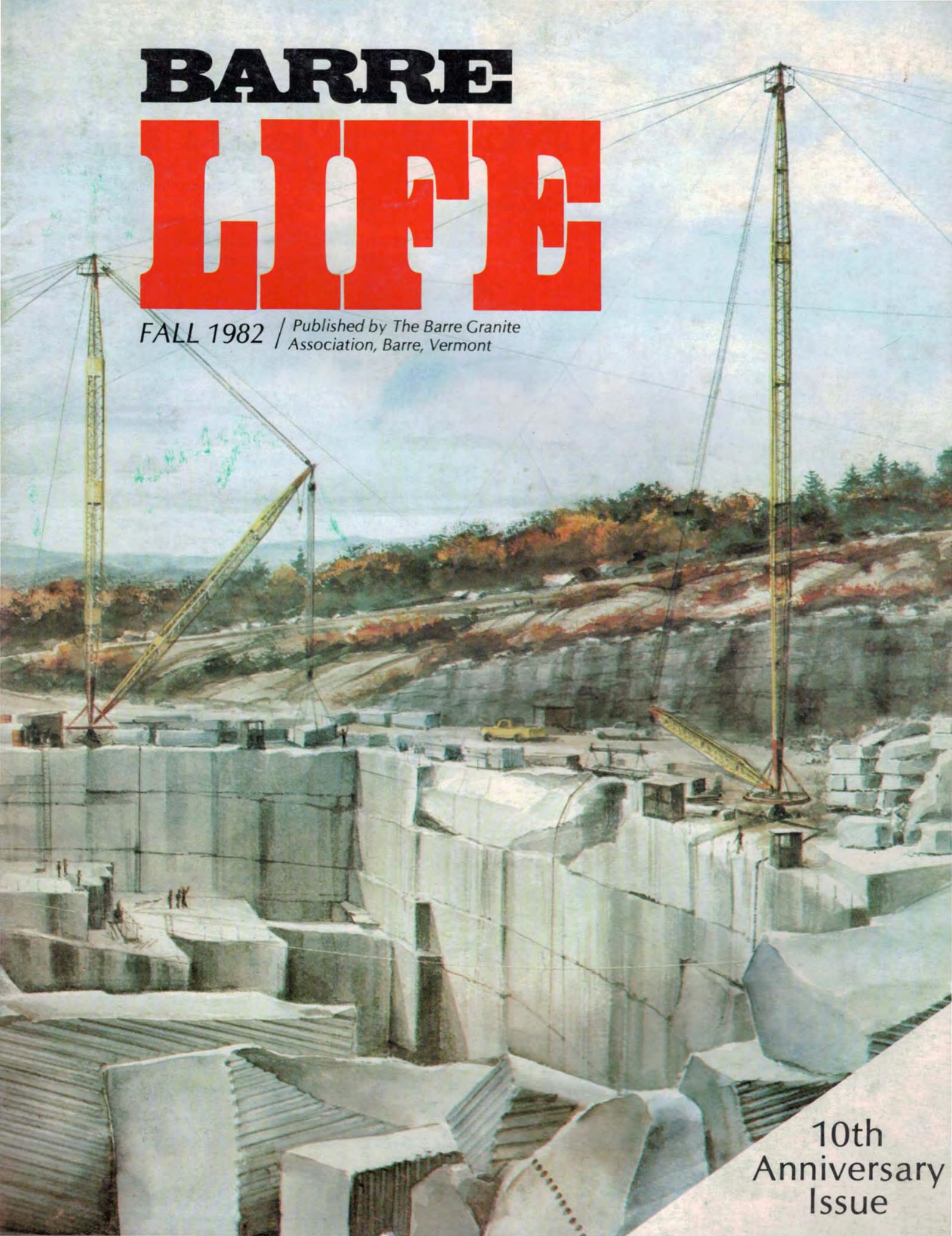


# BARRE

# LIFE

FALL 1982 / Published by The Barre Granite  
Association, Barre, Vermont



10th  
Anniversary  
Issue

# BGA ANNUAL MEETING

The member companies of the Barre Granite Association recently held their Annual Meeting and election of officers at the BGA office in Barre, Vermont.

David Reid, President of Cook, Watkins & Patch was re-elected President of the BGA for a one year term. Nick Cetrangolo, President of Cetrangolo Finishing Works in Northfield, was elected to a three year term as Trustee and C.J. Slaybaugh, President of Rock of Ages Corporation was re-elected Trustee for a three year term.

Other BGA Trustees are Brent Buttura of Buttura & Sons; John Mattson, President of Chioldi Granite Company; Lucien Rouleau, President of Rouleau Granite Company and Robert Zider of Beck & Beck, Inc. John Garand

of S.L. Garand & Sons concluded his three year term as BGA Trustee.

Milton Lyndes, re-elected Executive Vice President of the BGA said sales by member companies for the previous 12 months were the highest ever in spite of the national recession.

The largest budget in the history of the BGA was approved by the member firms who are engaged in the quarrying and manufacturing of granite products, primarily granite memorials.

The BGA is made up of over 40 quarriers, manufacturers, truckers and suppliers in the Central Vermont area. The Association employs 12 persons and conducts many programs for its member companies as well as its customers throughout the United States.



(Left to Right) — Brent Buttura; Milton V. Lyndes; John Mattson; Nick Cetrangolo; C.J. Slaybaugh; David Reid; Lucien Rouleau; and Robert Zider.



# We are...

Nearly 150 years ago the Central Vermont area was a farming community. In fact, it was nearly 40 years after the first commercial use of Barre granite when this area became a leader in the Barre granite industry.

It was after the Civil War when the first trickle of Europeans came to Barre. And by the end of the 19th century the trickle grew to thousands. From Italy, Spain, England, Scotland, Scandinavia, Germany, France and Canada, people came to Barre to literally carve their future in granite, leaving a legacy of beauty in memorialization that has yet to be surpassed.

Succeeding generations of quarriers and stone cutters during the twentieth century have established Barre's leadership position in the granite memorialization industry. Today the descendants of those who established the Barre granite industry are following a strong tradition in the operation of our quarrying and manufacturing companies.

The Barre tradition places great value on quality of products, integrity in business and service to the community and to monument retail customers across the country.

As you read this Tenth Anniversary issue of BARRE LIFE, you will see the people who own,

operate and work in our quarries and granite manufacturing plants. These people are the real reason Barre is known as the "Granite Center of the World".

The internationally recognized artistry of our member firms is reflected in the high demand for memorials created from Barre grey granite as well as granite of other colors quarried around the world.

Our member firms produce granite memorials of almost every conceivable type, style, size and shape. The skill of our members as revealed in beautiful Barre granite memorials is unexcelled in the world.

Naturally, there is pride in accomplishment. But there is also pride in the Barre area itself. Most Barre granite people participate in a wide range of community affairs. Many are recognized nationally as leaders in the granite memorialization industry.

A commitment to achieve a superior level of excellence was made nearly one hundred years ago when the Barre Granite Association was formed. That commitment is reaffirmed every day by our members.



# ADAMS GRANITE COMPANY, INC.

LEWIS STREET, BARRE, VERMONT 05641 • PHONE 802 476-5281

*"Fine Art Memorials"*

If you could describe those qualities of a Barre manufacturer that have made Barre the memorial leader in the United States, you would probably end up describing the Adams Granite Company, Inc.

Adams has a long tradition of quality workmanship, it is relatively small, it knows its customers in a personal way, and its owner is also its manager. His name is Elgio Zorzi, nephew of Adam and Irene Podskalny, founders of the company. Mr. Podskalny always stressed the importance of producing quality work... and this is still true under the watchful eye of Elgio.

He has placed his personal stamp upon every aspect of the Adams Granite Company. More than anything else, he respects the value of high quality stone and excellent workmanship.

The Adamscraft sandblast carving techniques has a fine reputation throughout the monument industry.

The installation of a radial diamond saw and a new base conveyor and turning system have added significantly to the production of efficiency of the firm.



**Elgio Zorzi, President of Adams Granite Company and Carole Cecchini, Vice President and Office Manager.**

Remodeled office space and new office equipment designed to streamline administrative operations has further increased the company's overall efficiency.

Carole Cecchini, Vice President and Office Manager of this BGA member firm, has been Elgio's "right arm" for several years and is the pleasant voice on the phone to thousands of callers every year.

New machinery and equipment is part of the Adams Granite Company history as well as its future plans.

Adams Granite Company is very proud to be the manufacturer of the Barre granite ledger for President Harry S. Truman in Independence, Mo., and the Barre granite upright memorial for the late Chief Justice of the United States, Earl Warren.



# ANDERSON - FRIBERG *Company* INCORPORATED

WILLEY STREET, BARRE, VERMONT 05641 • PHONE 802 476-7021

Founded in 1910, Anderson-Friberg Co. is in its third generation of family management. Melvin Friberg, President of the firm, is ably assisted by his son Peter and son-in-law, Bob Pope.

Anderson-Friberg's longevity is directly related to its commitment to supply top quality products and reliable service.

Considerable time on the road by top company managers has created long lasting associations between Anderson-Friberg and its many customers. The annual preparation of a new memorial design program is considered to be one of its vital customer services.

Also contributing to its success is its time-proven policy of reinvesting in plant and equipment to operate more efficiently and economically. In the 70's and 80's the plant was completely modernized with the latest machinery and a continuous conveyor system. In 1982 AFCO installed a fully computerized, gantry-style, 10-foot diamond saw coupled with an innovative automatic "drag-out" system which continually removes the granite residue for easier disposal of this industrial waste.



**Melvin Friberg, President of Anderson-Friberg (right) with his son Peter, Vice President Sales (seated) and his son-in-law Bob Pope, Vice President Administration.**

Anderson-Friberg Company has its own in-house designing/drafting department, and its own exclusive sandblast carving department, both of which help them maintain strict levels of quality control. Numerous examples of "AFCO Memorials" can be viewed on-site in AFCO's indoor showroom. In 1982, AFCO completed construction of one of the most attractive and func-

tional offices in the granite industry. The new building houses management, drafting, and sales, as well as AFCO's new business computer.

Anderson-Friberg Company has been called on to manufacture many memorials for nationally known people including Author P.G. Wodenhuse; CIA Director Allen W. Dulles; and baseball great J. Nelson (Nellie) Fox.



# Beck & Beck INCORPORATED

CENTER STREET, BARRE, VERMONT 05641 • PHONE 802 476-3179  
SINCE 1896 (TOLL FREE 800 451-5170)

Beck & Beck, Incorporated is one of the oldest family owned and operated granite manufacturing companies in the nation. This firm was organized in 1896.

Norman Beck is the third generation of his family to assume the Presidency of the firm. He has two sons-in-law, Robert Zider and Robert Hilferty who are also employed with the company in key management positions. His cousin, Paul Beck, is Vice President of the firm.

In the past ten years, Beck & Beck, Inc. has made more than \$1 million worth of capi-

tal improvements including three diamond saws, two splitters, an automatic polishing machine and a 35-ton crane.

Meanwhile, more than 2500 square feet of new office space has been added along with advanced IBM computer equipment and customized programming to handle a wide variety of functions.

One of the most significant events in the past decade was the acquisition of the Guardian trade name, plus all of the designs and records of Jones Brothers Company.

Beck & Beck is a leader in providing sales aids for its customers including newspaper mats, radio commercials, direct mail pieces and point-of-purchase displays. The firm's sales program is centered on eight full-time sales representatives and telemarketing efforts.

Added assistance to their customers is available in the form of monument designs. Twice a year Beck & Beck produces a new series of designs. Dick McBride, Director of Sales for the BGA member firm says, "We are a full service house — from grass markers to mausole-

ums." Unitized, pre-assembled mausoleums, complete with ancillary components and setting are offered.



Paul (left) and Norman Beck, Vice President and President respectively of Beck & Beck incorporated are flanked by (left-right) Robert Zider, Administrative Manager and Secretary of the Corporation; Robert Hilferty, Plant Manager; Richard McBride, Director of Sales; and Frank Friberg, Credit Manager.



# BUTTURA & SONS INC.

BOYNTON STREET, BARRE, VERMONT 05641 • PHONE 802 476-6646

(TOLL FREE 1-800-451-3252)

*Better Built Memorials*

The past decade at Buttura & Sons, Inc., has seen the third generation of Butturas come into key management and production positions in the company.

Brent, Leo Jr., and John Jr., have assumed important responsibilities under the experienced eye of John Buttura, Sr., President of the firm. Leo Buttura, Sr., retired last year.

As one of the leaders in the memorial manufacturing industry, Buttura & Sons have been in the forefront of such industry initiatives as sophisticated production equip-

ment; a patented memorial design featuring a slant and base of one piece; hiring the first female drafts person in Barre; an apprentice program to train people in the granite manufacturing business; hiring handicapped individuals; and the first and only third-party warranty in the Barre granite industry.

Priding themselves as a "full-service" house, Buttura & Sons maintain a sales force to serve New England and the Mid-West. This sales effort is complimented in the home office with a telephone WATS line that enhances customer relations and deli-

very of product. A new computer system in the office has also streamlined administrative requirements and has made response to sales more effective.

Meanwhile, on the drawing boards is a Loffler 2.3 meter diamond tilt-head saw and a new automatic polisher with a "captive abrasive system" for their plant operations.

Also planned is a diamond wire saw, one of the most innovative and dramatically new concepts in memorial cutting. The new saw will be capable of cutting contours 14' x 4' x 5' following any design.

Many public and private sculpted memorials placed throughout the United States were created by the artisans at Buttura & Sons.

**John Buttura, Sr.,** President and Treasurer of Buttura & Sons, Inc. (seated) with (left-right) **Leo Buttura, Jr.,** Vice President Production; **Brent Buttura,** Vice President and Assistant Treasurer; and **John Buttura, Jr.,** Vice President Sales.





Monuments

# Cetrangolo FINISHING WORKS, INC.

11 MAIN STREET, NORTHFIELD, VERMONT 05663 • PHONE 802 485-5711

Located in Northfield, Vermont, Cetrangolo Finishing Works is the most recent member of the Barre Granite Association.

Nick Cetrangolo, President of the firm; his brother, Jerry who is in charge of maintenance, research and development; his sons David, plant manager and Edward, sandblast foreman, are the nucleus of a company that has developed a broad range of goals and objectives for its future.

Cetrangolo is one of the BGA members who compete in

the building stone market. Building work projects have included furnishing granite for the addition to the U.S. Mint in Philadelphia; granite buildings for the U.S. Naval Academy at Annapolis; and granite for the world's leading cultural center, Lincoln Center in New York City.

One word is often used to describe Nick Cetrangolo — that word is "innovator". Nick and his company have pioneered in a number of new production techniques over the years. For example, the vacuum plate to handle the movement of granite

slabs; a slab turner that is now marketed by Park Tool; fully automated slab polishing process; conception of the application of the computer to the granite industry to provide order entry, pricing, acknowledgements, fully automated job tickets, invoice and expediting as well as bookkeeping.

High quality memorials, marketed through a highly efficient and effective tele-marketing process are painstakingly crafted at this firm. Short-range development plans call for the addition of several thousand square feet to the plant to house more manufacturing equipment, while long-range plans are centering on "innovative" methods of increasing production in the most efficient manner.

**Nick Cetrangolo, President of Cetrangolo Finishing Works in Northfield, Vt., and his brother Jerry, Vice President of the firm, are flanked by William Severy, Sales Manager; David Cetrangolo, Production Manager; Edward Cetrangolo, Sandblast Foreman; and Lucy Campbell, Controller.**



*About the cover — This very special Tenth Anniversary cover was painted by Richard W. Johnson, who has been doing the layout for this magazine for the past ten years. Dick, a former art director with a Boston advertising agency, is now retired. His major talent as a water colorist is evident in the cover picture showing a Barre granite quarry and famous Camels Hump Mountain in the background. A reproduction of this picture in poster form will soon be available to our readers.*



# BARRE LIFE

FALL 1982

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

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**Norman James**  
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**Robert J. Stewart**  
Manager of Member Services

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LAYOUT: RICHARD JOHNSON.

## MBNA Reports to BGA Members

Left to right, Milton V. Lyndes, Executive Vice President of the Barre Granite Association; George Karnedy, President of the Manufacturers and Wholesalers Division of MBNA; and John Dianis, Executive Vice President of MBNA, at a luncheon meeting for members of the BGA.



John Dianis, Executive Vice President of the Monument Builders of North America and George Karnedy, President of the Manufacturers and Wholesalers Division of MBNA, who is also Director of Sales and Marketing for Rock of Ages Corporation, recently entertained members of the Barre Granite Association at a luncheon meeting. Activities and programs of MBNA were reviewed and John Dianis delivered a report on the MYTTE Public Relations Program.

Two video tapes were shown illustrating publicity activities of the MYTTE Committee. The first was the dramatic documentary about Terry Fox of Canada, produced by the Canadian Government. Much assistance and publicity was provided by the MYTTE Committee staff.

The second video tape was taken from a Charles Kuralt CBS Sunday Morning program. The theme of the program segment was "Remembrance and Memorial Day." Extensive footage was taken in a Manchester, New Hampshire cemetery and a number of local citizens expressed their feelings about remembrance and Memorial Day.

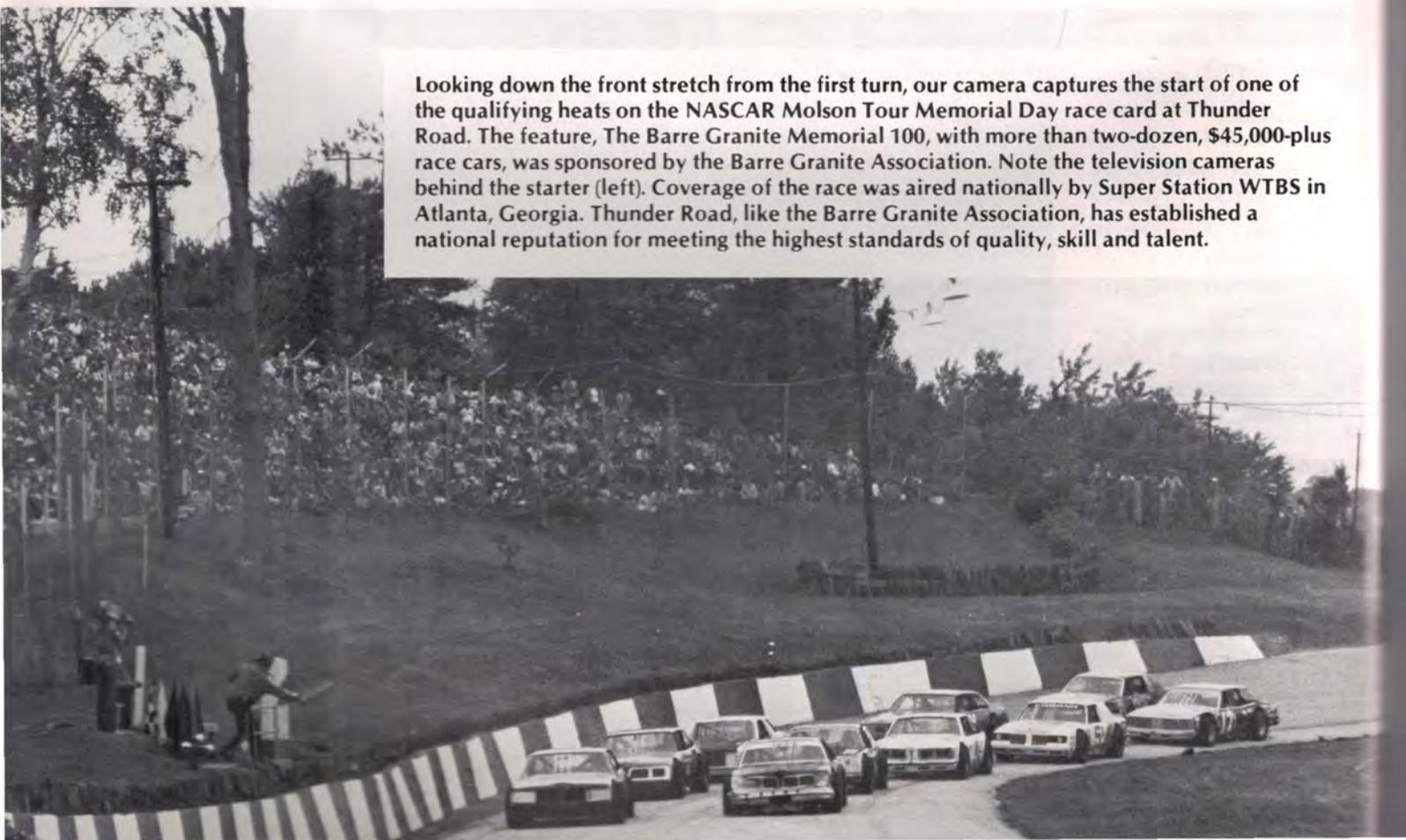
# THE BARRE GRANITE MEMORIAL 100

Motor racing is a favorite sport for millions of people across the country. The northeast is no exception as dozens of tracks dot the New England states, New York, Pennsylvania, New Jersey and points south, attracting hundreds of thousands of race fans every year.

Thunder Road International Speedbowl, located high on granite rimmed Quarry Hill in Barre Town, is one of the premiere motor racing tracks in the northeast. A paved, quarter-mile oval with 18-degree banked turns, Thunder Road recently played host to nearly eight thousand race fans as the Barre Granite Association sponsored the Barre Granite Memorial 100 on Memorial Day.

More than two dozen, \$45,000-plus race cars, participating in the NASCAR Molson Tour, pounded the high banks of Thunder Road for 100 grueling laps before Dave Dion of Hudson, New Hampshire captured the checkers. Dion, who has seen action in several major racing events on the eastern seaboard, was awarded a beautiful Barre granite end-table appropriately carved to mark the event.

The race was given national attention through the Super Station, WTBS in Atlanta, Georgia.



Looking down the front stretch from the first turn, our camera captures the start of one of the qualifying heats on the NASCAR Molson Tour Memorial Day race card at Thunder Road. The feature, The Barre Granite Memorial 100, with more than two-dozen, \$45,000-plus race cars, was sponsored by the Barre Granite Association. Note the television cameras behind the starter (left). Coverage of the race was aired nationally by Super Station WTBS in Atlanta, Georgia. Thunder Road, like the Barre Granite Association, has established a national reputation for meeting the highest standards of quality, skill and talent.

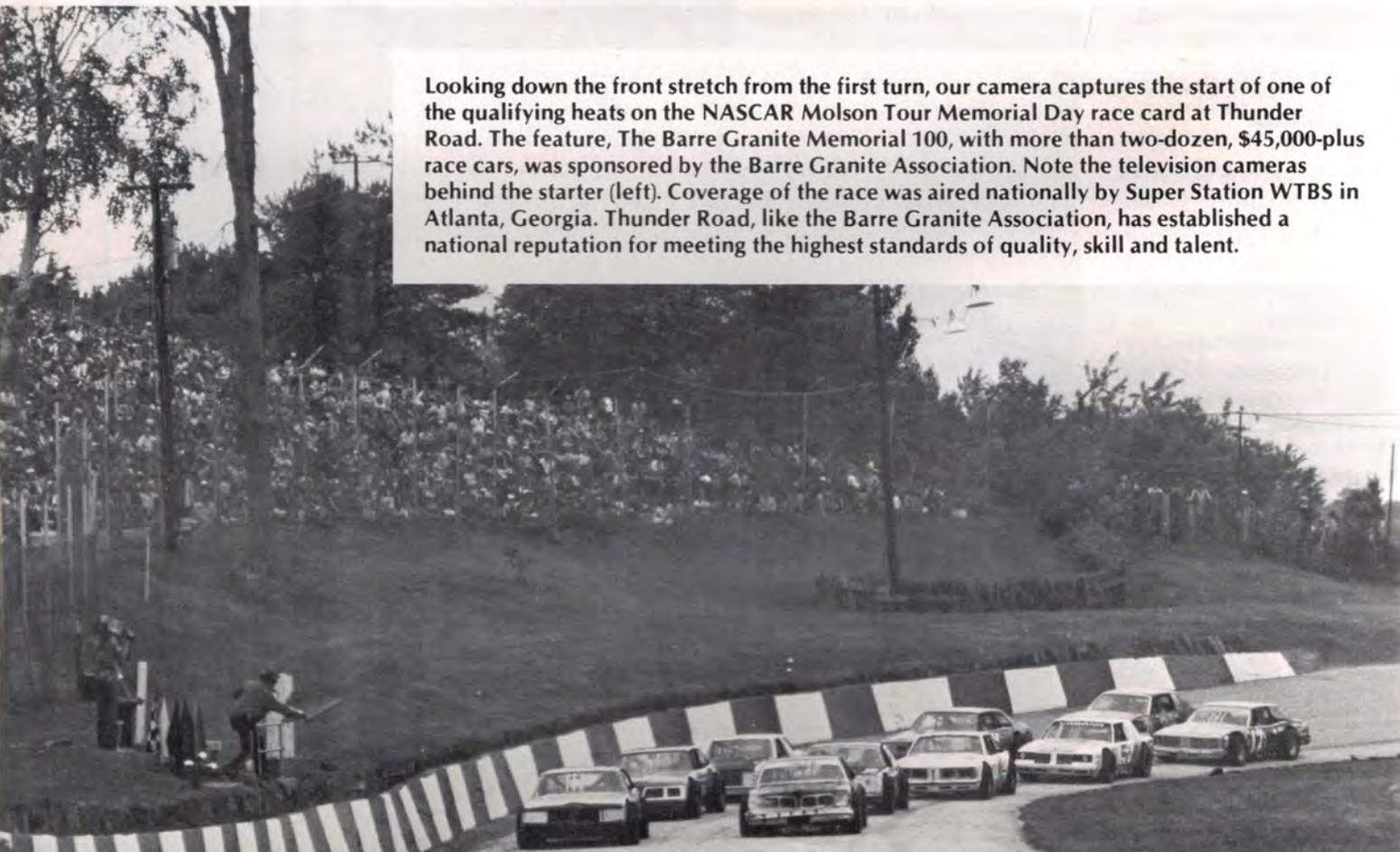
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It was a very special press conference in early May that announced the sponsorship of the Memorial Day Feature Race at one of the most famous motor racing tracks in the Northeast.

Ken Squier, Senior Motor Sports Editor of CBS Sports and owner of Thunder Road, told the state-wide press conference the Barre Granite Association would annually sponsor the Barre Granite Memorial 100 every Memorial Day at Thunder Road.

Here, Squier listens as BGA Executive Vice President Milton Lyndes addresses sports writers at the press conference.

"The race car driver and the granite worker," said Lyndes, "are both artisans in their own right. The artisans of the Barre Granite Association are proud to join the artisans of Thunder Road for this annual observation of Memorial Day."



BGA Executive Vice President, Milton V. Lyndes, (left) presents Dave Dion with a dark Barre granite end-table top for capturing the 100-lap Memorial Day feature race at Thunder Road. Dion's name was later carved in the granite by Buttura & Sons.

Dave Dion receives his "trophy" from John Buttura, Jr., (right) of Buttura & Sons, who made the special award in famous dark Barre granite. Also in the photo are Norman James, Editor of BARRE LIFE (left) and Sonny Ducharme, the owner of Dion's racing machine.





Monuments

# Chioldi Granite Corporation

SO. FRONT STREET, BARRE, VERMONT 05641 • PHONE 802 476-3661

*Manufacturers of Better Memorials for Over Fifty Years*

Chioldi Granite Corporation has experienced considerable progress in the past decade, including a change of ownership when John Mattson succeeded Howard Rock at the helm of the company. Howard Rock, a highly respected manager retired after being sidelined by a heart attack.

New equipment recently installed in the BGA member firm includes a four-foot diamond saw, a twin-headed diamond saw, two automatic top polishers, a profile grinder and conveyors. A special display room has also been prepared.

Efficient office procedures have been put on line including a new bookkeeping system that keeps the company's accounting information at finger-tips.

Described as a specialty house, Chioldi Granite Corporation concentrates on duplicate monuments and markers; "one of a kind" monuments; sculpted and hand carved memorials, features and mausoleums erected on site.



**John Mattson, President of Chioldi Granite Corporation with his sons Allan (standing) and Ken (right).**

The firm's business has been enhanced with a fine advertising program and the creation of some new monument designs.

Two other Mattson's, Ken and Allan, joined their father's firm — Ken in 1965

and Allan more recently, five years ago.

Among the many notable memorials produced by Chioldi Granite Corp. is the statue for the late Congressman Robert A. "Fats" Everett of Tennessee.



# Colombo Granite Co., Inc.

BOYNTON STREET, BARRE, VERMONT 05641 • PHONE 802 476-7061

*Memorials Supreme in Best Barre Granite*

Ten years ago, "Mac" Colombo retired as President of Colombo Granite. Under his leadership, this member firm of the Barre Granite Association maintained steady growth and achieved a highly reputable position with customers across the nation.

Since Mac's son, Bob and his attractive wife Jackie have assumed the mantle of leadership, the firm has grown at even a more rapid rate.

An automated planer; an automatic diamond saw; an automatic polisher; an automatic top polisher; conveyors; a hydro-splitter; chipper; assembly line reorganization; additions to present wire saw capacity and structural improvements have been put in place.

The firm's office has been renovated and enlarged by 30 percent to allow for the installation of a computer that does everything except "answer the phone". A new staff person, Mark Shedd is responsible for expediting and shipping.



**Jackie Colombo, Vice President of Colombo Granite and Bob Colombo, President of the firm.**

In all, nearly 2,000 square feet of new space has been added to Colombo Granite Company to provide capacity for increased production due to increased sales across the country.

A direct "hands-on" ap-

proach by Bob Colombo, coupled with constant advertising in trade journals and sharing a nationwide sales force insure a positive future for this granite manufacturing company now in its second generation.



# Cook Watkins & Patch, Inc.

BLACKWELL STREET, BARRE, VERMONT 05641 • PHONE 802 476-4175

FOUNDED 1890 - Over ninety years of continuous service to the monument industry

Mechanical and technological advances have marked the past decade at Cook, Watkins & Patch, Inc.

Splitters, chippers, conveyors and turnover bankers are some of the new mechanical installations at the BGA member firm. Automated diamond saws and polishing equipment round out the technological improvements in the company's plant operations.

David Reid, President of Cook, Watkins & Patch, Inc.

is personally familiar with every job in his company. His thoughtful and far-sighted developments of an old-line manufacturing facility into a modern producer of memorials has been his supreme accomplishment during the past ten years.

Raymond Stroutsos, one of the premiere sales representatives in the monument business has helped create a constant sales growth and has made the Cook, Watkins & Patch name widely known in the granite monument

industry.

Cook, Watkins & Patch, Inc. is also constantly searching for new methods of assisting granite monument retail dealers. Brochures, designs, and selling tips are part of the sales packages put together by Cook, Watkins & Patch to strengthen sales operations for their customers.

Both David Reid and Ray Stroutsos have been very active in industry betterment programs. David is serving his second term as

President of the Barre Granite Association and Ray is a director of the American Monument Association.



Ray Stroutsos, Vice President (left) and David Reid, President of Cook, Watkins & Patch, Inc.



Monuments

# C.R. DAVIDSON COMPANY, INC.

SOUTH RYEGATE, VERMONT 05069 • PHONE 802 584-3591



C.R. Davidson Company, Inc. has built a solid reputation for more than fifty years for personal and efficient customer service and production of only the highest quality memorials.

Located in South Ryegate, Vermont, this member firm of the Barre Granite Association prides itself in its substantial duplicate work and its personal, first name relationship with second and third generation customers.

High standards of workmanship in all phases of the memorial manufacturing process are strictly adhered to under the personal supervision of Clyde Davidson, President of the firm. His wife, Muriel, a Vice President of the company, is responsible for customer relations and recently instituted a

**Clyde and Muriel Davidson (seated), President and Vice President respectively, of C.R. Davidson & Company of South Ryegate are joined by their daughter and son-in-law, Louise and Winston Doe.**

streamlined office procedure to increase the firm's overall efficiency.

Clyde's son-in-law, Winston Doe, is plant foreman with

increased responsibilities for day to day operations of the firm. Clyde's daughter, Louise is employed as a stenographer while Jean McPhee is office manager.



M. ROSELLI & SONS

# DESILETS

*Granite Company, Incorporated*

221 BARRE STREET, MONTPELIER, VERMONT 05602 • PHONE 802 223-2111

In the past ten years the Desilets Granite Company, Inc., managed by the firm's Vice President, Victor Roselli, has built a new two story office and has added new bookkeeping equipment for a more efficient accounting operation.

The Desilets plant has been given a new aluminum siding backed by new insulation for energy conservation purposes. New gas heaters have also been installed as a back-up to their main heating system. This effort has reduced heating costs by more than \$6,500 a year.

Describing the output of the plant as "specialty work", Vic Roselli said quality custom work, emphasizing creative sculpting, is the background of the firm's business. This company has long been known for its carving and statuary. Desilets is one of the few granite manufacturers who place considerable emphasis on carving. This, in part, can be attributed to the background of the Roselli brothers. Taught sculpting by their father, they still maintain this proficiency.

The advertising and promotion work of Desilets Granite Company is low-key and personal. "There is no high pressure", says Evelyn, Vic Roselli's wife, "we take a personal interest in all our dealers and work together."

Vic's brother Sam, who resides in Chicago, is Vice President and represents the firm in Chicago and vicinity.

He also works with the dealers to create new designs.

Alfred Roselli, the firm's President, lives in Hollywood, Florida and is manager of a Medical and Professional Office building in Fort Lauderdale which is owned by Alfred, Sam, Vic and a fourth brother, Joseph Roselli who also resides in Hollywood, Florida.

**Alfred Roselli,  
President of  
Desilets Granite  
Company of  
Montpelier,  
Vermont.**





# FAMILY MEMORIALS INC.

BURNHAM'S MEADOW, BARRE, VERMONT 05641 • PHONE 802 476-7831

Family Memorials, Inc., is wholly owned and operated by the Couture family. Six people, all members of the Couture family operate one of the smaller, but very efficient granite manufacturing plants in Barre.

Family Memorials was created by Romelus Couture many years ago. Robert Couture succeeded him as President of the Company. Roger Couture is company Treasurer and a stone cutter in the plant. Armand Couture, a polisher, is also a Vice President of the firm. Ronald Couture works the small polisher and the wire saw while Bobby Couture works part-time in the plant while attending college. In the office, Mary Ann Couture is receptionist and book-keeper.

Family Memorials is a most appropriate name for this fine company. The term expresses the close relationship between its owner-operators and the relationship between the company and its customers.

During the past 10 years, progress at Family



**(left-right) Robert Couture, President of Family Memorials; Roger Couture, Treasurer; and Armand Couture, Vice President of the firm.**

Memorials has been marked by increased efficiency through mechanical and technical improvements in plant and office operations.

A direct mail program has increased sales, and advertising has been coupled with the establishment of a

memorial design program. This has added significant sales for the company.

Future improvements in office space and plant machinery are in the planning stages with implementation scheduled over the next few years.

# TRANSPORTATION



By Robert J. Stewart

BGA Manager Member Services

In the past ten years the Barre Guild Freight Consolidation Service has shipped hundreds of thousands of memorials across the country from its terminal in Barre. Years ago, most memorials shipped through the Barre Guild Freight Consolidation Service went by railroad. Now most shipments are made by truck.

Two years ago, the Barre Guild Freight Consolidation Service acquired trucks and began regular pickups from BGA-member plants in order for loads to be consolidated at its terminal.

Formerly the Johnson and Gustafson granite manufacturing plant, the Barre Guild Freight

Consolidation Terminal was rebuilt two years ago at a cost of \$45,000. This included a whole new rear wall, major roof repairs and a reinforced crane-way for the 300' x 60' building. Four bays easily handle straight body or tractor-trailer rigs. 12,000 square feet of storage space makes this terminal one of the largest truck terminals in the granite industry.

Last fall a new function was inaugurated — monument setting. The Consolidation Service purchased a setting truck with a five-ton crane is now setting monuments for BGA-member firms and their customers.



Seated from the left are: Paul Rouleau, Richard Garand and Robert Stewart. Standing, from the left: Gabriel LaCroix, Wayne Pelkey, Raymond Stroutsos and Peter Friberg. Missing from the photo is John Mattson.

The seven-member Board of Directors of the Barre Guild Consolidation Service were re-elected to one year terms at the annual meeting of the BGCS.

Richard Garand, Treasurer of S.L. Garand & Co., of Montpelier was also re-elected President of the Board. Re-elected Vice President was Paul Rouleau, Treasurer of Rouleau Granite Company. Other members re-elected to the Board are Raymond Stroutsos, Vice President of Cook, Watkins & Patch, Inc.; Wayne Pelkey of Rock of Ages Corp.; Gabriel LaCroix, President of LaCross Granite Co.; Peter Friberg, Vice President of Anderson-Friberg Co.; and John Mattson, President of Chioldi Granite Corp.

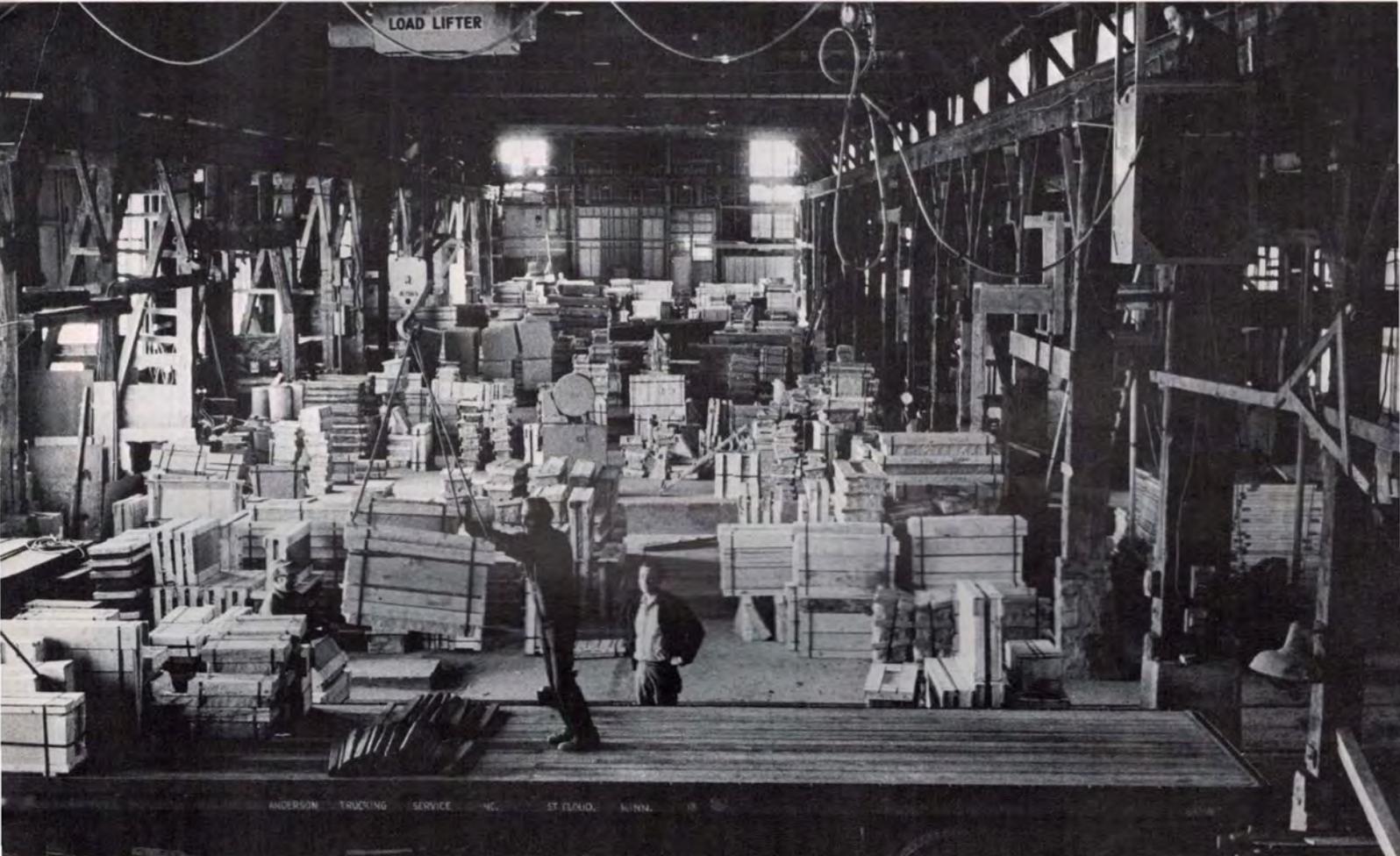
John Salvador was re-elected Treasurer and Patricia Shepard was re-elected Assistant Treasurer.

Robert Stewart, Manager of Member Services of the BGA was re-elected Secretary and General Manager.



The 300' x 60' building is one of the largest terminals in the granite industry.

A consolidated shipment is being readied at the Barre Guild Freight Consolidation Service Terminal. Shipments from this terminal are destined for monument retail dealers located south and west of the mid-west and mid Atlantic states.



Gardner Walker, Manager of the Barre Guild Freight Consolidation Service Terminal guides an order into place as Cecil Royea operates the crane.





Monuments

# S. L. GARAND & COMPANY, INC.

PIONEER, MONTPELIER, VERMONT 05602 • PHONE 802 223-2301

*Producer of GARAND-TEED MEMORIALS*

The past decade has been one of unparalleled growth for S.L. Garand & Company, Inc., of Montpelier, Vermont.

Ten years ago, brothers Oscar, Leo and Raymond were operating the firm. Today, Raymond is President of the company, and Leo's sons John and Richard are Vice President and Secretary-Treasurer respectively.

This member firm of the Barre Granite Association began its progressive development with a complete

plant renovation ten years ago. This included the installation of modernized machinery, the development of new production techniques, a new energy saving heating system and the construction of a forty-foot addition to the main plant.

Over the next five years, S.L. Garand & Company completely remodeled its offices, installed a fully insulated roof on the main plant; built a new 100' x 60' shipping warehouse; instituted telephone sales marketing and

two Garands joined the firm — Steve as Office Manager and John as Vice President and Sales Manager.

In the last five years, the firm constructed a new machine shop; purchased a new diamond saw and a hydraulic splitter and added a new drafting area to the office.

Last year, S.L. Garand & Company purchased and completely renovated the former Everlasting granite plant next door. One section of the building is

devoted to a large indoor display area featuring a huge 32-foot mural of the Last Supper. The remaining space is used for warehousing purposes.



**John Garand, Vice President and Sales Manager; and Raymond Garand President of S.L. Garand & Company with (left-right) Steve Garand, Office Manager; George Kreis, Plant Manager; and Richard Garand, Secretary-Treasurer of the firm.**



Monuments

# GREARSON & LANE COMPANY, INC.

BURNHAM'S MEADOW, BARRE, VERMONT 05641 • PHONE 802 476-7102

*Established 1894*

*Circular Monumental Works*

Unique among its peers, Grearson & Lane Company, Inc. is one of three granite manufacturing plants in the country that specialize in the turning of granite.

This company is one of the oldest family operated businesses in the country. The firm was formed in 1894 by Fred and James Grearson to produce granite columns and other granite products by lathe cutting.

For more than the past decade its specialized skills

have brought nationwide recognition and prestige to this member firm of the Barre Granite Association. Specifically: lathe work on the 7'-0" diameter Westinghouse Time Capsule marker for the New York World's Fair; the columns on the Colonel Sanders family colonnade; and the monument at the US Military Academy.

While some equipment, such as the tempered steel cutting disk has retained its many years of dependability, new

equipment, including diamond core drills and diamond cutoff wheels, have been installed providing more efficient production of these specialized granite products.

The emergence of granite in the building industry has added some significance to the output at Grearson & Lane. Classic architecture and historic preservation have also been sources of new business over the past few years, along with some interest in the interior decoration field.

However, 80% of today's business is still the time honored column, urn and vase — requirements of the monumental trade.



**Lloyd Grearson, President of Grearson & Lane (left) and his brother James, Vice President and Treasurer are the sons of co-founder James Grearson.**



# HOULE-GIUDICI GRANITE CO

SO. FRONT STREET, BARRE, VERMONT 05641 • PHONE 802 476-3621

Progress at Houle-Giudici has been marked with the installation of new sophisticated granite manufacturing machinery, the addition of new space to their plant, and a modernization of office procedures to provide an overall, highly efficient operation.

Plant production has been vastly increased with the addition of a cement floor throughout the plant; the addition of nearly 9,000 square feet of new space; the installation of a seven-strand wire saw; a three-foot and five-foot diamond saw; a new splitter, polisher and top polisher; two new travel cranes and a modification of the assembly line.

Their new office is complete with a computer system that handles everything from accounting to estimating to production scheduling.

Advertising in trade publications and other outlets has resulted in demonstrated in-



**Gordon Lambert, Manager for Houle-Giudici stands between Charles (Gene) Houle, President of the firm (left); and Frank Giudici, Sales Coordinator.**

creases in sales over the past few years. Telemarketing is also instrumental in the success of Houle-Giudici Granite Company.

Planning for future expansion of manufacturing operations is also an important

facet of the company's production efforts. This member firm of the Barre Granite Association is anticipating modernization of its polishing and sawing work and the addition of more space for the storage of granite saw blocks.



# LaCroix Memorials inc.

PRODUCERS OF "MONO-RAMIC" MEMORIALS

BOYNTON STREET, BARRE, VERMONT 05641 • PHONE 802 479-2526

New equipment in the plant; a new president in the front office and plans for new expansion mark the past ten years at LaCroix Memorials, Inc. in Barre.

President Gabriel (Bebe) LaCroix, at the helm of this member firm of the Barre Granite Association for the past year is ably assisted by his two sons — David, plant foreman and Gary who is the

plant expeditor.

LaCroix says his firm's efficiency has steadily improved with the addition of such production equipment as a three-foot diamond saw; two top and end polishers; a Cary slab polisher; a planer; a hydro-split and a conveyor system with new bankers for his stone cutters.

Plans are also on the drawing board for a new craneway

for the rough stock area.

A computer system was recently installed in the office to handle all bookkeeping requirements of the firm.

Bebe can often be found on the road visiting his many retail customers. "It's the personal touch that counts", he says. He has also installed a toll-free, telephone WATS line for easier and quicker communication with monu-

ment retail dealers.

Once known for speciality, hand carving work, LaCroix Memorials now produces high quality upright memorials in six colored granites plus Barre gray.

**Gabriel (Bebe) LaCroix, President of LaCroix Memorials, Inc. with his sons, David (left) and Gary**





# LAWSON GRANITE COMPANY, INC.

*Manufacturers of Select Granite Memorials*

QUARRY STREET, BARRE, VERMONT 05641 • PHONE 802 476-3541

Fifty years ago Alex Lawson and Albert Gherardi, Sr., founded Lawson Granite Company in Barre. Ten years ago, Albert Gherardi, Jr., took over ownership and operation of the firm.

Over the past two years, a third generation, Mark and Paula Gherardi have become an important part of the company. Mark's responsibilities center on being an assistant to his father. He makes decisions as plant supervisor, expeditor, estimator and sales manager.

Paula is on the front lines with receptionist, customer service and accounts payable responsibilities.

Lawson Granite Company has been steadily expanding over the past few years and plans have been made for further expansion, new sophisticated production equipment and realignment of their production line.

Doubling their sandblast facilities, a new shaping room, expanding their conveyor and craneway systems, plus new and planned addi-

tions to the plant are part of the progressive activities at Lawson Granite.

Maintaining tough quality control standards is a top priority of this member firm of the Barre Granite Association. This is plainly evident with "satin steeling", an outstanding process featured in some of their memorial products.

Telemarketing has been developed as a means of strengthening personal relations and fast service in the

past decade and their customer service includes contemporary memorial design sets which are sent out every year.



**Albert Gherardi, Jr.,**  
President of Lawson  
Granite Company with  
his son and daughter,  
Mark and Paula.



Monuments

# Maurice Memorials, Inc.

GRANITE STREET, BARRE, VERMONT 05641 • PHONE 802 479-9388

(TOLL FREE 1-800-451-4173)

FINE GRANITE MEMORIALS

Maurice Memorials, Inc. of Barre is one of several firms employing family members. A dozen of the 20 workers in the plant are related as brothers, cousins, uncles, sisters, nephews and nieces.

Raoul Maurice, age 77, is the oldest stone worker working on a continuous basis in the Barre granite industry.

Raoul founded Maurice Memorials, Inc., in the early 1950's after nearly 20 years of employment in the Barre granite industry. This firm

has been serving its customers across the country with efficient service and a top quality product for thirty years.

In the past two years Maurice Memorials modernized and streamlined their plant operations to provide a more efficient production line. This modernization was marked by the replacement of wire saw with a diamond saw; the installation of a hydraulic splitter; conveyors; a top polisher; a fully automatic Lane slab polisher and

a fully automatic sandblast operation.

The office has been remodeled and plans are underway for installation of a computer to handle all paper work including billing, shop cards and estimating.

Maurice Memorials specializes in many different memorial shapes; heart, oval, diamond and many others not common in memorialization.

Volume for the BGA member company has steadily increased over the past decade and the outlook for the future is solid as a third generation of Maurices is gaining knowledge and honing leadership qualities in the plant's operations.



**Raoul and Leo Maurice are seated and Anita Busque, David, Fernand, and Real Maurice and Raymond LaCroix are standing.**

# Testimony to a Quarter Century of Service

I wish to commend the Barre Granite Association on the occasion of their 25th Anniversary of their Cemetery Assistance Program. The Association not only works for quality within the monument industry, but also through its cemetery design program, assures that many cemeteries are properly developed. This fine spirit of cooperation between the allied industries is to be commended and hopefully it will continue in the years ahead for the betterment of the industry.

J.W. Munro, Mt. Auburn Cemetery  
Mt. Auburn, Massachusetts  
Past President, American Cemetery Association

I wish to commend the Barre Granite Association on the 25th anniversary of the Cemetery Assistance Program. It was a perceptive and foresighted decision to set up such a program, and over the years the program's existence has unquestionably improved the compatibility of interest between those who provide and execute memorial design and those whose land planning sets off the results. I hope this good work will continue as productively as it has in the past.

John F. Philbin,  
Executive Director Catholic Cemeteries of Chicago

It is my pleasure to congratulate the Barre Granite Association on this, the 25th Anniversary of their Cemetery Assistance Program, for the fine job that has been done by them in advancing cemetery planning to the high level of quality and efficiency it enjoys today.

Their availability to assist the small as well as the large cemeteries is greatly appreciated by the entire cemetery industry.

Robert Goodwin, The Evergreens  
Brooklyn, New York

President, American Cemetery Association

May I take this opportunity to express to the Barre Granite Association upon the tenth anniversary of the publication of the service periodical "Barre Life," my appreciation for a job well done. The periodical is always welcome in my office with its information, news of the Allied Industries and its service. Naturally the Cemetery section is most pertinent to the Cemeterian and has provided valuable insights to new avenues of endeavor and new approaches and solutions to old existing problems.

We look forward to many more years of good association and benefits derived from "Barre Life." Continue the valuable service to the Allied Industries.

Sam Stueve, Spring Grove  
Cincinnati, Ohio

Executive Vice President and General Manager

## ROCK OF AGES DESIGN CONTEST

Rock of Ages Corporation, known for producing sale-worthy and pleasing monument designs, is sponsoring a design contest open to all authorized Rock of Ages dealers throughout the United States and Canada.

The contest will cover three categories: estate monuments, standard upright monuments and markers.

Initial judging in November will narrow the field of entries to 25 designs which will

subsequently be judged at the 1983 National Convention of the Monument Builders of North America at Las Vegas, Nevada. Three prizes will be awarded in each category, as well as a "Top of Show" award for the most outstanding design submitted.

Gene Brusetti of the Rock of Ages Design Department will produce uniform colored renderings of the final entries so all will be judged on merits alone.

# News from the Cemetery Field

Edward Comolli, *BGA Manager Cemetery Services*



The Barre Granite Association is celebrating the 25th Anniversary of its nationally known Cemetery Service Program to retail monument dealers and cemeteries.

The BGA created the first Cemetery Service Program in the monument industry in 1957 to encourage cemeteries to establish new monument sections.

Since then hundreds of cemetery dealers have benefited from the program in which the BGA pays one-half the cost (up to \$800) of a new monument section design for cemeteries.

The genesis of the program stemmed from evidence that many smaller and medium size cemeteries across the country would be receptive to a professionally designed cemetery plan that included upright monuments. The BGA initiated the program when it became apparent these cemeteries lacked the financial resources and the knowledge of how to obtain a plan for a monument section.

The cemetery plans are prepared by Donald Ward of Grever & Ward, whose reputation is well known throughout the United States.

In the past 25 years hundreds of thousands of monument grave spaces have come into existence because of the BGA sponsored Cemetery Service Program. Some of these plans have been initiated by farsighted retail monument dealers who have contacted their local cemeteries to inform them of the BGA sponsored program.

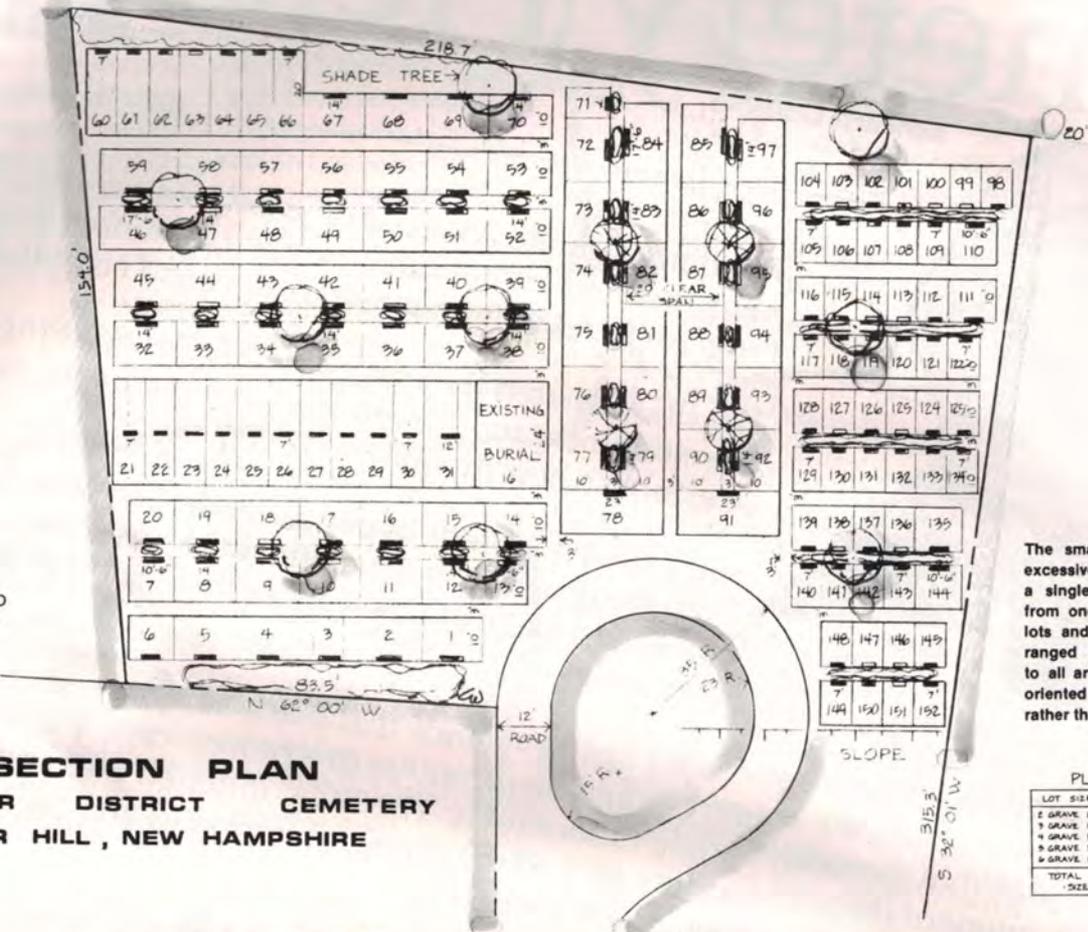
The BGA Cemetery Service Program is the only one in the United States with a full-time manager. He is Edward Comolli of the BGA office. He has been instrumental in developing other programs such as the use of Barre-Pak Epoxy for stone repair and as a deterrent to vandalism, developing monument rules and regulations as well as working with retailers with problems that might arise with cemeteries concerning the traditional memorialization.

Anyone interested in further information about the BGA Cemetery Service Program is urged to write or call Ed Comolli at the BGA office.

These cemetery section plans are representative of the highly skilled professional planning available to cemeterians from the Cemetery Services Program of the Barre Granite Association. In the past 25 years this program has created thousands of additional cemetery spaces which in turn, has increased sales of upright monuments for retail dealers.

GREVER & WARD  
Orchard Park, N.Y.

**SECTION PLAN**  
**STREETER DISTRICT CEMETERY**  
**SUGAR HILL, NEW HAMPSHIRE**



The small cemetery can avoid excessive land waste by using a single road and turnaround from one side. From that point lots and memorials can be arranged to provide free access to all areas. The memorials are oriented to a walking approach rather than a vehicular approach.

**PLAN SUMMARY**

LOT SIZE	MON.	%	TOTAL GRAVED
2 GRAVE LOT	52	34	104
3 GRAVE LOT	8	5	24
4 GRAVE LOT	86	57	344
5 GRAVE LOT	9	6	18
6 GRAVE LOT	8	5	16
<b>TOTAL</b>	<b>153</b>	<b>100</b>	<b>506</b>

SIZE OF BURIAL AREA - 0.78 AC.

GREVER & WARD  
Orchard Park, N.Y.

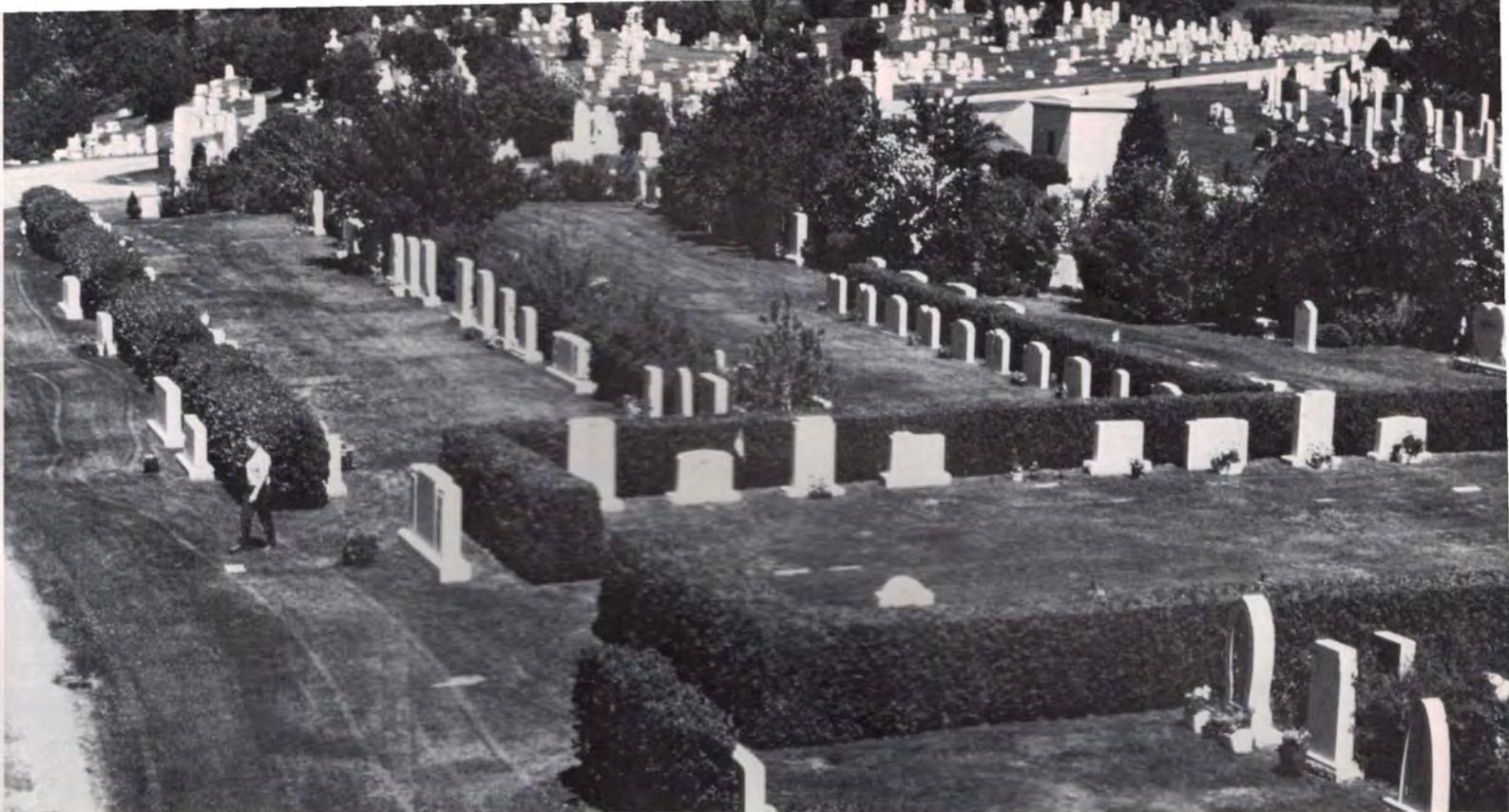
Irregular-shaped section can be divided into small garden-like areas by plantings, so that each memorial lot is approached in a special way. Each lot in this particular design is equivalent in location and value to others. Memorial visibility is excellent. Entrance is simplified.

**SECTION 8**  
**MT. HOPE CEMETERY**  
**ACTON, MASS**

**PLAN SUMMARY**

LOT SIZE	MON.	%	TOTAL GRAVED
2 GRAVE LOT	53	19	106
3 GRAVE LOT	28	10	84
4 GRAVE LOT	76	27	304
5 GRAVE LOT	9	3	36
6 GRAVE LOT	8	3	32
7 GRAVE LOT	4	1	16
8 GRAVE LOT	4	1	16
<b>TOTAL</b>	<b>176</b>	<b>100</b>	<b>594</b>

SIZE OF AREA - 3.2 AC.



The foreground shows systematic, organized and effectively planned use of cemetery space. The opposite is seen in the background.

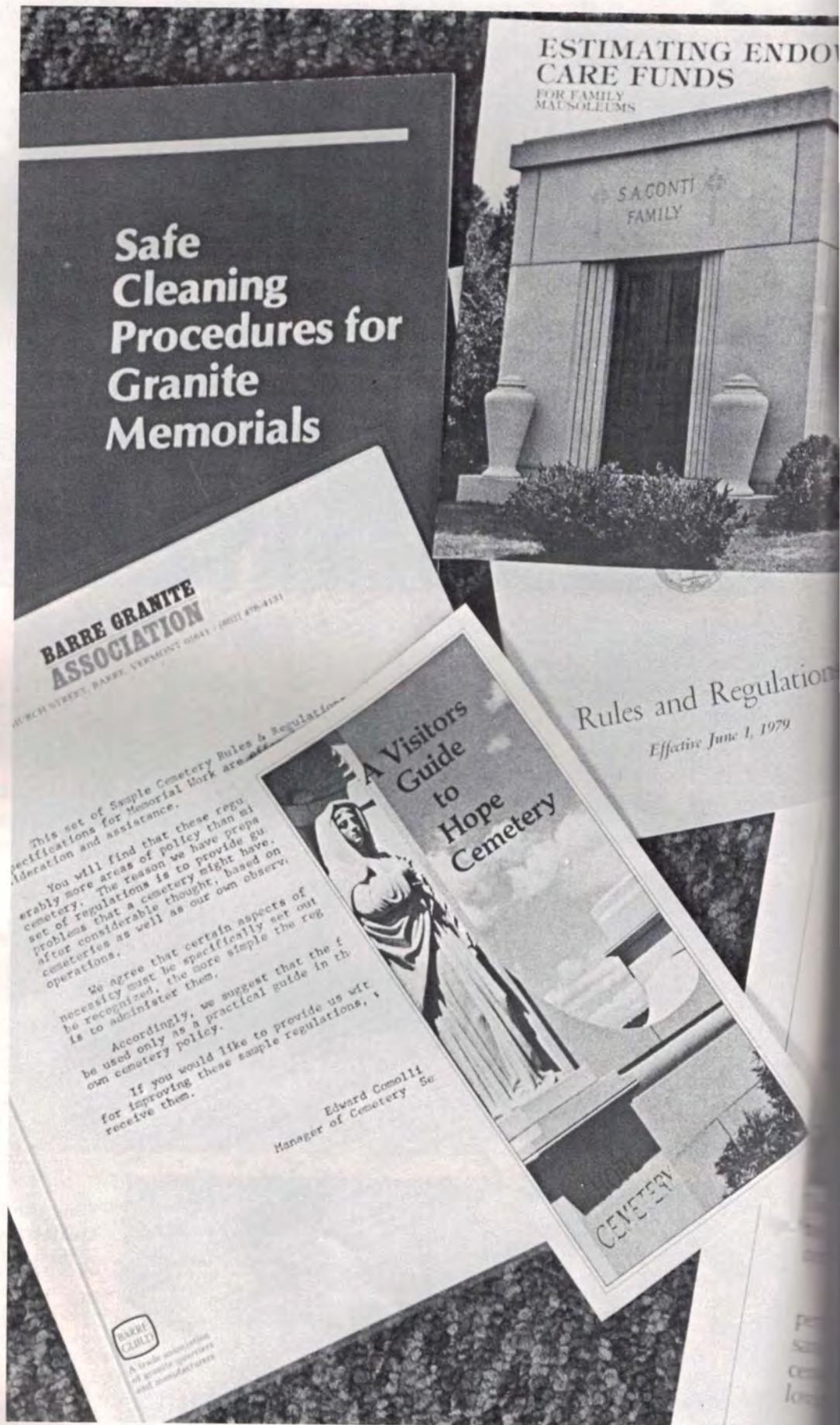
Much more useable cemetery space is available through effective land use planning.



Shrubs and small trees accent this newly created and properly planned cemetery section.



Cemetery designs, rules and regulations, cleaning methods, Barre-Pak epoxy and other materials are available from the Barre Granite Association and Edward Comolli, Manager of Cemetery Services. The BGA's highly successful and acclaimed Cemetery Service Program is observing its 25th Anniversary.



# BARRE-PAK EPOXY

## USING EPOXY AS A DETERRENT TO CEMETERY VANDALISM

Permanently bonding the monument die to its base appears to be the simplest and least expensive answer to the problem of vandals tipping over monuments in cemeteries.

Barre-Pak, the special epoxy developed by the Barre Granite Association, is used with increasing frequency to bond the monument to its base or to repair broken memorials.

Your Barre friends believe that cemetery vandalism is a problem whose solution may lie with several different groups - the monument manufacturer, the monument retailer and the cemetery. Not only do these groups have a direct responsibility in reducing vandalism, but they all can work together in looking for solutions to the problem.

As a service to the industry, the Barre Granite Association has taken a direct hand in trying to learn as much as possible about the various types of adhesives. Barre-Pak has been on the market for several years and was developed specifically and especially for the bonding of natural stone. The research was sponsored by the B.G.A. for this particular purpose.

### Barre Pak is not expensive.

When compared to the inconvenience and substantial expense of resetting a monument that has been tipped over, an application of Barre Pak epoxy for less than \$4 a piece of monument is set is a modest price indeed to insure a permanently bonded monument.

Barre Pak is made available in two sizes. The small pak is \$3.75 and is plenty large enough to bond almost any traditional monument to its base.

Price of Barre Pak for \$15.00

ments must be prepared for setting in the same time.

### Barre Pak is easy and simple to use.

Anyone can use Barre Pak (a good bond) by following instructions. The quantity of Barre-Pak to be mixed in its package. Your package. The area is treated with a primer.

### An epoxy

Epoxy

Some of the reasons for the extra cost is indeed the peace of mind they need to serve over the years.

Cemetery Designs  
from the  
Barre Granite Association

DESIGN

## This Is A Cemetery

Lives are commemorated - deaths are recorded - families are reunited - memories are made tangible - and love is disguised. This is a cemetery.

Communities accord respect, for reverence, historians seek nation and our heritage is preserved.

Testimonies of devotion, pride and courage are carved in stone to participate in accomplishments and to remember - not death - of a loved one. A cemetery is homeland for family members that are a sustaining source of strength to the living.

A cemetery is a history of people - a record of yesterday and a promise of peace and quiet today. A cemetery exists because every life is worth remembering.

# FLOW

MAINTENANCE  
Cemetery Designs

From the Barre Granite Association  
Cemetery Service Program



# Montpelier Granite Works

EST. 1925

*Manufacturers of Distinctive Memorials*

UPPER GRANITE STREET, MONTPELIER, VERMONT 05602 • PHONE 802 223-2581

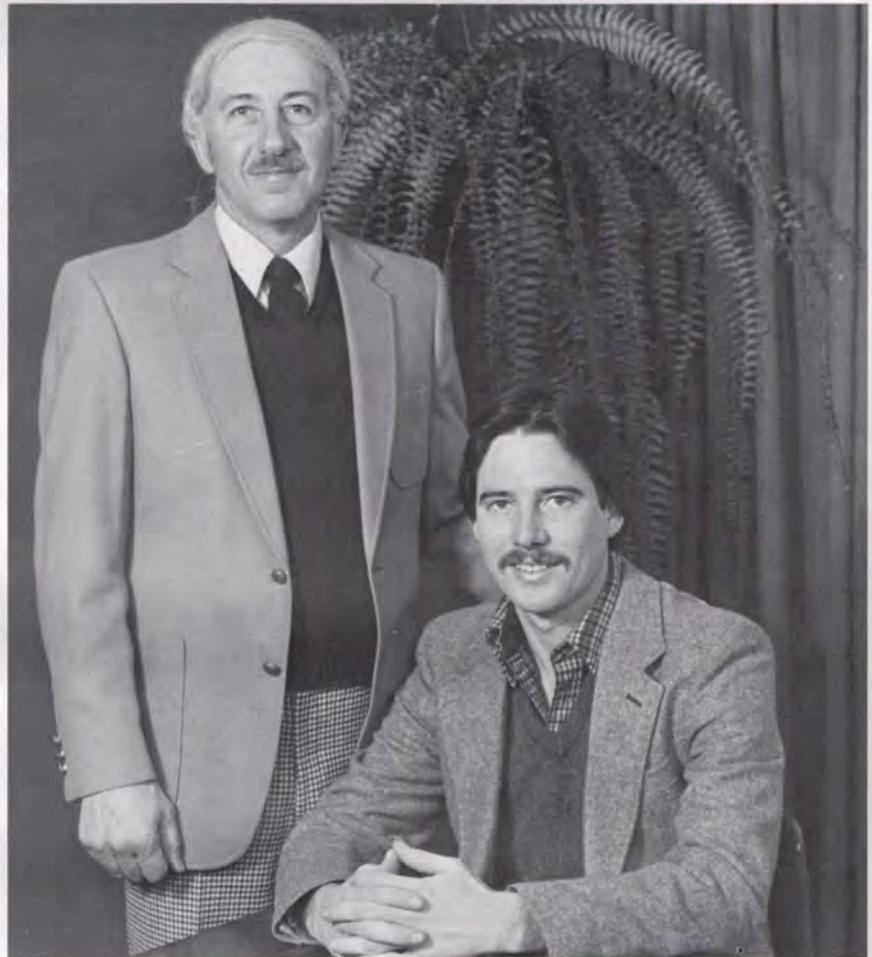
Montpelier Granite Works, under the leadership of company President Joe Mureta, has modernized its plant operations through the installation of a new crane, a new production layout, a diamond saw, a new hydro-splitter and a new concrete floor throughout the entire plant. An adjoining building was purchased for use as a warehouse.

Montpelier Granite Works, like all members of the Barre Granite Association, has adhered to environmental regulations through the installation of a lagoon to capture industrial waste from the plant. And, mindful of soaring energy costs, the plant's heating system has been converted to gas heating units.

Joe's two sons, Douglas and Daniel have joined the firm. Doug is learning all aspects of plant production while Dan is a Vice President and Sales Manager.

In the office, which has been expanded and renovated to include the executive offices of the company, a toll free telephone WATS line has been installed for the convenience of customers. Paul Mascitti has joined the sales staff also.

Montpelier Granite Works



**Joe Mureta, President of Montpelier Granite Works and his son Dan, Vice President and Sales Manager.**

has maintained its own hand carvers and sandblast carving department and produced its own "MGW" Design Book as a customer service. The firm is very proud to have the only full-time female sales representative in the granite industry — Janie Bilon, who was featured in the Spring issue, 1982 of

BARRE LIFE magazine.

The personal memorial for Dixieland Jazz immortal Louis "Satchmo" Armstrong was manufactured by Montpelier Granite Works. This was a jet black square upright monument, with a gold leafed trumpet and handkerchief on the top of the memorial.



# NATIVI & SON, INC.

*Producers of the finest memorials from the Granite Center of the World.*

CENTER STREET, BARRE, VERMONT 05641 • PHONE 802 476-7101

Silvio Nativi, President of Nativi & Son, has been a leader in the engineering of modern production methods in the Barre area. Over the past decade this firm has continued to refine an already modern and efficient manufacturing plant.

Their office operations were significantly improved a few years ago with the installa-

tion of a completely computerized paper flow system that has the capability to handle orders, production scheduling, accounting, estimating and shop cards. One of the first companies to use a computer, Silvio Nativi has created software programs that have been purchased by other manufacturers in Barre and other producing areas.

Contact with their nationwide network of customers is made through direct mail. Three times a year, Nativi & Son prepare special memorial design kits for retail dealers depicting varying shapes and sizes of monument produced in their plant.

Efficiencies in the production of monuments has also included participation in a sophisticated diamond block sawing and completely automated polishing operation with Granite Industries of Vermont.



**Silvio Nativi, President of Nativi & Son (left); Glenn Atherton, Office Manager; and Charles Gauthier, Plant Manager (right).**



# NORTH BARRE GRANITE, INC.

RAILROAD STREET, BARRE, VERMONT 05641 • PHONE 802 476-6624

*None Better* MEMORIALS

Perhaps the most significant event at North Barre Granite Company in the past ten years has been the retirement of Jules Chatot, President of this member firm of the Barre Granite Association.

Jules, a key person in the Barre granite industry for nearly 40 years, started his company with a fellow granite worker named John Lepannen who has since retired. But, North Barre has always been the personification of Jules himself — friendly, big hearted, generous and dedicated to business.

Now Jules' daughter, Judee and his nephew, Charles Chatot, are the efficient management team that is carrying on the work of this fine company.

One of the first granite manufacturing plants in Barre to experiment with modern techniques, North Barre has continued its commitment to labor saving machinery over the past ten years. Up-to-date office procedures have also been



(left-right) Charles Chatot, President of North Barre Granite Company; Michael Ornitz; Judee Chatot, Vice President and Jules Chatot, Founder of the firm.

put on line to support increased plant production.

A frequent advertiser in granite trade publications, North Barre Granite has always been consistent in providing its retail customers a variety of monument designs. One of the firm's

specialities is Jewish memorial designs and production.

The future of North Barre Granite is in the hands of proven leadership together with a special feeling for the personal needs of its customers.

# PEERLESS GRANITE CO., INC.



WILLEY STREET, BARRE, VERMONT 05641 • PHONE 802 476-3061

Some of the most beautiful memorials and mausoleums in our nation's cemeteries have been produced at the Peerless Granite Company. Eleven years ago Donald Fontana purchased this firm from his father and other owners and became President and General Manager.

The long traditions of high quality carving and its reputation to produce beautiful

family mausoleums have been carried out by Donald and his Peerless artisans.

"Eternal Tribute Memorials" is the trade name associated with Peerless Granite Company. It is significant that this long time BGA member firm has a full-time sculptor and it prides itself on doing a superior job with even the most complicated memorial designs.

Business has doubled in the last ten years at Peerless, primarily through the managerial ability of its President, although Donald Fontana is quick to point to Denis Roy, the firm's Vice President and plant manager as the reason for that success. The installation of a variety of new machinery to expedite production and expanded office space, a new computerized bookkeeping system and

future plans for expanding the plant to house a new shipping area have kept the Peerless Granite Company in constant forward motion.



**Denis Roy, Vice President and Plant Manager; and Donald Fontana, President of Peerless Granite Company.**



# Rock of Ages CORPORATION

A Nortek Company

(GRANITEVILLE) BARRE, VERMONT 05641 • PHONE 802 476-3115 (TWX 710-225-7597)

The most widely known name in the field of memorialization is, of course, "Rock of Ages". Apart from the actual name, "Rock of Ages", this company has achieved an outstanding record of accomplishment and growth in many areas both in and outside the monument industry.

Most BARRE LIFE readers already know that the Rock of Ages Corp. is the largest monument company in the United States. But there are a

number of other facts about this well-known company that make it so outstanding. For example:

Nearly all of our world-famous Barre granite is quarried by the Rock of Ages Corp., which furnishes it throughout the United States, and indeed, the world.

In addition to Barre, Rock of Ages operates quarries in United States and Canada in order to provide its customers with a full-range of

color granites.

The Rock of Ages Craftsmen Center - where part of its manufacturing takes place - is the largest building in the Barre area. It produces a full-range of memorials from very simple flat markers to the most complicated and largest memorial structure.

It was the first company to design, assemble and sell unitized, Unicraft mausoleums.

In the past decade, Rock of



(sitting left-right) George Karnedy, Director of Sales and Marketing; Jim Soutar, Production Manager Industrial Products; Keith Hudson, Director of Industrial Relations; C.J. Slaybaugh, President of Rock of Ages Corporation; Bancroft Dwinell, Vice President International Sales. (standing left-right) Wayne Pelkey, Director of Purchasing and Distribution; George Anderson, Treasurer and Controller; Charles Peterson, Managing Director Vermont Granite Ltd.; John Fondry, Quarry General Manager; Jack Corrigan, Vice President Building Products and Manufacturing; Gerald Parrott, Chief Engineer.

Ages has enhanced its overall operations including:

— Its retailer sales aids, which are the most extensive of any company in the monument industry, serving more retailers than any other firm.

— Its Building Division of Rock of Ages which has manufacturing facilities in Concord, N.H. This division sells its product throughout the world.

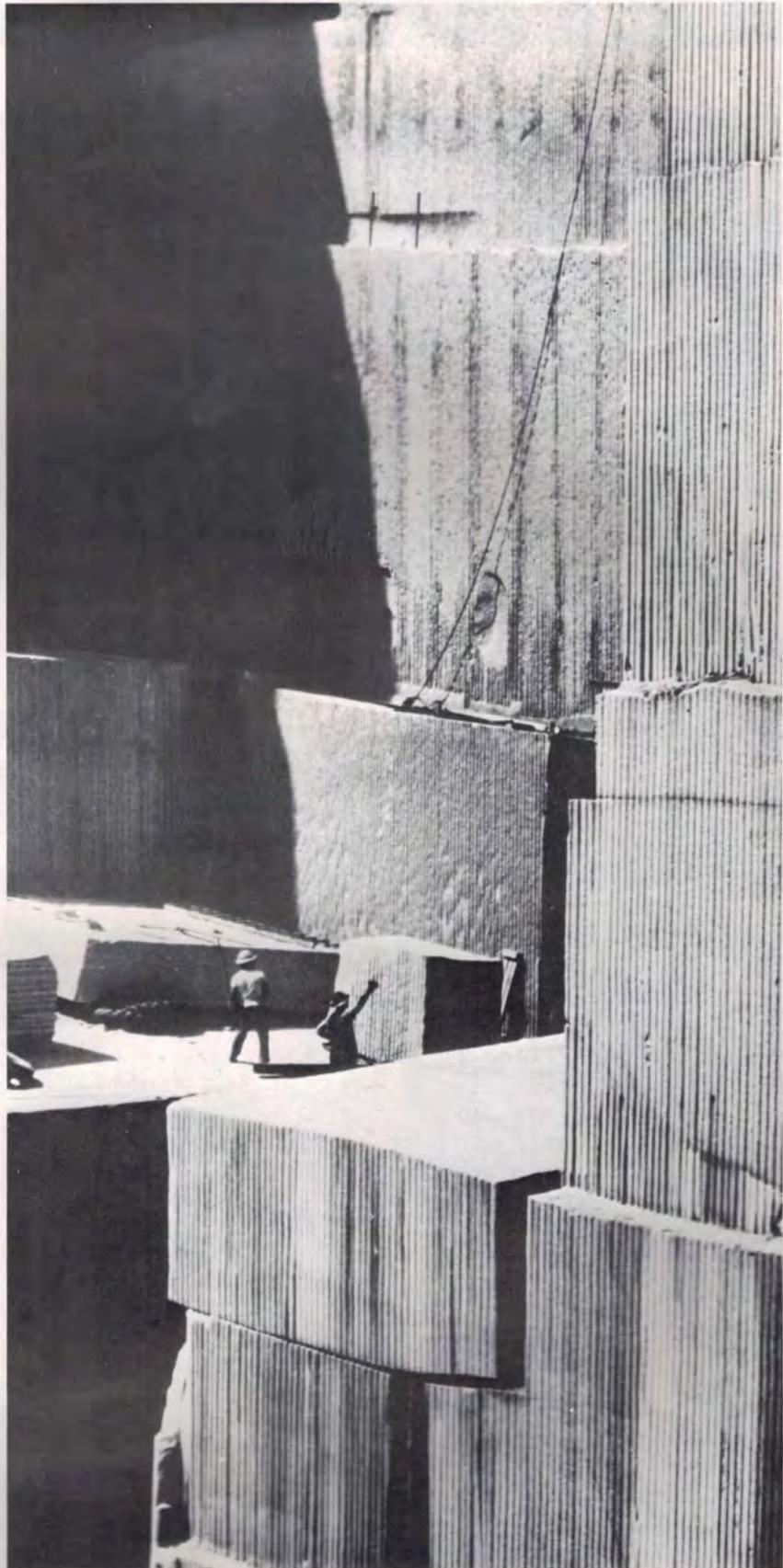
— The most complete and effective safety program - and the first in the monument industry concerning both its quarry and its manufacturing plant.

— Its surface plate production which has been carried on at the Craftsmen Center for many years. Its surface plates are machined to tolerances of millionths of an inch.

— Its computer facilities which were the first in the monument industry. Several generations of computers have assisted this company over the years, as well as Telex facilities to link Rock of Ages with points all over the globe.

The Rock of Ages Corp. has long been an innovator in the manufacturing process. Many changes in machinery and equipment have come about through the skilled efforts of the engineers at the Rock of Ages Corporation.

The artisans at the Rock of Ages Craftsmen Center have long been known for their quality production of all kinds of memorial products.



# HELPFUL AIDS

ANNING NOW  
TOMORROW

**To Be Remembered**

And Jacob set a pillar upon her grave that to the pillar of Jacob's grave unto this day

**MONUMENTS IN YOUR HISTORY**  
BY WILLIAM LAAS

HERE IS YOUR NEW

**BARRE GUILD**

DO-IT-YOURSELF  
NEWSPAPER AD KIT

**BARRE**  
THE C...

**Lincoln's  
Gettysburg  
Address**

October 19, 1863

and every year our Eastern brethren have on this anniversary a solemn commemoration and prayer... to the proposition that all men are created equal... as we are engaged in a great civil war, testing whether that great principle is really true or only a mere phrase... we are here gathered on a spot that has become a hallowed ground... we are here gathered on a spot that has become a hallowed ground... we are here gathered on a spot that has become a hallowed ground...

**MEMORIALIZATION**

RADIO COMMERCIALS

All Kinds of  
for the  
Monum  
from

**Full Perpetual Warranty**

The Barre Granite Association, Inc. (the "Association") warrants the "Child" memorial to be free from defects in material or workmanship... The Barre Granite Association, Inc. (the "Association") warrants the "Child" memorial to be free from defects in material or workmanship... The Barre Granite Association, Inc. (the "Association") warrants the "Child" memorial to be free from defects in material or workmanship...

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ment?

person's life.  
of past events.  
the personality,  
achvements and



**Honored  
in Sacred  
Catholic  
Tradition**

**THE  
STORY  
GRA**

**Choosing  
a Memorial**

1982 FACT SHEET ON THE BARRE GRANITE INDUSTRY

What is the Barre Granite Industry and how did it...

**Protestant  
Memorials**

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# THE RETAILER



The Barre Granite Association has the most extensive array of retailer aids of any granite industry association.

A complete Catalog, including an order form is available by writing or calling the Barre Granite Association, 51 Church Street, Box 481, Barre, Vermont 05641.

Audio visual aids, newspaper and radio advertisements, specialized pamphlets on memorialization, posters, pre-need kit, cemetery aids — most everything the monument retailer needs to communicate to the public and to sell his product.

# Selling Memorials Before They Are Needed

Selling monuments before need is an idea whose time has already arrived. Pre-need selling should be part of every retailer's sales program.

The Barre Granite Association has developed a kit for retail dealers who do not normally make pre-need sales and who would like to know more about it. This is the only such kit available from any industrial association.

The most effective pre-need program for you depends on the following factors: 1) The nature of the area where you are making your sales. 2) The existence of cemetery regulations or restrictions. 3) Your ability to take a new approach in selling.

The Barre Granite Association is providing this material to retailers for only \$15, which is less than our cost for producing it. You will receive:

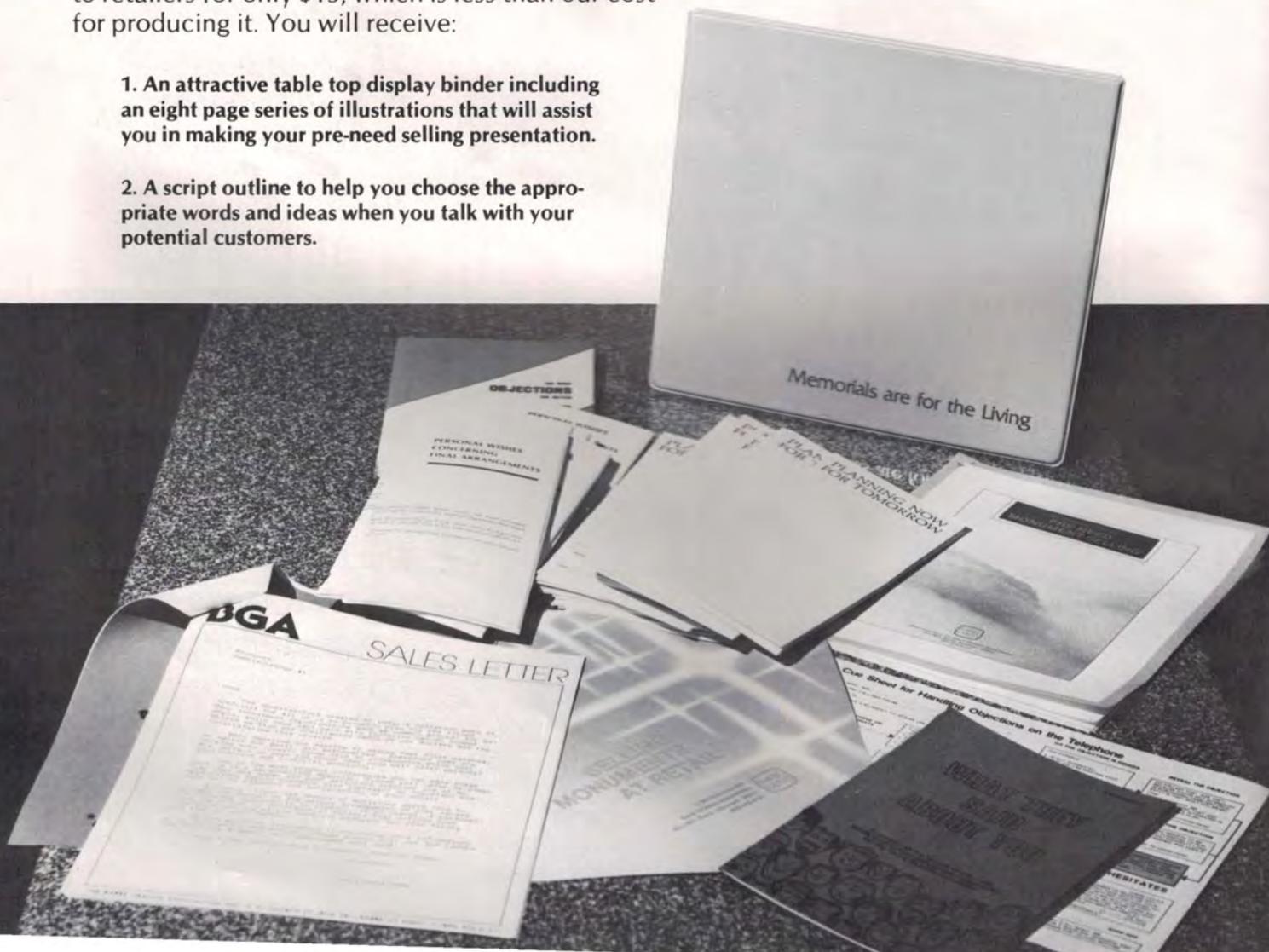
**1. An attractive table top display binder including an eight page series of illustrations that will assist you in making your pre-need selling presentation.**

**2. A script outline to help you choose the appropriate words and ideas when you talk with your potential customers.**

**4. 25 copies of "Planning Now For Tomorrow", a booklet for potential pre-need buyers, attorneys, trust officers, etc.**

**5. A copy of "Confidential Information and Personal Request form", for potential pre-need customers listing vital information for survivors to use in planning final arrangements.**

**6. The BGA booklet, "What They Said About You", which is a summary of Barre's far reaching survey about the monument industry.**



# "The Stone Whistle"



Warner Peduzzi's preparation of a memorial for sandblast carving is closely watched by John Forsythe, actress Susan Jayne and Ray Rouleau, Plant Manager at Rouleau Granite Company. This scene is just one of many that tells the story of the Barre granite industry in "The Stone Whistle," one of the most influential films that has been made about the subject of memorialization. The film was produced by the Barre Granite Association.

Hundreds of monument retail dealers across the country continue to borrow or purchase the BGA's highly regarded film, "The Stone Whistle," to promote their sales and the granite memorialization industry.

Thousands of people every year have seen the art of making a Barre granite memorial vividly portrayed in the film which features television star, John Forsythe. The film has averaged one thousand showings every year since it was produced seven years ago. Even more interest has surfaced with a substantial increase in bookings and showings.

"The Stone Whistle" tells the story of the Barre granite monument industry. The actual manufacturing of Barre granite memorials is shown in complete detail in action color.

This film has demonstrated a strong interest with civic and fraternal, educational and religious organizations, and many repeat performances have been scheduled.

*"The Stone Whistle" may be purchased from the Barre Granite Association for only \$175, or borrowed free of charge from any one of the film distributors listed to the right.*

<b>Atlanta, Georgia 30336</b> 4705-F Bakers Ferry Road Bob Cole	#901 (404) 696-2025	<b>Minneapolis, Minnesota 55420</b> 9129 Lyndale Ave. S. Cairan Eigen	#907 (612) 884-5383
<b>Boston, Massachusetts</b> 230 Boylston St. Chestnut Hill, Mass. 02167 Jim Lowe	#902 (617) 527-4184	<b>New York, New York</b> 71 N. Passaic Avenue P.O. Box 950 Chatham, N.J. 07928 Bonnie Adams	#912 (201) 635-6000
<b>Buffalo, New York 14202</b> 254 Delaware Avenue Fred Buchan	(716) 853-1805	<b>Philadelphia, Pennsylvania</b> 3370 Progress Drive Cornwells Heights, PA 19020 Don Arcangel	#906 (215) 639-6540
<b>Cedar Rapids, Iowa 52404</b> 200 Third Avenue, S.W. Loretta Sweet	(319) 363-8144	<b>Pittsburgh, Pennsylvania</b> I-79 N. Industrial Park Sewickley, PA 15143 Patricia Dillon	(412) 741-3610
<b>Charlotte, North Carolina 28208</b> 1889 I-85 South Max Austin	(704) 392-0381	<b>St. Petersburg Florida 33709</b> 5000 Park Street, North TV & Theatrical Other film Patricia Larkin	(800) 237-8913 (813) 541-6661
<b>Chicago, Illinois</b> 1687 Elmhurst Rd. Elk Grove Village, Illinois 60007 Hal Smith	(312) 593-3250	<b>St. Louis, Missouri</b> 86 Weldon Parkway Maryland Heights, MO 63043 George Blackmore	#908 (314) 567-4278
<b>Cincinnati, Ohio 45202</b> 9 Garfield Place Donald Zink	#903 (513) 421-2516	<b>San Francisco, California 94105</b> 149 New Montgomer St. Ruth Kraenzel	#909 (415) 543-4075
<b>Dallas, Texas 75207</b> 1411 Slocum St. Curtis Hensley	#904 (214) 742-4106	<b>Seattle, Washington 98188</b> 1028 Industry Drive Winston O. Siler	(206) 575-1575
<b>Denver, Colorado 80204</b> 1200 Stout Street Patricia Gleich	(303) 571-1702	<b>Washington, D.C. 20036</b> Rm. 107, 2000 "L" St., N.W. Bradley Steward	#910 (202) 659-9234
<b>Detroit, Michigan</b> 21421 Hilltop St. Suite 23 P.O. Box 5022 Southfield, Mi. 48037 Michael Budzisz	(313) 352-2780	<b>CANADA</b>	
<b>Houston, Texas 77087</b> 4500 S. Wayside Suite 101 Ruby Due	(713) 641-0475	<b>Toronto, Ontario</b> 143 Sparks Avenue Willowdale, Ont. M2H 2S5 Joan Spence	#911 (416) 498-7293
<b>Indianapolis, Indiana 46204</b> 115 East Michigan St. Eldona Poff	(317) 635-5331	<b>Montreal, Quebec H2Z 1S5</b> 1055 Beaver Hall Hill Lynne Allen	(514) 878-3644 (TV & Theatrical French Prints)
<b>Los Angeles, California 90038</b> 1145 N. McCadden Place Dean Kaner	#905 (213) 469-8282		



Monuments

# RIVARD GRANITE CO., INC.

MILL STREET, BARRE, VERMONT 05641 • PHONE 802 476-3542

*Distinctive Memorials*

The adage "good people make a good company" best describes the long time Barre Granite Association member, the Rivard Granite Company.

In the past decade, Lucien Rivard retired as President of his firm. Lucien's son, Robert succeeded him as President and another son, Roger is Treasurer of the firm.

Progress in the past decade has made itself visible through the acquisition of a Lane contour planer, mechanized cutting bankers, and the installation of conveyors that allow monuments to be moved from cutting stations through the washing and crating sections to the shipping department.

The recent installation of a four-foot Ordway diamond saw has significantly improved general production work.

In the office, a new system of specialized office forms has



**Roger Rivard, Treasurer; and Robert Rivard, President of Rivard Granite Company**

been introduced to streamline paper flow. Improved payroll procedures have added to the overall efficiency of the company's operation.

Rivard Granite Company's advertising program has remained constant in trade

journals and their personal visits to retailers during the year has added to the company's credibility.

As one of the smaller members of the BGA, Rivard Granite Company remains one of the most vigorous supporters of BGA objectives.

# THE ROULEAU GRANITE COMPANY, INC.

METRO CENTER, BARRE, VERMONT 05641 • PHONE 802 476-6636



*Metro Memorials • Metro-Craft Mausoleums*

The Rouleau Granite Company, Inc. produces more Barre granite memorials than any other company in the world. Its watch-word for the past ten years has been expansion to serve its growing market.

The purchase of a new building with five thousand square feet of production space has been the most recent acquisition.

The installation of new sophisticated equipment has been an ongoing project over the past ten years.

Rouleau Granite, producers of Metro Memorials, have also reorganized their maintenance shop, made their huge plant more energy efficient with the installation of new furnaces and the addition of insulation to the building.

The second largest member firm of the Barre Granite Association, Rouleau Granite Company is a family owned and operated firm employing 100 people.

Completely remodeled executive and administrative

offices, installation of new computer facilities and a new internal communication system attest to the significant modernization program at Rouleau's in the past decade.

Extensive design and advertising programs are also a hallmark of Rouleau Granite Company. Pre-assembled Metro-Craft mausoleums are also included in their manufacturing repertoire along with their traditional line of memorials.

Rouleau Granite Company manufactures memorials in 16 colored granites, marble plus Barre light, medium and dark gray granites.



**Rouleau Granite Company is managed by four Rouleau brothers. Seated are Lucien, the firm's President (left); and Bert, Vice President of the company. Standing are Raymond, company Secretary and Plant Manager (left); and Paul, company Treasurer and Office Manager.**



Monuments

# THURBER GRANITE COMPANY

*Granite Memorials*

CIRCLE STREET, BARRE, VERMONT 05641  
PHONE 802 479-9622

Paul Savard, President of Thurber Granite Company says one of the most important elements of manufacturing granite memorials is being attuned to new developments in manufacturing equipment. In fact, keeping abreast of new granite manufacturing machinery has taken him to Europe a number of times in the past few years.

The past decade at this member firm of the Barre Granite Association has seen a complete change in its memorial production line and plans for the future include a continued commitment to increase production efficiency.

Thurber Granite Company has made a considerable investment in new equipment in the past few years including: A three-meter diamond block saw; a one-meter diamond saw; a 16-inch radial arm saw (developed by Paul); a hydro-splitter; and the only horizontal end polisher in North American (capable of polishing base ends 12-feet long); a modernized sandblast area



**Paul L. Savard; Irene Brown, Office Manager; and Paul R. Savard, President of Thurber Granite Company.**

and the installation of a conveyor system.

To accommodate this new equipment and a revamping of the production line, 10,000 square feet of space has been added to the plant.

Key people at Thurber Granite Company include Paul, his sons Paul L. and Norman (part-time during school) and his daughter, Nancy and Irene Brown, the charming and brilliant office manager.

# The Wells-Lamson Quarry Company

INCORPORATED

*A Century and a half  
of continuous service*

(WEBSTERVILLE) BARRE, VERMONT 05641

PHONE 802 476-4126

The Wells-Lamson Quarry Company, a division of Jones Brothers, is the oldest and deepest operating granite quarry in the United States. Its chief executive officer is James Kelley.

In recent years, a streamlining of quarrying operations has led to more efficient techniques for extracting granite from the quarry.

The utilization of steel der-

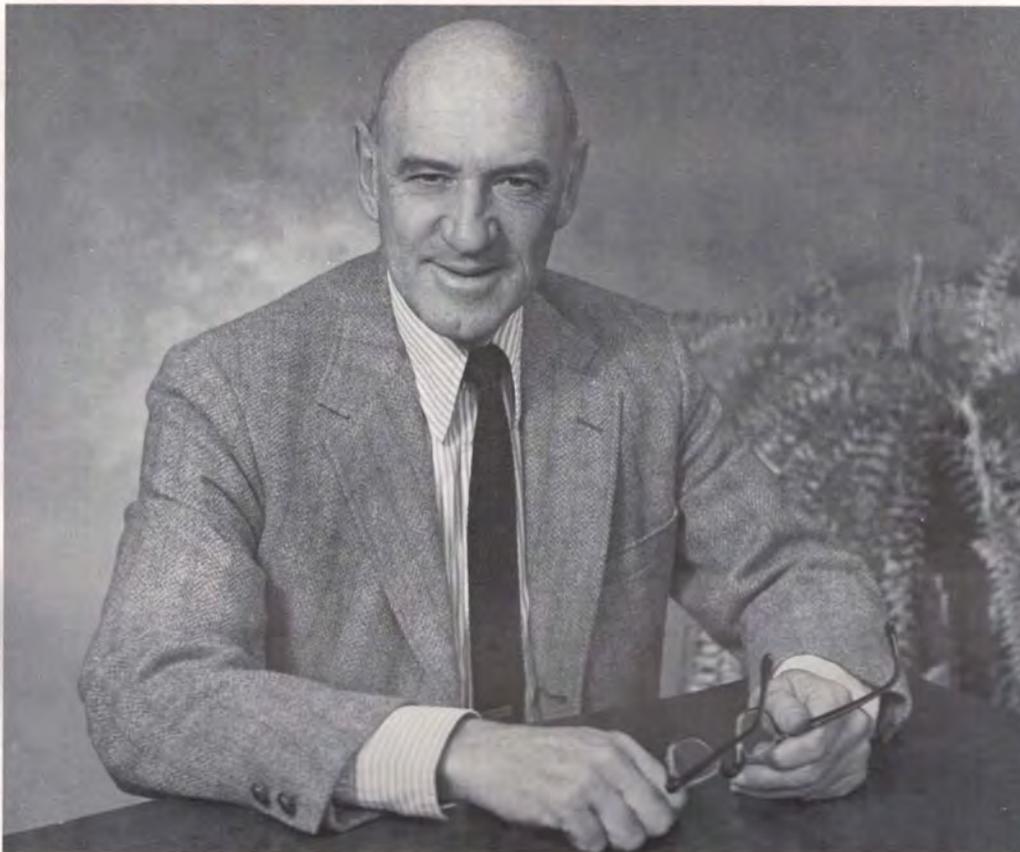
ricks, replacing wooden ones, and the scaling of overburden to expose a new granite source in one derrick section are the most pronounced recent developments for this BGA member firm.

Installation of the company's granite press roll lathe at the saw plant and the construction of a boring pit capable of handling granite blocks up to 36 feet in length are ex-

amples of the type of efficiencies initiated by Wells-Lamson.

The company's largest single wire saw in the industry is used to cut mausoleum roof stones as well as custom work for the building trade.

Since quarrying granite began more than 150 years ago, this quarry has steadfastly provided granite for thousands of Barre Guild memorials.



**James Kelley, Manager  
of the Wells-Lamson  
Quarry, a division of  
Jones Brothers.**

# STONE TRADES — Continuing a Tradition

The Stone Trades Program, located at Spaulding High School in Barre provides instruction in all phases of the granite industry for high school students participating in the Vocational-Technical Education Program and adults on a tuition/space available basis. Evening classes are also available for those in the apprentice training program.

Since the first report on the Stone Trades Program in the first issue of BARRE LIFE ten years ago, nearly 500 people have participated in the Stone Trades Program.

Attracting young people from across the country interested in the full range of technical skills in the granite industry, the courses are taught by Ray Lesslie and Don Giroux. After a half year of general granite industry instruction,

the students may choose one of the two major areas — drafting or stone work — in which to study.

The instructors periodically receive input from a joint apprenticeship advisory committee made up of six manufacturers and six union members. This group evaluates all phases of the Stone Trades Program and provides information about potential job opportunities in the Barre granite industry.

Instructors Lesslie and Giroux have established an effective rapport with the Barre granite industry and have been highly successful in placing students who have completed the Stone Trades course with member-firms of the Barre Granite Association.

**Instructor Don Giroux monitors work of one of his many students at the Stone Trades Program at Spaulding High School in Barre.**



# If it can be made out of granite we can make it.

The unique qualities of granite lend themselves not only to monuments but also to signs, paper rolls, building work, furniture, surface plates and much more.

The use of Barre granite for memorial purposes, of course, predominates in the United States. However, using granite for purposes other than memorialization has been on the increase over the past few years.

Granite for building work has become very acceptable to architects because of its superior performance over the years.

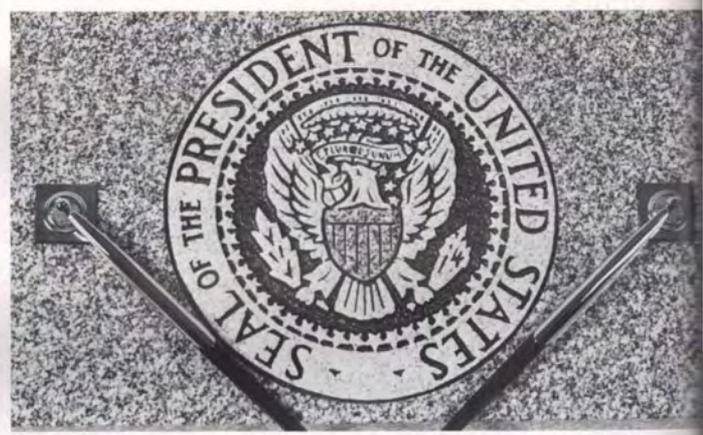
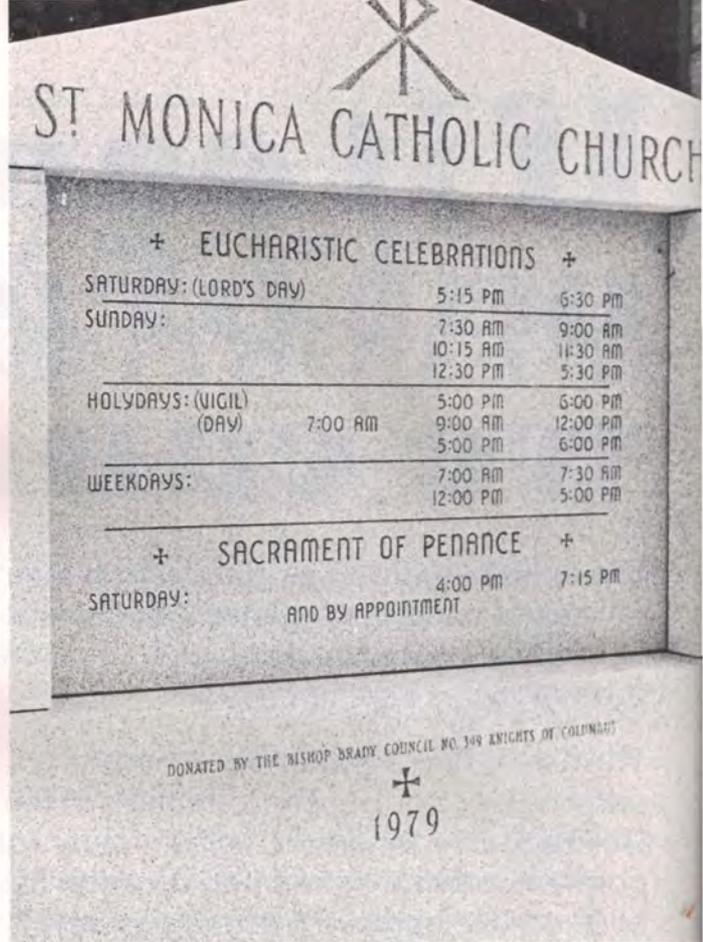
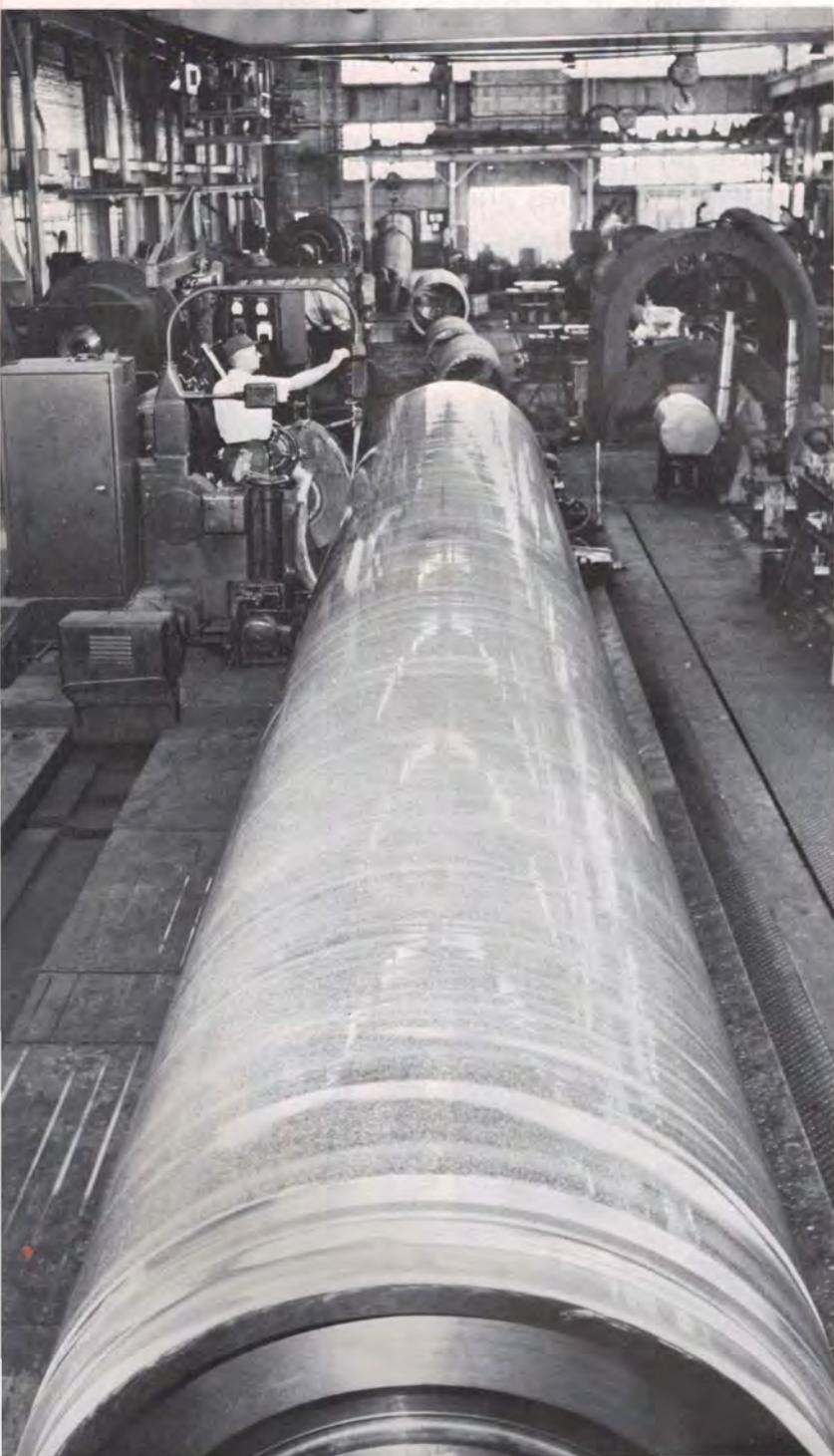
Granite for industry in the form of surface plates and press rolls has also proved its superior qualities and granite in a decorative sense, such as columns, furniture and statuary has achieved more visibility.

Examples of granite used in erecting buildings includes Vermont's State House in Montpelier and the Asia House in New York City.



Granite signs are very popular. Signs that give information; signs that give a welcome; signs that give identification; signs that give direction; business signs; civic signs; and private signs; all these are available in Barre granite. What's the advantage of granite for outdoor identification? You never have to paint it and it is more vandal-proof than wood, glass and metal.

Press rolls are used for a variety of purposes, however, the most common is for the manufacture of newsprint. ▶



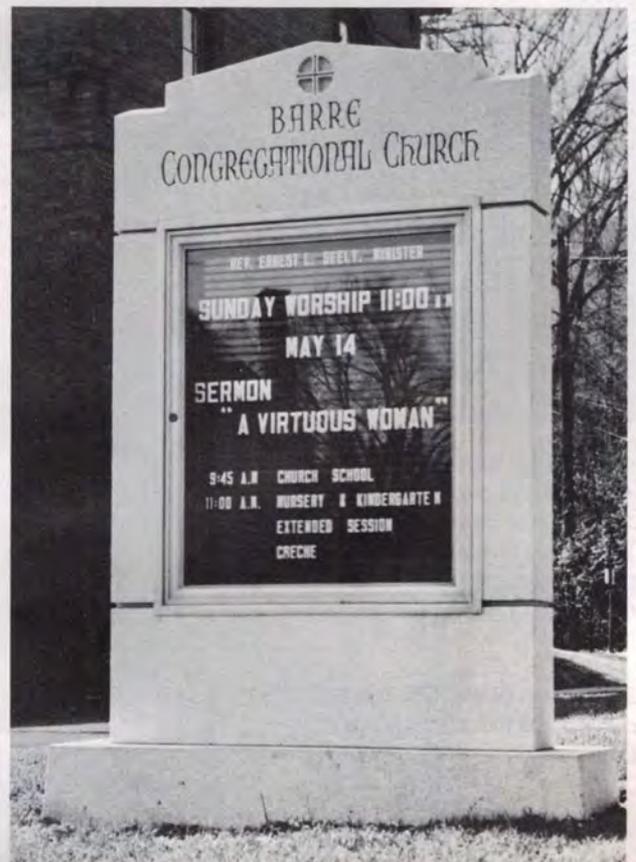
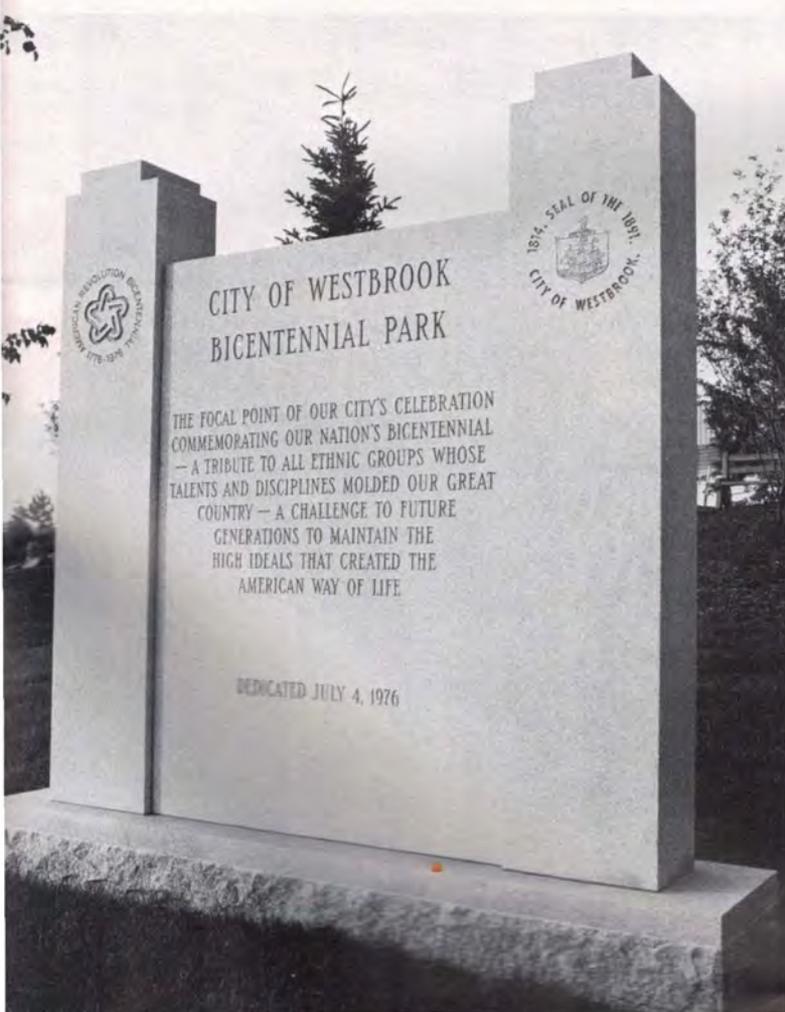


**BARRE GRANITE ASSOCIATION INC**

A TRADE ASSOCIATION OF QUARRIERS AND MANUFACTURERS  
FOUNDED IN 1889  
AND DEDICATED TO SERVING  
THE INDUSTRY, THE COMMUNITY AND THE PUBLIC  
BY INTERPRETING IN MODERN TECHNIQUES  
THE FINE TRADITIONS OF THE BARRE DISTRICT  
WHERE ARTISTRY, SKILL AND MATERIAL COMBINE  
TO FORM PERMANENT, EXPRESSIVE MEMORIALS.

**BARRE GUILD**

*Selected*  
**BARRE**  
GRANITE



# Civic Memorials

Many towns and villages in America are graced in some manner with a civic memorial that is unique unto itself. There are war memorials that list the names of those who have fallen in our nation's wars. There are memorials to men and women who have achieved significant prominence in their endeavors. There are memorials that commemorate historical events of a significant nature. There are memorials to workers and politicians.

But whatever the purpose, every civic memorial is a constant reminder to the living of a person or an event in past years. A memorial tree, a memorial scholarship, a memorial building — none of these can communicate a message or honor a person or an event as well as a granite memorial placed where all can see it.



The statue of Bobby Burns, the world renowned Scottish poet, sculpted from a single block of Barre Granite is located in Barre, Vermont. The pedestal, including the four panels was also carved from a single block of Barre granite.

The Libby Dam bas relief, created by Albert Wein, at the Libby Dam in Montana.



Memorial for Italian American Veterans erected in Springfield, Massachusetts.

Memorial to the members of the Armed Forces from Montpelier, Vermont.



HO SACRIFICED THEIR



William Penn, sculpted by Frank Gaylord of Barre, erected in Treaty Park in Philadelphia, Pennsylvania.

Memorial for the hundreds of coal miners who lost their lives in the mines of West Virginia.



WE PAUSE  
TO REMEMBER  
THE COAL MINER  
WHO LOST  
HIS LIFE  
IN THE MINE



Memorial to the victims of the Johnstown flood, erected in Johnstown, Pennsylvania.

Congressman Robert A. "Fats" Everett of Tennessee is memorialized.



The Soldiers and Sailors memorial at City Hall Park in Barre, Vermont.



A special civic memorial in Pittsfield, Vermont. The sandblast carving depicts the village green in which the memorial is located.



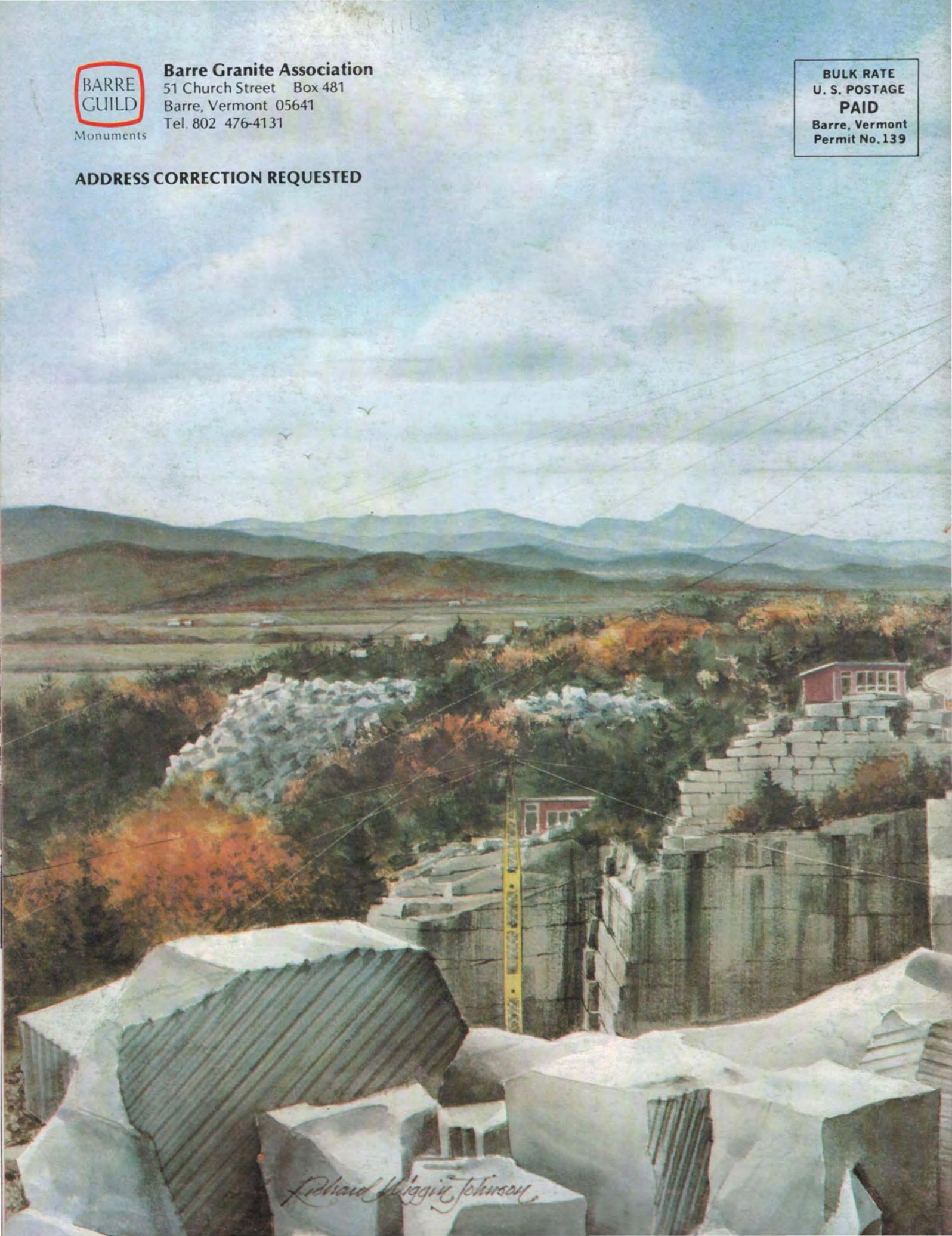
Monuments

**Barre Granite Association**

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

**BULK RATE  
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Barre, Vermont  
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*Richard Wiggins Johnson*