

# BARRE

# LIFE

Fall 1985

published by the Barre Granite  
Association, Barre, Vermont

*"A VOTE TO REPEAL THE DEPLETION ALLOWANCE ON GRANITE IS A VOTE TO DESTROY  
THE DOMESTIC INDUSTRY."*

*... Kurt Swenson, President, Rock of Ages Corporation, President of the National Building Granite  
Quarries Association, and Trustee of the Barre Granite Association.*



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**Milton V. Lyndes**  
..... Executive Vice President

**Norman James**  
..... Manager Public Relations

**Gary Watson**  
..... Manager of Member Services

**Thomas Leary**  
..... Manager Planning and Development

**John Salvador**  
..... Treasurer

**Paul Savard, President**  
Thurber Granite Co.

**Lucien Rouleau**  
Rouleau Granite Co.

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Rock of Ages Corp.

**Norman Beck**  
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**Brent Buttura**  
Buttura & Sons, Inc.

**Charles Chatot**  
North Barre Granite Co.

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## ABOUT OUR COVER

Felix Lamere of Beck & Beck, Inc., is caught in a "reflective" moment. These are slant strips ready to be dimensioned.

## NOTE

The second part of our interview with Don Ward on cemetery planning and the second part of our feature on Jewish memorialization will appear in the Winter issue of *Barre Life*.

# "The Repeal of the Depletion Allowance on Granite Will Have a Catastrophic Effect on the Granite Industry."

*Testifying before the House Committee on Ways & Means in Washington, Kurt Swenson, President of Rock of Ages Corporation, and President of the National Building Granite Quarries Association, asked lawmakers to reject the Reagan Administration's proposal to repeal the depletion allowance on granite as proposed in the President's tax reform package now under deliberation by the Congress.*

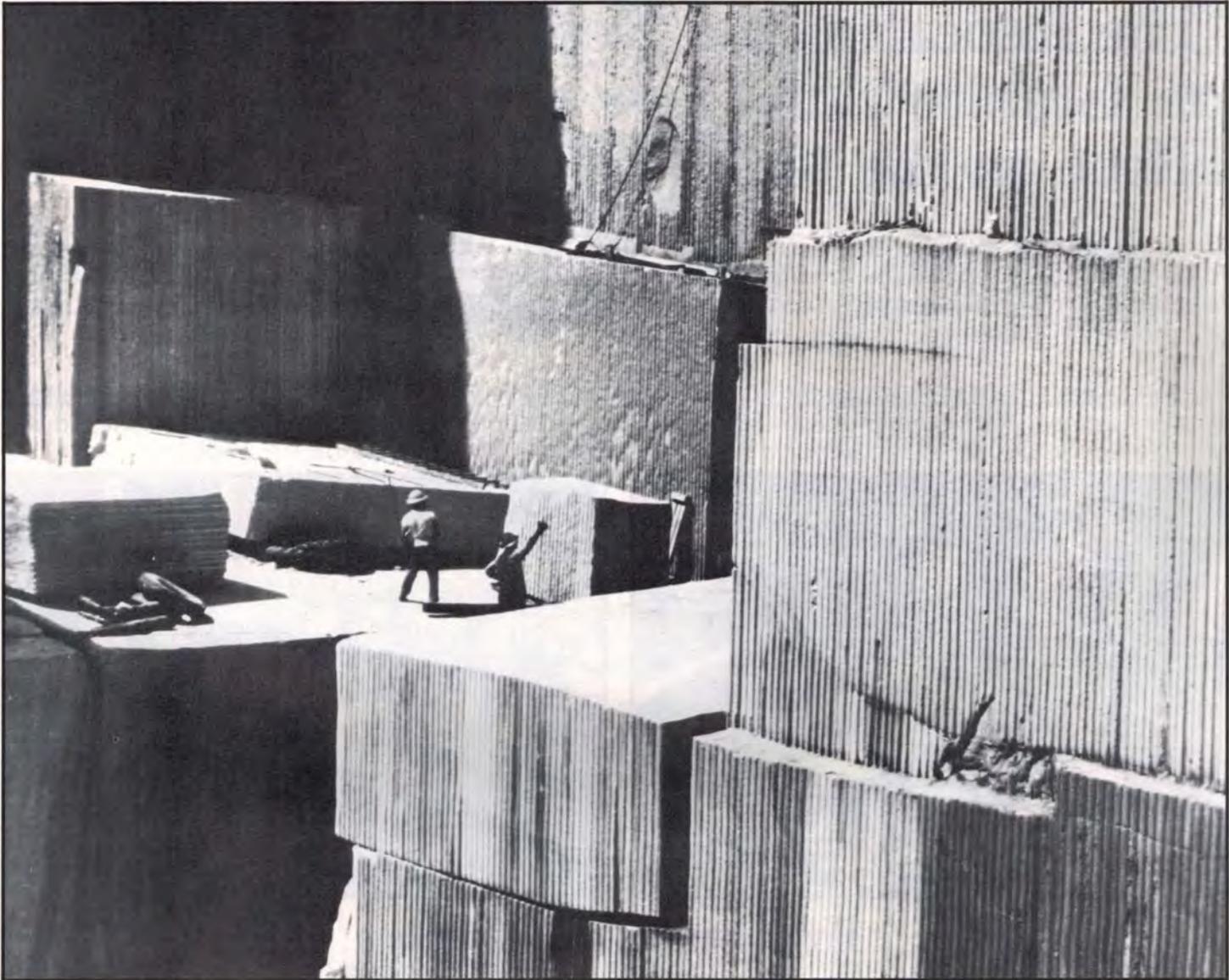
*The following is the text of Mr. Swenson's statement before the Ways & Means Committee. (A more extensive statement, with exhibits of statistics and other information supporting the domestic granite industry's position in this issue was also filed with the committee by Mr. Swenson.)*



## Five-Minute Oral Statement of Kurt M. Swenson President, National Building Granite Quarries Association and Trustee, the Barre Granite Association Before the House Ways and means Committee June 25, 1985

"I appear today in my capacities as President of the National Building Granite Quarries Association, a trustee of the Barre Granite Association, and President of the John Swenson Granite Company, Inc., and its subsidiary, Rock of Ages Corporation. In those capacities, I am expressing to you the view of 33 companies. Based on my background in the granite business, I am sure that every domestic granite quarrier and manufacturer shares the views and very deep concerns I am here to express to you about the proposed repeal of the depletion allowance on granite.

"The repeal of the depletion allowance on granite will have a catastrophic effect on the granite industry. For many years, that industry has suffered from severe import competition. Originally this competition was in the building granite market—granite used as veneers on buildings. Within the last 15 years, imports have risen from 20 percent of to about 70 percent of that market. Now, granite monuments and other granite products also are flooding into the country. From February through May of 1985, over 400 ships, 100 a month, delivered finished granite products into the United States.



*"All of the granite quarriers in this country are small, family-owned companies. Total employment in the industry is about 10,000 people at roughly 200 companies. With only one exception, each of the companies in the National Building Granite Quarries Association and the Barre Granite Association are managed by first, second, third or fourth generation family owners. My great grandfather started our Swenson Granite Company in 1883. Our company survived two world wars and a depression. We paid taxes and we provided employment in Concord, New Hampshire. But from 1970 to 1974 our company was crushed by imports and we almost didn't survive. We were on the brink of bankruptcy in 1974 when it fell to me, at age 29, to save the company. I was forced to reduce our work force from 200 employees to 50, where it stands today. In order to survive, we obtained, with great difficulty and, at great expense, a Trade Adjustment Assistance loan from the Economic Development Administration for \$250,000. That loan carried an interest rate 4 per-*

cent higher than loans the United States was making to countries where our foreign competition is located. The loan was repaid in full, five years early. I came to this Committee and its Subcommittee on Trade, as well as the Senate Finance Committee's corresponding subcommittee, for help for our industry. Some committee members were willing to help. Others were not. At any rate, our industry got no relief from competition created by cheap imports.

*"There is no doubt that the Administration's proposal hits capital intensive "smokestack industries" like ours the hardest. The repeal of the investment tax credit and the change in the depreciation rules will hurt us very badly because it will hamper our ability to modernize. But the repeal of the granite depletion allowance will be much more crippling. It will, in my opinion, result in the ultimate demise of the domestic granite industry as we know it today. For example, repeal would increase our company's taxes by over 60 percent.*



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"I suggest that you must answer some questions to your own satisfaction before you can consciously bring about the downfall of the domestic granite industry. *Is it worth the \$1,000,000 to \$5,000,000 revenue pickup which we estimate will come from our small industry, to put at risk the much higher level of existing revenue resulting from the taxes paid by our companies, our employees and related businesses?*

*"Our industry is not made up of wealthy, sophisticated investors; it is made up of hardworking, family owner-managers who pay taxes. Small business creates most of the new jobs in the country. When is all the talk about protecting and encouraging small business going to become a reality? This bill doesn't help our industry or small business. If you run the numbers, the major tax benefits go to big business.*

"I ask you these questions because the answers are in your hands, not in ours. We have meager financial resources compared to the resources available to major companies and major interest groups who will be fighting this tax reform battle. We will do everything we can to be heard. *Under the Administration's proposal, the quarriers in our industry get a major tax increase of 50 percent or more at a time when we are already fighting a war to survive. The countries with which we compete provide outright cash grants of up to 50 percent for land, buildings and equipment, along with major tax incentives for exports in addition to favorable depreciation rules. In some cases, countries actually pay employees one year's wages while they are being trained. We have fought against these massive foreign subsidies and low labor rates with no assistance from our Government. We have invested millions for modern machinery and equipment to become competitive. This equipment must be paid for with after-tax earnings. We have run our businesses and made major business decisions based on tax principles that have been in existence for many, many years. The Administration's proposal would change the ground rules right in the middle of the game.*

"A final question which I must ask that you ask yourselves is: *Why not leave our industry alone and reduce by a total of \$5,000,000 the economic aid package to India, Italy, Brazil, Portugal and the other countries with whom we and our 10,000 employees compete? Because the fact of the matter is we compete with countries who pay business to generate new employment.*

"You may sense in my testimony the frustration I feel as a member of the small-business community. We do not have economic or political clout of the magnitude of the major industries because of our

low earnings and employment levels. As a consequence, we often do not even know about, let alone participate in, decisions by the Congress or the Administration which dramatically affect our businesses. When we do participate, it often seems that no one listens.

"It all began in 1962 with the so-called Kennedy Round Tariff Reduction, of which our industry was not even aware. From our perspective, everything has gone downhill since. Because the life of our product is measured in centuries, we are an industry filled with a great sense of pride and family tradition. As I sit here today, I cannot help but think that it was the sweat, blood and tears of my father, his father and his father and the families of many of my contemporaries in the granite business who provided the granite for this and many other buildings now used by our Government. Many of these date back over a century.

*"The Administration and the Congress must recognize two fundamental principles. The first is that it is very difficult for any industry to compete with imports when the exporting countries involved provide substantial direct and indirect subsidies to their industries—subsidies which provide 10 times the combined economic benefit of the granite depletion allowance, the investment tax credit and depreciation. Those incentives occur in countries with high unemployment and very low wage levels. Until we address that issue, all small and large United States manufacturing companies are at risk.*

*"The second is that every decision on tax reform has a direct impact on the viability of certain businesses since it destabilizes the delicate balance created in the marketplace over time by the very ground rules the Administration now proposes to change. I feel very lucky to have had the opportunity to speak to you, but the message I have to give you is grim: A vote to repeal the depletion allowance on granite is a vote to destroy the domestic granite industry.*

"For the sake of our industry, and the many other small businesses in similar circumstances out there from whom you may never hear, I plead with you to explore all the consequences that flow from your actions in the name of tax reform. Do not make your decisions based on some abstract and theoretical notion of "fairness" or "simplicity"; rather, make a realistic assessment of the very complex and unfair realities of the world in which small business competes. If you do, I feel certain that you will agree that repeal of percentage depletion for granite will result in gross unfairness and should be opposed."

(from the left) Kurt Swenson, Congressman Ed Jenkins of Georgia, Congressman J.J. Pickle of Texas, former Congressman Robert McClory of Baker & McKenzie (counsel to the National Building Granite Quarries Association) and Congressman Judd Gregg of New Hampshire.



Substantial financial contributions have been received from the Monument Builders of North America, The Elberton Granite Association, The Northwest Granite Manufacturers Association and the Barre Granite Association for the purpose of lobbying against these proposals.

The member companies of the Barre Granite Association feel it is of the utmost importance that monument retail dealers in the United States know the precarious situation the domestic granite industry is confronted with in terms of:

- 1) The impact of the Reagan Administration's proposal to:
  - A) Eliminate the depletion allowance for granite, and
  - B) Eliminate the investment tax credit. And,
- 2) The impact of a strong U.S. dollar in foreign markets resulting in ever-increasing imports of finished granite monuments.

A letter to your Congressman and Senators urging their attention to these problems and their commitment to support our industry's position on these matters will help alleviate a disastrous situation for the domestic granite industry.

# BGA Open House – 85: “A Smashing Success”



The BGA Open House–85, sponsored by the member firms of the Barre Granite Association, attracted more than 300 retail monument dealers from all parts of the country during the first 16 days of August.

Milton V. Lyndes, Executive Vice President of the Barre Granite Association, described the events as “an unqualified success!!” Lyndes said the retail monument dealers who came to Barre saw one of the largest indoor monument displays ever set up in a production area.

“More than 70 monuments of all colors, shapes and sizes were on display,” he said. “Retail monument dealers were given an opportunity to see the unmatched skill and craftsmanship of BGA manufacturers in both religious and secular monuments.

“There were exquisite examples of etching, hand-carving and sandblast carving,” Lyndes said, “and full figure hand carving, full figure bas relief and hand

carved niche bas relief were also on display. Traditional designs with beautiful corner carvings and contemporary designs with free-flowing lines and shapes added to the excitement of the display, while many memorials featured turned work in the form of flower vases.”

Lyndes said everyone, “including retail monument dealers, BGA granite manufacturers, and the general public was very impressed with the display.”

The visiting monument dealers were also given ample time and opportunity to visit the world-famous Barre granite quarries and the member-firms of the Barre Granite Association.

Brief educational workshops, in an audiovisual format, on sandblast carving and layout and lettering were scheduled and an overview of the death-care industry was presented by Tom Leary, BGA Manager of Planning & Development.



The BGA Open House–85 drew the attention of the news media. Local newspapers had reports and a local CBS television news team did a report for the evening news. Here the camera focuses on a bas relief produced by Lawson Granite Company.

Lyndes said the BGA Open House–85 was extremely successful for both retail dealers and the BGA manufacturers. “Retail monument dealers are customers of BGA companies and sell directly to the consuming public. We arranged this special event to attract monument dealers to Barre to see the latest in memorial designs and to gain a greater understanding of how the product they sell is quarried and manufactured. We attained those goals.”

Lyndes said he was very pleased with the large number of retailers who attended the Open House–85. “We were especially pleased to have so many areas of the country represented here in Barre. It gave our Open House–85 a truly ‘national’ flavor.”

“We had a great time.” Lyndes said. “We hosted the retail dealers to a couple of chicken barbecue parties where about 200 people also enjoyed blue grass music entertainment. Barre’s downtown merchants also participated in the BGA Open House–85 with a coupon book giving the dealers special discounts for the purchase of goods and services.”

“We are already looking forward to next year. We have begun the planning process for another dealer-oriented event. The member-firms of the Barre Granite Association are very strong in their support of educational activities for monument retail dealers,” Lyndes concluded.

*“It was our first experience visiting the quarries out east and we must add it was very memorable.”*

– Carl & Michelene Kay  
Anthony-Kay memorials  
South Bend, Indiana

*“We had a very enjoyable time in Vermont.”*

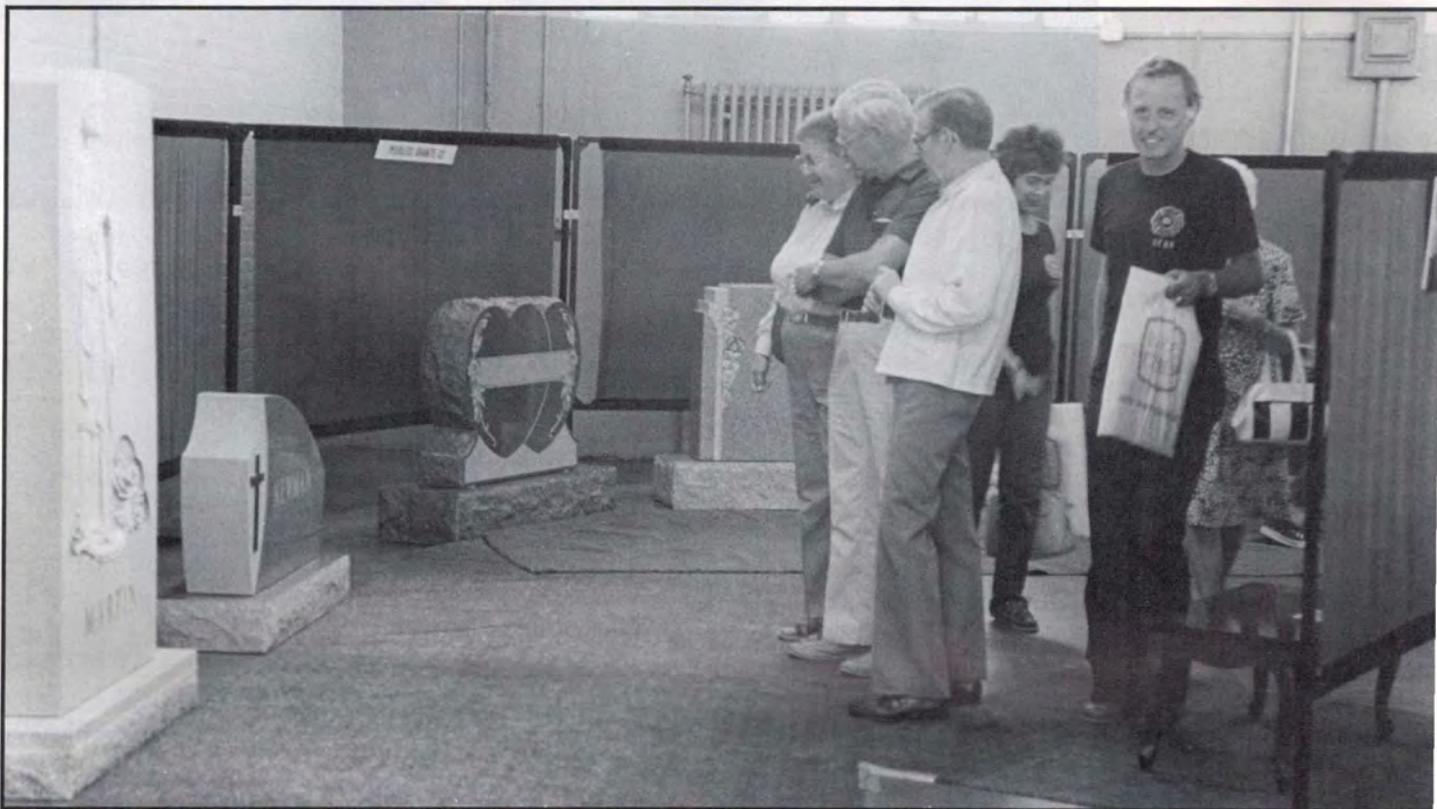
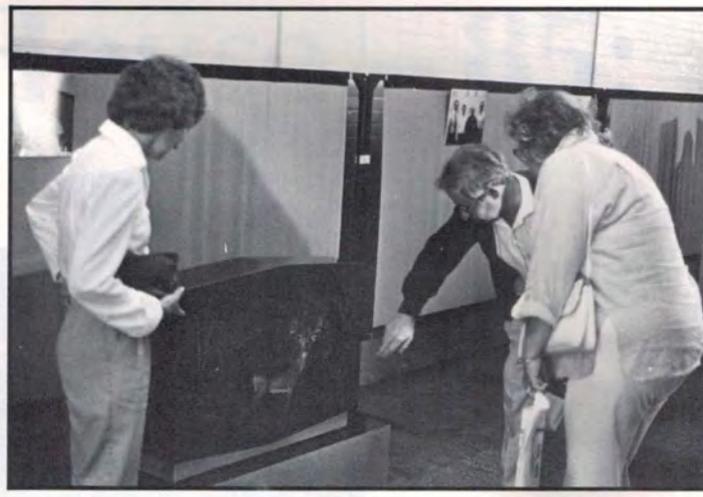
– Robert H. Badgley  
Bad Axe Marble & Granite Works  
Bad Axe, Michigan

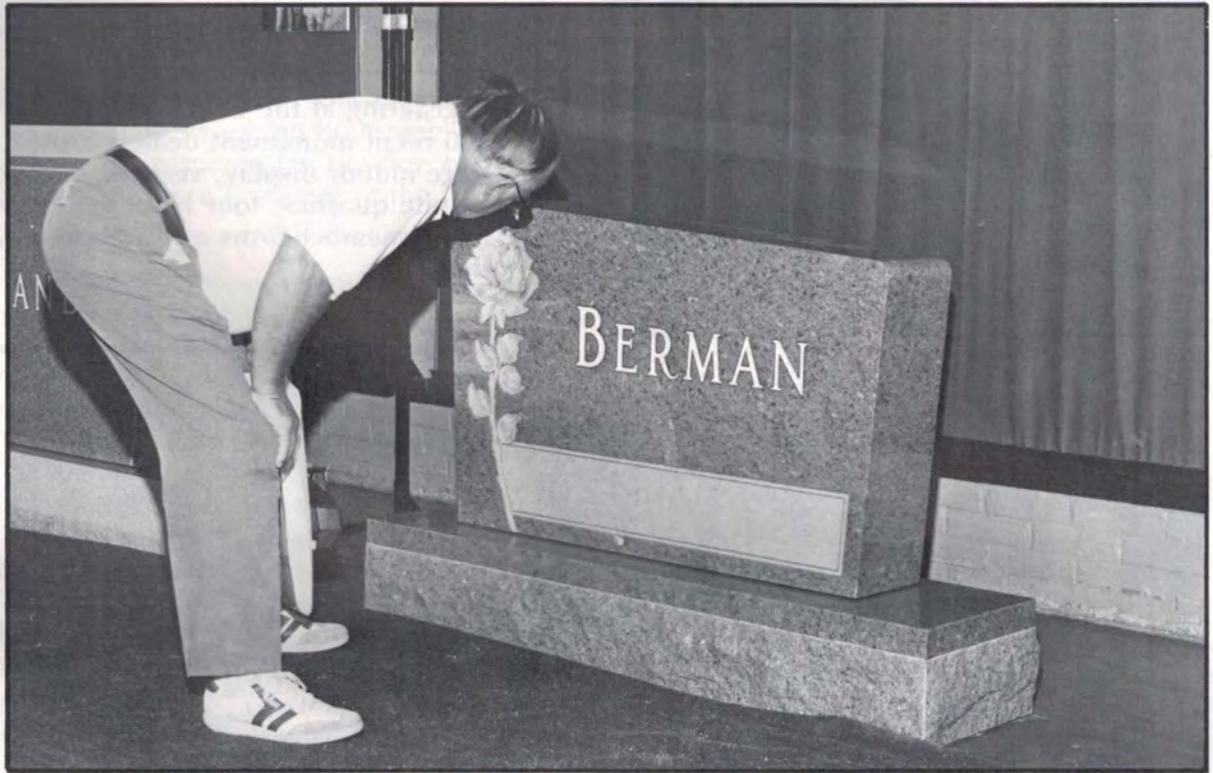
*“I picked up some sandblast tips that made the trip worthwhile. The picnic was wonderful and the exchange of ideas and information between manufacturers and retailers is helpful.”*

– Bayshore Monument Co.  
South Dennis, New Jersey

# BGA Open House

Seventy beautiful monuments attracted close inspection by the more than 300 retail monument dealers who came to Barre during the first 16 days in August. Many said this was the finest display they had ever seen.





The BGA Open House—85 also provided many opportunities for retail dealers from many different sections of the country to compare notes.





Registering at the BGA Open House—85. More than 300 retail monument dealers visited Barre to see the large indoor display, visit the world-famous Barre granite quarries, tour Hope Cemetery and visit many member-firms of the Barre Granite Association.



George Karnedy, Vice President of Sales & Marketing for Rock of Ages Corporation, (1) and Kurt Swenson, President of the BGA member-firm, listen to Sonny Ash, President of Ash Memorials in Heathsville, Virginia.

One of the daily workshops that was held at the BGA Open House—85. Retail monument dealers saw audiovisual presentations on sandblast carving and lettering and layout and were given an overview of the death-care industry by Tom Leary, Business Manager of Planning & Development. Dealers also saw the well-known film, *The Stone Whistle*.



# News *about* BGA *members*

## Beck & Beck Continues Legacy with New Leadership

Barre's oldest, family owned and operated granite manufacturing company continues its legacy under new leadership.

Robert W. Zider and Robert D. Hilferty, sons-in-law of Norman Beck, recently purchased the BGA member-company. Bob Zider has assumed the position of President and Bob Hilferty is Vice President of the 96-year old firm.

Norman Beck, former company President and his cousin, Paul, former Vice President, have retired.

Zider graduated from the U.S. Coast Guard Academy with an engineering degree and a commission in 1972. He served as a Coast Guard officer until 1977 when he resigned to join Beck & Beck as Administrative Manager, with responsibility for all aspects of the company's administrative, personnel and financial functions. In 1977 he became a Director and Secretary of the corporation and was elected Vice President for Sales and Administration in 1984.

Hilferty joined Beck & Beck in 1974. He was appointed Plant Foreman in 1977 and became plant production manager with responsibility for all plant operations in 1982. Hilferty was elected a Director in 1979 and Vice President for Manufacturing in 1984.

Beck & Beck, Inc., was founded in 1889 by Lothar Beck, whose two sons, Wendelin and Charles continued the operation of the company after Lothar's death. Norman Beck, son of Wendelin, represented the third generation of the family to hold the presidency of the company. He joined the firm in 1951 and has been continually active in industry affairs, serving as a Director of the Monument Builders of North America and President of both the American Monument Association and the Barre Granite Association.

Paul Beck, the retiring Vice President, is the son of Charles Beck, who served as President of the company from 1932 to 1960. He also has served on various industry committees and was President of the Barre Granite Association in 1969-1970.



Bob Hilferty (1) and Bob Zider, sons-in-law of Norman Beck and new owners of Beck & Beck, Barre's oldest family owned and operated granite manufacturing company.



Paul Beck, retiring Vice President of Beck & Beck, Inc., has served on various industry committees and was President of the Barre Granite Association in 1969-1970.



Norman Beck, retiring President of Beck & Beck, Inc. He has served as a Director of the Monument Builders of North America and President of both the American Monument Association and the Barre Granite Association.

# BARRE GRANITE FOR DOMESTIC, BUSINESS & INDUSTRIAL PURPOSES

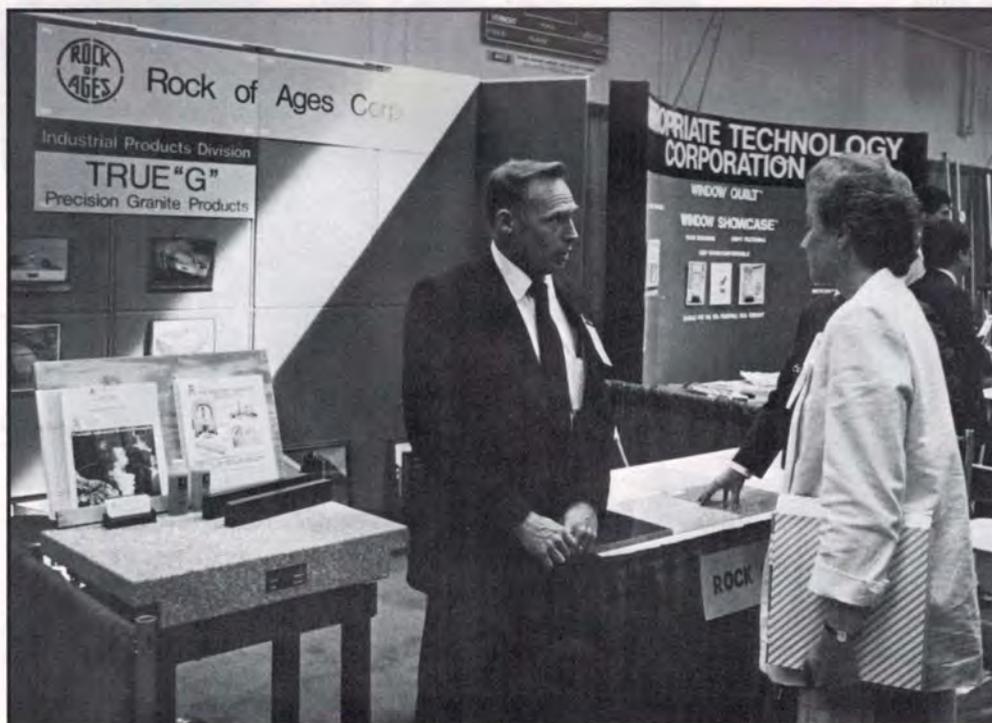
Two member-firms of the Barre Granite Association were among the more than one hundred exhibitors at the Vermont Business & Industry Exposition on the campus of the University of Vermont last spring.

Thurco Granite & Onyx Company, a subsidiary of Thurber Granite Company, owned by BGA President Paul Savard and his wife, Huguette, displayed granite coffee tables, lamps, vanities, counter tops and other granite gifts.

Rock of Ages Corporation exhibited examples of precision industrial and architectural granite and supplied information to potential customers from their Building Granites and Industrial Granite Products.

Exposition officials said more than one hundred business and industry firms, of all sizes and product lines made the two-day event a solid success. Officials said several hundred people, from many businesses throughout New England and the Northeast browsed through the Exposition.

**Vermont Governor Madeleine M. Kunin receives a briefing from Jim Soutar about industrial and architectural uses of granite while Gerry Rousseau looks on.**



**Paul Savard, BGA President, and President of Thurber Granite Company, welcomes Vermont Governor Madeleine M. Kunin to the company booth at the Vermont Business & Industry Exposition.**



## A New Home For Granite Importers

Granite Importers, an Associate member of the Barre Granite Association, soon will have a new home. According to Jake Colgan, President of the firm, his new building, with 24,000 square feet of work space, will house special machinery to process building materials. "I'm going to specialize in kitchen counter tops and bathroom granite tiles," Jake said. "I'm installing new German saws to produce the thin cut granite tiles, a new German polishing machine and an Italian turning lathe." The new building will also house four overhead cranes to expedite the handling of materials.



## *A Sign From Rouleau For Norton's Centennial*

The ROULEAU GRANITE COMPANY recently manufactured a granite sign to help commemorate the Centennial anniversary of the Norton Company, one of the major suppliers to the Barre granite industry.

This black onyx sign is four feet in diameter and one foot thick. The cored hold gives the sign the appearance of a "carbo" wheel.

The Barre granite base for the sign is 4-0 x 1-6 x 1-0.

The sign was erected at Norton's Visitor Reception Center in Worcester, Massachusetts.



# A Diamond Jubilee for Anderson-Friberg Company

What does a granite manufacturing company do to observe its 75th birthday? Well, Anderson-Friberg Company, one of Barre's oldest family-operated and most progressive plants, pauses to reflect on where it has been, look at where it is and prepare a course of action for the future.

Anderson-Friberg Company was established in the fall of 1910 by two cousins, Arthur Anderson and Anton Friberg. Both were natives of Sweden and had just completed their apprenticeship in Barre's granite industry.

They formed a partnership, purchased the Scandia Granite Company and started Anderson-Friberg Company, Inc. From this modest beginning, Anderson-Friberg Company has come to enjoy a nationwide reputation for its reliability and high standards of excellence in the production of granite memorials.

Today, Anderson-Friberg Company is distinguished in Barre by its complete manufacturing facilities and services. All operations are performed on its own property under direct supervision, with customer satisfaction guaranteed.

Recently, Anderson-Friberg Company refurbished and expanded its administrative offices to allow them to computerize their operations, enlarge their in-house designing/drafting studio and improve their overall customer support.

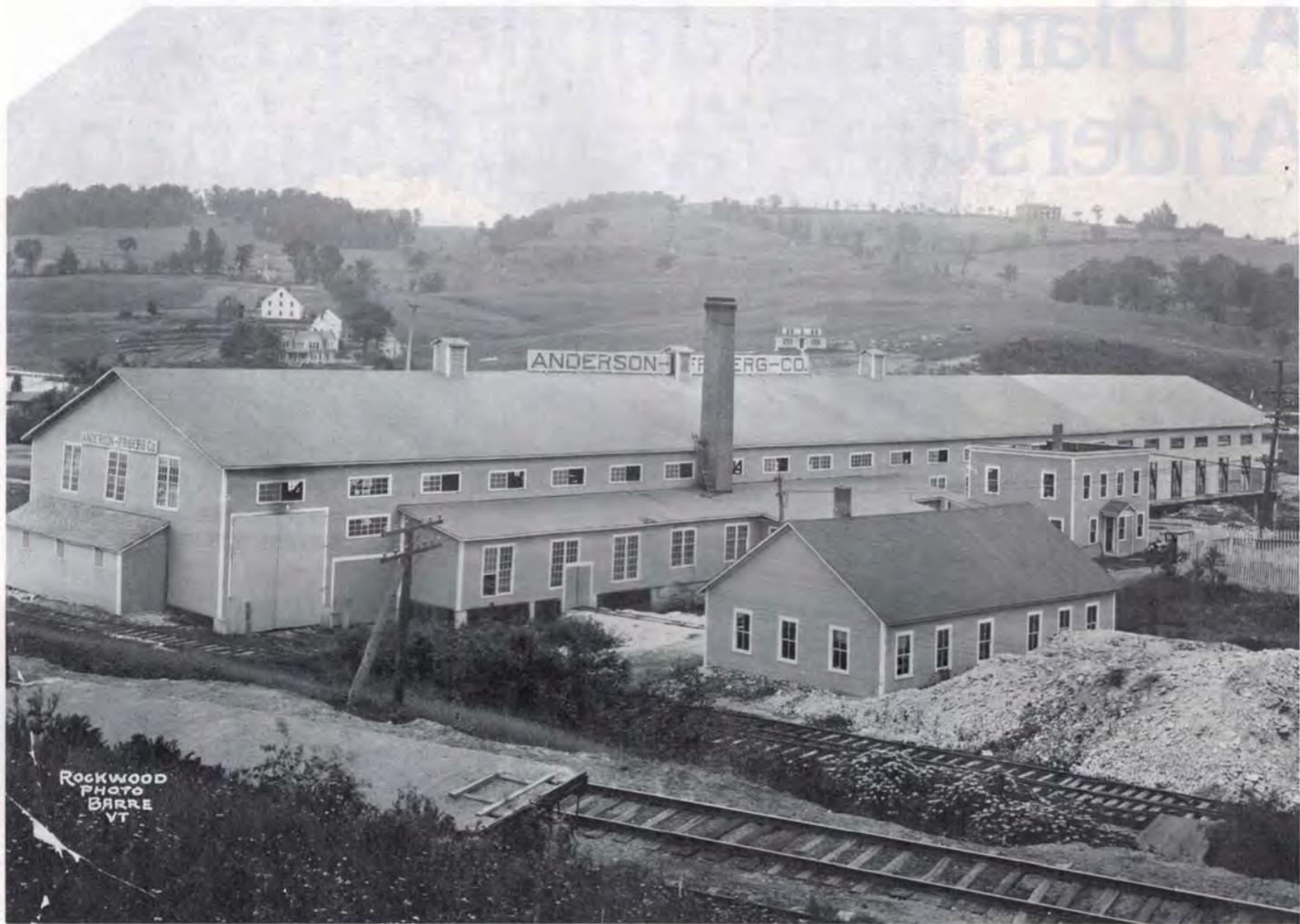
Anderson-Friberg Company has its own sales department, capably staffed by company salesmen in the office and representatives in the field.

Importantly, the principals believe in maintaining close personal contact with customers on a daily basis, and regularly schedule sales trips to retail monument dealers across the country.

Over the years, Anderson-Friberg Company has continuously upgraded its manufacturing facilities. Its modern sandblast department, which specializes in Deluxe Rose carvings, is well-known throughout the monument industry.



**These three young men are:** (l-r) Anton "Tony" Friberg, Hjallmer Nelson and Arthur Anderson. If there was ever an adventurous spirit alive in the land in the early 1900s, this picture certainly seems to have captured it; a perfect image of the early days of Barre's granite industry when youth, vigor and a fearless look to the future were the tools of success.



The Anderson-Friberg Company manufacturing plant in the 1930s. Note the 100-foot addition in the right of the picture. This project brought the plant to its present size: 360' by 60'.

Production capabilities have been enhanced with modern equipment including five diamond saws. Two saws are fully computerized and automatically saw large quarry blocks and slabs.

In the planning stage are new computerized polishing machines, featuring the latest in captive-abrasive technology and two more traveling cranes, which are being installed to facilitate heavier loads and increased volume.

Anderson-Friberg Company manufactures a complete line of quality monuments from a collection of domestic and international granites. These include: Select Barre Grey, Rib Mountain Dark Red from Wisconsin, AFCO American Black from Pennsylvania, Dominion Pink from Canada, North American Pink from Canada and Purple Majesty from India.

The AFCO Trademark, a mark of excellence in quality, service and value, has been applied to Anderson-Friberg memorials for more than two decades. Numerous examples of Anderson-Friberg Company's finished monuments can be seen in the firm's fine, indoor display area, an attraction for many visiting retail monument dealers.

Melvin Friberg, son of Anton Friberg, is President of the firm. Known as "Mellie" Friberg to countless numbers of retail monument dealers nationwide, he is not one to dwell on the past. "I believe very strongly in this company," Mellie says, "and I believe very strongly in the future of the monument industry."

"The founders of this company had excellent foresight, and because they did, we are a strong and progressive company today. By continuing to plan

ahead for future situations, we will be a strong and progressive company tomorrow."

That philosophy is vigorously supported by Mellie's son, Peter, Vice President Sales, and son-in-law, Bob Pope, Vice President Administration.

"We are an aggressive company." Peter says, "We are always striving for ways to better serve our customers. Retail monument dealers are the key to the future and therefore all our business is conducted directly with them. In return, we offer them direct accountability for the finished product since all phases are controlled and produced by us."

"The future is unlimited" adds Bob Pope. "We are continuously adapting our methods in anticipation of the future, using our past record of steady, solid performance as our guide. We do not plan to stand still—ever."

Evolution and transition are key words in the lexicon of progressive change at Anderson-Friberg Company. The founders established a granite manufacturing firm known for its excellence in skill and craftsmanship and developed a sales market based on personal attention to the needs of retailers and the public.

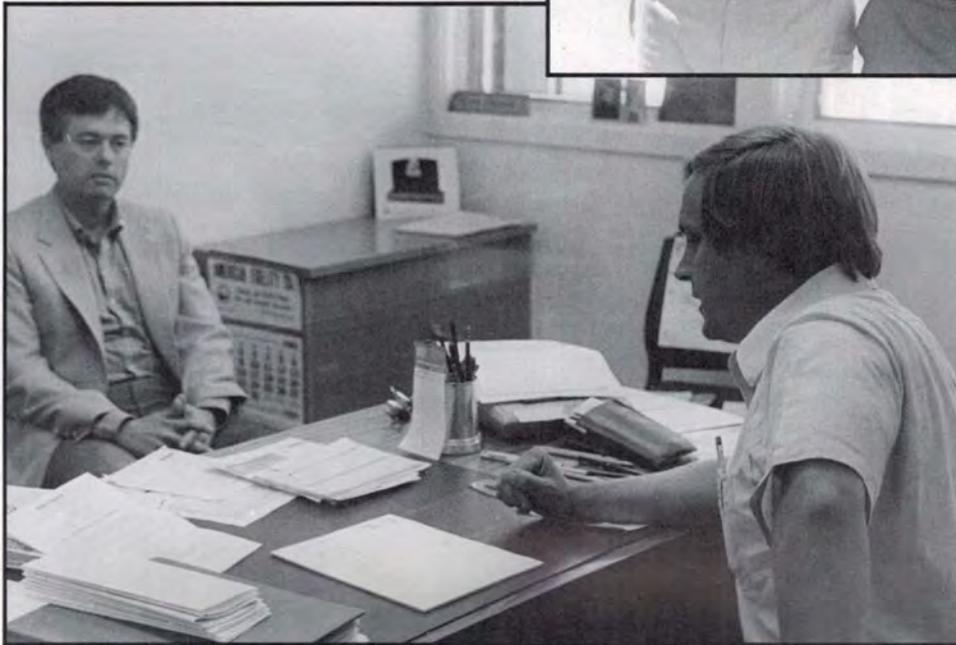
This fine reputation has been enhanced by the firm's second and third generations through constant improvement in manufacturing techniques, the use of modern production and administrative methods, and a continued commitment to guaranteed customer satisfaction.

With 75 years of experience behind them, Anderson-Friberg Company seems well-equipped to face the future challenges of the ever-changing monument industry.

The long lens captures Bob Pope (1), Vice President Administration in the midst of a meeting concerning the manufacturing operations of the Anderson-Friberg plant.



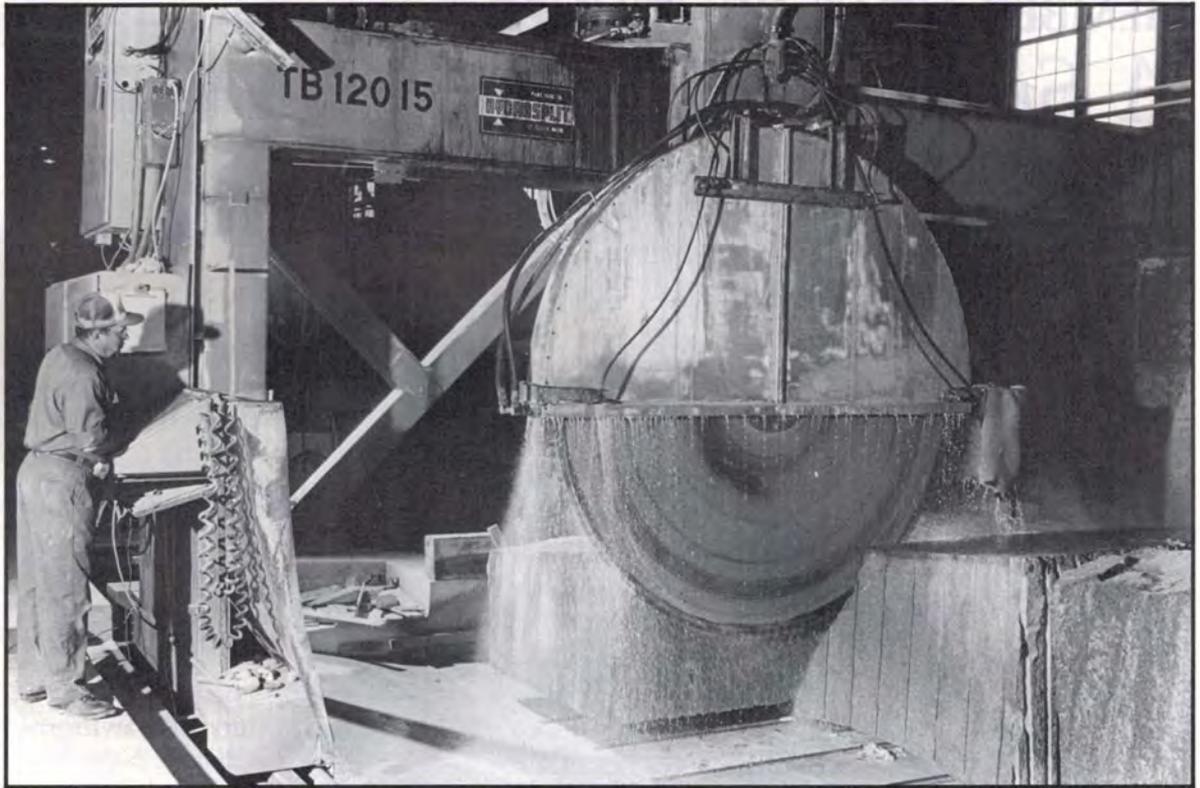
(l-r) Bob Pope, Vice President Administration; Melvin Friberg, President; and Peter Friberg, Vice President Sales, in front of the new Anderson-Friberg office building. Over the years the AFCO plant has been completely modernized and now has the latest state-of-the-art machinery and equipment to produce beautiful granite memorials.



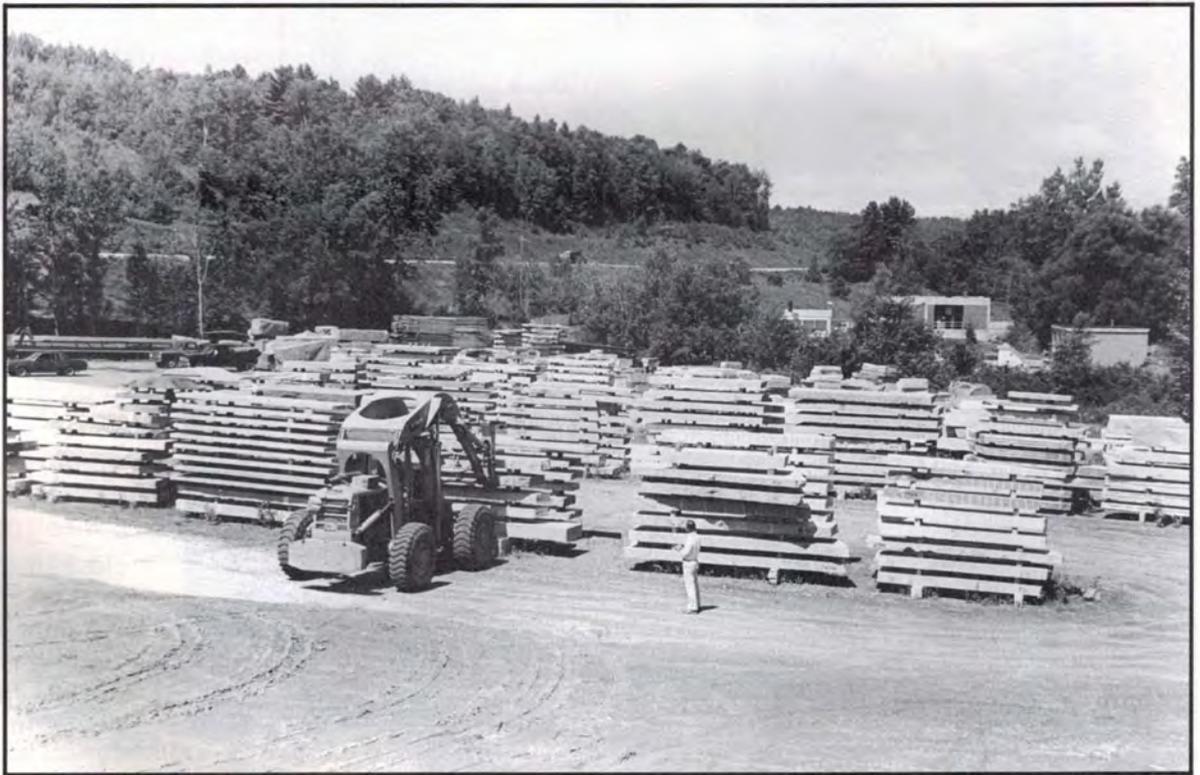
Peter Friberg (r), Vice President Sales, chats with retail monument dealer Thomas Drew of Drew Monument Sales in Colonia, New Jersey.



(l-r on the lower level) David Reid and Scott Wright from the Sales Department, Bob Peduzzi, Senior Draftsman and Melvin Friberg, company President. Peter Friberg (l), Vice President Sales and Bob Pope, Vice President Administration are on the upper stairway.



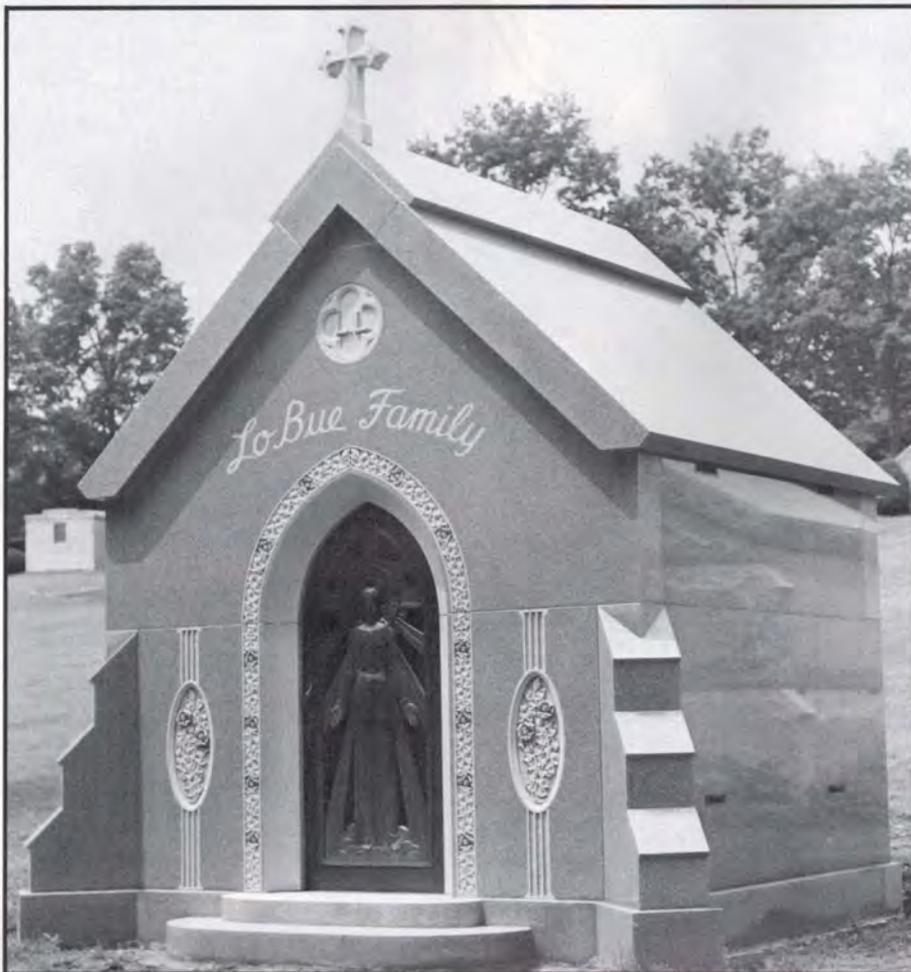
Many granite slabs are cut by this fully computerized diamond saw, one of two computerized saws and one of a total of five diamond saws in the AFCO production line.



Many slabs from each of the half dozen lines in the Anderson-Friberg collection of granites are available at a moments notice from the plant's large slab storage area.

## MEMBER NEWS CONTINUED

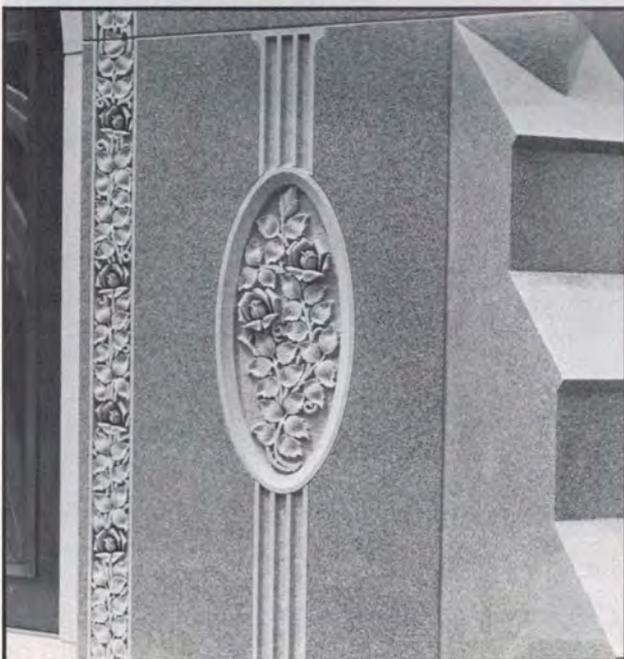
# *A Special Mausoleum From Peerless Granite Company*



The LoBue family mausoleum, manufactured by PEERLESS GRANITE COMPANY for J. Carotenuto & Sons, Inc., of Bronx, New York, is truly one of a kind.

Located in Gate of Heaven Cemetery in Hawthorne, Westchester County, New York, this special, all-polished, Barre granite mausoleum is more than 14 feet across the front, 12 and a half feet from front to back and 17 and a half feet tall.

The mausoleum was built with a removable floor to accommodate two underground crypts along with the six crypts in the building. Special script lettering was used for the LoBue family name over the doorway. Note the reflection of a nearby mausoleum in the right side wall of the highly polished building.



A close-up of the intricate rose pattern sandblasted with painstaking care into the cameo-style panel—an example of the fine craftsmanship available in Barre.

This mausoleum features sandblast carved roses around the doorway and cameo-style panels, with flutes, on each side of the doorway.

# A SIGN TO BE PROUD OF FROM S. L. GARAND & CO.

The classes of 1984 and 1985 of Montpelier High School in Montpelier, Vermont, donated the landscaping and granite sign for their alma mater. The five-foot tall Barre granite sign, accented by the two-foot tall frosted black granite, was designed and produced by S. L. Garand & Company of Montpelier. Class officers at the dedication included: (l-r) Class of '84 President Kim Coghlan, Class of '85 President Ed Rice, Montpelier High School Principal Richard Ashley, Class of '84 Vice President Rick Garand, Class of '85 Vice President Cindy Bruzzese, Class of '84 Secretary Lisa Buttura, and Class of '85 Treasurer Carolyn Gidney.



## Tenth Annual Historic Preservation Summer Institute

Members of the Masonry Conservation Workshop, sponsored by the University of Vermont, are watching the sculpting artistry of Philip Paini as he works on an Italian-American statue to be erected in Barre this fall. The students traveled to Barre from the UVM campus in Burlington to learn about quarrying, manufacturing and finishing granite products. The four-day workshop included classroom as well as other on-site demonstrations in conservation. The students were accompanied by Milton V. Lyndes, Executive Vice President of the BGA (far right).



# TRIO MOTOR TRANSFER, INC.

A New Associate Member of the BGA

Since its inception four years ago, Trio Motor Transfer has been transporting finished granite monuments, made by BGA manufacturers, to all parts of New England.

Here, Dave Rice (far right) checks a manifest with Audrey Benson and her husband Danny before leaving on one of the several trips that originate from their Barre terminal

every week. Dave, who began his trucking career in 1948, and Danny, who has been behind the wheel since 1967, each has his own 18-wheel tractor-trailer.

Audrey acts as dispatcher and office manager and Dave's wife, Sophia, is the firm's bookkeeper.



# Transportation

## Barre Guild Consolidation Service Now Delivers to Ohio

The Barre Guild Consolidation Service has initiated a major expansion of its delivery area to include retail monument dealers in the state of Ohio.

Gary Watson, BGA Manager of member Services, said, "The Barre Guild Consolidation Service has always prided itself on its rapid and economical transportation of granite memorials to retail monument dealers west of Ohio and south of Virginia. And now we are very pleased that monument retail dealers in the state of Ohio will be able to take advantage of our fast and efficient services."

"BGA manufacturers already have hundreds of customers in Ohio," Watson noted, "and now the Barre Guild Consolidation Service has an opportunity to serve them with highly competitive rates and extremely fast turnaround time."

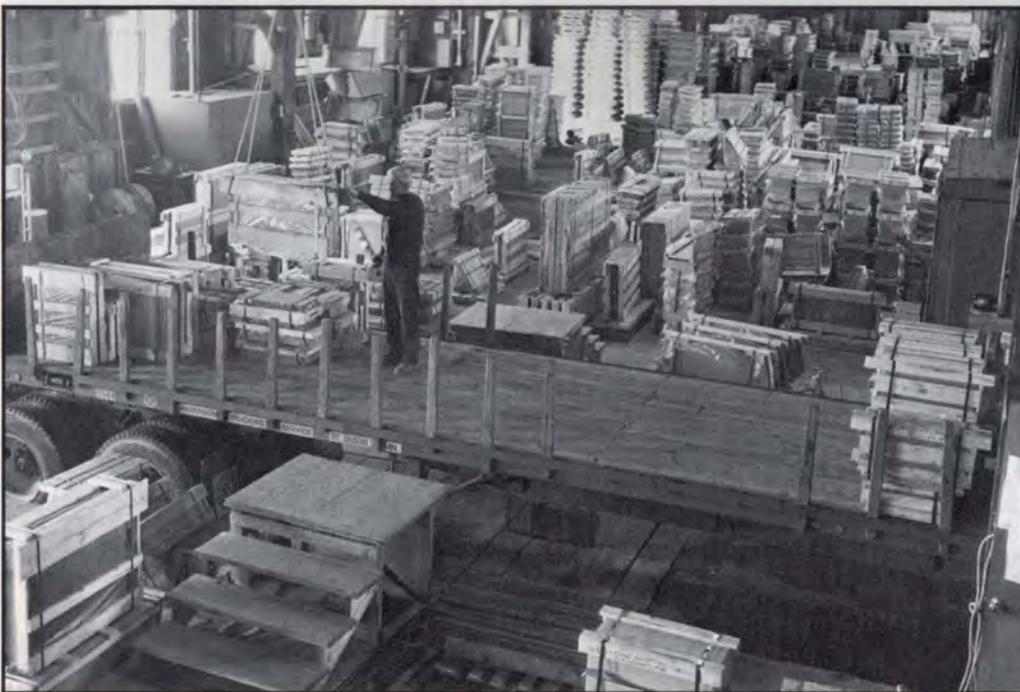
Watson said retail monument dealers in Ohio, who take advantage of this new service, will be able to have their orders consolidated into a single load and shipped within 36 to 72 hours of its delivery to the consolidation terminal.

"We will have faster turnaround time than any other regular carrier presently serving retail monument dealers in the state of Ohio," Watson said.

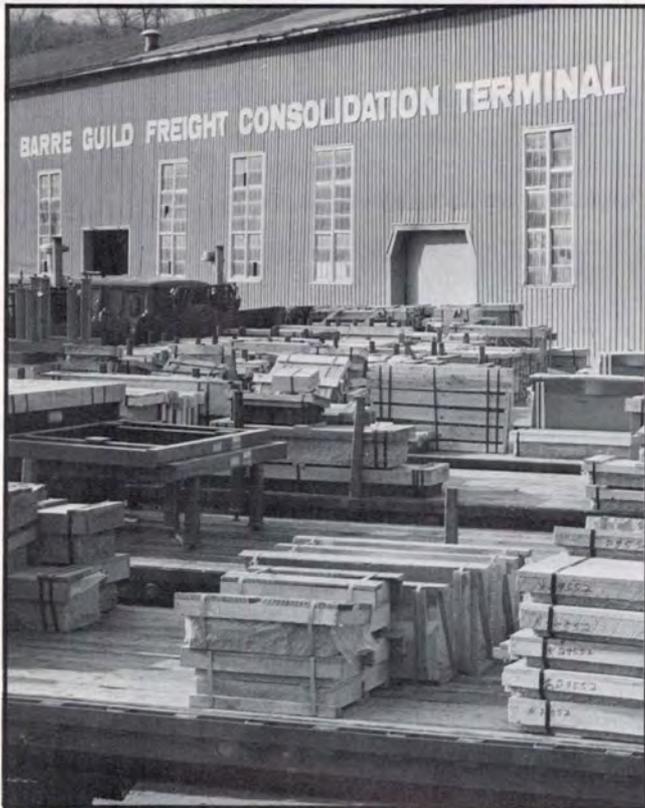
Watson also pointed to pool truck shipments and depot delivery as two other money saving services available from the Barre Guild Consolidation Service. "Pool truck shipments enable a group of retail monument dealers to consolidate their shipments together to save on freight costs."

"Depot delivery is really the ultimate in freight costs savings," according to the BGA Manager of Member Services.

"Under this plan, several retail dealers consolidate their shipments on one truck and have the delivery made to one location central to their businesses. In this instance, the dealer saves twice: once on reduced freight rates and again by eliminating drop-off charges associated with pool truck deliveries."



Loading beautiful granite monuments, made by BGA member firms, destined for retail monument dealers in the midwest. Barre Guild Consolidation Service is now available to retail monument dealers in Ohio. More information is available from the Barre Granite Association office. (802-476-4131).



Tractor-trailer loads of finished granite monuments are readied at the Barre Guild Consolidation Service for their trip westward. Many retail monument dealers in the south, west and midwest save on freight rates through use of pool truck and depot deliveries.



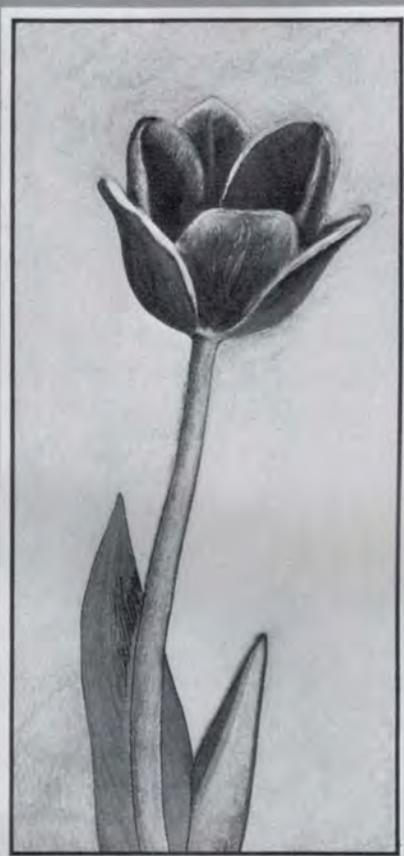
"Pool truck shipments and depot delivery are big money savers for retail monument dealers who use our service," says Gary Watson, BGA Manager of Member Services.



Gary Watson  
Manager Member Services

# May we do you the favor of a lifetime?

*May we do you the favor of a lifetime?*



"We'd like to do you a favor by explaining the seven reasons to plan for your memorial in advance.

"Sometimes a favor comes in the form of good advice. Perhaps yours came from a schoolteacher who urged you to study harder, or from a coach who taught you to accept both victory and defeat with equal grace. Sometimes giving good advice is the best favor you can do for someone."

Those are the opening words of the latest sales aid to be produced by the Barre Granite Association.

This special, four-color brochure outlines the seven reasons why people should organize their memorial plans before there is a need for a monument.

This brochure is available from the Barre Granite Association in minimum orders of 100 for \$20. Four lines of imprinting are provided, free of charge.

Clip the convenient coupon on this page to order your supply of the latest pre-need brochures to be offered by any producing area.

This new sales aid is another example of Barre's leadership role in providing new and effective sales aids for the memorial industry.

Yes, please fill my order for the BGA's new pre-need sales brochure, "May we do you the favor of a lifetime?"

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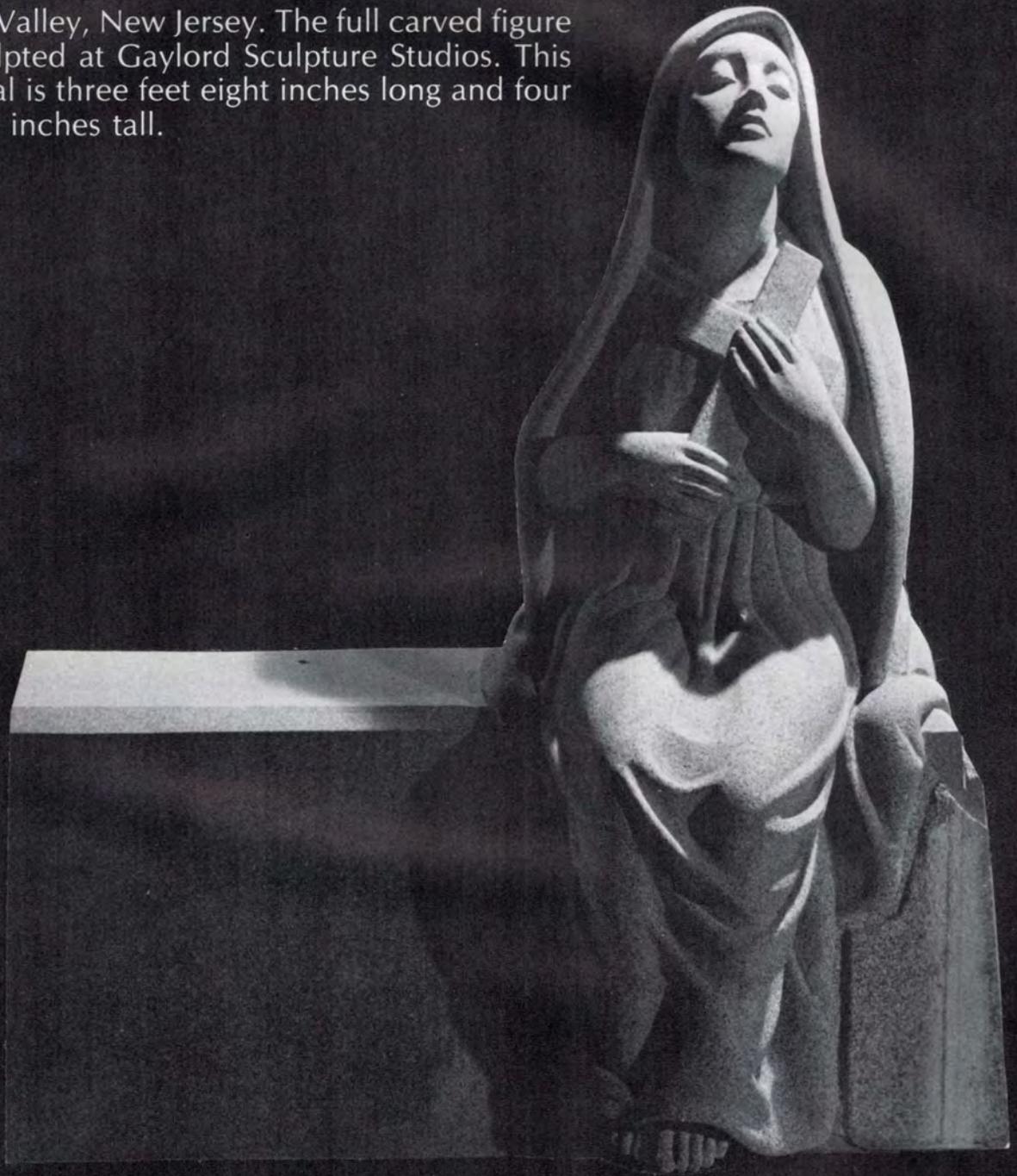
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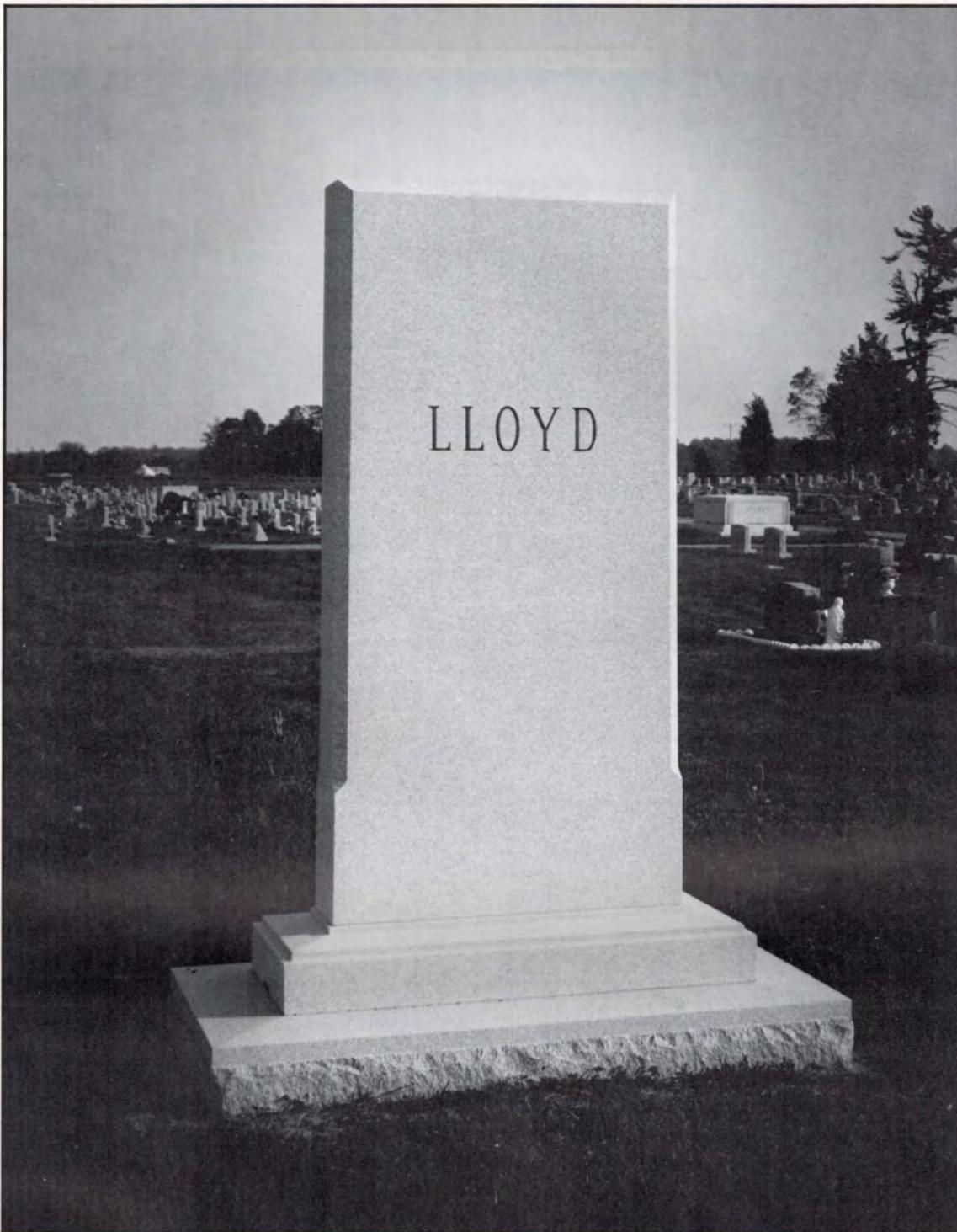
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Clip and send to: Barre Granite Association,  
P.O. Box 481, Barre, Vermont 05641. (Be sure to enclose your check.)

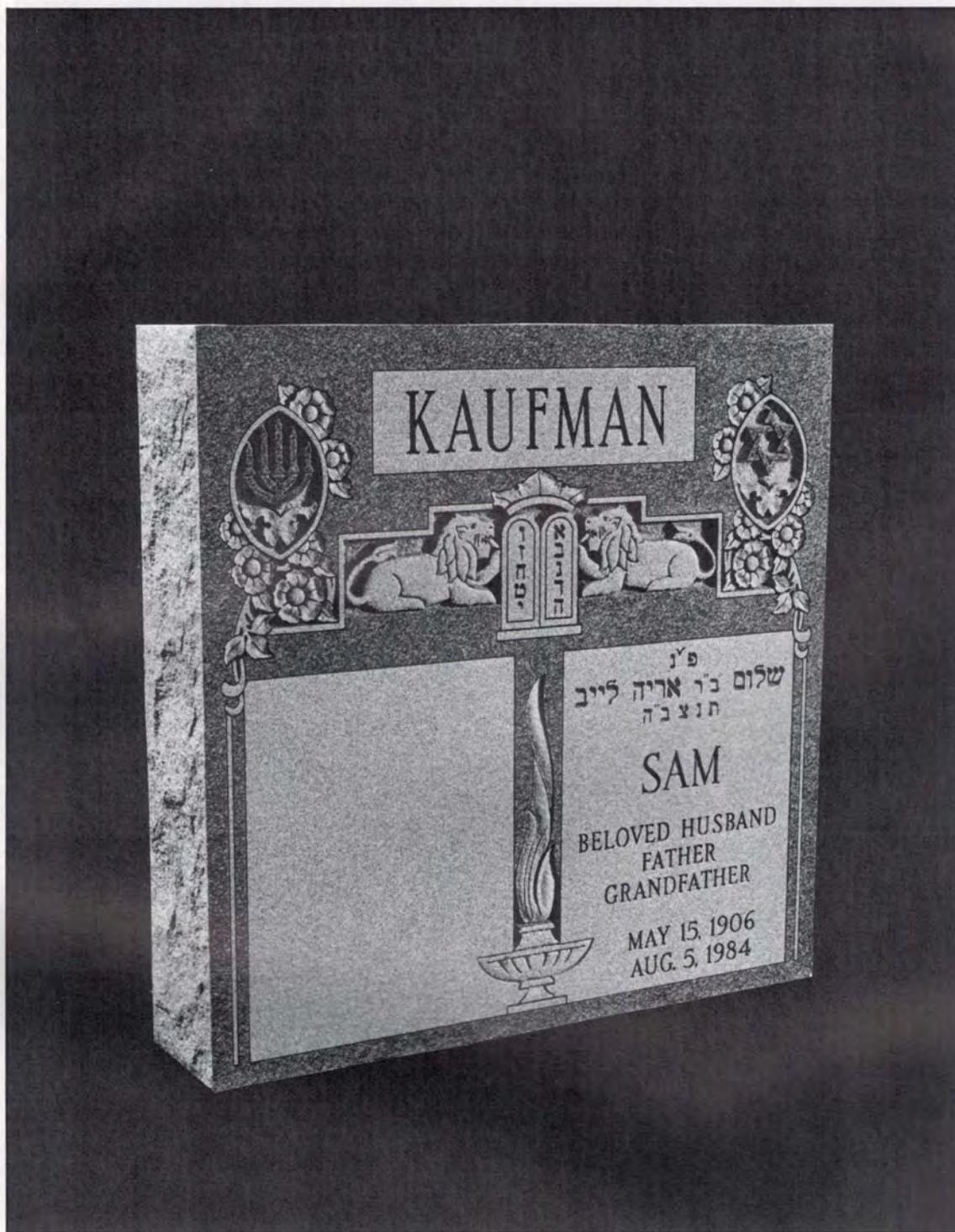
# *Memorial Designs*

This beautiful family memorial was manufactured by LaCross Memorials for Morris Hill Memorials of Long Valley, New Jersey. The full carved figure was sculpted at Gaylord Sculpture Studios. This memorial is three feet eight inches long and four feet two inches tall.





Manufactured by LAWSON GRANITE COMPANY, for the Lloyd family, proprietors of Lloyd Memorials, Dover, Delaware, this best light Barre monument is seven feet tall. The monument is all fine steeled finished and features straight top, one-inch tapered ends, axed champher along top and ends on both sides. The four-foot eight-inch sub base is all axed with a drop wash and members. The six-foot two-inch bottom base has a one inch axed drop wash and a two inch margin on four sides. The Lloyd family monument is located in Odd Fellows Cemetery in Camden, Delaware.



This beautiful Barre granite memorial was manufactured by NORTH BARRE GRANITE COMPANY for Madonick Monuments in Brooklyn, New York. This special monument features many Jewish symbols including the Star of David, the Menorah, the Ten Commandments and the Lions of Juda. Measuring 3-0 x 0-8 x 3-0, this monument has a polished front, sawed back and top and rock pitched ends.



A special memorial commemorating the Holocaust, manufactured by BECK & BECK, INC., for F.P. Davis Monumental Works of Boston, Massachusetts. The center tablet is seven feet tall and flanked by three-foot tall wings. The memorial rests on a nine-foot base. The finishes are steeled and rock pitched.

**Barre Granite Association**

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

Monuments

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