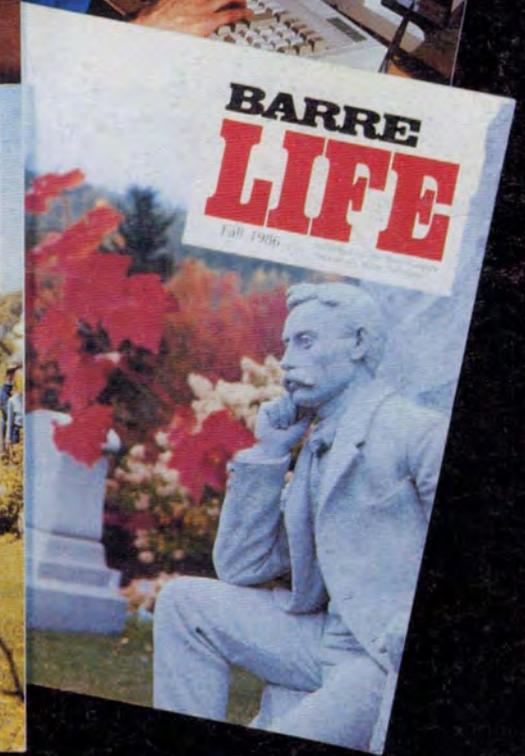
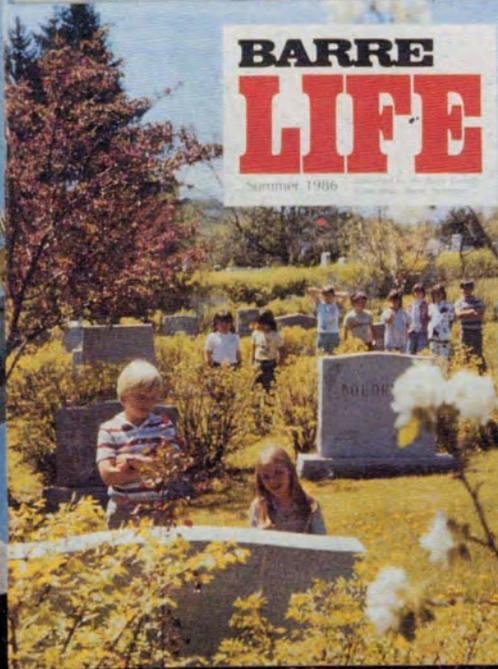
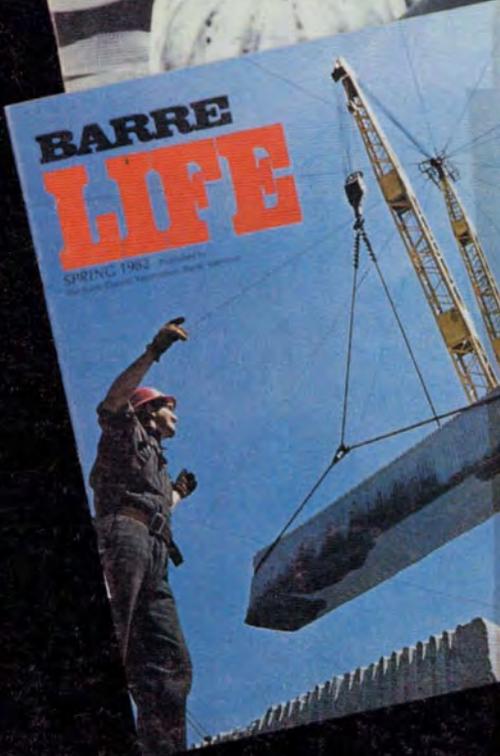
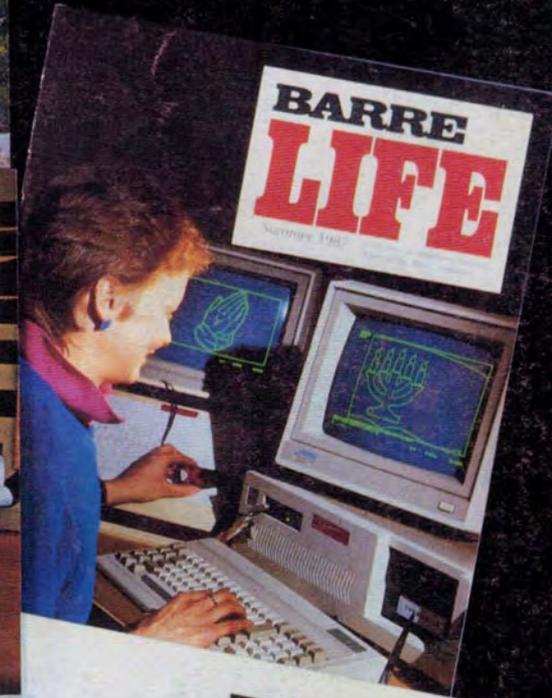
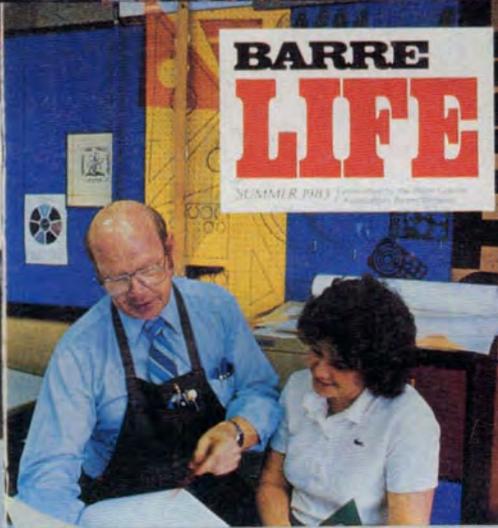
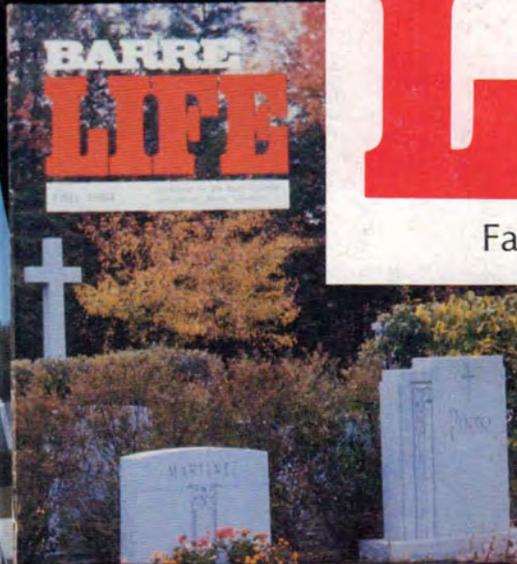
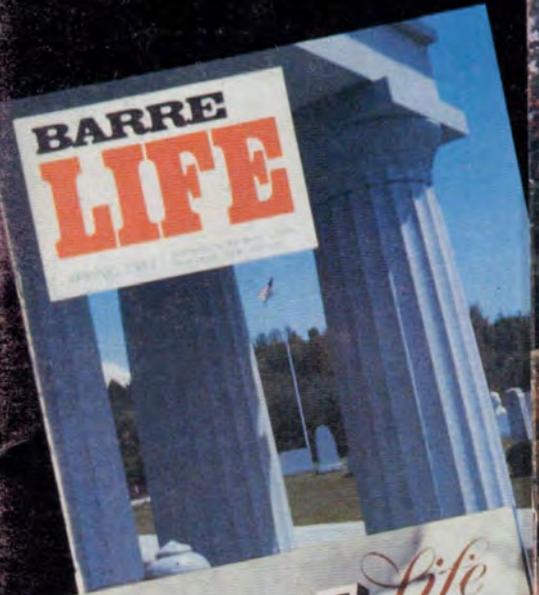


15th Anniversary Issue

BARRE LIFE

Fall 1987 published by the Barre Granite Association, Barre, Vermont





So Long and Thanks, Tom Leary

From Vermont's Green Mountains to a mountainside in Virginia goes Thomas Leary, the Barre Granite Association's widely known and respected Manager of Planning and Development. Tom has retired after eight years in the granite industry, including three at the BGA.

As manager of the BGA's Cemetery Service Program, Tom has been a valuable resource to cemeterians and retail monument dealers throughout the country. His columns for *Barre Life*, "News from the Cemetery Field," have been widely reprinted and discussed.

Tom brought to the BGA a broad background in marketing and advertising and an ability to put difficult issues into clear perspective. His wise counsel will be missed. So long, Tom. And thanks.

To Learn Stoneworking... The Stone Trades School

The nationally renowned Stone Trades School of Barre announces openings for additional students in the session which begins in January. For information, contact Warren Williams, Stone Trades School guidance coordinator, Barre Regional Vocational-Technical Center, 155 Ayers St., Barre, VT 05641.



BARRE LIFE

Fall 1987

published by the Barre Granite Association, Barre, Vermont

Norman James
Executive Vice President

Bruce Talbot
Manager of Public Relations

Gary Watson
Manager of Member Services

BOARD OF TRUSTEES

Brent Buttura, President
Buttura & Sons, Inc.

Peter Friberg
Anderson-Friberg Co.

Nick Cetrangolo
Cetrangolo Finishing Works

Raymond Rouleau
Rouleau Granite Co.

Charles Chatot
North Barre Granite Co.

Kurt Swenson
Rock of Ages Corp.

Robert Zider
Beck & Beck, Inc.

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Cover and monument photography by Chris Beltrami

ABOUT OUR COVER

Fifteen years ago, the Barre Granite Association began publishing *Barre Life*. From the beginning, the magazine has been a lively, informative and very popular ambassador for BGA member-firms. The cover of this 15th anniversary issue is a sampler of past *Barre Life* covers.

Let's Get That Right!

An article in the Summer issue of *Barre Life* identified the company that executed a monument honoring homerun king Roger Maris as the Dakota Granite Company. The firm's correct name is the Dakota Monument Company. We regret the error.

BGA Board of Trustees Looks to the Year Ahead



Brent Buttura, President of Buttura & Sons, Inc., has been re-elected President of the Barre Granite Association Board of Trustees. He will lead the BGA during the coming year as the association develops new services for members and new promotions and activities to benefit retail dealers.

At the BGA Board's annual meeting this summer, association members also re-elected as trustees Charles Chatot, President of the North Barre Granite Co., and Robert Zider, President of Beck and Beck, Inc. Norman James was re-elected BGA Executive Vice President. Retiring Treasurer

John Salvador was recognized for his 18 years of association service.

Pictured above in the front row are BGA Board members Raymond Rouleau, Corporate Secretary and Plant Manager of Rouleau Granite Co.; Brent Buttura; Nick Cetrangolo, President of Cetrangolo Finishing Works; and Charles Chatot. In the second row are Board members Robert Zider; Kurt Swenson, President of the Rock of Ages Corp.; Peter Friberg, Vice President for Sales of Anderson-Friberg Co.; and BGA Executive Vice President Norman James.



75 Years Ago at

It was the largest crowd in Barre history. Eight thousand people jammed together and waited for more than an hour to see the old Bull Moose, former President Teddy Roosevelt. T.R. had come to the Granite Center of the World to win back the White House.

Roosevelt rallied the crowd from the steps of the Church Street Schoolhouse, today the headquarters of the Barre Granite Association. Among the throng were many granite

workers. Most fabricating plants closed so their employees could see America's only living ex-President.

The crowd cheered as Roosevelt boomed, "I am trying to bring nearer the day when social and industrial justice shall be parceled out to all alike in this land of yours!"

T.R.'s whirlwind 1912 visit to Barre was a triumph. His fortune at the polls was less successful.



Photographs courtesy of the Aldrich Public Library

BGA Headquarters...



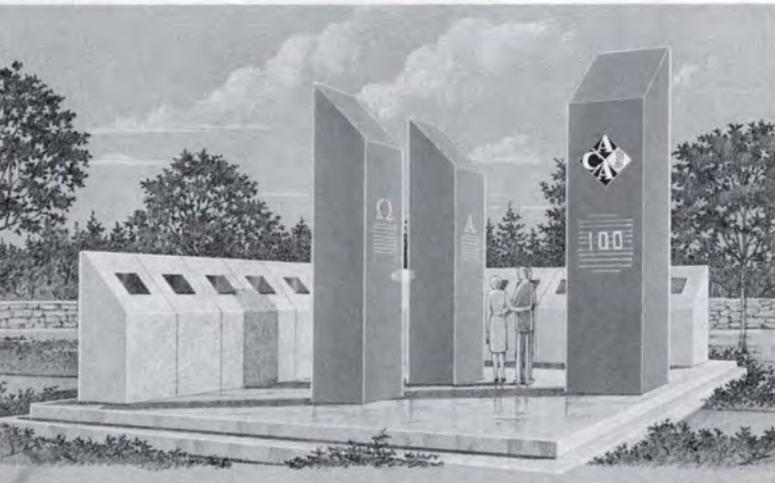
THIS FALL AT BGA HEADQUARTERS

The BGA building in downtown Barre is now undergoing extensive top-to-bottom renovation. The building's historic exterior will remain the same, but inside almost everything will be different. The century-old structure will have new offices and work areas, new conference space and meeting rooms. And, naturally, Barre granite will be featured. Visitors will enter an elegant granite-floored foyer that will be dominated by a dramatic skylight-illuminated, granite-tread stairway.

Watch *Barre Life* for announcement of the BGA's upcoming open house.

ACA CENTENNIAL MONUMENT

Ready for Dedication

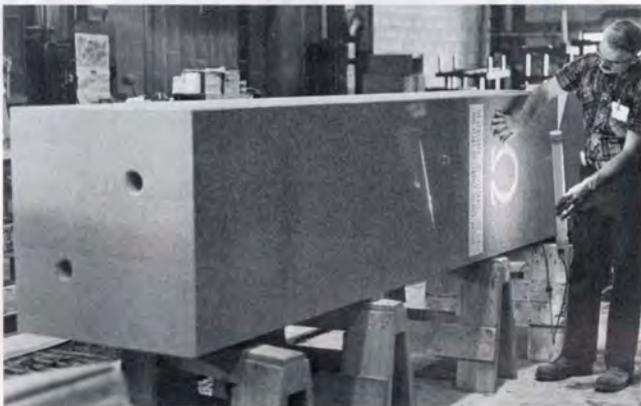


All that remains to do is the celebrating. The finishing touches are complete on the American Cemetery Association's Centennial "Time Capsule" Monument.

The monument stands on the grounds of Spring Grove Cemetery in Cincinnati, the second-largest cemetery in the United States. Dedication will be during the ACA's 1987 national convention in November.

In late summer, Barre's Rock of Ages Corporation completed the monument's three polished granite pylons. The inscriptions on the 12-foot-high alpha and omega pylons read: "Rededicating ourselves to continued service" and "To remember...to celebrate...the first 100 years of service to our nation."

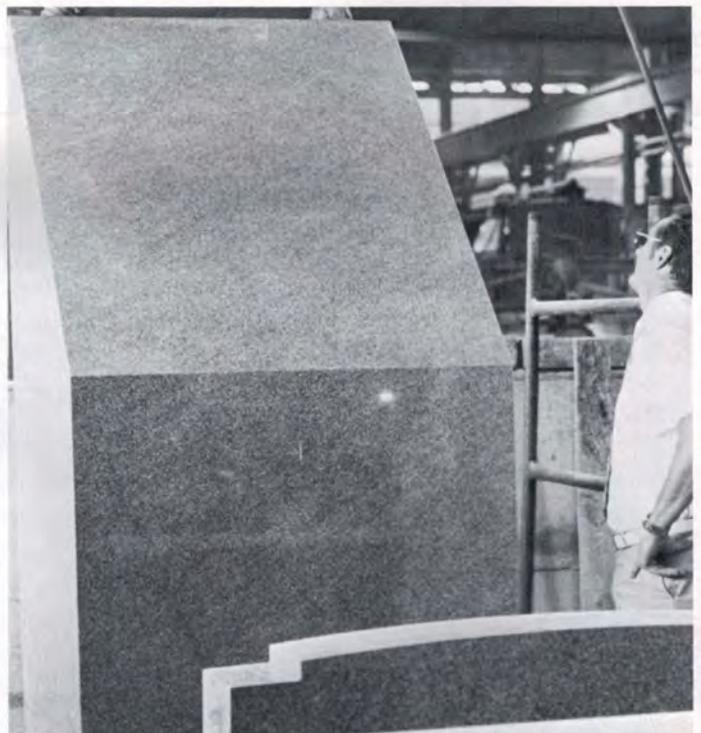
The third pylon is 15 feet high and summarizes ACA founding objectives and the association's goals in 1987.



Rock of Ages foreman/inspector Ron Elmer examines the polish quality and grain consistency of the all-polished omega pylon.



Before the alpha pylon is crated for shipment, Ron double-checks the detailed measurements of the alpha character.



The final OK for the 15-foot monument feature pylon comes from Conrad Rowell, Marketing Manager for the Rock of Ages Memorials Division.



15 Years Old

When that first issue of *Barre Life* magazine rolled off the press in 1972, the member-firms of the Barre Granite Association took an important step to forge closer friendships with memorialists from coast to coast.

Today, 15 years later, BGA firms reach more than 10,500 retail monument dealers, cemeterians and others four times a year by way of *Barre Life*. On the following pages of this 15th anniversary issue is a portfolio of current BGA members, with color photographs of the beautiful monuments they produced for this summer's BGA Sales Seminar.

How *Barre Life* Began...

"Some retailers, even some who had been doing business with Barre companies for a long time, had never visited us," reminisced *Barre Life* founder and retired BGA Executive Vice President Milton Lyndes. "The reason was distance. So we created a magazine to enable our customers and suppliers to meet on the printed page."

The name *Barre Life*, he said, was "a natural."

"The life of Barre was what we wanted to convey. We knew retailers were interested in what was happening in the Granite Center of the World. The magazine came on the scene at a time when important changes were coming in the monument industry...mechanization with new machinery, new plant layouts and production flow.

"We felt the magazine should be as educational as possible, while also being entertaining and enjoyable. One of the leading photographers in New England—Hanson Carroll—has taken many of our feature photographs."

Barre Life can claim significant firsts as a granite manufacturing trade magazine. Among them:

- It was the first industry magazine to publish extensive photographs of plant interiors, including people and machinery at work.
- It has been a leader in publishing detailed

facts and recommendations about transporting monuments to retailers.

- It was one of the first magazines of its kind to emphasize the importance of women in the stone industry.
- Recently, it has become a colorful showcase for the monumentation potential of granite.

In that first issue of *Barre Life*, Milt Lyndes told his new readers, "Barre is predominant in the field of traditional memorials. By reading your issues of *Barre Life* you will gain a better insight as to why Barre continues to be a world leader in memorialization."

We're convinced that holds true today.

Milt's successor as BGA executive vice president, Norman James, notes, "*Barre Life* magazine is recognized nationally as one of the finest trade magazines published today. Our emphasis is to clearly illustrate the beautiful workmanship, talent and ability of the members of the Barre Granite Association. We want to inform memorialists about 'what's happening' in Barre and, at the same time, provide them with a sales tool. I know several memorialists who use *Barre Life* during counseling sessions, showing their clients the multitude of designs created by BGA members. We will continue that tradition."



ADAMS GRANITE COMPANY, INC.

LEWIS STREET, BARRE, VERMONT 05641 • PHONE 802-476-5281 (TOLL FREE 1-800-342-1070)

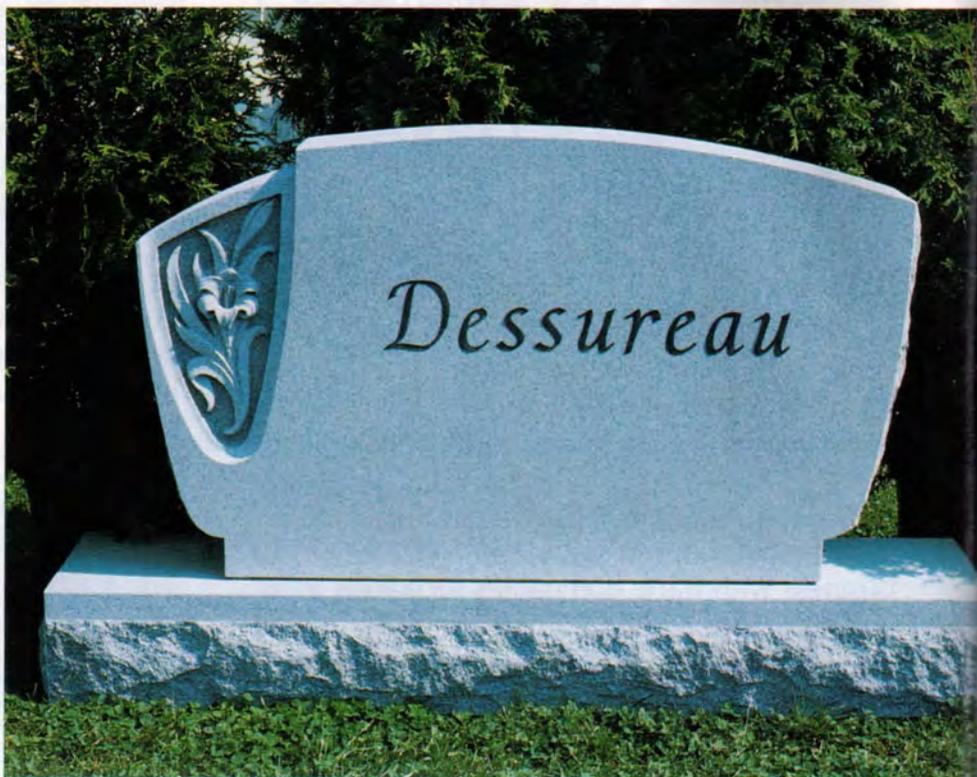
A long tradition of quality workmanship underscores production operations at Adams Granite Company. Company President Kerry Zorzi is a third-generation owner of this BGA member-firm founded in 1934 by his great-uncle, Adam Podskalny. Kerry also is manager of the plant's day-to-day production.

Kerry puts his personal stamp of approval on every aspect of the company's operation. "More than anything else," he said, "I respect the value of high-quality stone and excellent workmanship."

The Adamscraft sandblast carving technique has a fine reputation among memorialists, and the Adams rose is also very popular.

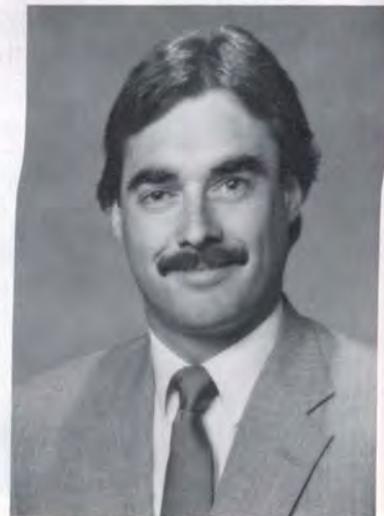
The installation of a new, fully automated, gantry-type diamond saw and a new splitter in the plant and streamlined administrative operations in the office have added significantly to the production and efficiency of the firm.

"Personalized service, quality and value is a part of our history and I intend to make it a part of our legacy," Kerry said.



A delicately sandblasted floral design highlights this Barre granite monument. (4-0 x 0-8 x 2-4)

Kerry Zorzi
President





ANDERSON - FRIBERG CO., Inc.

WILLEY STREET, BARRE, VERMONT 05641 • PHONE 802-476-7021 (TOLL FREE 1-800-451-3255)

Founded in 1910, Anderson-Friberg Company is in its third generation of family operation. It is owned and managed equally by Melvin Friberg, President; his son Peter in sales; and son-in-law Robert Pope in administration.

Anderson-Friberg Company is recognized as one of the most advanced granite manufacturing plants in the industry. Last year Anderson-Friberg expanded its plant 3,000 square feet to add a high-production conveyorized polishing line and enlarged its maintenance shop.

Anderson-Friberg Company last year also became the sole owner of Associated Memorial Products. AMP, a 40-year-old firm, is devoted exclusively to the production of custom sawing and polishing for the Barre granite industry.

Specializing in guaranteed customer satisfaction over the past 75 years, Anderson-Friberg Company has established a nationwide reputation for its reliability and high standards of excellence.



The combination of polished and steeled finishes highlights this Select dark Barre granite monument. (4-6 x 0-8 x 2-4)



Melvin Friberg
President

Beck & Beck

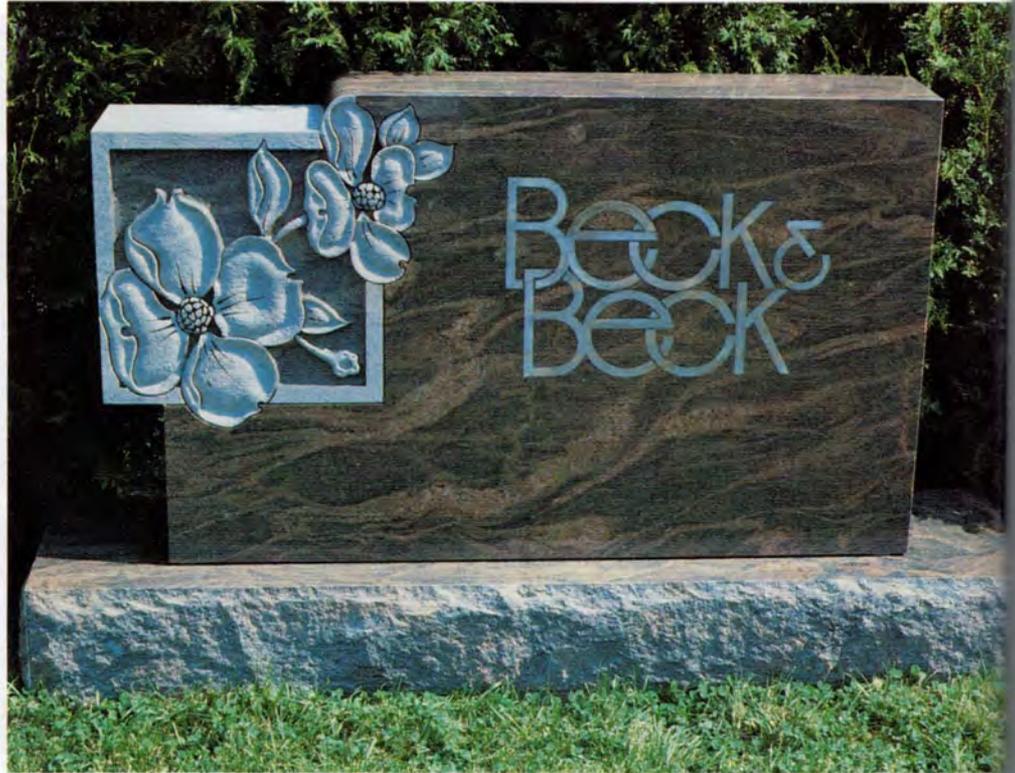
INCORPORATED

CENTER STREET, BARRE, VERMONT 05641 • PHONE 802-476-3179 (TOLL FREE 1-800-451-5170)



"Our customers want and deserve quality products provided by fast, efficient and personalized service," says Bob Zider, company President. To that end, Beck & Beck has continued to make substantial capital improvements in all operational areas. The company's huge warehouse enables it to provide "Express Service," usually within three days, on many standard sizes of Barre granite monuments, slants and grass markers at very competitive prices.

Bob Zider and Vice President Bob Hilferty represent the fourth family generation to carry on Beck & Beck's tradition of fine quality and service since 1896. The well-known Guardian seal, an industry symbol of excellence, is etched onto a wide range of products manufactured from Barre and colored granite products and memorials, including: custom mausoleums, pre-assembled mausoleums, cemetery shrines and features, municipal and veteran's memorials, Guardian "Weather Sealed" etchings; and products for industrial, commercial and residential purposes.



Royal Damask granite was used for this polished and carved monument, featuring large sandblasted dogwood blossoms. (4-0 x 0-8 x 2-4)

Bob Zider
President





BUTTURA & SONS INC.

BOYNTON STREET, BARRE, VERMONT 05641 • PHONE 802-476-6646 (TOLL FREE 1-800-451-3252)

Brent, Leo Jr. and John Buttura continue to maintain the strong traditions of quality granite monument workmanship and customer service that have been passed down through the generations at Buttura & Sons.

The company prides itself on being a "full-service" house. Full service at this BGA member company takes many forms. An experienced sales force, complemented by the home office, serves customers from New England through the Midwest. Computer systems play a vital role in the performance of administrative responsibilities and plant production.

Full service also means a complete state-of-the-art granite manufacturing operation under one roof: drafting, sandblasting, sculpting by two sculptors, contour or diamond sawing, polishing and traditional stone cutting.

From patented Unitary Slants to mausoleums, customers of Buttura & Sons know they can rely on "Better Built" to stay on top of today's market demands.



Brent Buttura
President



This Red Diamond granite monument combines a polished finish and a shell rock border. (3-6 x 0-8 x 2-4)

Cetrangolo FINISHING WORKS, INC.

11 MAIN STREET, NORTHFIELD, VERMONT 05663 • PHONE 802-485-5711 (TOLL FREE 1-800-451-4517)

Cetrangolo Finishing Works is a first-generation company, probably the largest first-generation manufacturing company in the granite industry.

"We want to change the way things are done," says President Nick Cetrangolo. "Our real plus is that we don't have generations of tradition to maintain."

Over the past several years, Cetrangolo Finishing Works has changed things a great deal, while growing as a specialized manufacturer.

"We want to do what we do exceptionally well and efficiently, for the benefit of our customers and ourselves.

"We believe we have the experience, the ideas, the initiative and the conviction to put our dollars where our words are and make the necessary changes to produce better quality monuments, with better design, at a lower price and deliver them faster than ever before. That's a tall order, but we're committed to it."



Nick Cetrangolo
President



Sandblast carving accents this Barre granite monument, polished on three sides with a dusted bottom. (3-6 x 0-8 x 2-4)



CHIOLDI GRANITE CORPORATION

SOUTH FRONT STREET, BARRE, VERMONT 05641 • PHONE 802-476-3661 (TOLL FREE 1-800-451-3230)

Chioldi Granite Corporation continues to be recognized as an outstanding specialist in the manufacture of unusual duplicate monuments and new designs. The company produces everything from single monuments to mausoleums and all other types and sizes of units.

Under the leadership of President John Mattson and his sons Ken and Allan, Chioldi Granite Corporation is looking to the future with plans for an addition to the plant to increase shipping and storage space and make operations more efficient. The company also plans to add a small automatic slab polisher. Recently, Chioldi installed an office computer system to expedite orders and billing.

At the firm, which is known for its one-of-a-kind work, sculptor Philip Paini two years ago carved what is now regarded as a landmark in Barre, the impressive statue of an Italian-American stonecutter. Philip and sculptor John Hanna execute all of the firm's sculptured and floral carving.



The classic Celtic cross design highlights this steeled Barre granite monument.
(4-4 x 0-8 x 2-6)



John Mattson
President



Colombo Granite Co., Inc.

BOYNTON STREET, BARRE, VERMONT 05641 • PHONE 802-476-7061 (TOLL FREE 1-800-446-1049)

The development of the contemporary Colombo Granite Company parallels the history of *Barre Life* magazine. Fifteen years ago when *Barre Life* was created, Bob and Jackie Colombo became President and Vice President of Colombo Granite, assuming company leadership on the retirement of Bob's father, "Mac" Colombo.

"During the past 15 years," says Bob, "we've been fine-tuning our business to make sure we can take care of our customers' needs. Part of our success has been accomplished by the addition of David Widmer to the sales staff."

The company also has added incoming and outgoing toll-free lines to better serve customers.

"Our promise," vows Bob, "is to deliver the product on time and of the very first quality."

To meet those goals, Colombo has installed modern automated equipment and, in recent years, has added several thousand square feet of space to the plant in order to increase production capacity.



Manufactured from dark Barre granite, this polished monument features a sand-blast rose. (3-6 x 0-8 x 2-6)

Bob Colombo
President



C. R. Davidson COMPANY, INC.

SOUTH RYEGATE, VERMONT 05069 • PHONE 802-584-3591

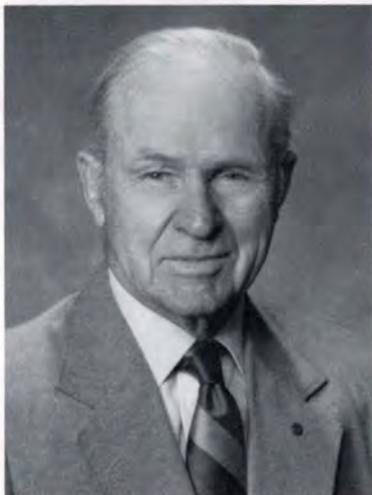
C.R. Davidson Company, Inc. of South Ryegate, Vermont, has built a solid reputation during 58 years of business for personal and efficient customer service and production of only the highest-quality memorials.

This BGA member-firm prides itself on its substantial duplicate work and personal first-name relationship with its customers.

Clyde Davidson is President of the company and his wife, Muriel, is responsible for customer relations and book-keeping. Their son-in-law, Winston Doe, is plant foreman and their daughter, Louise Doe, is a stenographer. Jean McPhee is office manager.



Sculpted praying hands and sandblast carving beautify this steeled Barre granite monument. (3-6 x 0-8 x 2-2)



Clyde Davidson
President



DESILETS *Granite Company, Incorporated*

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

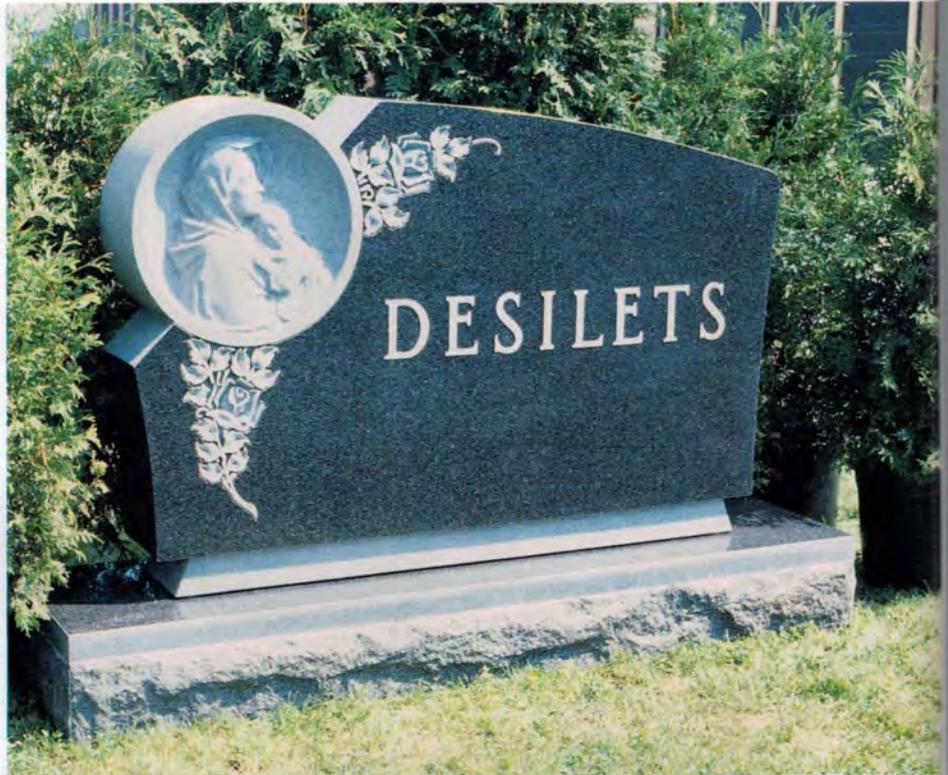
Ninety-eight years ago, the firm that is now Desilets Granite Company was founded in Montpelier. Through the years, the company has been a noted designer and manufacturer of fine cemetery memorials.

In 1923, the company became Desilets Granite Company. Today, Desilets Granite remains very much a family-owned and operated corporation. Alfred Roselli is President and Treasurer; Victor Roselli, Vice President and Manager; and Sam Roselli, Vice President.

Before coming to Barre, the Rosellis owned a retail shop and manufacturing plant in Hillside, Illinois, where they personally sculpted all of their hand-carved monuments.

In 1946, the Roselli family came to Montpelier and purchased Desilets Granite Company. Understandably, with the Rosellis' background, Desilets Granite has long been known for its carving and statuary, as well as monuments in Barre Gray and a variety of colored granites.

In 1952, the Rosellis bought the plant adjacent to their Montpelier operation and connected the buildings. They have constantly made improvements.



Exquisite sculpting highlights this polished Midnight Opal monument. (4-6 x 0-8 x 3-0)

Alfred Roselli
President



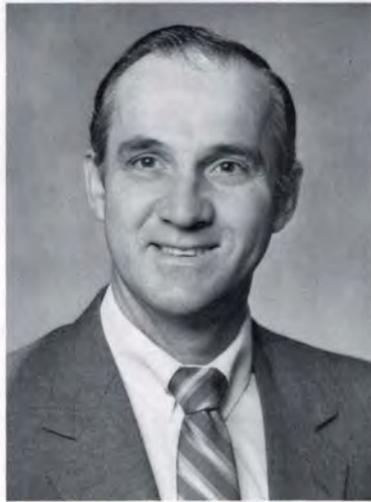
FAMILY MEMORIALS INC.

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

Very appropriately named is Family Memorials, the Barre Granite Association company owned and operated by four members of the Couture family.

Robert Couture, President of the company, runs the office as well as handles the shipping of finished monuments. Roger Couture is in charge of all cutting and finishing. Armand Couture oversees polishing and sawing, and Mary Ann Couture is secretary, estimator and bookkeeper.

During the past 15 years, Family Memorials has increased its efficiency by making mechanical and technical improvements in the plant and by adding a new office. Future improvements in both the plant and office are in the planning stage.



Bob Couture
President



This steeled Barre granite monument features intricate sandblast carving.
(3-6 x 0-8 x 2-2)

S. L. GARAND & COMPANY, INC.

PIONEER STREET, MONTPELIER, VERMONT 05602 • PHONE 802-223-2301 (TOLL FREE 1-800-451-5177)

S.L. Garand & Company, Inc. has been in the monument manufacturing business since 1914. The company was founded by Simeon L. Garand, grandfather of current third-generation operators Richard, John and Steve Garand.

S.L. Garand & Company has a history of innovative ideas in both stoneworking machinery and personalized memorialization. Fifteen years ago, the Garand plant was completely renovated and outfitted with modern fabricating equipment. Five years later, the office was remodeled, and a few years after that, the company purchased and renovated the granite plant next door.

"We're always looking for new ways and new production methods to better serve our customers," says Richard Garand, company President. "We're very optimistic about the future of our company and our industry."

Richard Garand
President



This polished Frosty Black granite monument is accented by fine etching.
(3-0 x 0-6 x 2-0)

GREARSON & LANE CO. INCORPORATED

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

A new increased emphasis on building stone work at Grearson & Lane Company has expanded business. At the same time, the well-known company continues to focus on its number one goal of maintaining an outstanding reputation as a leader in the turned work field throughout the monument industry.

Grearson & Lane Company is now in its third generation of Grearson family ownership. John Grearson, President, and Norman Grearson, Vice President, are the third pair of brothers to operate the company.

Specializing in lathe turning of granite, the company recently added an automatic diamond cutting lathe and a three-foot diamond saw to its production line.

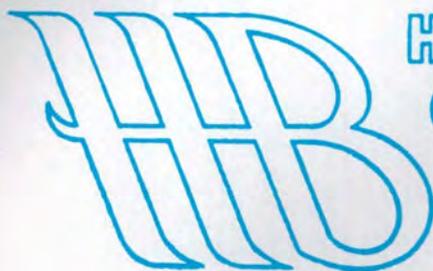
Future plans for the company include further use of diamond technology in the production of columns, vases and urns.



These twin steamed Barre granite vases measure 1-6 in diameter by 1-6 tall.



John Grearson
President



HOULE-GIUDICI GRANITE COMPANY

SOUTH FRONT STREET, BARRE, VERMONT 05641 • PHONE 802-476-3621 (TOLL FREE 1-800-451-3238)

The marriage of two successful granite companies (Houle Brothers Granite and Giudici Brothers, Inc.) gives the present firm, Houle-Giudici Granite Company, a total of 100 years of experience in the granite manufacturing industry.

Building on its long history in the business, Houle-Giudici continues to look toward the future with modernization and expansion of production facilities.

The company prides itself on the fact that it has been able to combine fast service at reasonable prices without sacrificing the fine quality associated with its years of Jewish and gentile monumental work.



This Barre granite monument is highlighted by a sandblast cross and the combination of polished and steeled finishes. (4-0 x 0-8 x 2-6)



Gene Houle
President



LaCross Memorials inc.

BOYNTON STREET, BARRE, VERMONT 05641 • PHONE 802-479-2526 (TOLL FREE 1-800-451-3234)

In the past five years, LaCross Memorials has invested in new milling and polishing equipment capable of producing monuments in many shapes, like the monument pictured on this page which was manufactured for the Barre Granite Association's 1987 Sales Seminar.

"Our main emphasis today at LaCross Memorials is striving to give faster service, along with good quality," says Gabriel "Bebe" LaCroix, company President. Vice Presidents of the BGA member-firm are his sons, Gary and David.

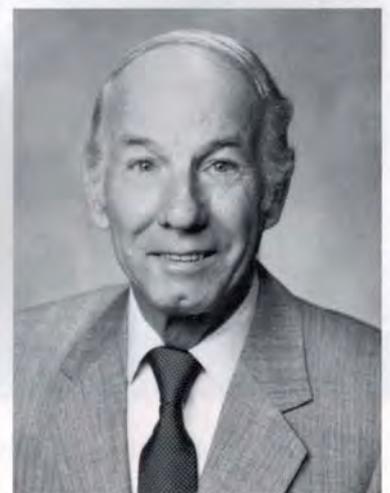
Efficiency at LaCross Memorials has steadily improved with the installation of a wide range of equipment and the computerization of office procedures.

In addition to producing monuments in famous Barre Gray granite, LaCross markets colored granites including blue-black, black, red, pink and mahogany.



Delicate etching, a planter receptacle and graceful contours are combined in this all-polished Jet Black granite monument. (3-0 x 0-8 x 2-2)

Gabriel "Bebe" LaCroix
President



LAWSON GRANITE COMPANY, INC.

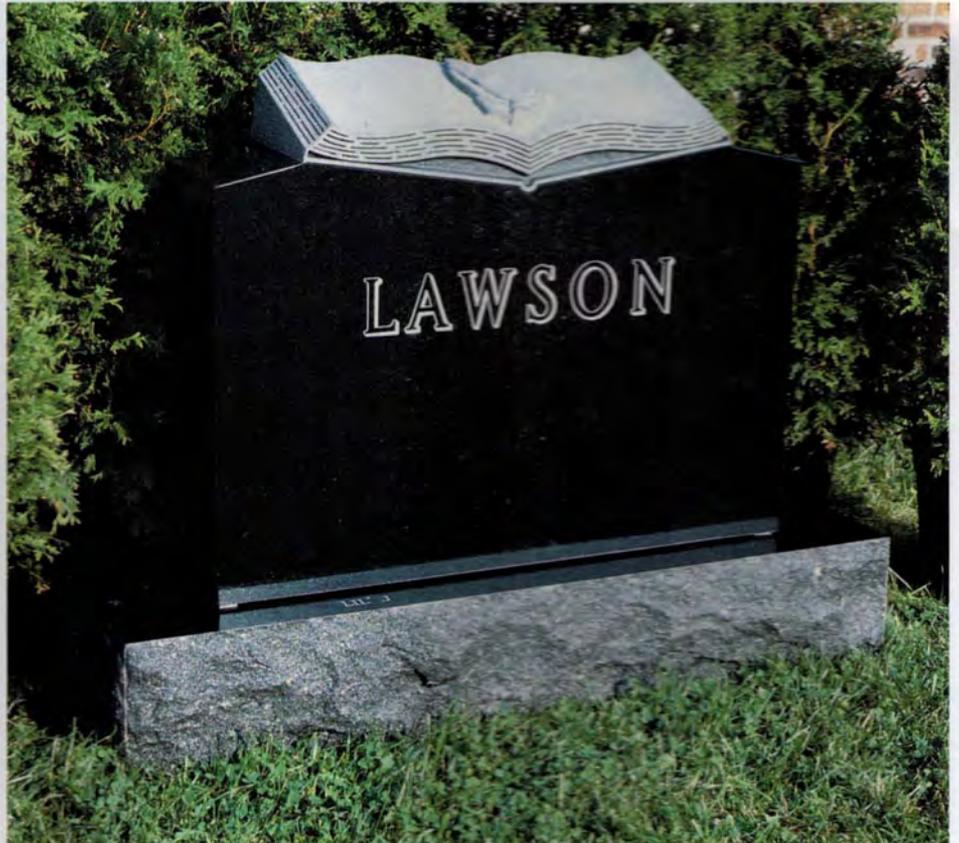
QUARRY STREET, BARRE, VERMONT 05641 • PHONE 802-476-3541 (TOLL FREE 1-800-451-5174)

Lawson Granite Company is a family-owned and operated business of more than 50 years' experience. With great attention to quality control and personalized service, Lawson produces all types of memorial work.

Currently, construction is under way on a 32,000-square-foot pre-engineered production plant which will be the new home of Lawson Granite Company. By doubling plant and sandblast operational space, emphasis will be placed on improved service and better use of modern equipment and handling systems.

Plans for innovative monumental designs using sandblast, etching and hand-carved techniques will be released in January of 1988.

Lawson Granite Company invites all retailers to visit its new plant after completion at the beginning of next year. The company's new location will be in the Wilson Industrial Park in Barre Town.



Polished Jet Black granite was used for this monument, which features an open-book top with sculpted praying hands. (3-0 x 0-8 x 2-4)

Albert Gherardi Jr.
President



Maurice Memorials, Inc.

GRANITE STREET, BARRE, VERMONT 05641 • PHONE 802-479-9388 (TOLL FREE 1-800-451-4173)

Raoul Maurice founded Maurice Memorials in the early 1950s, and at age 84, he is the oldest stoneworker on a continuous basis in the Barre granite industry.

Two years ago, the company expanded its customer base and selling territory by adding telemarketing, which has established the company in the Midwest and allowed quicker turnaround on products, volume discounts and a direct link for customers.

Maurice Memorials is a forerunner in the computerized drafting of memorial designs. The company installed its new drafting system last year and now has a library of more than 1,000 computerized designs. The automated design capability offers customers a greater selection of designs and faster delivery on fullsizes.

Maurice Memorials carries a wide range of granite colors, from Barre Gray to Jet Black. Through a streamlining of production methods over the last several years, the company can deliver first-quality memorials within two to three weeks.



Leo Maurice
President



This polished dark Barre granite monument features sandblast carved roses.
(3-6 x 0-8 x 2-0)



Montpelier Granite Works

Incorporated

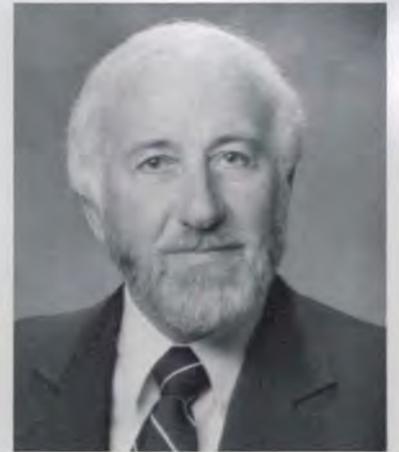
UPPER GRANITE STREET, MONTPELIER, VERMONT 05602 • PHONE 802-223-2581 (TOLL FREE 800-451-4513)

Founded by the late Steve Mureta, Montpelier Granite Works is now owned and operated by Joseph Mureta and his sons Dan and Doug.

Quality monuments are manufactured by the company in Barre Gray and many colored granites. Montpelier Granite Works also has produced fine veteran's memorials and unusual custom monuments. MGW is especially proud of its sandblast carving and lettering as well as its own excellent full-time sculptor.

"This three-generation, family-operated business always has its eye on the future," says Joseph Mureta, President of the firm.

"We're constantly updating our buildings, customer services and plant machinery to stay competitive in today's market."



Joe Mureta
President



Reverse tapering, detailed etching and an inscription panel distinguish this polished Jet Black monument. (3-2 x 0-8 x 2-6)

NATIVI

NATIVI & SON, INC.

CENTER STREET, BARRE, VERMONT 05641 • PHONE 802-476-7101 (TOLL FREE 800-451-3236)

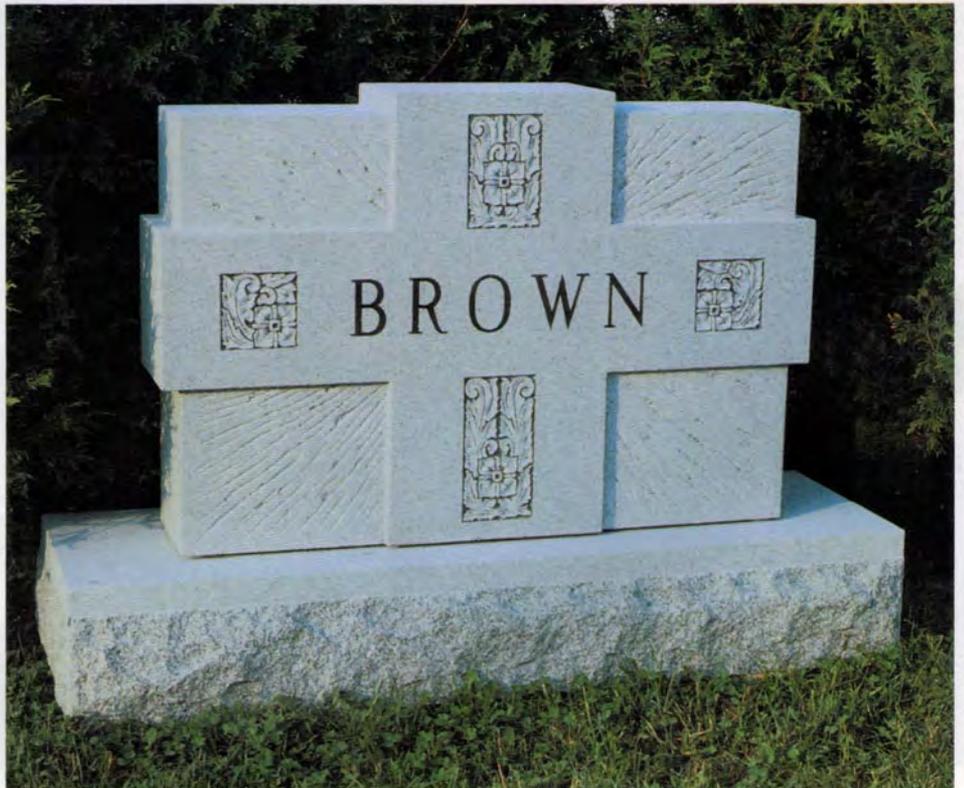


Nativi & Son, Inc. reaches a milestone next year, its 50th anniversary.

In 1960, Silvio Nativi joined his father's company and was instrumental in developing a computerized system for estimating, order entry and production control that is used throughout the industry.

In 1972, a new affiliated company, Granite Industries of Vermont, began all sawing and polishing for Nativi & Son. Since then, the company has moved into new quarters and installed a state-of-the-art diamond sawing and polishing operation for markers and monuments in Select Barre and colored granites. Expanding into the building trades field, Nativi & Son has provided granite for A.T. & T. headquarters in New York, the Vietnam Veterans Memorial in Washington and many other major projects.

In 1986, Silvio also became an owner of the Fletcher Granite Company of West Chelmsford, Massachusetts, the largest producer of granite curb and related highway, bridge and landscaping products in the East. Nativi & Son and its affiliates now are able to meet a wide range of granite product needs.



A unique design with a hand-cut sunburst sets off this steeled Barre granite monument. (3-0 x 0-8 x 2-0)



Silvio Nativi
President

NORTH



BARRE GRANITE, INC.

RAILROAD STREET, BARRE, VERMONT 05641 • PHONE 802-476-6624 (TOLL FREE 1-800-227-1045)

Established in 1895, North Barre Granite has enjoyed a lengthy history in the granite industry...as has the Chatot family.

Charles Chatot and Judee Chatot-Travis, current owners, are the Chatot family's fourth generation to involve themselves in the stone industry. This legacy, coupled with a loyal and highly skilled crew, has given North Barre its continued success.

Throughout the years, the company has continued to modernize its plant, machinery and equipment, and it is proud to have been the first Barre manufacturer to become "all diamond," with the replacement of its wire saw in 1982 with a seven-foot diamond saw.

Computers have made their way not only into North Barre's offices and production plant but also into the drafting department, where they are used to produce full-size details.

The Chatot family is proud of its heritage, and it is this pride that encourages everyone at North Barre Granite to strive to provide the best in service and workmanship.



An unusual concave face distinguishes this all-steeled Barre granite monument. (3-6 x 0-10 x 3-0)

Charles Chatot
President





Peerless Granite Company, Inc.

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

Peerless Granite Company is an old and prestigious company that is known throughout the nation for its beautiful cemetery memorials and mausoleums. "Eternal Tribute Memorials" is the trade name associated with Peerless Granite Company, a company that takes pride in doing a superior job with even the most complicated memorial design.

Many dramatic changes have occurred at Peerless Granite Company in the last year. These include a new office, expanded drafting facilities, a line polisher and, perhaps most obvious, new management. The Mugford family of Barre purchased Peerless Granite Company on January 1st. Although they are new to Peerless, the Mugfords have been in the granite business for over 30 years with M & W Polishing, their custom sawing and polishing plant, which is an associate member of the Barre Granite Association. Peerless Granite Company plans to continue the high-quality craftsmanship its monuments and mausoleums are known for, while employing every modern method possible to expedite the production process.



This black polished monument features an exquisite etching design. (3-6 x 0-8 x 2-2)



Bret Mugford
Vice President and Plant Manager

RIVARD GRANITE Co

INCORPORATED

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

One of the smaller member-firms of the Barre Granite Association is the Rivard Granite Company, an active supporter of BGA goals and a producer of highest-quality monuments.

A long-time association member, Rivard Granite lives up to the BGA slogan "a good company to do business with." President Robert Rivard and his brother, Roger, company Treasurer, foster close links with customers by making personal visits to retailers.

At the same time, the Rivard Granite Company has maintained continued visibility through its advertising program in trade journals.

Continued modernization and improvement are the watchwords at Rivard Granite Company. Recently, the firm purchased an automated polishing machine and a small diamond saw for making special cuts.

Rivard Granite Company is renowned for taking on special jobs and providing personalized, efficient service.



This polished dark Barre granite monument features a broken wheat stalk design.
(3-0 x 0-6 x 1-10)

Robert Rivard
President





Rock of Ages

(GRANITEVILLE) BARRE, VERMONT 05641 • PHONE 802-476-3115 (TELEFAX: 802-476-3110 TWX: 710-225-7597)

Much has happened at Rock of Ages since the company's profile was published in the 10th anniversary issue of *Barre Life* five years ago.

In early 1984, Rock of Ages was purchased from Nortek by the Swenson Granite Company, a small, 100-year-old, family-owned granite company.

Major efforts have been made to improve quality, delivery and customer service, as well as the competitiveness of Rock of Ages products.

One major step has been the introduction of Regal, a medium Barre line of monuments to supplement the Rock of Ages Sealmark and Colorcraft lines.

In addition, the Unicraft pre-assembled family mausoleum line has been expanded to include six- to eight-crypt walk-in buildings.

While many things have changed at Rock of Ages, many others continue as before. Rock of Ages remains "the most widely known name in the field of memorialization" and continues its long tradition of providing high-quality sales and marketing aids to its dealers.



Kurt Swenson
President



This modern, gracefully shaped monument in polished blue-gray Barre granite features a delicately carved rose. (3-6 x 0-8 x 2-6)



METRO MEMORIALS by Rouleau

ROULEAU GRANITE COMPANY, INC.

THE METRO CENTER, BARRE, VERMONT 05641 • PHONE 802-476-6636 (TOLL FREE 1-800-343-4199)

The Rouleau Granite Company of Barre started as a saw plant operated by Rodolphe Rouleau. In 1957, under the direction of Rodolphe's son Lucien Rouleau, the company began producing finished monuments in Barre granite.

Twenty-five years later, in 1982, the Rouleau Granite Company began manufacturing monuments in many different colored granites and producing granite surface plates, which are used in the machine tool industry. During that year, Rouleau Granite also started to cut building granite.

Rouleau's latest endeavor, "Metro-Bronze," began last year, when the company cast bronze plaques used in the monument industry as well as commemorative plaques used in many areas.



A Metro-Bronze plaque on a Jet Black insert accent this Barre granite monument. (4-0 x 0-8 x 2-0)

Lucien Rouleau
President



Other Members of the Barre Granite Association Family

The companies profiled in the preceding color section of this issue aren't the only members of the Barre Granite Association. The BGA also has 20 associate members and 18 sustaining members.

Associate members do custom drafting, sawing, steeling, sandblasting, polishing and sculpting. Sustaining members supply materials, services and transportation to BGA voting and associate members.

BGA Associate Members

In Barre...

(postal zip code 05641)
(telephone area code 802)

Associated Memorial Products, Inc. Box 291	476-3411
B & B Monumental Engravers 33 Thomas St.	479-2868
Consolidated Memorials, Inc. Box 394	476-7542
Culture Craft Sandblast Co. Box 528	476-7351
Frank Gaylord, F.C. Gaylord Sculpture Studios Box 464	476-6711
Gordon's Custom Sandblast Co. Box 437	476-5361
Gran-Quartz Trading, Inc. Box 731	476-7935
Granite Importers, Inc. Box 712	476-5812
Granite Industries of Vermont Box 573	479-2202
Guy's Custom Sandblast 23 Jacques St.	479-0801
Hillside Saw Plant Box 134	479-2508
M & W Polishing Co. Box 521	476-8340
Memorial Sandblast Co. Box 582	476-7086
Eric Oberg, 3-D Studio RR #1, Box 1571	479-0669

Rose Art Sand Blast Co. 55 Batchelder St.	479-2722
Rose Crest Sandblast Co. Box 84	479-0909
Tosi Custom Sandblast MR #1	476-3851

In East Barre...

(postal zip code 05649)
(telephone area code 802)

Saporiti Sandblast Co. Box 187	476-4063
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In South Barre...

(postal zip code 05670)
(telephone area code 802)

A. Fantoni Sculpture Studio P.O. Box 160	476-3116
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In East Montpelier...

(postal zip code 05651)
(telephone area code 802)

Capitol Custom Sandblast RD #1, Box 140	223-3044
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BGA Sustaining Members

In Barre...

(postal zip code 05641)
(telephone area code 802)

A. Bellavance & Sons, Inc. Box 398	479-9311
Berg, Carmolli & Kent, Inc. Box 628	479-1046
Dessureau Machines, Inc. Box 402	476-7041
Dixie Machine Co. 83 S. Main St.	479-1088
First Vermont Bank & Trust Co. Box 463	476-4135

Granite Savings Bank & Trust Co. Box 483	476-3313
Horizon Travel, Inc. Box 909	479-3238
Lanstone, Inc. Box 524	476-4044
Miles Supply Co., Inc. Box 237	476-3963
T. Rossi Trucking Co., Inc. Box 332	476-7341
Thygesen Construction Co. 51 Smith St.	476-3795
Trio Motor Transfer, Inc. Box 662	479-1824
Trow & Holden Co., Inc. Box 475	476-7221

In Montpelier...

(postal zip code 05602)
(telephone area code 802)

Blue Mountain Quarry Co. Box 97	229-9674
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In Websterville...

(postal zip code 05678)
(telephone area code 802)

Fulton & Company, Inc. Box 141	479-3339
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Out of State...

Anderson Trucking Service Box 1377 St. Cloud, MN 56301 (800) 328-2316	
W.D. Matthews Machinery Co. Box 319 Auburn, ME 04210 (207) 784-9311 or (800) 341-6702 in Vermont	
NED-KUT Diamond Products Box 585 Worcester, MA 01613 (617) 798-8546 or (800) 343-6086	



Welcome to **BARRE**
GRANITE CENTER
OF THE WORLD

Retailers Learn

They were sizzling, the nearly 100 retail monument dealers who traveled to Barre this summer for the Barre Granite Association's fact-packed Sales Seminar '87.

They were sizzling with hot new ideas for business success.

And they were sizzling because of a heat wave that one afternoon saw the mercury in normally temperate Barre shoot to the record-setting 95-degree mark.

Students traveled to Northern Vermont from Texas, Wisconsin, Minnesota, Virginia, Utah, Oklahoma, the Northeast and places in between.

"Our industry is changing rapidly, and this seminar is designed to help monument dealers succeed in that new environment," BGA Executive Vice President Norman James told students at the opening session.

Recognizing pre-need selling as crucial in today's competitive marketplace, instructor Roy Keith detailed his successful pre-need selling system. Keith is president of the Keith Monument Company, Elizabethtown, Kentucky.

Gary Koontz, owner of Everett Granite and Marble Works in Everett, Pennsylvania, presented a course on selling in the memorialist's place of business. Barre funeral director Bruce Judd led a panel discussion on grief therapy, and Robert Lee, President of Cooperstown Monument Company in Cooperstown, New York, spoke on sales in the customer's home.

World-famous Hope Cemetery was the "classroom" where students saw hundreds of examples of expert Barre craftsmanship.

Bob Peduzzi, Anderson-Friberg

Company designer, pointed out sandblasting techniques, and Rock of Ages Corporation designer Mickey Tanner discussed lettering.

Stone carver and associate BGA member Eric Oberg of 3-D Sculpture Studio explained the intricacies of hand-tooled carving. Rouleau Granite Company designer Peter Quinlan showed off unique monuments, and Paul Giacherio, recently retired from Beck & Beck, Inc., discussed the design and manufacture of mausoleums.

During the past five years, more than 600 monument dealers have come to Barre to see the quarrying and manufacturing operations of BGA member-firms and to learn effective sales methods through BGA seminars.

A future memorialist? Could be! Drew Ponder obviously has an eye for the outstanding monuments of Hope Cemetery. Drew photographs a favorite, accompanied by his father, Harvey Ponder, of Lackey Monument Company in Galesburg, Illinois.



Unique monuments made by Barre manufacturers are the subject of a Hope Cemetery workshop taught by Rouleau Granite Company designer Peter Quinlan.



Secrets of Selling Success



Memorialists see close-up how beautiful Barre granite monuments are manufactured at Rock of Ages Corporation. Conrad Rowell (right) is their host.



Learning brings with it camaraderie as well as knowledge at Sales Seminar '87 for Lenora Anderson of Anderson's Rochester Granite in Rochester, Minnesota.

Pennsylvanians Come Calling

This year, the Monument Builders of Pennsylvania decided to do something special for their annual summer convention.

They came to Barre.

"The tour of the quarry, the Rock of Ages Craftsman Center, Hope Cemetery and the various manufacturers was interesting, educational and profitable for everyone," said MBP President Dick Gealy.



Pennsylvania conventioners relax at their meeting headquarters in Stowe.



Memorialists can protect the beauty of cemeteries by the work they sell, says convention speaker Gene Brusetti, a Rock of Ages designer. He illustrates his point.



From the edge, Pennsylvania monument dealers see the source of world-famous Barre gray granite.

GRIEF: Challenge and Opportunity

How monument dealers deal with grieving people can very drastically affect their business, contends a Minnesota memorialist and specialist in death and dying.

David Fritz, owner of Owatonna Monument & Marble in Owatonna, Minnesota, took a straight-on look at grief during this summer's Missouri-Kansas-Oklahoma Monument Builders' convention in Kansas City, Missouri.

In the weeks shortly after a death, Dave said, loved ones are dealing with shock and depression. At that time, they are suffering and it's too early to sell them a monument. "It's easy to get

them to buy out of guilt, but when the monument is delivered, they won't remember what they bought and they'll fault us and our industry."

At Owatonna Monument & Marble, Dave sends a short, personalized letter three to four weeks after a death offering to help the family with a monument. About a week after the letter goes out, there's a telephone call to see if it's OK to send a brochure. There's no high-pressure selling.

It's vital, Dave believes, to allow the grieving process to be completed. "An automatic trust relationship will develop."



At the BGA...

A Welcome to Martha Langone

A new administrative assistant to the executive vice president is on board at the Barre Granite Association. Martha Langone, who has extensive experience in both secretarial and accounting fields, joined the BGA staff this summer. Martha is in charge of BGA bookkeeping responsibilities and also serves as the association's new assistant treasurer.

When she's not busily computerizing our books, Martha takes on a variety of special projects. She administered the BGA design contest and contributed mightily to the success of this summer's BGA Sales Seminar '87.

Before coming to the BGA, Martha was in charge of day-to-day operations at the Vermont Labor Relations Board.

While raising her three sons, she earned a bachelor's degree in education. With her sons



grown and gone, Martha now enjoys her after-work hours helping husband Dan tend his apple orchard in their Randolph Center yard...when she's not polishing her new golf game.

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MARCH 18-21, 1988

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Monuments

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Barre, Vermont 05641
Tel. 802 476-4131

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Barre, Vt. 05641
Kerry Zorzi
800-342-1070

Celente & Bianchi

P.O. Box 220
Barre, Vt. 05641
Irio Bianchi
802-476-4463

C.R. Davidson Co., Inc.

P.O. Box 156
South Ryegate, Vt. 05069
Clyde Davidson
802-584-3591

Grearson & Lane Co.

P.O. Box 327
Barre, Vt. 05641
John Grearson
802-476-7102

Maurice Memorials, Inc.

R.R. #3
Barre, Vt. 05641
Leo Maurice
800-451-4173

Peerless Granite Co.

P.O. Box 313
Barre, Vt. 05641
Bret Mugford
802-476-3061

Anderson-Friberg Co.

P.O. Box 626
Barre, Vt. 05641
Melvin Friberg
800-451-3255

Cetrangolo Finishing Works

P.O. Box 190
Northfield, Vt. 05663
Nick Cetrangolo
800-451-4517

Desilets Granite Co.

221 Barre St.
Montpelier, Vt. 05602
Victor Roselli
802-223-2111

Houle-Giudici Co.

P.O. Box 787
Barre, Vt. 05641
Gene Houle
800-451-3238

Montpelier Granite Works

Granite Street
Montpelier, Vt. 05602
Joe Mureta
800-451-4513

Rivard Granite Co.

P.O. Box 86
Barre, Vt. 05641
Robert Rivard
802-476-3542

Beck & Beck, Inc.

P.O. Box 467
Barre, Vt. 05641
Robert Zider
800-451-5170

Chioldi Granite Corp.

P.O. Box 294
Barre, Vt. 05641
John Mattson
800-451-3230

Family Memorials, Inc.

P.O. Box 383
Barre, Vt. 05641
Robert Couture
802-476-7831

LaCross Memorials, Inc.

P.O. Box 458
Barre, Vt. 05641
Gabriel "Bebe" LaCroix
800-451-3234

Nativi & Son, Inc.

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Silvio Nativi
802-476-7101

Rock of Ages Corp.

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Barre, Vt. 05641
Kurt Swenson
802-476-3115

Buttura & Sons, Inc.

P.O. Box 606
Barre, Vt. 05641
Brent Buttura
800-451-3252

Colombo Granite Co.

155 Boynton St.
Barre, Vt. 05641
Bob Colombo
800-446-1049

S.L. Garand & Co.

P.O. Box 365
Montpelier, Vt. 05602
Richard Garand
800-451-5177

Lawson Granite Co.

P.O. Box 377
Barre, Vt. 05641
Albert Gherardi, Jr.
800-451-5174

North Barre Granite Co.

P.O. Box 548
Barre, Vt. 05641
Charles Chatot
800-227-1045

Rouleau Granite Co.

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