

**BARRE**

**LIFE**

Fall 1989

*published by the Barre Granite  
Association, Barre, Vermont*



THEY SHALL NOT GROW OLD AS  
WE THAT ARE LEFT GROW OL  
AGE SHALL NOT WEARY THEM  
NOR THE YEARS CONDEMN  
AT THE GOING DOWN OF  
SUN AND IN THE MORNING  
WILL REMEMBER THEM



TO THE BARRE  
AREA VETERANS  
OF ALL WARS

## Evolution: 'The Process of Change ...'

We don't need to go too far back in the history of the Barre Granite Association to recognize that evolution has been as commonplace as the Barre granite we quarry and manufacture into beautiful monuments that grace cemeteries in the quiet country hillsides and the busy metropolitan areas of our great nation.

New machinery and equipment for quarrying and manufacturing has been developed to lighten the burden of handling and shaping megaton blocks of Barre granite into memorials and monuments; to comply with state and federal health and safety regulations; to meet state and federal rules designed to protect our natural resources; to conserve our precious energy sources; and to ensure an efficient operation designed to meet the demands of service and quality of our marketplace.

And there has been an evolution in our marketplace, too.

We have a national marketplace shared by other components of what has evolved into "The Death Care Industry"—funeral directors, cemeterians, florists and monument retailers and the suppliers of these various businesses.

Over the years, the usual scenario in the death care industry found the funeral director preparing the dead for burial in a cemetery where the deceased was memorialized with a monument from a monument retailer.

While that scenario still holds true in many areas of the United States today, that tradition is going through an evolution. Today the death care industry is changing its position in the marketplace from one of passive, at-need service to aggressive, pre-need sales or pre-arrangements.

Today our industry is more vertically integrated than ever before with businesses providing a multitude of death care services and products under one roof. And, at the same time, horizontal integration, the process of buying out the competition, is occurring in the monument retail business. Many monument retail firms have several branches that were once individual businesses competing with each other.

And the necessity of all components of the death care industry to meet ever-increasing operational expenses has led to new and divergent marketing schemes. Monument retailers have become suppliers for cemeteries and funeral directors who sell monuments.

Cemeteries and funeral directors are broadening their scope of death care products and services to the consuming public. Each of these businesses sees the benefits of membership in allied industry councils and the benefits of public exposure through involvement in community and civic organizations and projects.

As the BGA moves into its second century of providing beautiful monuments for America, its members are looking forward to the 21st Century and the ensuing millennium, fully aware that only through evolution can the memorialization needs of the public be met.



Norman James  
Executive Vice President



BARRE  
GUILD

# BARRE LIFE

Fall 1989

published by the Barre Granite Association, Barre, Vermont

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Executive Vice President

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## ABOUT OUR COVER

In the fall, we pause to honor veterans for their selfless service and sacrifice on behalf of our nation. In downtown Barre, the Soldiers and Sailors Monument movingly pays tribute to the "Youth Triumphant" of the Granite Center of the World.



THE WHITE HOUSE  
WASHINGTON

May 12, 1989

I am pleased to offer my warmest greetings to all those celebrating the 100th anniversary of the Barre Granite Association.

The small association established on April 6, 1889, when representatives from 14 granite manufacturing firms met in Barre, Vermont, has become a proud and productive trade organization representing nearly 70 granite manufacturing companies and associate member companies. That growth is not surprising. Over the years, dimension granite has increased in popularity due in large part to its beauty and durability and to the craftsmanship of those who shape it.

Our Nation's economic growth is enhanced when American firms strive to improve their competitiveness. That is why I commend your efforts to introduce new technologies in the production and application of our country's supply of igneous rock.

Barbara joins me in sending best wishes for a most enjoyable centennial celebration. May your next century be even more productive than the first. God bless you.

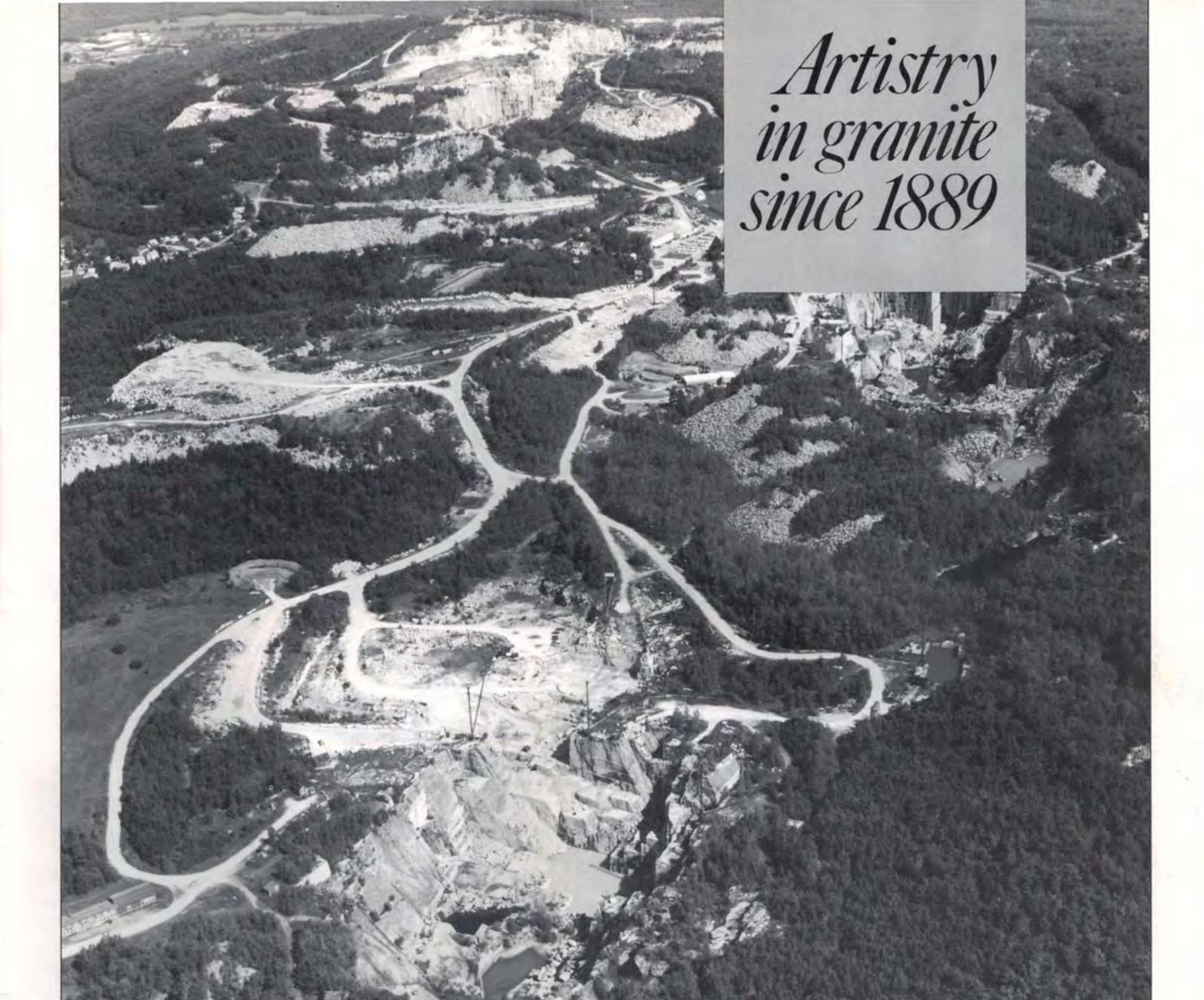
*George Bush*

# Landmarks in the History of the Barre Granite Industry

- 1780 - The Vermont legislature grants a charter to the town that later was to become Barre.
- 1788 - The first permanent settlers arrive.
- 1820s - Granite from Barre is extensively used for millstones, paving stones and home and building construction. Robert Parker becomes Barre's first professional quarryman and first granite manufacturer.
- 1830 - Barre's population grows to 2,012.
- 1838 - The Vermont Statehouse is completed in Montpelier, the first major building project to use Barre granite.
- 1875 - The railroad comes to town, giving Barre access to the markets of the world.
- 1883 - Emery L. Smith pioneers new quarrying technology, including a permanent derrick, electrically detonated explosives, the steam drill and the pneumatic plug drill.
- 1885 - Electricity comes to the region, giving rise to power cutting, polishing, surfacing, carving and stone transferring with overhead cranes.
- 1889 - The forerunner of the Barre Granite Association is created.
- 1890 - With an explosion of growth in the granite industry, immigrants flood to Barre, more than tripling the population to 6,790. The first were Scots, followed by Italians, Scandinavians, Spanish, English, Irish, Greeks and French-Canadians.
- 1890s - Barre's granite industry gets a big boost with an order from Troy, New York, for 10 million hand-cut paving stones. About 40 quarries are cutting granite, primarily for monuments and memorials.
- 1902 - Barre becomes the Granite Center of the world, with 68 quarries producing granite valued at more than \$1.5 million.
- 1930 - Ten companies are acquired by the Rock of Ages Corporation, forming the largest monument manufacturing company in the United States.
- 1950s - More than 100 granite firms are operating in the Barre area. Consolidation and expansion begins.
- 1988 - Barre's forward-looking granite industry employs 1,500 workers and, aided by computer-age technology, becomes an \$80 million industry.
- 1989 - The Barre Granite Association is 100 years old.



*A famous granite landmark in Barre is the Robert Burns monument on the campus of the Spaulding Graded School.*



*Artistry  
in granite  
since 1889*

*Barre's magnificent history as the Granite Center of the World began—and continues—at the extensive quarries high above the city.*

# Carved in Stone

Part IV

## Into the Future

*To commemorate this year's Centennial of the Barre Granite Association, Barre Life shares with readers the proud, colorful and important story of Barre's granite industry. This four-part series began in the Winter issue of Barre Life and concludes with this issue. The series is based on a new book recounting the history of our industry, published by long-time BGA member-company the Rock of Ages Corporation.*

# *Artistry in granite since 1889*

In the early 1900s, the Barre granite industry was decentralized and diverse, comprised of dozens of firms—some large, many small.

In 1905, a U.S. Geological Survey map showed 42 operating quarries in Barre, owned by about two dozen firms. It was that same year that three Barre granite firms teamed up to form the Boutwell, Milne and Varnum Corporation. At first, the company concentrated on quarrying and selling its stone to local manufacturers, but it quickly recognized the need for diversification and built a large, modern plant near its quarries.

The owners of Boutwell, Milne and Varnum, however, were not pleased with the way granite was being marketed, so in 1914 they turned to an advertising agency for help. The agency recommended the name "Rock of Ages" for a trademark, and thus was born the most famous name in the granite monument industry.

In 1930, Rock of Ages acquired 10 Barre granite manufacturing companies, including some of the oldest names in the industry. The merger consolidated under one corporate roof fully one-third of all Barre granite manufacturing.

Over the years, new companies have opened, new owners have bought old companies, companies have gone out of business and companies have consolidated. All the while, the Barre granite industry has grown and prospered, and many of the granite companies that evolved have remained in the same families for three or four generations.

Grearson & Lane Company, Inc., a major monumental turning works, was founded in 1894 and nearly a century later continues under its third generation of Grearson family ownership.

Beck & Beck, Inc. is one of the oldest family-owned and operated granite manufacturers in the nation, founded in 1896.

Giovanni Buttura left Italy in the early 1900s and came to Barre to work as a stonecutter. By the late

1920s, he opened his own company, and Buttura & Sons, Inc. now is operated by his three grandsons. The Anderson-Friberg Company, founded in 1910 by two natives of Gladsax, Sweden, also is under its third generation of family management.

S.L. Garand & Company of nearby Montpelier, founded in 1914 by Simeon Garand, likewise remains in family hands. Other long-term manufacturers in Montpelier are the Desilets Granite Company, which opened its doors for business in 1923, and Montpelier Granite Works, which was founded in 1925.

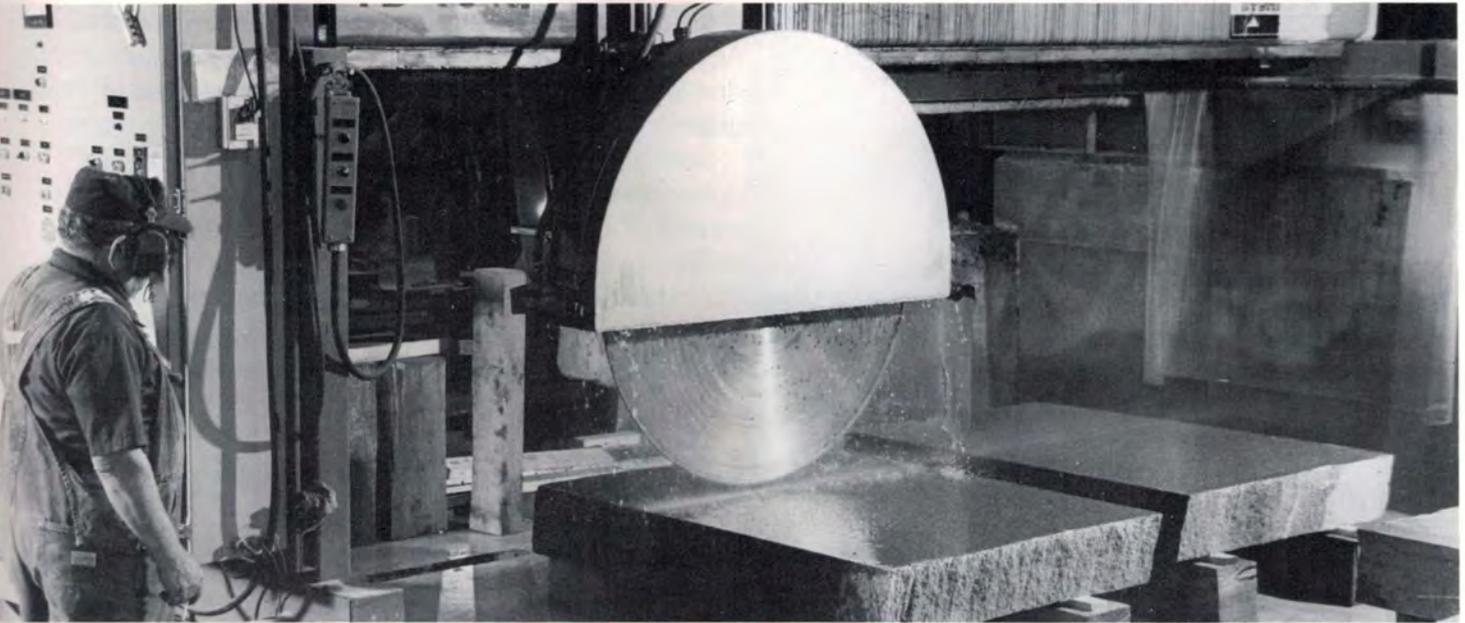
As the bottom was dropping out of the stock market, the C.R. Davidson Company, Inc., of South Ryegate was just beginning. Shortly after came the Adams Granite Company, founded in 1934, and Lawson Granite Company, in 1935. Family Memorials, Inc., went into business in 1938 and LaCross Memorials, Inc., got its start in 1939. All survived the Depression and the war years, prospering into the 1980s.

Even as late as the 1950s, there were still more than 100 granite firms in the Barre area, but consolidation would be the wave of the future. Still, hopeful new entrepreneurs started in business, founding the Rouleau Granite Company (1942), Rivard Granite Company (1946), Colombo Granite Company (1949), Maurice Memorials, Inc. (1952), Cetrangolo Finishing Works (1954), Pepin Granite Company (1954), Riverton Memorials, Inc. (1963), and Granite Importers, Inc. (1971).

Some companies combined the old with the new. In 1988, after a fire roared through the manufacturing plant of Nativi & Son, the company's office manager and a partner purchased some of Nativi's assets and kept production going under the name Granite Industries of Vermont.

From mechanical derricks in 1871 and the railroads in 1875, technological advancement has always played a vital role for the Barre granite industry. Modern equipment has eliminated most of the backbreaking work and greatly increased safety.

Where once pneumatic drills revolutionized the industry, computer-driven saws now slice through stone at the rate of a foot an hour. Two-hundred ton cranes hoist huge blocks of granite in place of small blocks hoisted by men and teams of horses. Master designers now create memorials with computers, then send their drawings across the country via telefax machines.



*Skilled craftsmen and modern technology like this automated diamond saw keep Barre at the forefront of the granite industry.*



*In sandblast rooms and throughout Barre manufacturing plants, attention to detail is Barre's hallmark.*



*Old World sculpting tradition in combination with modern equipment yields unparalleled results.*

# *Artistry in granite since 1889*

The industry has not simply survived; it has earned a prominent status in the dimension stone business. In terms of dollar value, in 1987 the U.S. Bureau of Mines ranked Vermont's stone industry first in the

United States in sales of dimension stone. Rock of Ages Corporation, which now owns the Barre quarries, was rated the nation's largest dimension granite quarrier.

Scores of companies, ranging from multi-million dollar operations to very small operations, employ some 1,500 people and account for more than \$80 million in annual sales. The companies that comprise the industry reflect a marriage of space-age technology and century-and-a-half-old traditions, of new ideas and an old-world commitment to quality.



*Barre's leadership in granite artistry is undisputed. Beautiful Barre granite monuments like these in Hope Cemetery are seen in cemeteries across the country.*

Back in 1905, a Boston investment broker, the W.A. Manning Company, offered its clients stock in a firm it had acquired, the Barre Granite & Quarry Company.

"We do not hesitate . . . to recommend this security to our clients as gilt-edge, conservative and unusually productive of earnings," Manning boasted in a prospectus.

"No one has yet found the bottom of a good Barre granite quarry."

That is still true. It is likely that no one ever will.



*Symbolizing the Barre artisans who have turned stone into art is this tribute to Italian-American stoneworkers in downtown Barre.*

'Celebrating a Century of Granite Art'

## A Major Exhibition Pays Tribute to Barre's Granite Heritage

Barre's long tradition of artistry in granite has once again been in the spotlight of critical acclaim. An important art exhibit in Vermont's capital city of Montpelier, titled "Celebrating a Century of Granite Art," has attracted widespread attention and praise.

In recognition of the Barre Granite Association's Centennial, the show this summer traced the history and development of granite sculpture in Barre. Visitors to Montpelier's Wood Art Gallery viewed re-creations of a sculptor's studio, the famous Barre Evening Drawing School and the banker of an old granite shed. A show highlight was a contemporary sculpture exhibit.

Concurrent with the Montpelier exhibit and running through the end of the year is another show at the Barre Museum focusing on the Barre Evening Drawing School, which played an important role in the development of memorial art.

"This is a most exciting event," said BGA Executive Vice President Norman James. "Artistry in granite has never been so true as it is in this exhibit, and in the thousands of other art pieces that were created here in Barre and now reside in virtually every hamlet in the United States."



Long-forgotten treasures like this spectacular sculptural model were centerpieces at the granite exhibition.



Rooms filled with historic memorabilia and fascinating old photographs lured visitors to the Wood Art Gallery.

# Ohio Monument Builders Travel to Barre to Celebrate the BGA's Centennial

A great occasion is all the greater when it's shared, and that certainly goes for the BGA's 100th anniversary. This summer, Ohio Monument Builders came to Barre for their 1989 convention and joined in the BGA's Centennial celebration.

The memorialists toured manufacturing plants, the Barre quarries, Hope Cemetery, the statuesque Barre granite Vermont capitol building, sculptor Frank Gaylord's studio and the new exhibition, "Celebrating a Century of Granite Art."



*One of the best-known monuments in Hope Cemetery is described for Ohio Monument Builders by Norman James, executive vice president of the Barre Granite Association.*



*During their busy day in Barre, Ohio memorialists and their families pause on the front steps of BGA headquarters for a group photo.*

The Ohio memorialists also heard from Rock of Ages head designer Gene Brusetti, Peter Quinlan from Rouleau Granite Company and BGA Executive Vice President Norman James.

"We've learned a tremendous amount about what happens in Barre," said OMB President Tom Ellinger. "Our respect for Barre is even greater."



Handling the challenge of special projects was the topic of speaker Peter Quinlan of Rouleau Granite Company.



Sculptor Frank Gaylord explains how a statue is created from an initial clay model.



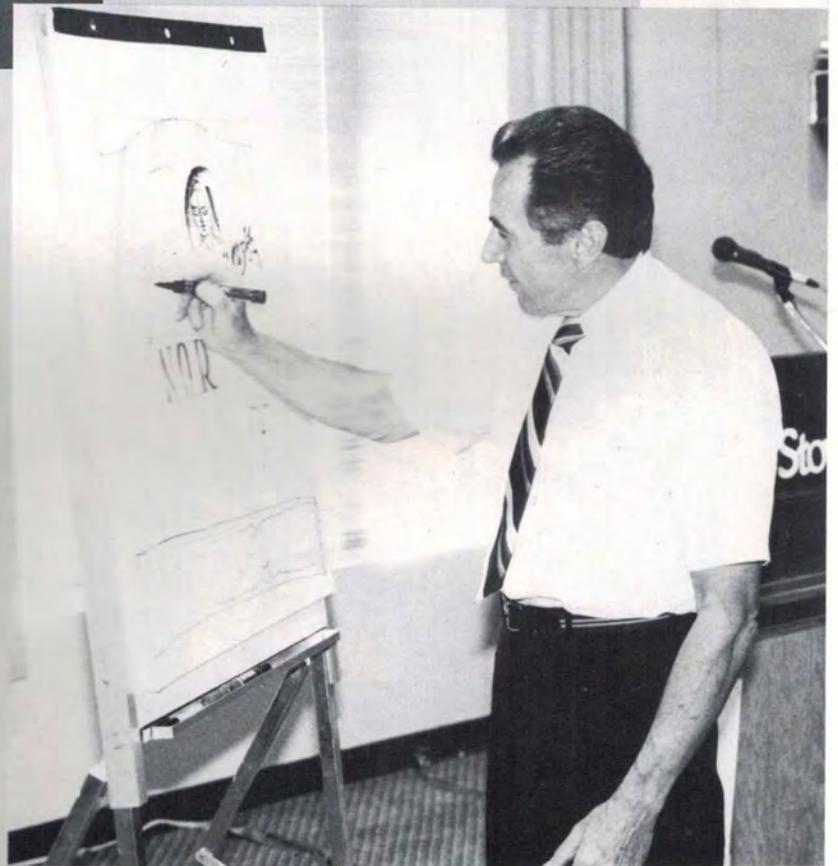
At a BGA reception for Ohio visitors, Buttura & Sons, Inc. telemarketer Loeata Herne hears about the monument market in Ohio.



*Melvin Friberg, president of Anderson-Friberg Company (left), describes production advances at his plant.*



*Enjoying a friendly chat is Don Fontana (right) of Beck & Beck, Inc.*



*The elements of good monument design are explained by Gene Brusetti, head designer at Rock of Ages Corporation.*

# A Diamond Jubilee for S. L. Garand & Company



In 1914, Simeon L. Garand founded S. L. Garand & Company in Montpelier, Vermont, to manufacture granite monuments. Simeon began by cutting granite at an outdoor stone yard, and since then the company has come a long way.

Today his grandchildren, Richard, John and Steve

Garand, own and operate this BGA member firm.

Richard, the president of the company, said the firm has had a long reputation, beginning with his grandfather, for being innovative in stoneworking machinery, person-

alized memorialization and marketing techniques. The company was one of the first to set up an assembly line and is well known for its high-quality design work.

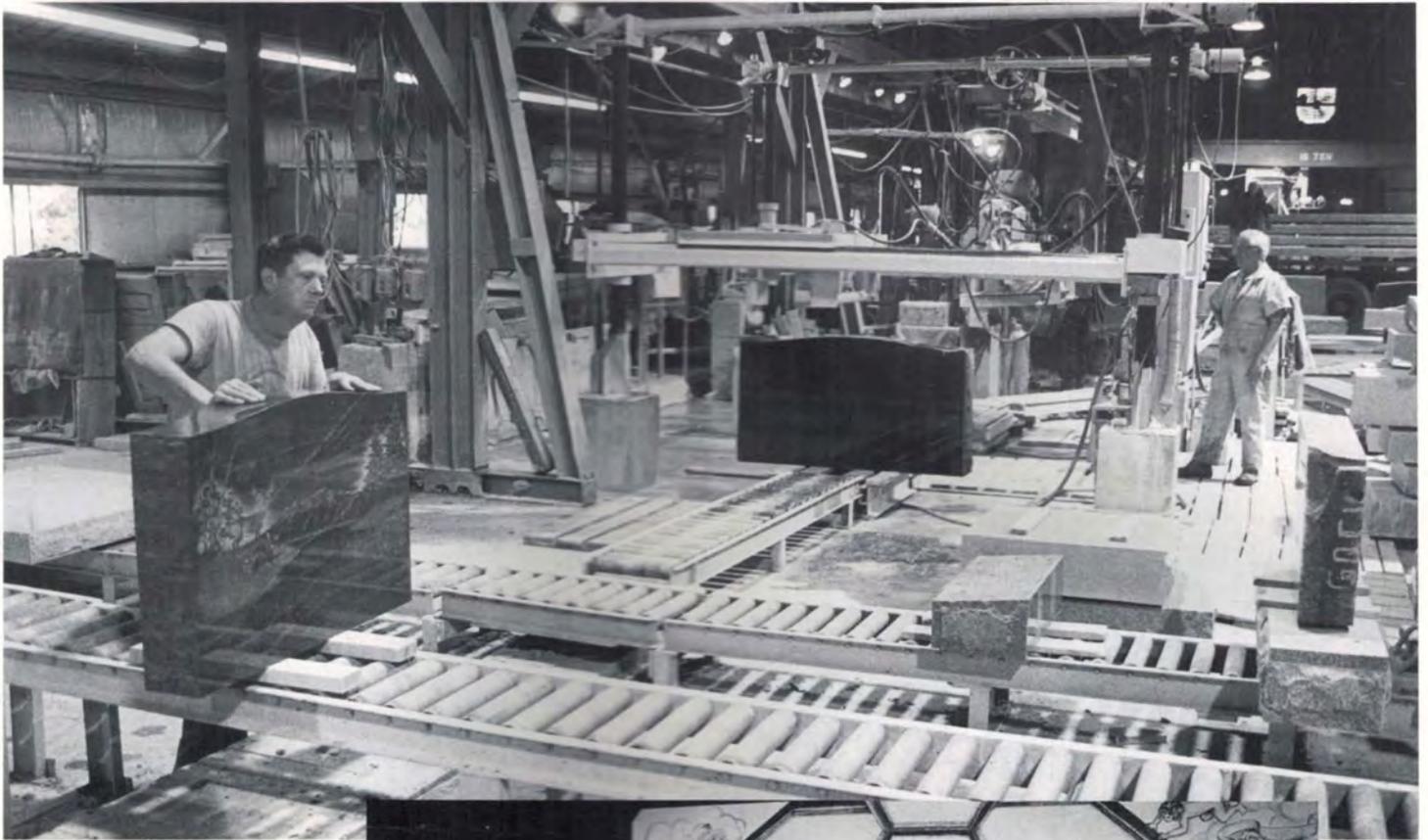
"We completely renovated our plant a few years ago," Richard said. "We streamlined our operations and installed modern fabricating equipment. And we remodeled our office, making us much more efficient than we had been."

"We are always looking for new ways and new production methods to serve our customers, and we will continue to be watchful for new opportunities as we look down the road to our 100th anniversary," he said.

"Needless to say, we are very optimistic about the future of our company and our industry."



*A third generation of Garands now oversee the operation of the Montpelier-based company. They are (left to right): Rick Garand, assistant sales manager; Steve Garand, assistant treasurer; Richard Garand, president and treasurer; and John Garand, vice president, secretary and sales manager.*



*Production at S.L. Garand & Company is streamlined and efficient, with an ever-present commitment to quality.*



*Finely-crafted Garand monuments are on display in the company's expansive showroom.*

# The C. R. Davidson Company is 60 Years Old

The fall of 1929 was not an auspicious time to begin a new company. But despite the stock market crash and the Great Depression, the C.R. Davidson Company has survived and today is a thriving member of the Barre Granite Association.

On its 60th anniversary, the highly respected monument manufacturing firm is continuing its tradition of excellence established by Clyde and Muriel Davidson.

Under the Davidsons and now under President Mike Bouchard, the company has produced original monument designs in virtually every size and style. C.R. Davidson is particularly well known for its outstanding duplicate work.

"Most of the work done by our company," explains Mike, "is very specialized, pulling from the years of experience of our staff." Winston Doe, production manager, has more than three decades of granite manufacturing experience. Managing the office is Jean McPhee, who has been with C.R. Davidson for 20 years.

In recent months, the C.R. Davidson Company has added new equipment to further accelerate production of duplicate work, and the company is opening new marketing areas. The new Davidson advertising campaign, Mike says, "emphasizes our basic premise of taking the high road of excellence in the monument business."

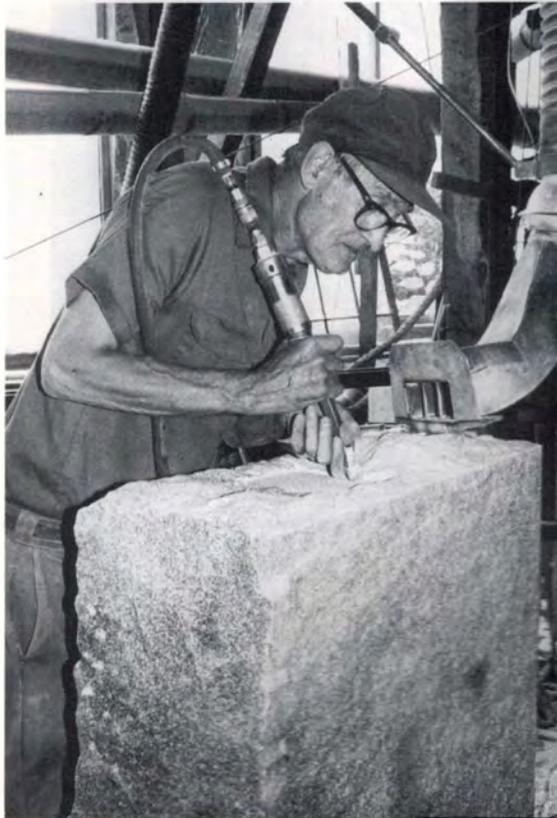


*Guiding the venerable C.R. Davidson Company into the future is President Mike Bouchard.*

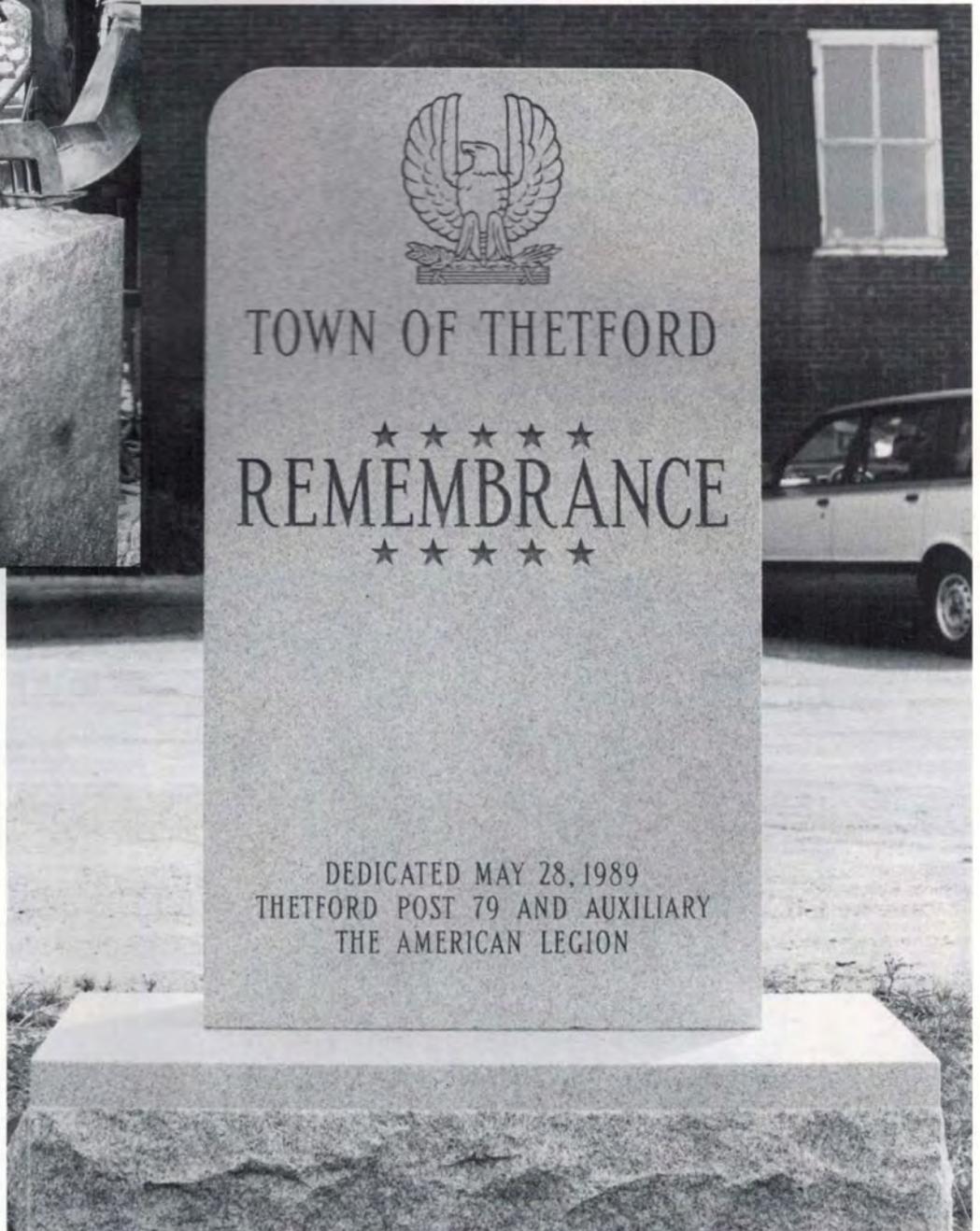


Since 1929

**C.R. DAVIDSON**  
COMPANY • INCORPORATED



*Craftsmen at C.R. Davidson have the expertise to create superb duplicate monuments.*



*C.R. Davidson produced this modern veterans monument which stands near the company's manufacturing plant in South Ryegate.*

# A Golden Anniversary for LaCross Memorials, Inc.

Service and quality — the hallmarks of LaCross Memorials, Inc. — have remained steadfast since the company first began to produce beautiful granite monuments 50 years ago.

Gabriel "Bebe" LaCroix and his sons Gary and David operate the company today. "Our main emphasis today, as it was 50 years ago, is service and good quality," Bebe said as he reflected on the past half century of LaCross Memorials.

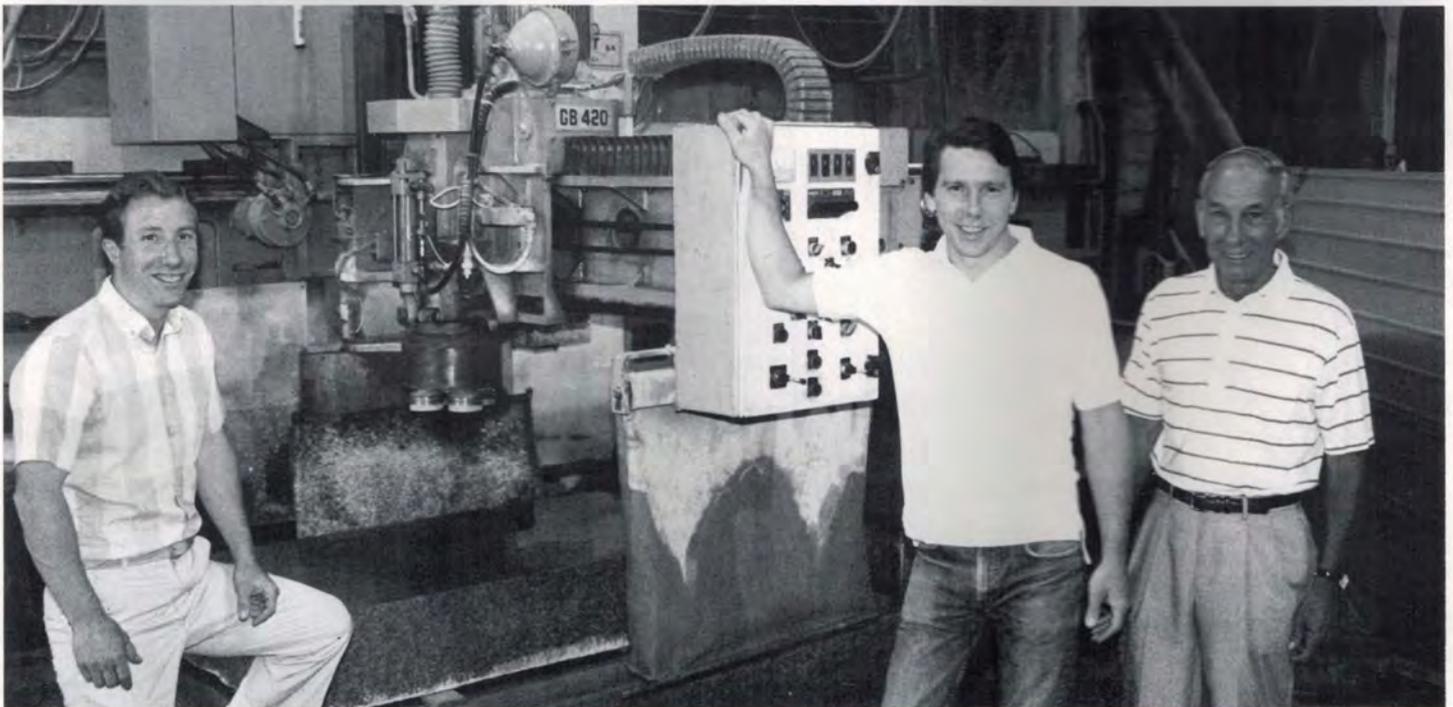
"We have invested in new milling and polishing equipment that is capable of producing granite monuments in many shapes and styles," he said, "and we have steadily improved our efficiency with the installation of a wide range of equipment and the computerization of our office procedures."

In addition to producing granite monuments from famous Barre gray granite, LaCross Memorials markets colored granites including blue-black, Jet black, Wausau red, Canadian pink, Dakota mahogany and Morning rose.

The future for this BGA member firm? "More of the same," smiles Bebe. "The ability to respond to the needs of our customers with service and quality is still our main concern."



*LaCross Memorials founder Arthur LaCroix.*



*On the modern production line at LaCross Memorials are (left to right): David and Gary LaCroix, who are vice presidents of the company, and Gabriel "Bebe" LaCroix, president.*

*Under President "Bebe" LaCroix, LaCross Memorials continues its tradition of creating outstanding monuments like the one pictured below.*



## On Their 25th Anniversary, Riverton Memorial Builds New Plant

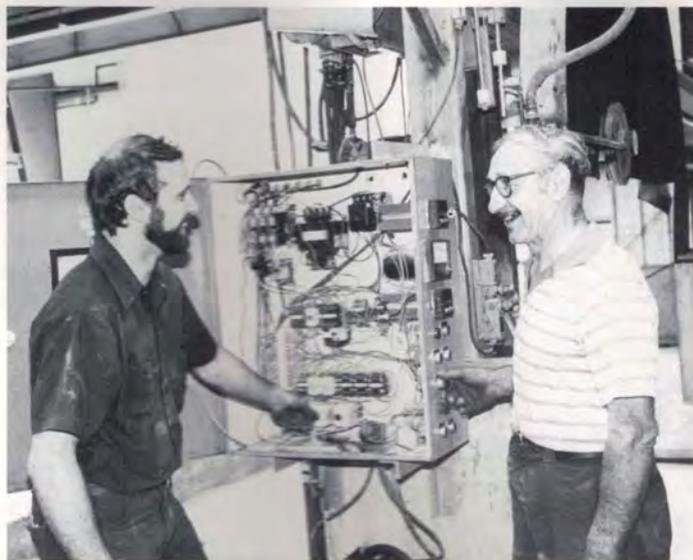
The Lavigne family will never forget their company's quarter century anniversary this year. Over the summer, Riverton Memorial, Inc. moved into a new manufacturing plant that triples their production space.

Ernest Lavigne Sr. established Riverton Memorial in 1964 after working two decades in the Barre granite industry cutting letters, carving and hand-finishing.

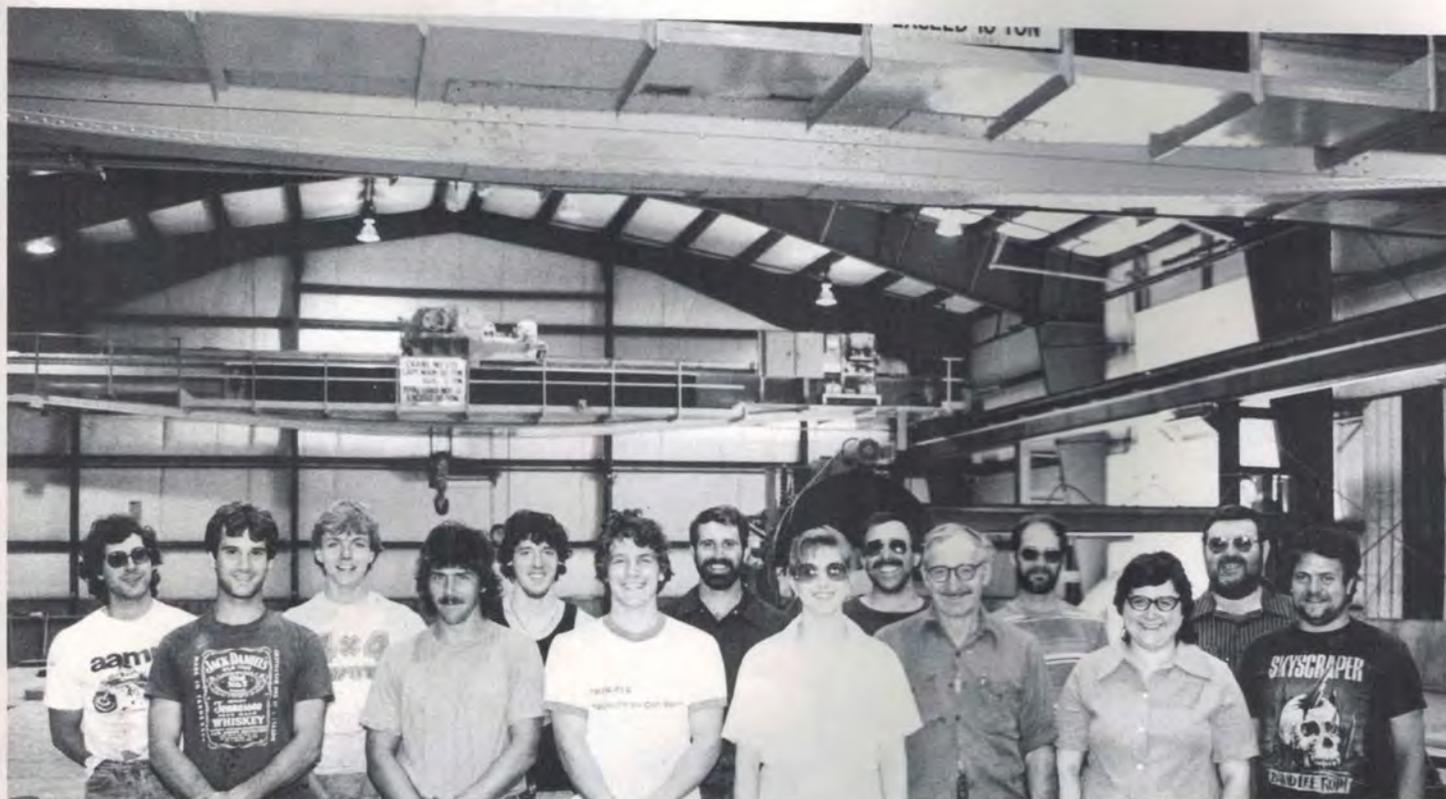
Today, the company produces monuments in a variety of granites, sizes and shapes. Ernest's son Ernest Jr. (Ernie) is company president, and eight other family members are on the crew.

"We've come a long way," Ernie reflected. "Everything in the industry is moving so quickly, and we're working hard to keep up by continually modernizing our production facilities. Next, we want to diversify into manufacturing counter-tops and building work.

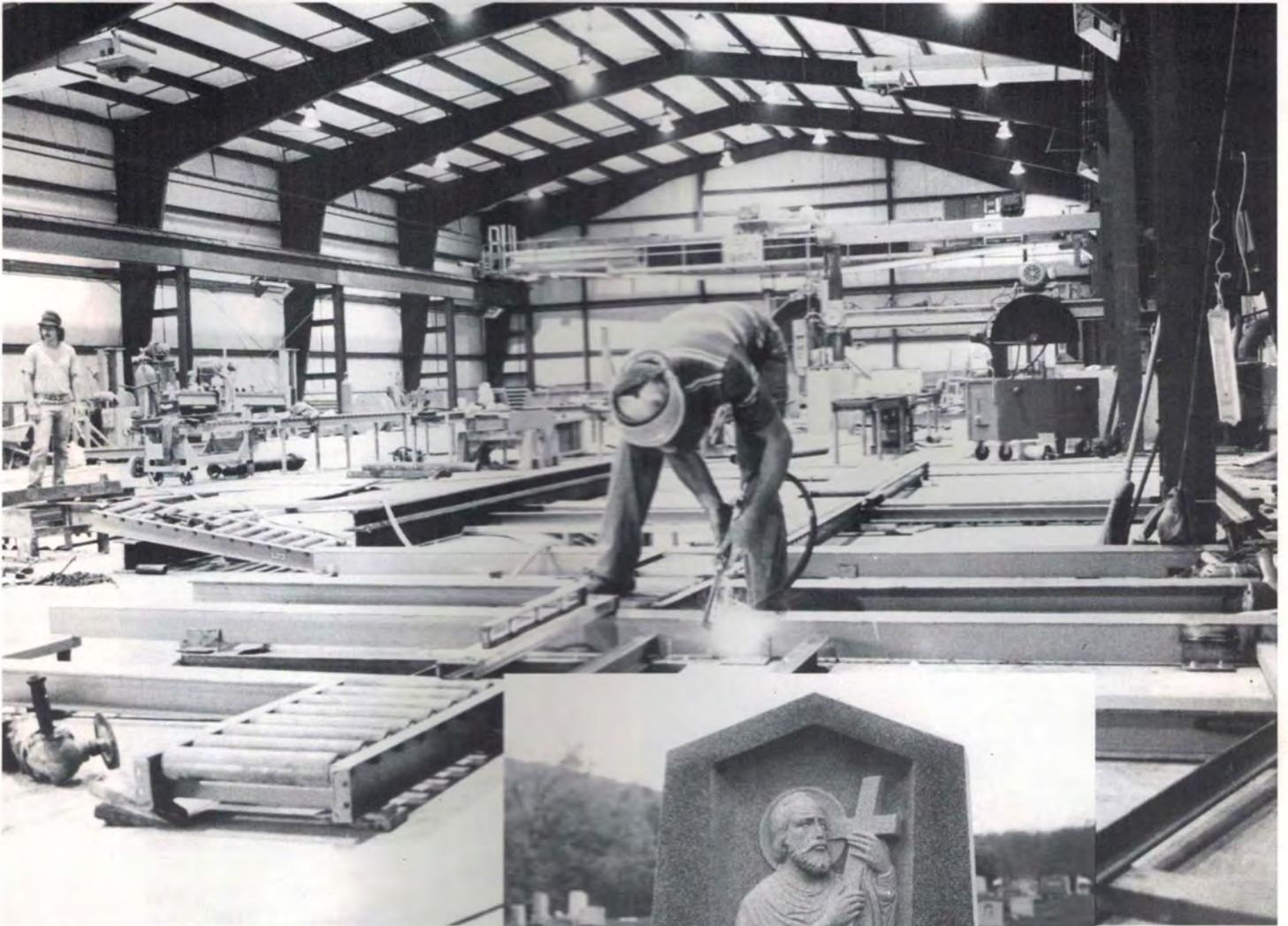
"Our goal is quality, and we always try hard to do our best. That goes for service, too, and having much more space will mean even better service."



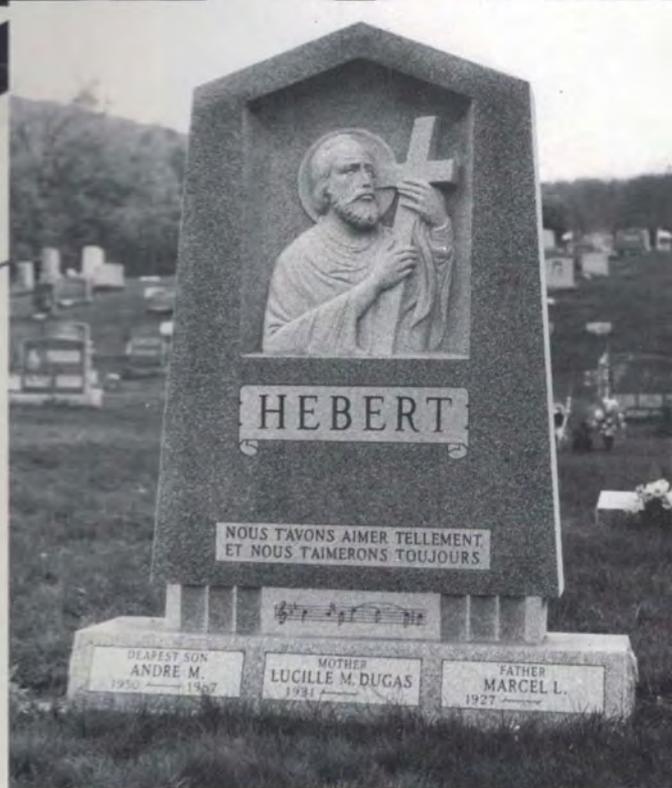
*At the new Riverton Memorial plant, company founder Ernest Lavigne (right) and son Ernie, president, oversee the installation of new manufacturing equipment.*



*Enthusiastic about their new manufacturing facilities, the Riverton Memorial crew pauses for a photo during move-in week.*



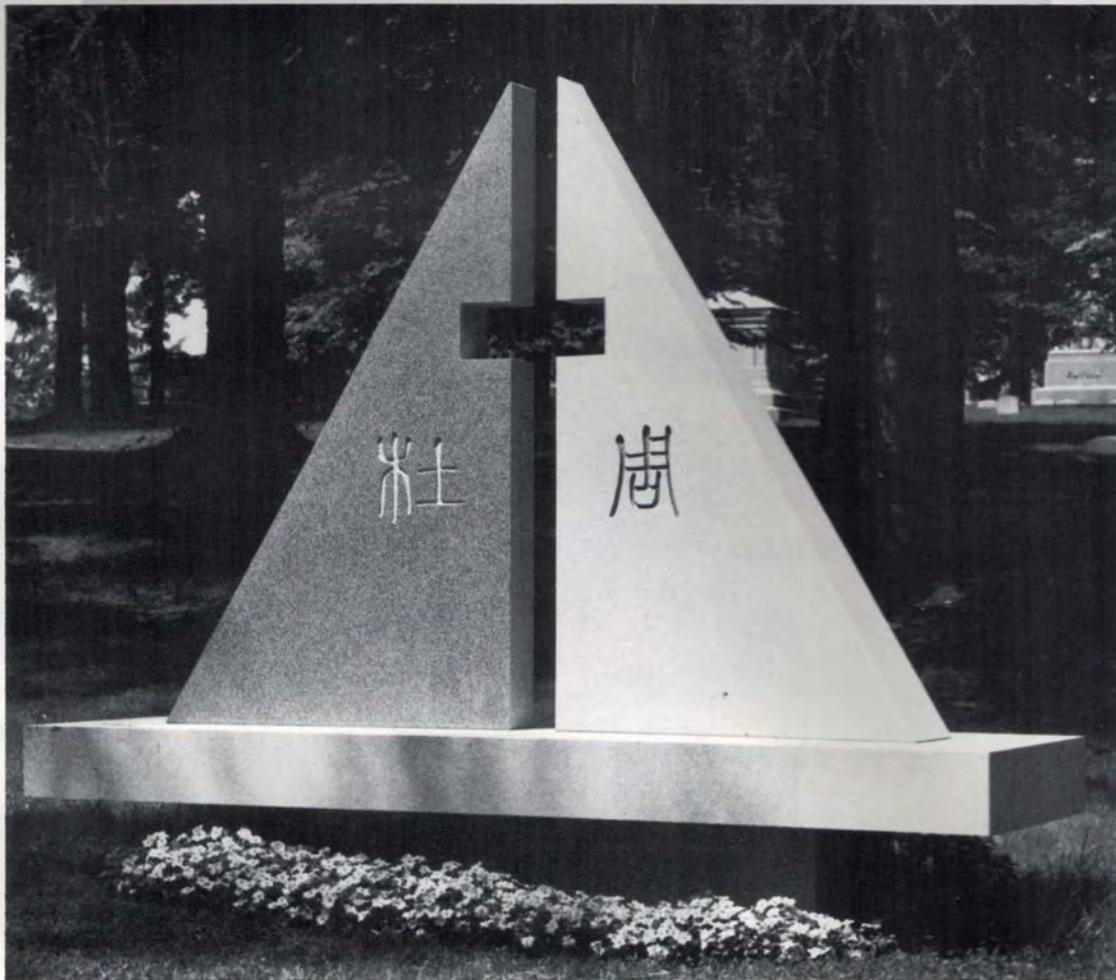
*A Riverton crew member sets up the company's new production line.*



*Fine Riverton monuments are seen in many communities.*

# MONUMENT DESIGNS

From Members of the Barre Granite Association



The artistic possibilities of Barre gray granite are dramatically demonstrated by this monument manufactured by **GRANITE INDUSTRIES OF VERMONT**. Stunning contrast between the two major elements is created by combining sandblasting and polishing techniques. The monument was manufactured for Beij, Williams and Zito of Hartford, Connecticut.

## BGA MONUMENT DESIGNS



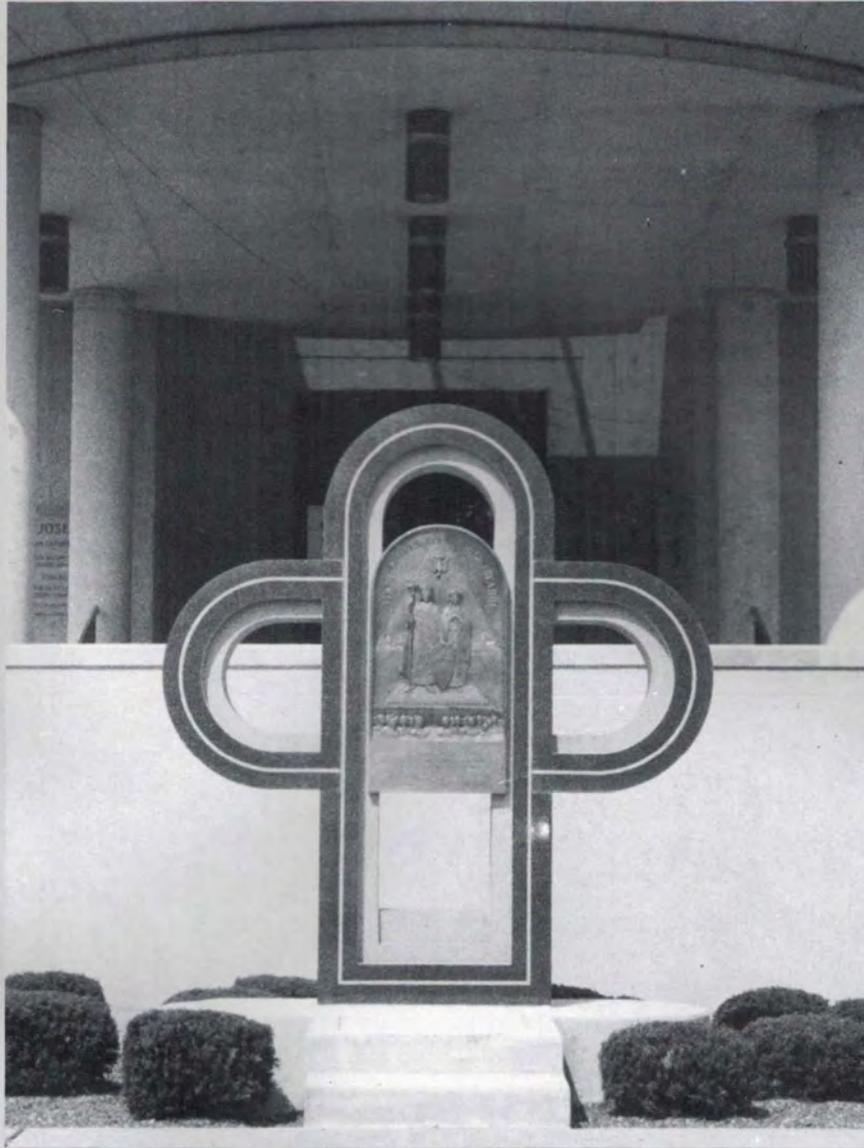
The **ROCK OF AGES CORPORATION** produced this elegant Barre gray granite monument for the company's former general sales manager, Richard Wilson, and his wife, Carolyn. This monument was placed at Mr. Wilson's gravesite in the Decatur City Cemetery in Decatur, Georgia.

## BGA MONUMENT DESIGNS



A combination of hand-carving, etching, sandblasting and hand-drawn lettering makes this Gem Mist granite monument by **BUTTURA & SONS, INC.** a memorable artistic achievement. The monument was created for Kosiba Monuments of Gary, Indiana.

## BGA MONUMENT DESIGNS



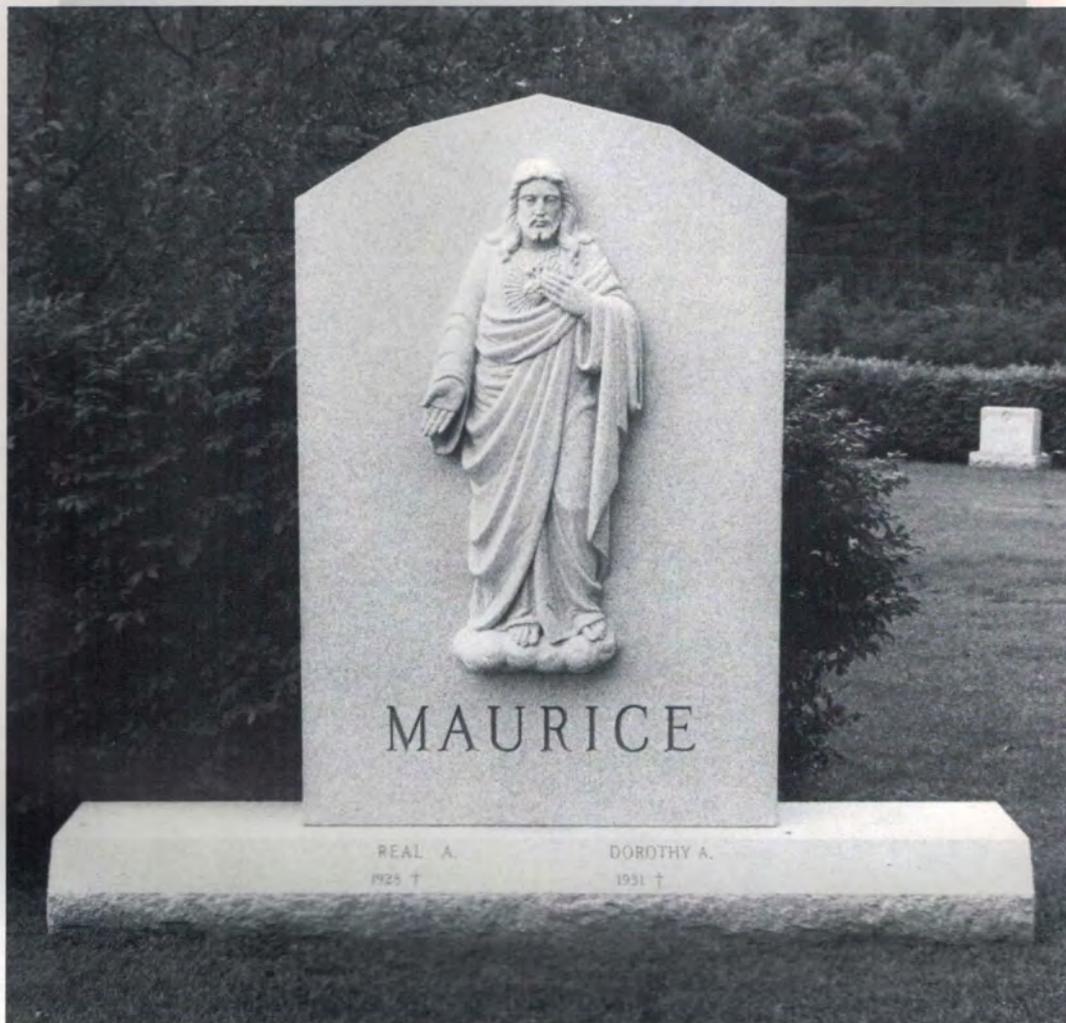
This contemporary Midnight Opal granite monument by **DESILETS GRANITE COMPANY** stands 8 feet tall at the entrance to St. Joseph's Church in Chicago, commemorating a millennium of Ukrainian Christianity. The piece, designed by John Del Messier for Venetian Monument Company of Chicago, was created through highly skilled sawing, polishing and axing.

## BGA MONUMENT DESIGNS



**BECK & BECK, INC.** manufactured this beautifully etched, oval Misty black granite monument for Gizzie Memorials of Meadville, Pennsylvania.

## BGA MONUMENT DESIGNS



From a single piece of Barre gray granite, **MAURICE MEMORIALS, INC.** created this inspiring pre-need monument for Real Maurice, who is the company's plant manager. The sculpted Christ figure looks out over Barre's Hope Cemetery.

## BGA MONUMENT DESIGNS



The **HOULE-GIUDICI COMPANY** manufactured this striking all-polished monument from India black granite for New Britain Monumental Works of New Britain, Connecticut. Gold-leaf lettering complements the finely sandblasted Madonna.

## BGA MONUMENT DESIGNS



This unique design by the Chan family was manufactured in Purple Majesty granite for Natale Monuments, Inc. of Woodside, New York, by **ANDERSON-FRIBERG COMPANY**.

# The Rock of Ages Corporation Begins a Fabulous New Quarry Tour

The Rock of Ages Corporation has inaugurated a dramatic new tour of the world-famous Barre granite quarries that gives visitors a breathtaking bird's-eye view of quarrying.

Starting this summer, visitors to the quarries have been shuttled by comfortable motor coach to a lofty hilltop overlook above the upper E.L. Smith Quarry.

At the 100-year-old quarry, visitors get off the shuttle bus to watch and photograph quarriers removing giant granite blocks and see the blocks lifted from the deep hole by huge derricks. More than 60,000 tons of useable granite are taken from the Smith Quarry each year.

Rock of Ages, which owns and operates the Barre quarries, began the new shuttle bus tour this summer after expansion of the E.L. Smith Quarry made the quarry inaccessible by the popular, long-running Rock of Ages tour train.

Over the years, the Barre quarries have been one of Vermont's biggest tourist attractions. Since 1962, the Rock of Ages Visitors Center has welcomed more than 2½ million people to the quarries.



*At the breathtaking quarry lookout on the new Rock of Ages tour, a visitor explains the stone extraction process to his grandson. Pictured at top is one of the comfortable new tour shuttle buses.*

# News *about* BGA *members*

## ROULEAU GRANITE EMPLOYEE MARKS 25TH ANNIVERSARY

Rouleau Granite Company has honored employee Bernie Barclay for 25 years of service. During his Rouleau career, Bernie has worked in the Rouleau shipping department and now is foreman of the department and the wash stand.

In the photo, Bernie (on the left) receives a gold watch from Jim Masie (center), production manager of the custom monumental division. John Bisson (right), production manager of the standard monumental division, has a congratulatory handshake for Bernie.

"My biggest satisfaction over the years," Bernie said, "has come from



being able to move work faster and faster. I've seen a tremendous growth in the amount of work we've manu-

factured . . . in sizes, shapes and types of jobs, including mausoleums. We're shipping it faster all the time."

## AT PEPIN GRANITE, A NEW DIAMOND SAW

The new, fully-automated 4-foot diamond saw recently installed at Pepin Granite Company gives the BGA firm increased monument manufacturing capabilities.

With three diamond saws in operation, Pepin Granite now is completely diamond in its sawing. The company's new American-made unit is set up for multi-cuts and, with its turntable, facilitates the sawing of ends on monument dies.

"This is another piece of equipment that puts Pepin, a small company, at the forefront of monument



manufacturing technology," said Raymond Pepin, president, shown in the center of the picture with his sons John (left) and Scott.

"This new equipment, along with our new warehouse, has had a big impact on our production turnaround time."



## BGA MEMBERS PROVIDE A SPECIAL PROGRAM FOR PENNSYLVANIA DEALERS

Member companies of the Barre Granite Association stand behind retail monument dealers in a variety of ways.

At this summer's convention of the Pennsylvania Monument Builders in Tamiment, Pennsylvania, the BGA wanted to provide dealers with support that could have a long-lasting effect on their business success, so they sponsored sales and marketing expert Charlie Mouser. In the past few years, Charlie, a provocative and colorful speaker, has gained industry-wide acclaim for his clear-sighted, common-sense approach to selling.

In the photo, BGA Manager of Public Relations Bruce Talbot presents a check on behalf of BGA members to Maureen Pesavento, MBP president.

"The BGA's support meant so much to us," Maureen said. "We could not have had this valuable program without the BGA's help."

## GRANITE IMPORTERS EXPANDS PLANT

Granite Importers, Inc. has added a storage and shipping area to its manufacturing plant that expands the building to about 30,000 square feet.

"The addition," says company president Jake Colgan, "gives our operation a better flow for more efficient production." Jake is shown on the right in the photograph while overseeing construction with his son, Bruce, Granite Importers vice president.

A new crane services the addition, where tractor trailers enter, are loaded and exit quickly.

To expedite production, the company has also added two new diamond saws and a third truck to its shipping fleet.



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## FROM ADAMS GRANITE, AN ELEGANT NEW SIGN

For the library in Oakmont, Pennsylvania, Adams Granite Company has manufactured a simple yet elegant French Creek black granite sign.

The 6-foot-long sign sits on a 5½-foot pedestal and has attractive sandblasted and lithochromed lettering.

"For two years, a library committee went around in circles with architects trying to come up with an idea for a sign that would pay tribute to a former patron," explained Edward Restelli of Restelli Monument Works in Oakmont. "Finally, they decided to turn to a monument retailer when they realized that granite was the material of choice for the sign."

In three months, Restelli Monument Works had a design manufactured by Adams and in place at the library. Officials were delighted with the result.



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## PEERLESS GRANITE HAS A NEW ESTIMATOR

Customers of Peerless Granite Company are hearing a new voice on the telephone, that of Brice Mugford.

This summer, Brice joined the Mugford family's company as an estimator. He brings with him experience gained while working at the family's other firm, M&W Polishing Company, an associate member of the BGA. Brice's well-rounded granite manufacturing knowledge enables him to assist in the plant when his expertise is needed.

"I like dealing with people from all over the country," he said, "and I particularly enjoy doing estimates on big and intricate jobs."

# The Search for Quality

By Donald G. Ward

*(Editor's Note: This is the final article in a four-part Barre Life series on important current trends in cemetery design. The articles have been based on a major paper by Donald G. Ward, president of Grever & Ward, Inc., of Orchard Park, New York, who is nationally recognized as a leading cemetery landscape architect. We hope that you have found Mr. Ward's observations to be valuable and have been influenced by his case for effective cemetery planning.)*



People who are in the business of long-term product marketing know the value of advertising product quality. Quality is what sells best and satisfies the public.

You may be familiar with the Maytag washer commercial that touts quality by showing a dozing repairman standing by for a service call that never comes. Well, that is real! Our Maytag washer is the only

appliance I've ever heard my wife brag about, and she didn't think twice when it was time to buy another Maytag after the first one expired from more than 25 years of heavy-duty service.

While there may be no product correlation between Maytags and burial space, the attraction of interment space can easily depend on the qualities and values that people perceive in our cemeteries.

Our nation is educated more than ever before to differences in quality, attractiveness and lasting satisfaction. The government and media have brought us to a level of high expectation from our environment, not the least of which is our landscape, whether at home, at large, or at our place of business. And it is also true in cemeteries where the landscape is constantly viewed by the public and often treated as a community feature.

It is in this aspect that any cemetery can easily improve its image, elevate values and raise its community loyalty. And this is where a current trend is occurring.

People recognize the differences between good and bad, pleasant and unpleasant. Given a choice, they willingly support the good and pleasant or all of the visual benefits they can acquire.

The price for beauty is not a limiting factor in lot sales, but the absence of beauty is very much a limiting factor in

price structure. For the privilege of placing a monument in a well-landscaped environment, price is not a matter of concern to the prospective buyer. In practice, this statement is backed up by endless thousands of experiences, often in cemeteries where prospective buyers consistently pass over less attractive lots and pay more for the modern, high-quality landscape. They want trees, shrubs and flowers as a part of their burial site, and if they are willing to financially support such a system, who, then, should question having it available?

On a recent trip to Long Island to recommend higher quality burial space to a stagnating, small, association-type cemetery, I had to face up to Gus, who seemed to be the only opponent of the proposed transition.

Gus questioned the use of more trees and shrubs in the cemetery's spartan landscape because of the anticipated maintenance cost. After hearing that the cemetery was still selling graves for \$175 and opening them for \$150, I could easily understand why Gus objected to more maintenance costs and the financial outlay to get there.

But, I didn't learn until I was being driven back to the airport that Gus had recently bought 12 graves surrounding one of the few trees in the cemetery. Gus was now fighting the very thing that motivated his recent purchase.

What Gus doesn't understand yet is that in the highly refined cemetery design system, every element of the cemetery landscape—the monument, trees and shrubs—is carefully arranged for efficient, economical service and maintenance; nothing is left to chance and every space is easily accessible. Carefully selected trees and shrubs are situated in protected locations where they can thrive, out of the way of equipment. Plants are used effectively as background for monuments and to create an exclusive environment, in most situations automatically elevating values.

Such a comprehensive type of planning requires a special talent and experience to arrange everything in a satisfying, workable plan . . . talent that creates emotional response, visual appeal and a desire to belong to such an environment. It calls for understanding the emotions and needs of those who seek space in the cemetery, as well as an understanding of those who must physically care for the grounds.

This type of planning also requires a knowledge of economic values so that development costs are properly balanced with future service and maintenance costs. The

bottom line of such planning is a high-quality environment that everyone can share with pride and one from which everyone can profit.

The comfortable, prospering cemetery of the future will have something of choice for everyone, and it will compete for its customers on the basis of honoring their desires. It will feature the two-grave lot, using both monuments and lawn-level memorials in appropriate ratios, but it will also offer a variety of other lot sizes according to community needs.

Several forms of cremains interment also will be offered in the cemetery of the future, including gardens and columbaria. And where the population base is great enough, mausolea will be offered to those who prefer above-ground interment.

Then, carrying management one step further in public service, the cemetery will price those offerings in realistic

ways so their comparative values are put in proper perspective to the "idol of America," the automobile that totally depreciates in less than 10 years.

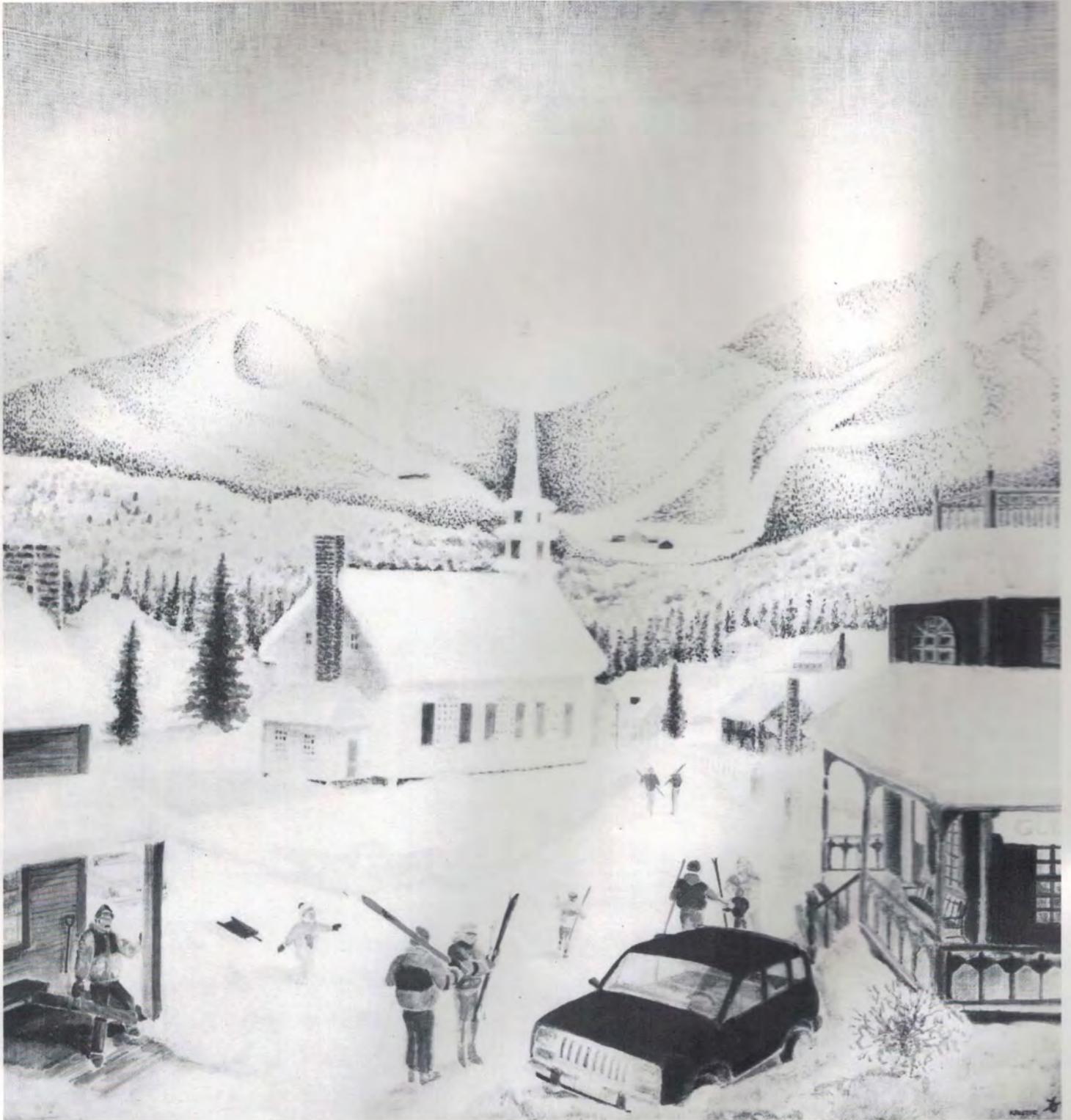
Then and only then will we honor cemeteries equally for their community service, for their beauty and for their compelling environment as a place to memorialize, instead of respecting them just as places to dispose of the dead.



# A Winter Adventure

After the 1990 MBNA Convention, Experience Vermont!

*Breathtaking Vermont will be the picture-postcard setting for a memorable New England vacation being offered after the MBNA convention in Boston next February 8-11.*



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# Industry Conventions

- |                     |   |
|---------------------|---|
| October 5-7         | <b>Monument Builders of the Carolinas</b><br>Mills House, Charleston, South Carolina                                      |
| October 6-8         | <b>Wisconsin Association of Monument Builders</b><br>Paper Valley Hotel and Conference Center, Appleton, Wisconsin        |
| October 12-14       | <b>Tennessee Division of MBNA</b><br>Park Vista Hotel, Gatlinburg, Tennessee  |
| October 14-19       | <b>National Funeral Directors Association</b><br>Baltimore Convention Center, Baltimore, Maryland                         |
| October 20-22       | <b>Kentucky Association of Memorial Dealers</b><br>Drawbridge Inn, Fort Mitchell, Kentucky                                |
| October 25-28       | <b>American Cemetery Association</b><br>Stouffer Nashville Hotel, Nashville, Tennessee                                    |
| November 12-13      | <b>Great Lakes Bi-State (Michigan, Indiana) Monument Builders Association</b><br>Airport Hilton, Indianapolis, Indiana    |
| December 1-2        | <b>Illinois Monument Association</b><br>Jumer's Castle Lodge, Urbana, Illinois  |
| January 11-13, 1990 | <b>Tri-State Monument Builders</b><br>Hyatt-Cherry Hill, Cherry Hill, New Jersey  |
| February 4-7, 1990  | <b>Monument Builders of North America Convention and Industry Exhibit</b><br>Sheraton Boston Hotel, Boston, Massachusetts |

# A Helping Hand to Memorialists

## Promotional Items From the Barre Granite Association

The BGA continues to be a leader in providing memorialists with the highest quality and most effective merchandising materials in the monument industry. BGA materials include outstanding brochures, videotapes and other items which are available from the BGA at a nominal charge.



### Now Available From the BGA:

#### \*Brochures

	Quantity	Imprinted? (Yes or No)	Price (see note)
"Timeless" (upright and estate monument designs)	_____	_____	_____
"Eternal" (flat and slant/bevel monument designs)	_____	_____	_____
"The Decision to be Cremated: It's Two Decisions" (cremation designs)	_____	_____	_____
"Remembered for all Time" (Protestant designs)	_____	_____	_____
"Honored in Sacred Catholic Tradition" (Catholic designs)	_____	_____	_____
"To Be Remembered" (Jewish designs)	_____	_____	_____
"How to Choose Symbols for Your Family Memorial" (symbolism and personalization)	_____	_____	_____
"Choosing Your Family Memorial" (guidance for choosing a fine, well-crafted monument, either pre-need or at-need)	_____	_____	_____
"The Story of Granite" (the story of Barre granite)	_____	_____	_____
"May We Do You the Favor of a Lifetime?" (pre-need)	_____	_____	_____
"Suggested Cemetery Rules and Regulations" (cemetery operation guidelines)	_____	_____	_____

#### \*Videotapes

	Quantity	Price
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"Quarrying and Manufacturing" (the making of Barre monuments)	_____	_____
"The Story of the Barre Granite Industry" (the fascinating history of the Granite Center of the World)	_____	_____
"The Stone Whistle" (tour and explanation of the Barre granite industry, with John Forsythe)	_____	_____

#### \*Barre-Pak Epoxy

Barre-Pak is one of the strongest bonding agents in the granite monument field, available in three convenient sizes.

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70 grams @ \$5.00	_____	_____
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#### Price Note:

Brochures are sold for 25 cents each (23 cents each for orders of 500 or more). Imprinted brochures cost 35 cents each (30 cents each for orders of 500 or more). The brochure "Suggested Cemetery Rules and Regulations" is available free of charge.

Videotapes sell for \$25 each, except for "The Stone Whistle," which is available at the reduced price of \$50.

Barre-Pak Epoxy prices are as listed.

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The Barre Granite Association is really a large family. Its members include 27 internationally renowned granite manufacturing companies as well as 37 other granite firms and businesses that believe in our industry and actively support it.

Our associate members do custom drafting, sawing, steeling, sandblasting, polishing and sculpting. They also supply materials, transportation and other services to our members.

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