

SPRING 1977

BARRE

Life

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THE BARRE GRANITE
ASSOCIATION
BARRE, VERMONT
05641



Barre's leadership in the field of memorial sculpture is evident in this work completed by Giuliano Cecchenelli of Buttura & Sons, Inc. Only one foot, nine inches wide and three feet, three inches high, it depicts St. Michael slaying the Devil.

Barre Survey Results

High Spot of Retailers National Convention in San Francisco

Perhaps the best kept secret in the monument industry was revealed at the industry luncheon in San Francisco at the annual convention of the Monument Builders of North America. That was when Richard Manville of Richard Manville Research, Inc. reported some of the results of the most extensive market research project ever conducted in the memorial industry.

For years, monument manufacturers and retailers have needed accurate information about attitudes of the general public, cemeterians, retailers, manufacturers and salesmen on the subject of monuments and memorialization in general. All of us have had our own opinions (and prejudices) about how others feel about our industry and our products. Many important marketing decisions have been based on these opinions. When we were correct in our assumptions we succeeded ... when we were wrong, we failed.

It was not until completion of this extensive survey by the Barre Granite Association has there been any significant factual information about our industry and its markets.

Planning Took Nearly a Year

Recognizing the serious need for factual data about the monument industry and the forces which influence it, the member-companies of the Barre Granite Association decided last Spring to underwrite a market research project. Richard Manville Research, Inc. of New York City was chosen to do the job. It is an experienced firm of solid reputation whose market research clients are among the most well-known companies in the world.

Many months were spent in developing the questionnaires and in selecting the persons to be interviewed. Eventually, more than 2000 interviews were conducted throughout the United States. These interviews included monument manufacturers, retail monument dealers, sales representatives and many types of cemetery managers as well as many people among the general public.

Barre Contributes Survey Results for Industry Benefits

Several months ago the quarriers and manufacturers division of the Monument Builders of North America decided to make a survey as a basis for an industry-wide public relations program. The purpose of the program is to promote a better understanding and appreciation of traditional memorials.

Realizing that there might be a duplication of research effort, the Barre Granite Association contributed a significant portion of its own survey results to MBNA. This cooperative effort by Barre enables the monument industry to move more quickly in developing a promotional program.

Bernard Albert and Gilda Altaras played a key role in the Richard Manville Research firm's efforts in developing the questionnaires that were eventually used. Tom Riley of the BGA reviews here some of the sample questionnaires.

Persons all over the United States were interviewed. The survey was conducted in a confidential manner so that the respondents to the questions did not know which organization was sponsoring the survey.



At the same time it will save thousands of dollars in research expenses. National market surveys of this type carried out by Barre run well over \$40,000.

Some Survey Results are Confidential

Naturally, questions in the research project which bear directly on Barre and its product will be retained by the BGA for its member-companies. However, the major portion of the results will be of benefit to the entire industry. Considerable information from the survey will enable the industry to better determine its position in the market and what can be done to improve that position.

Some of the survey results could be detrimental to certain segments of the monument industry if it became public knowledge. Those results will be given only to a small committee of retailers and manufacturers to use in preparing any public relations or promotional programs that the industry might conduct. However, less sensitive portions of the survey will be made available to everyone in due time.

New Public Relations Program Outlined at MBNA convention

The nationally known public relations firm of Harshe, Rotman & Druck, was selected by the MBNA Public Relations Committee to present a proposal at the MBNA national convention in San Francisco in February 1977. This proposal was accepted, pending funding by the monument industry. The program that was presented was based in part on information given by Barre from its own research program. The Barre Research Program was so complete that the committee will be able to rely on its results in preparing future information and public relations programs.

Evaluation of the Research Program Continues

The results of Barre's Market Research Program have been put into a computer. Thousands of pieces of information are available and are presently being evaluated. This evaluation will continue for some time. One fact is already apparent: the monument industry should obtain a great deal of benefit from the results of this Barre-sponsored study and by the generosity of BGA member-companies in making it available.

Richard Manville, President of Richard Manville Research, Inc., and Tom Riley, Manager of Retailer Services for the BGA, examine some of the raw data accumulated through the extensive survey conducted for the Barre Granite Association.

Hundreds of telephone interviews were conducted with the public, cemetery managers and retail monument dealers. All data was then put in a computer so that it would be correlated.



Richard Manville is President of Richard Manville Research, Inc., in New York and President of the Manville International Corp. which does business in the United States, Canada, Europe, South America, South Africa, and Japan. He holds an M.B.A. degree from New York University, and is currently working towards his doctorate in business. Richard Manville Research conducts a wide range of marketing and market research studies in the field of distribution, marketing, advertising, public relations in the consumer, industrial, travel and pharmaceutical fields and also has worked for the United States and other foreign governments in the United States and overseas.

Mr. Manville, who has been a Course Director for the education programs conducted by the Business / Professional Advertising Association is Editor of the MARKETING / ADVERTISING RESEARCH NEWSLETTER for BPAA. He has written numerous articles and monographs on marketing subjects, including The Marketing Audit. In addition, he conducts marketing and marketing research seminars in many parts of the world including Mexico, Venezuela, Portugal, Holland and South Africa.

He also serves as sales and marketing consultant to a number of domestic and overseas corporations and trade associations.





Retailer Services

Tom Riley,
BGA Manager Retailer Services

What the Survey Said or "MEA CULPA"

Our recently completed market survey confirmed some pre-conceived ideas but more important, it exploded a lot of myths.

It always makes us feel good when a pre-conceived idea is confirmed because it shows how smart we are. It is, however, more important to discover

where we are wrong so that wrong impression can be corrected.

For these reasons, we have prepared this little quiz. The correct answers together with what the survey proved appear on page 20.

Have Fun!

QUIZ

A Friends and Family are the most powerful influence in the selection of a monument.

True False

B Very few people have ever participated in the purchase of a memorial.

True False

C The public expects to pay more for a monument than they actually wind up spending.

True False

D Most people will return to the same retailer if the purchase of another monument becomes necessary.

True False

E Most people don't want to think about death, therefore, pre-need selling is a waste of time.

True False

F Even if I sell pre-need, I'm just taking away a future at-need sale.

True False

G I should continue to advertise even though I've been at the same location for a long time.

True False

H Most retailers sit around waiting for business to walk in the door.

True False

I What granite was named by more consumers, cemetery directors, wholesale salesmen and retail memorialists than any other material as being the best there is for monuments? _____

(Answers on page 20)

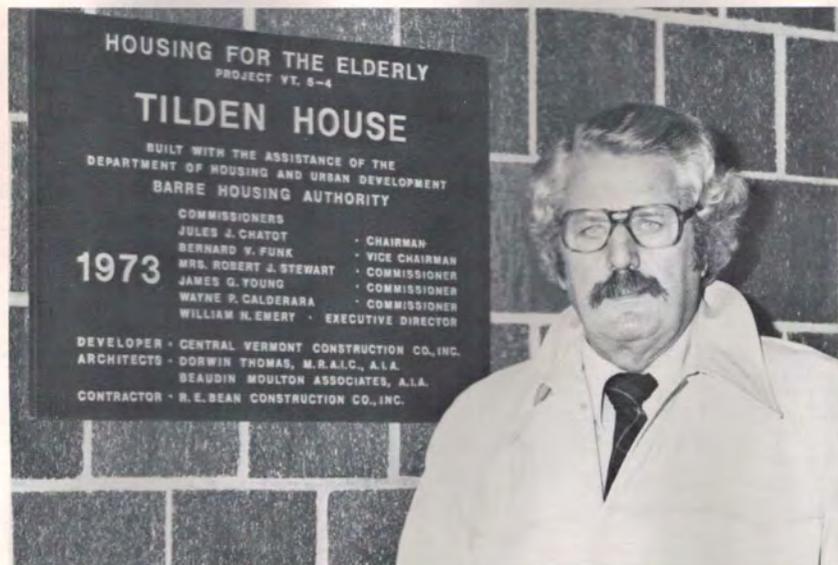
News about BGA members



A 40-TON CAPACITY CRANE has been installed at the Rouleau Granite Co. John Roy, Saw Plant Supervisor, Bert Rouleau, First Vice-President, and Lucien Rouleau, President of the Rouleau Granite Co., were there when the new crane lifted its first block.

The new crane was built by Rouleau Granite Company personnel.

JULES CHATOT of the North Barre Granite Co. has long been active in community affairs. He serves as Chairman of the Barre Housing Authority. Other Housing Commissioners include Bernard Funk, formerly of Rock of Ages Corp., and Mrs. Robert J. Stewart whose husband, Bob, is Manager of the Wells-Lamson Quarry.



HOUSING FOR THE ELDERLY
PROJECT Vt. 8-4
TILDEN HOUSE
BUILT WITH THE ASSISTANCE OF THE
DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
BARRE HOUSING AUTHORITY

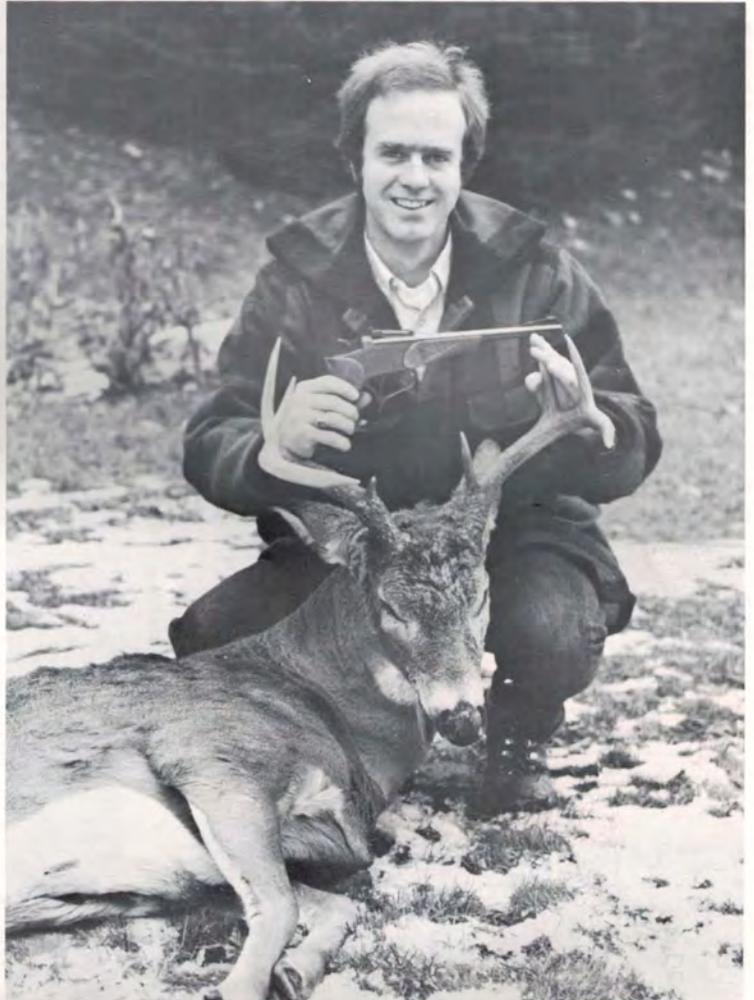
COMMISSIONERS
JULES J. CHATOT · CHAIRMAN
BERNARD V. FUNK · VICE CHAIRMAN
MRS. ROBERT J. STEWART · COMMISSIONER
JAMES G. YOUNG · COMMISSIONER
WAYNE P. CALDERARA · COMMISSIONER
WILLIAM R. EMERT · EXECUTIVE DIRECTOR

1973

DEVELOPER · CENTRAL VERMONT CONSTRUCTION CO., INC.
ARCHITECTS · DORWIN THOMAS, M.R.A.I.C., A.I.A.
BEAUDIN MOULTON ASSOCIATES, A.I.A.
CONTRACTOR · R. E. BEAN CONSTRUCTION CO., INC.



ROGER AND ROBERT RIVARD of the Rivard Granite Co. find snowmobiling a great way to relax on weekends. Roger is a member of the BGA Board of Trustees.

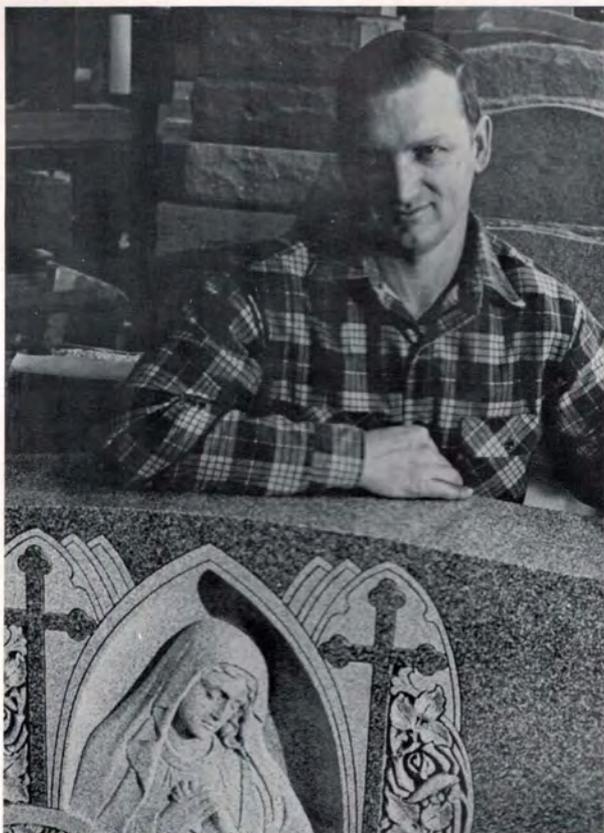


BGA PHOTOGRAPHER TOM FITZPATRICK shot an eight-point, 224 pound buck with his Thompson Center Contender. The pistol uses a 30-30 cartridge with a 10" barrel.

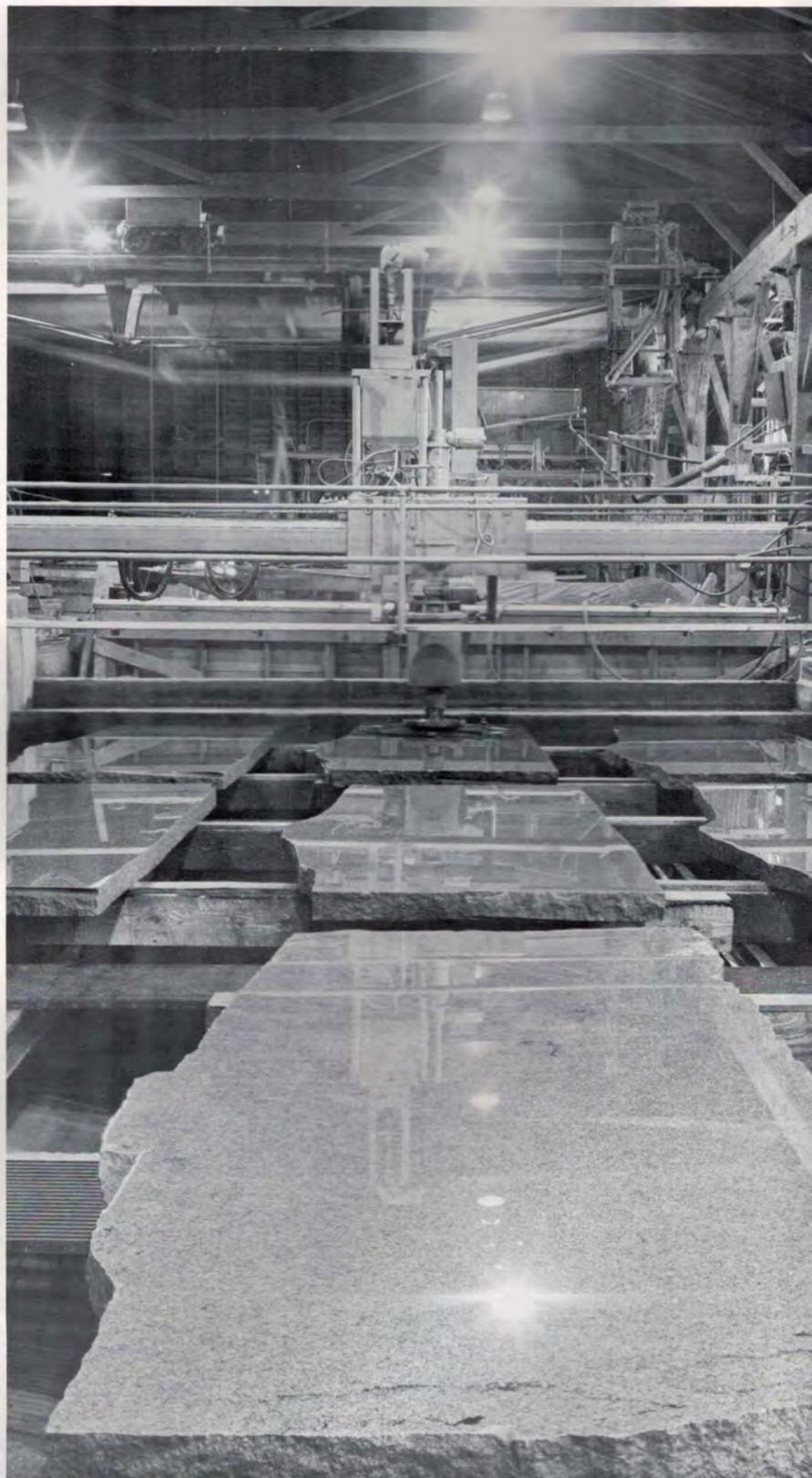


BOB COLOMBO, of the Colombo Granite Co. tunes up his Panther Snowmobile. The popularity of this winter sport is high in Vermont.

News about BGA members [continued]



DESILETS GRANITE CO., one of the leading producers of carved memorials, furnishes a wide variety of Barre granite monuments. Walter Celley, a carver associated with Desilets, has just completed this Barre Granite bas relief memorial.



PETER JENKINS is a sales representative for Buttura & Sons, Inc., in Barre. As a draftsman and designer at Buttura's, Peter is able to provide an extra service to his retail customers where he travels in the Pennsylvania area.



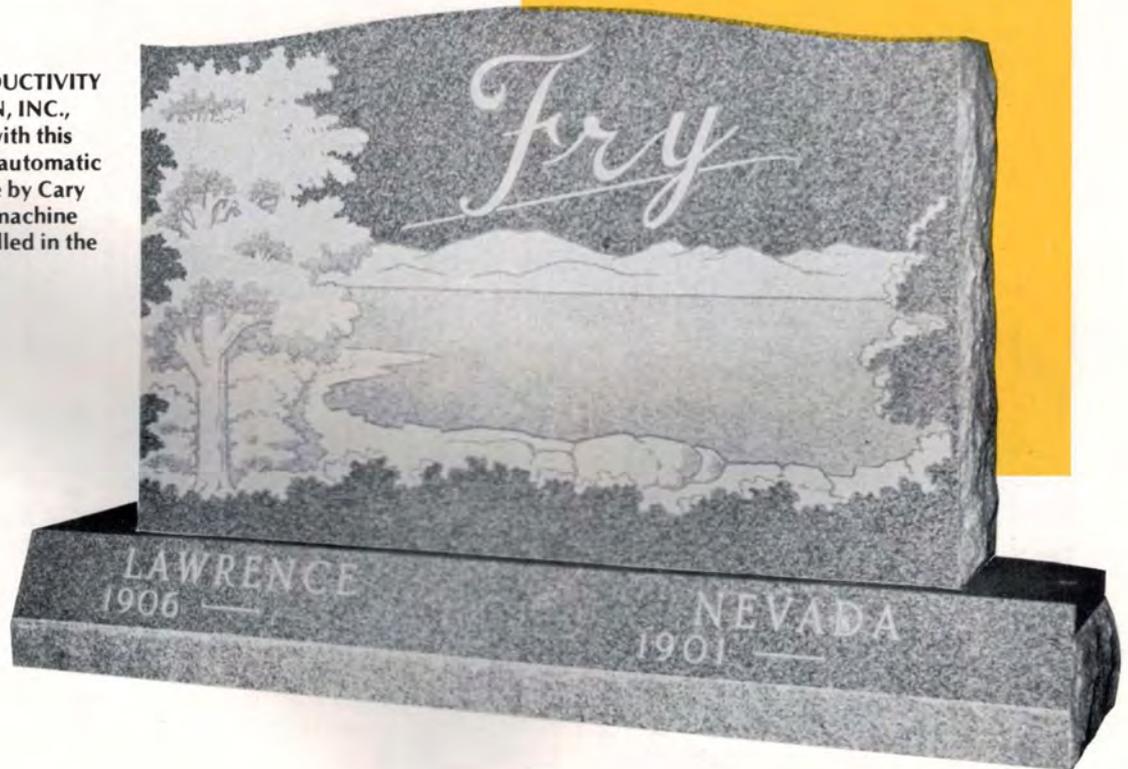
ALMO CECCHINI, President of Everlasting Memorial Works in Montpelier, has announced his retirement after many years as a granite manufacturer. Almo and his lovely wife, Laura, will continue to reside in Montpelier.

Designed by Gene Brusetti, manufactured by Rock of Ages Corp., Barre, Vt. of Sealmark Blue-Gray granite, this memorial was set by Heynen Monument Co., Sedalia, Mo. It was created for the parents of Mrs. Betty Bowers, wife of Rock of Ages' President, Donald A. Bowers.

When the question is asked, "What more can you do to a standard 4' serp top memorial?", the answer more and more frequently is the pictorial design, which provides a new dimension of personalization without adding significantly to the overall cost of a memorial. In the case of this memorial, however, cost was not a prime consideration. Mr. and Mrs. Fry simply found the concept of the pictorial design both fresh and charming, as have so many other memorial purchasers in recent years.



INCREASED PRODUCTIVITY AT NATIVI & SON, INC., will be achieved with this new custom built automatic polishing machine by Cary Engineering. The machine was recently installed in the Nativi Plant.



Making the scene at the BGA Annual Dinner-Dance is always a joyous occasion. Tom Fitzpatrick, our inquiring photographer, took these photos at the Barre Elks Club during the evening's festivities. The BGA Dinner-Dance draws an enthusiastic crowd of 250.



Mr. and Mrs. Jim Soutar and Joe Garceau of the Rock of Ages Corp.



Harry & Ann Bonar Delivery, Inc.



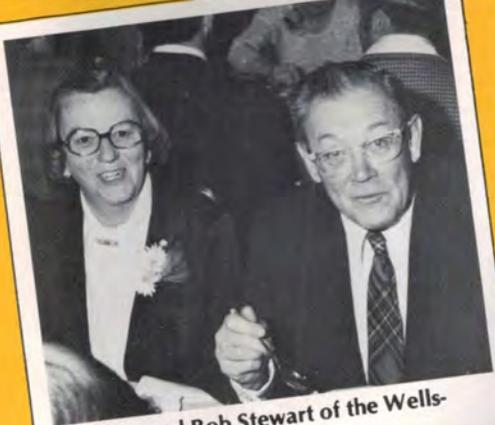
Harold Duff of the Valz Granite Co., Melvin Friberg and Peter and Sally of the Anderson-Friberg Co.



Mr. and Mrs. Richard Garand of S.L. Garand & Co.



Mr. and Mrs. Leo Garand



Sylvia and Bob Stewart of the Wells-Lamson Quarry Co.



Rita Zablocky and Milton Lyndes, BGA, and Melvin Friberg of Anderson-Friberg.



Jo-Anne Henry of the BGA of the Thurber Granite Co.



Lee and David Reid, Cook, Watkins & Patch Co.



Mrs. Ray Rouleau, Mrs. Bert Rouleau and Ray Rouleau of the Rouleau Granite Co.



Bert Bellavance of Bellavance Trucking Co., and Ted Rossi, Sr. of Rossi Trucking Co.



Granite Center



Mr. and Mrs. Rinaldo Puricelli and Mrs. Richard McBride of Beck & Beck, Inc.



Eugene Ducharme of Beck & Beck, Norman and Tillie Beck of Beck & Beck, Inc. and Mrs. John Salvador, wife of BGA Treasurer.



S.L. Garand & Co.



Bob and Laura Campo of the Rock of Ages Corp.



Chuck Gauthier of Granite Industries of Vermont, Mary and Jules Chatot of the North Barre Granite Co. and Becky Moore of the BGA.



Marguerite Savard



Silvio Nativi of Nativi & Son, Inc., and Tom Riley of the BGA.



Mr. and Mrs. John Garand, S.L. Garand Co.



Gene and Gardner Walker, Barre Freight Consolidation Service.



Robert Rivard, Rivard Granite Co. and Mr. and Mrs. Rober-Couture, of Family Memorials.



Archie Buttura, Buttura & Sons, and Merilyn Friberg of Anderson-Friberg.



Barre Granite Signs are Vandal-Proof, Maintenance-Free and Attractive

St. John's High School in Shrewsbury, Mass., has a new Barre Granite sign designed and produced by the North Barre Granite Co. It is vandal-proof, maintenance-free and creates a proper and attractive image for this fine school. Aldo Gatti of the Worcester Monumental Works in Worcester, Mass., is the well-known retailer who worked with St. John's in providing this outstanding granite identification.



TWENTY FEET IN LENGTH, (pictured above) the Barre Granite sign at St. John's High School is made in two pieces. It was designed and produced by BGA member Jules Chatot at the North Barre Granite Co.

A SPECIAL FINISH was used by North Barre craftsmen to provide contrast in the St. John's Barre Granite sign. It is made of Select Barre Granite.



BARRE

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BARRE LIFE is published quarterly at no charge by the Barre Granite Association, Barre, VT 05641

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Manager of Retailer Services

Edward Comolli

Manager of Cemetery Services

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Silvio Nativi, Nativi & Son, Inc. Chairman, Research Committee

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News from the Cemetery Field



Edward Comolli,
BGA Manager Cemetery Services

BGA Shares the Cost for Modern Monument Cemetery Plans

Hiring an experienced cemetery architect is the best investment a large or small cemetery can make. The expense is modest and the returns are significant.

To encourage the cemeteries in working with a cemetery architect, the Barre Granite Association pays for one-half the cost of modern monument section plans. In recent years, there have been many new ideas incorporated in monument layout and the use of maintenance equipment. This means that monument sections can be easily maintained and be so attractive that the public is willing to pay substantially more than they would for a non-monumented lot.

There are three outstanding characteristics of a modern monument section. The first is low

maintenance, the second is attractiveness and the third is efficient use of the land. The architectural firm of Grever & Ward of East Aurora, N.Y., has worked closely with the Barre Granite Association for nearly 20 years. This firm, now under the direction of Don Ward, has created over 1,000 plans for cemeteries throughout the United States.

Cemeteries have learned that they can increase their income substantially with a modern monument section and at the same time it enhances the attractiveness of the cemetery and its appeal to the public.

For more information, contact Edward Comolli, Manager of Cemetery Services, the Barre Granite Association, Box 481, Barre, Vermont 05641.

Cemetery Tours for School Children are "Educational and Historical Learning Experiences"

John Corwin, Superintendent, and the Trustees of the Town Cemetery of Milton, Mass., are taking steps to include a cemetery tour for all elementary school children as part of the regular school field trip program in that town.

John Corwin stated that much of the early history of the Milton area can be learned from this cemetery tour.

He also feels that an early introduction to the importance of the cemetery may provide an opportunity to educate children to respect cemetery property and thus reduce the possibilities of later vandalism.

We think John has a great idea.



Ed Comolli of the Barre Granite Association, at left, presenting his new monument cleaning manual to Lee Squires, Grounds Manager of Cave Hill Cemetery, Louisville, Ky., and Wilbur Hartman of Gardens of Memory, Walkertown, No. Car., co-chairmen of the workshop. Wilbur is Executive Secretary of the Southern Cemetery Association.

Photo is by John Yopp, Southern Cemetery magazine.

Southern Cemetery Maintenance Workshop Features BGA Speaker On Program

The Southern Cemetery Association Maintenance Workshop at Auburn University concluded a successful session for many Southern Cemetery Grounds Managers in January. One of the program speakers was Ed Comolli, Manager of Cemetery Services for the Barre Granite Association.

Ed has an attractive slide show and presentation covering monument cleaning which has been much in demand by cemetery associations.

Ed also provided the same program in December at the New York Southern Tier Cemetery Association in Binghamton, N.Y., where a record crowd turned out for this fine session.

The New England Cemetery Association attracted exceptionally large and responsive group of ceterierians at its Maintenance Seminar at the University of New Hampshire in Durham during December. At this meeting, Ed Comolli made a presentation on traditional memorialization which included monumental design and other aspects of traditional memorialization.

Barre to Host ACA Convention Registrants at a Vermont Maple Breakfast

The forthcoming national convention of the American Cemetery Association will include a Maple Breakfast for all registrants to be sponsored by your Barre friends. Ed Comolli, Manager of Cemetery Services for the Barre Granite Association, will be the host.

The convention is to be held right outside of Boston at the Newton, Mass. Marriot Motor Hotel. If you haven't visited historic New England, you will find the ACA convention to be a great experience. New England in August is delightful and the educational advantages of the convention will make your time spent well worthwhile.

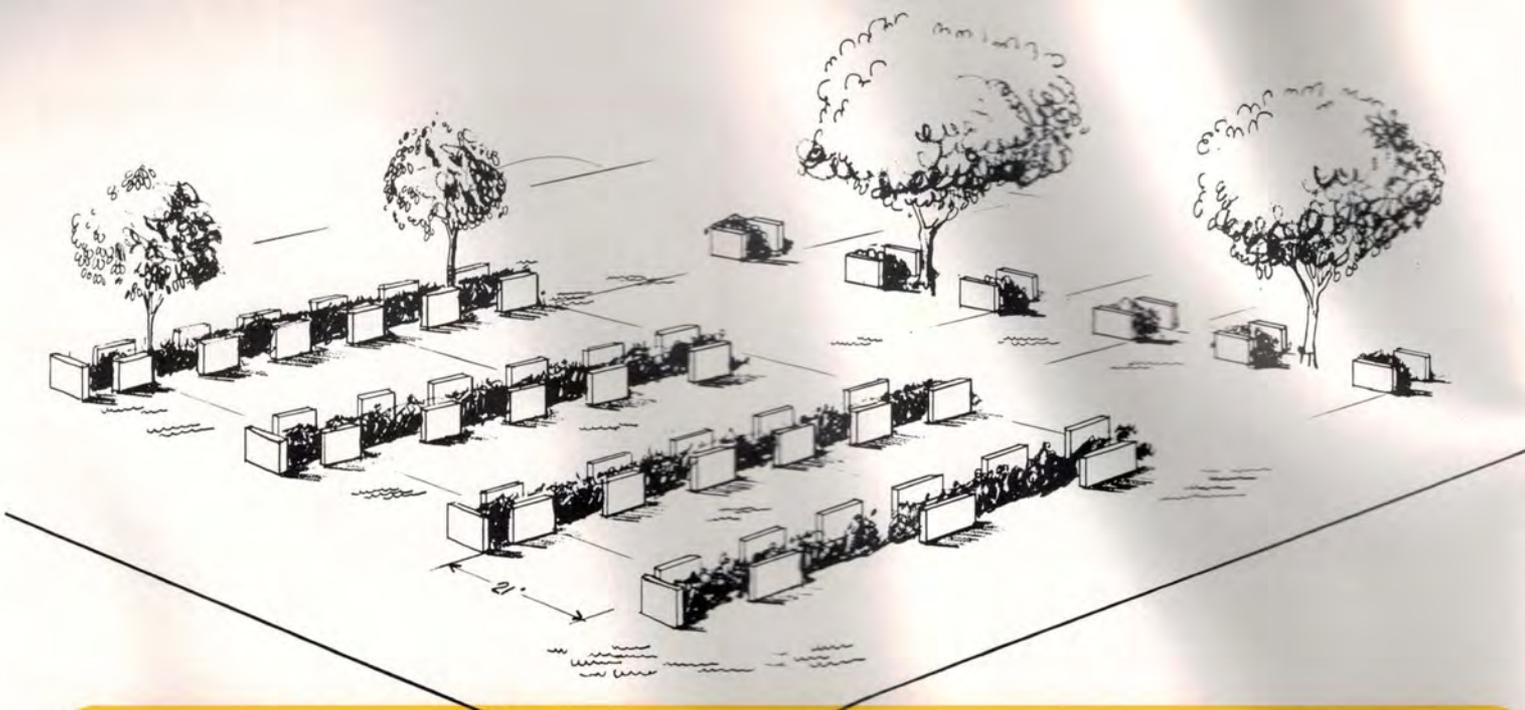
MUNICIPAL CEMETERIES TO HAVE ONE-DAY PROGRAM

On Tuesday, August 23, there will be a one-day conference on "The Future of the Municipal Cemetery" conducted by the American Cemetery Association and the American Municipal Cemetery Assn. It will be held in conjunction with the ACA convention and trade show at the Marriot Hotel, Newton, Mass., outside of Boston.

This is a unique program that every town or city manager and superintendent of town or city operated cemeteries should attend.

The cost is \$40.00 per person. Contact the American Cemetery Association, 250 E. Broad St., Columbus, Ohio for more information.

Naturally, you will want to attend the ACA convention and trade show itself which will be taking place at the same time.



BGA Furnishes Monument Plan for Trumbull, Conn.

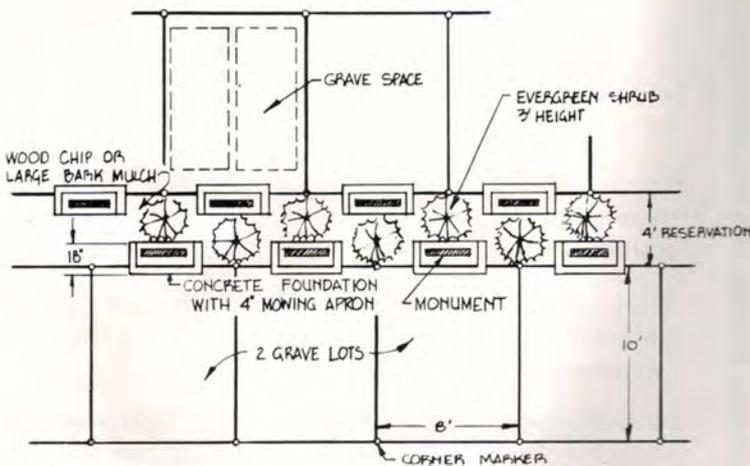
The Nichols Farm Cemetery in Trumbull, Conn., has recently received a plan for a modern monument section. One-half the cost was paid for by the Barre Granite Association.

Although the section is small, it adds greatly to the ability of this cemetery to serve the public. Income from 758 graves on this small site will be substantially more than if it were laid out as

non-monumental property.

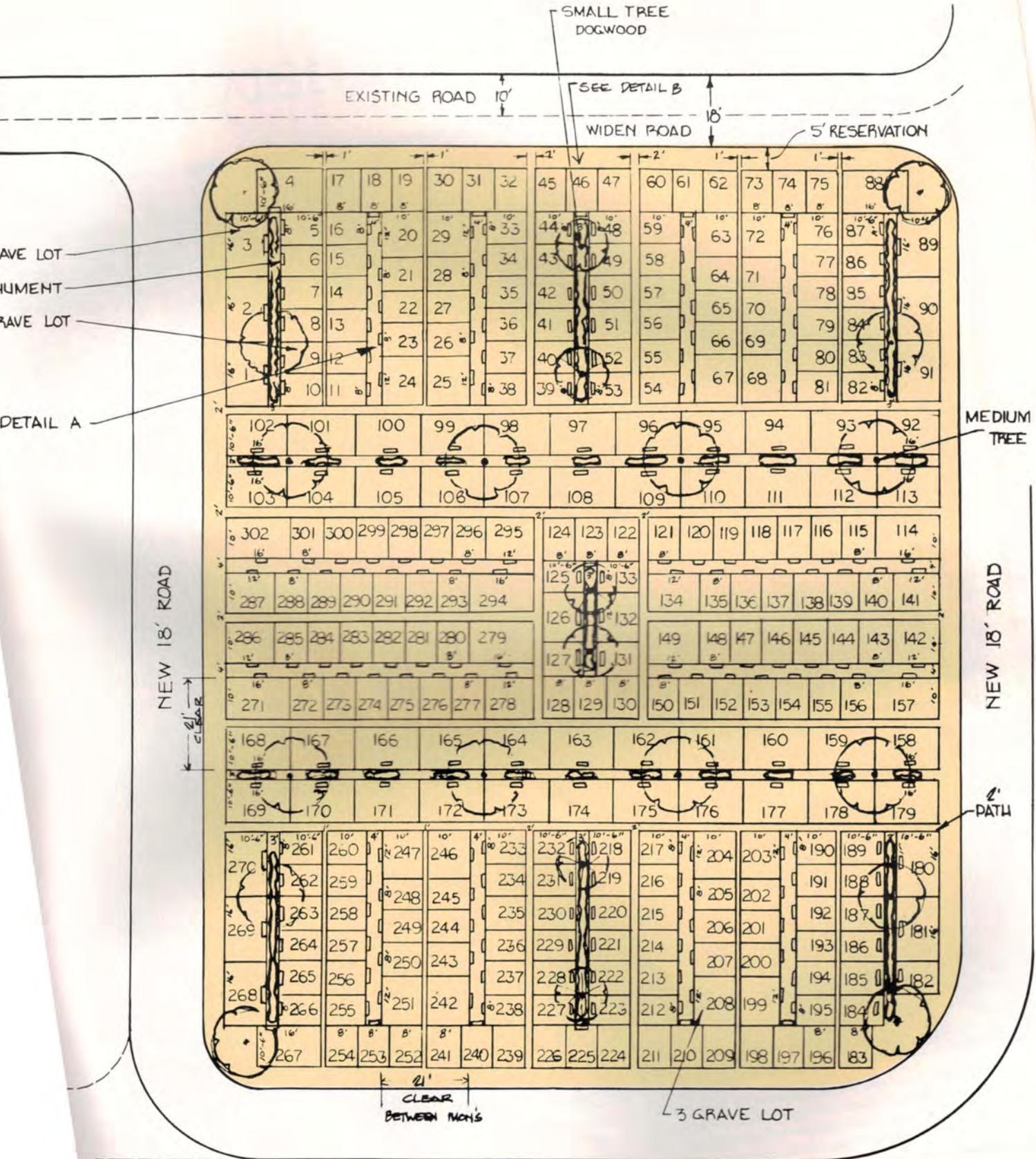
The majority of lots are laid out as two-grave — approximately 70%. About 21% of the lots are four-grave and 9% are three-grave.

The design was furnished by Grever & Ward who worked closely with Mr. Ernest Owen of Nichols Farm Cemetery in developing the plan.



STAGGERED LOT DETAIL (A)

PLAN SUMMARY	MONUMENT	NON-MON	%
2 GRAVE LOT	187	25	70 %
3 GRAVE LOT	26	-	9 %
4 GRAVE LOT	64	-	21 %
MONUMENTED LOTS	92%		
TOTAL GRAVES	758		
SECTION AREA	1.0 AC.		





Historic Old Granary Burial G



Paul Revere and many other famous historic personalities are buried in Old Granary Burial Ground. Each year thousands of visitors from throughout the country include this historic site in their tours around the Boston area. Many of these monuments are over 300 years old. Made of softer material such as sandstone, the monuments have deteriorated rapidly in recent years, due to the pollutants in the air. Harder monumental stone such as granite has shown no perceptible deterioration in the same area.



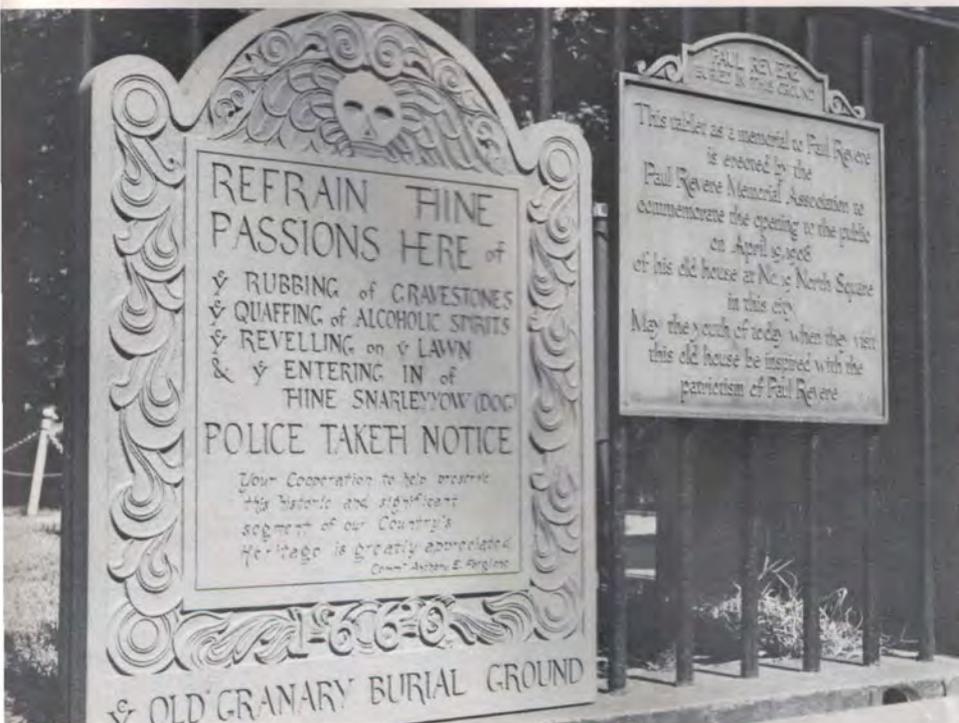
Ground in Boston NEEDS HELP

William T. Conlan, a Boston attorney living on Beacon Hill, walks past the Old Granary Burial Ground every day on the way to his office. This cemetery, one of the nation's oldest, contains the remains of many of our country's early settlers, including many historic persons such as Paul Revere.

Mr. Conlan has long been distressed by the deterioration of this beautiful old cemetery. He is attempting to enlist the interest and cooperation of other Bostonians in protecting the historic monuments and in up-grading the cemetery grounds. He has asked the Barre Granite Association for its support and advice concerning practical measures to protect and preserve the old monuments. Hopefully, help from the City of Boston and interested community groups will insure the continued preservation of the priceless memorials of the past and the continued honor and reverence due the many famous persons whose remains are within the Old Granary Burial Ground.



William T. Conlan, at left, discussing the condition of the cemetery with Edward Comolli, BGA Manager of Cemetery Services. Mr. Conlan, who is a senior partner of Gaston Snow & Ely Bartlett, and his wife have a long-time interest in Boston history and are active citizens in many community projects in the downtown area.



This black granite Colonial-style tablet is placed at the entrance of the Old Granary Burial Ground in Boston. The effect of the tablet closely resembles that of slate, a popular medium for memorialization many years ago.

ANSWERS TO QUIZ - page 5

A Friends and Family are the most powerful influence in the selection of a monument.

False. Only 29 per cent of the monument purchasers were influenced by friends or relatives. A whopping 45% were most influenced by the similarity of their purchase to existing memorials in the cemetery.

Moral: Do everything in your power to see that the first few monuments in a new section are good ones. Even if you have to (shudder) discount.

B Very few people have ever participated in the purchase of a memorial.

False. Nearly 45% of the people in this country have participated to some degree in the purchase of a monument or other memorial. Unfortunately, those who purchased knew very little more about monuments and had attitudes concerning memorialization just like the non-purchaser.

Moral: The retail dealer does very little to educate his customer.

C The public expects to pay more for a monument than they actually wind up spending.

True. The non-purchaser expects to spend an average of nearly \$500 for a monument. Those who did purchase spent an average of \$406- 20% less than they had expected to pay!

Moral: About the only influence the retailer seems to have exerted on his customer is in talking him into paying less than he had expected to spend.

D Most people will return to the same retailer if the purchase of another monument becomes necessary.

True. 75% of your customers would return to you. Of the remaining 25% half wouldn't come back because they have moved.

Moral: They like that 20% you gave away in question C.

E Most people don't want to think about death, therefore, pre-need selling is a waste of time.

False. 51% of the monument purchasers (only 20% actually had purchased pre-need) and 43% of the non-purchasers thought pre-need buying was a good idea.

Moral: Only 26% of the dealers interviewed had an active pre-need selling program. There is a huge potential for pre-need sales.

F Even if I sell pre-need, I'm just taking away a future at-need sale.

False. 1. Only 26% of the retailers now have a pre-need program. 2. The non-purchasers who thought pre-need buying was a good idea expected to pay an average of \$600 for their monument. That's 20% more than the average for all non-purchasers and 50% more than the average that the purchaser actually paid.

Moral: A pre-need sale means no competition and a better price!

G I should continue to advertise even though I've been at the same location for a long time.

True. While the average Retailer has been doing business in the same location for 24 years, only 8% of the non-purchasers know where to find a retailer. 36% don't know where to look or who to ask. 34% would look in the yellow pages.

Moral: Advertise!

H Most retailers sit around waiting for business to walk in the door.

True. 52.2% of all retailers depend upon 70% or more of their business to walk in. 37.1% depend on walk-ins for 90-100% of their business!

Moral: Hustle!

I What granite was named by more consumers, cemetery directors, wholesale salesmen and retail memorialists than any other material as being the best there is for monuments?

Barre. If you didn't know the answer to this one, you automatically flunk!

We hope you enjoyed this little exercise. If you have any questions or want more information drop us a line.



Transportation

Glenn Sulham,

BGA Manager Member Services



Barre Guild Consolidation Service Celebrates First Year as a Corporation

Although the Barre Guild Freight Consolidation Service has been in existence for more than 20 years, it was only a little over a year ago that it was made a separate corporation.

The purpose of the Consolidation Service is to combine the finished orders that a retailer may have placed with several manufacturers and consolidate them into one shipment. This reduces the shipping charges paid by the retailer. Instead

of having a series of small orders shipped separately at higher cost, the retailer saves money because the shipping rate per pound is progressively less as the weight increases.

John Buttura of Buttura & Sons has just concluded his term as the first President of the Barre Guild Freight Consolidation Service, Inc. Prior to that he served for many years as Chairman of the BGA Traffic Committee. He is succeeded as President by Raymond Stroutsos of Cook, Watkins & Patch.



**TRUSTEES
OF THE BARRE
GUILD FREIGHT
CONSOLIDATION
SERVICE, INC. are:** Lucien
Rouleau, Rouleau Granite
Co., Raymond Stroutsos,
Cook, Watkins & Patch Co.,
John Buttura, Buttura &
Sons, Inc., Glenn Sulham,
BGA staff, Wayne Pelkey,
Rock of Ages Corp., and
Richard Garand, S.L.
Garand & Co.

Barre Guild Freight Consolidation Service *(continued)*

RAY STROUTSOS (at right) accepts congratulations from Glenn Sulham on Ray's election as the new President of the Barre Guild Freight Consolidation Service, Inc. Ray is also Vice President of Cook, Watkins & Patch in Barre.



GARDNER WALKER Terminal Manager and his two assistants place all incoming crates of granite in pre-determined areas of the Terminal to await consolidation with other crates going to the same retailer.



JOHN BUTTURA is the first President of the Barre Guild Freight Consolidation Service. His term of office ended at the recent annual meeting of that corporation. He was presented with a suitably engraved plaque in honor of his presidency.

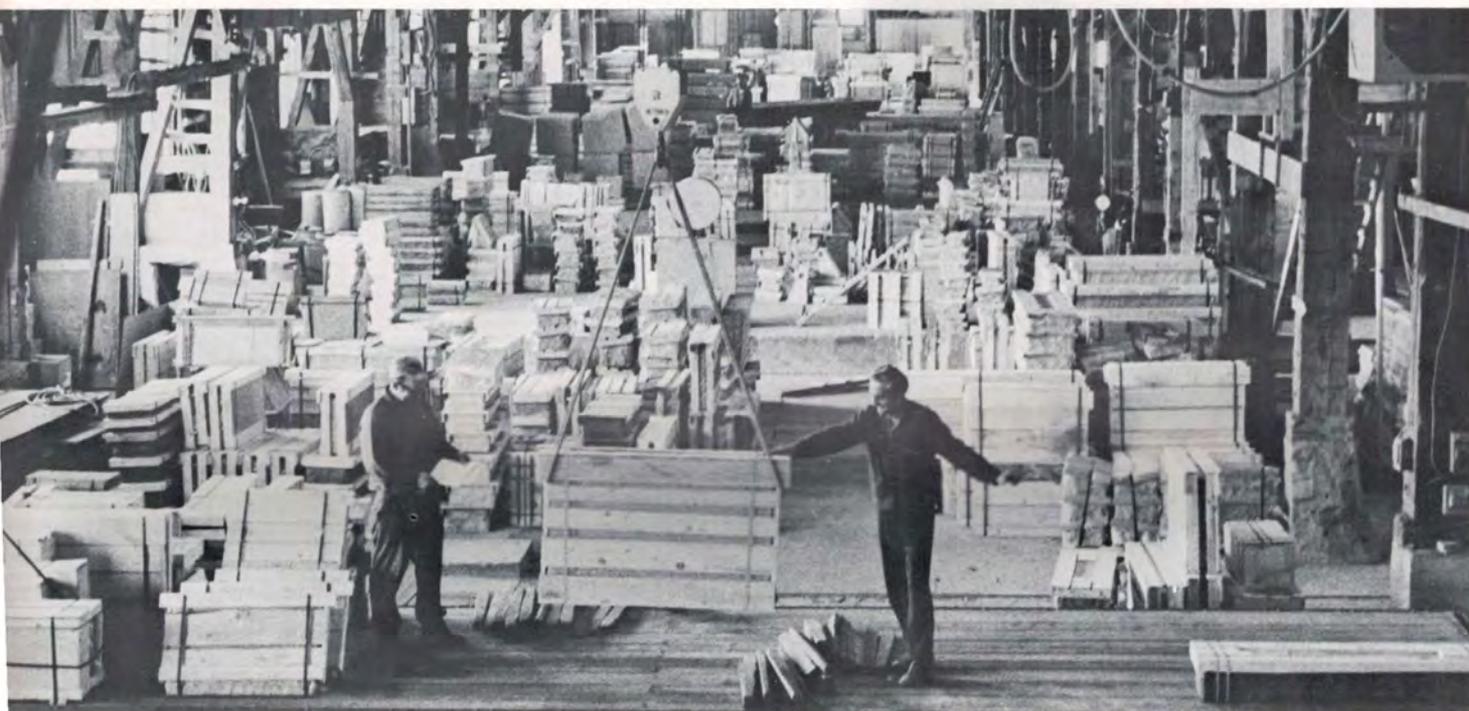
AN ACCURATE RECORDING SCALE weighs every piece of granite handled by the Terminal. A printed record is made automatically by the scale, insuring accuracy in computing freight costs.





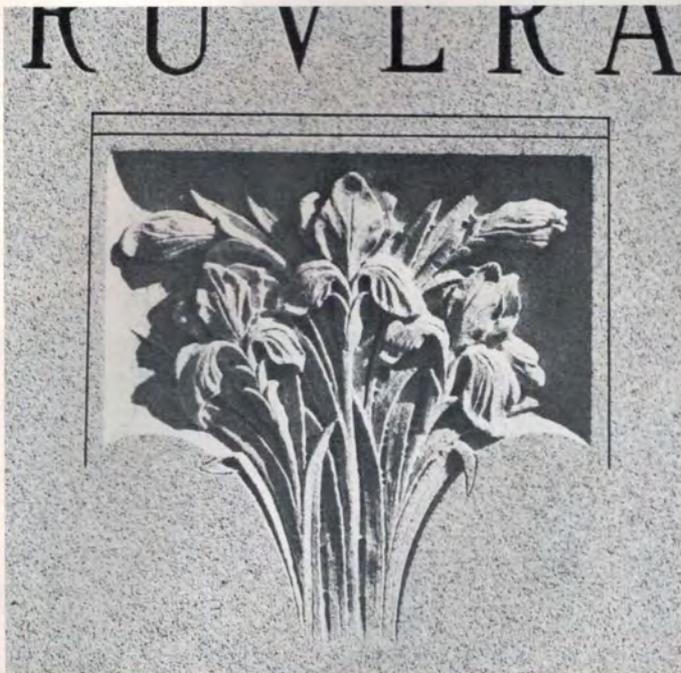
SPECIAL BILLS OF LADING are furnished to manufacturers. These are then returned to the Terminal Office with a record of the description and weight of each piece being shipped.

40,000 LB. LOADS OF GRANITE are the maximum weight normally shipped by the Freight Consolidation Terminal. Care must be taken that the granite is evenly distributed on the bed of the trailer. Also, crates are placed for convenient off-loading at their respective destinations.



FULLY LOADED TRAILERS await pick-up by tractors at the Barre Guild Freight Consolidation Terminal. This Terminal is the largest in the Barre area.

Trends In Memorial



THE COMBINATION OF LETTERING AND CARVING has more contrast when the background is of a natural finish. The Peerless Granite Co. created the RUVERA memorial and LaCross Memorials created the BLACK memorial.



THE TABLET FORM is very often seen in a steeled finish. It creates an air of dignity and good taste. This memorial is by the Rock of Ages Corp.

THE MEMORIAL DESIGNER has designed this Guardian memorial in Light Barre Granite. He has achieved perfect balance in all of the elements of this naturally finished design.

Design

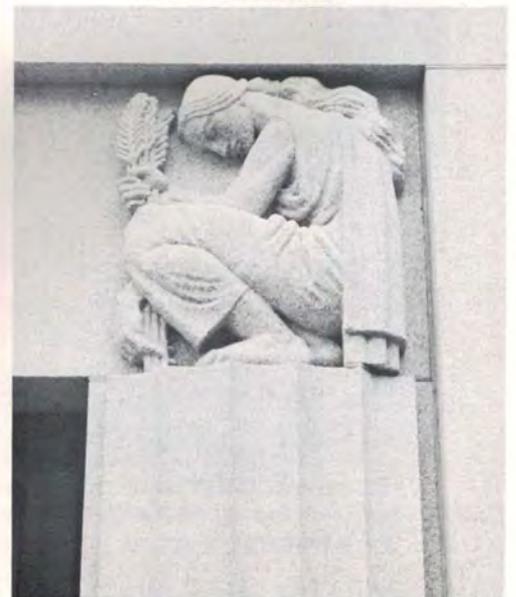
EMPHASIZE A NATURAL FINISH

The memorials on these pages are a good indication that some purchasers of better quality monuments appreciate Barre Granite with a more natural finish.

Because of Barre Granite's ability to remain beautiful over the years, a natural finish for this type of granite presents no problems of cleaning. Certain memorial designs are equally effective in a polished or a steeled or natural finish. However, the visual impressions created by these two finishes are quite different. Most people in the memorial field who create their own monuments more often prefer the natural finish for a Barre Granite monument.



BARRE GRANITE carvings on
a family mausoleum.



Trends In Memorial Design



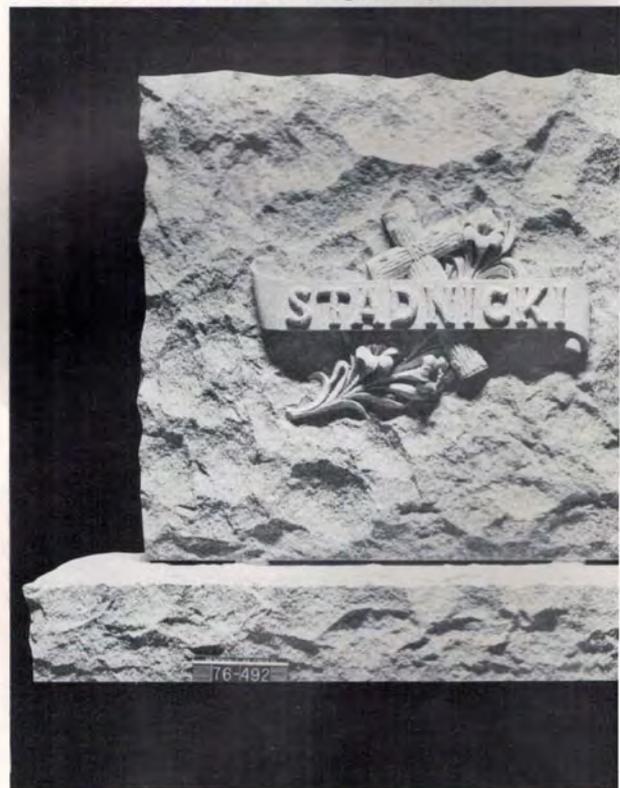
SELECT BARRE GRANITE was used for the RAGO memorial located at Mt. Auburn Cemetery in Cambridge, Mass.



A STEELED OR NATURAL FINISH is best for this type of lettering. A polished surface with a panel would not be attractive from a design standpoint.



PERSONALIZATION makes this all steeled memorial more meaningful. Select Barre Granite always lends itself to a natural finish.



A RUSTIC FINISH by Chioldi Granite Corporation craftsmen. Barre artisans excel in this type of work, which is difficult to do well.



The Editor Speaks Out!

Milton V. Lyndes, General Manager BGA

Is the Memorial Industry Really Different?

"But, the memorial industry is different." "But, running a cemetery is different."

People who have spent their lives in the cemetery field, the memorial field and its allied businesses can get pretty defensive when an outsider attempts to suggest how we can run our businesses better or more efficiently. We sometimes hide behind the old saw that our business is different from any other, and what works well in another business really won't work well in our business.

The Barre Granite Association has just completed the most far-reaching and thorough market survey ever conducted in the memorial field. We have a pretty good idea of how our businesses operate, how cemeterians, salesmen, retail monument dealers and manufacturers think and what their opinions are. We also have a pretty good idea about what the public thinks about cemeteries, retailers and memorialization.

It is my opinion that one of the biggest problems in the so-called "last rites" business is that too many of our own people are convinced that their business is different from any other.

I will agree with all of them that it is different, but what sets it apart is this in-grown attitude (probably incorrect) that the laws of economics and the forces of public opinion don't seem to apply when it comes to cemeteries or memorialization.

I don't go along with this idea at all.

We know from our survey that the public attitude about death and memorialization is changing somewhat from what it was years ago. We also know that many cemeteries have some serious financial problems, that many cemetery managers are developing a "disposal syndrome" which encourages non-memorialization, non-sentiment, non-remembrance, but does encourage the efficient disposal of human remains. We have also learned that retail monument dealers have a long way to go in up-grading their sales ability and the public is receptive to the purchase of memorialization in a greater degree than we had previously realized.

There is a great future in serving the public through the cemetery and memorial field. There is also a great opportunity to encourage family remembrance, tradition and those qualities which many of our older generation complain is lacking in our society. We have all these challenges and opportunities and there is an exciting future ahead of us. But first and foremost, we must convince ourselves that we are just like other people in other businesses, and that we are not really different nor is our business different. Secondly, cemetery management must take a more "people-minded attitude" and up-grade their managerial ability- and the retail/memorial business must vastly increase its ability to sell creatively in order to give the public what it needs and wants.

Unless we do these things, we are not fulfilling our obligations to the American public.



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