

BARRE

LIFE

Spring 1986

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



CHALLENGE AND OPPORTUNITY

*By Milton V. Lyndes
Executive Vice President*

In December 1985 I informed the Trustees of the BGA that I would be leaving the Association at the end of May 1986. The Board is presently determining the means for my replacement. In the meantime my associates Tom Leary, Norman James and Gary Watson are a dedicated and capable team who will insure the continuation of our service to the industry.

This is not a retirement, but rather a decision to redirect my own personal efforts and interests while I am still young enough to do so. Because I have a deep affection for all of our Barre granite people this decision is not easy for me. Yet, twenty-seven years on this job has taken its toll, and I would like to see younger leadership in this office.

My life has been enriched by the many friends and acquaintances that I have made throughout the United States and Canada. The satisfaction I have had from this job has been enhanced by the warm friendships and the common interests I have shared with many of you. I am thankful for your support and your kindness.

Perhaps an observation about the industry is in order at this time.

Many have said that our industry is changing more rapidly than it once did. It is my hope that you will see in these changes opportunity rather than obstacles. Because I am an optimist I also view the change that I am making as an opportunity for personal growth.

For those who have vigor and the will to progress the very idea of change will evoke enthusiasm and action. This is what keeps us feeling happy and productive. We are eager to face tomorrow because therein is a challenge; and that challenge is really an opportunity to go forward.



**BARRE
LIFE**

SPRING 1986

published by the Barre Granite Association, Barre, Vermont

- Milton V. Lyndes**
..... Executive Vice President
- Norman James**
..... Manager Public Relations
- Gary Watson**
..... Manager of Member Services
- Thomas Leary**
..... Manager Planning and Development
- John Salvador**
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North Barre Granite Co.

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**BGA POLICY RE:
SALES OF PROMOTIONAL MATERIALS**

The Barre Granite Association, a non-profit organization, produces and sells sales aids, including Barre Pak Epoxy, at cost. Inasmuch as production costs are increasing, and we do not want to increase prices, we must require that all orders for BGA sales materials and/or Barre Pak Epoxy be accompanied by a check or money order. We will not be able to bill for the sales of our material. All orders must be submitted with a check or money order.

ABOUT OUR COVER

Old Glory flutters in the soft spring breeze at Hope Cemetery in Barre, Vermont.

Learning to Sell Monuments in Vermont's Leading Resort Area

A NEW SALES SEMINAR FROM THE BARRE GRANITE ASSOCIATION

The Barre Granite Association will sponsor the *BCA Sales Seminar-86*, for retail monument dealers, beginning Sunday, August 17, at the Stowe-flake Resort, a beautiful four-season resort facility in famous Stowe, Vermont.

The four-day seminar, which will be devoted entirely to sales, will also allow time for retail monument dealers to see Barre's world-famous granite quarries, tour beautiful Hope Cemetery and visit manufacturing plants owned and operated by members of the Barre Granite Association.

Classroom instruction, which will be provided by experts in sales and the retail monument business, will include such topics as: Sales Through the Understanding of Your Customer's Behavior; Pre-need Sales; Sales in Your Customer's Home; Sales in Your Place of Business; and, Cremation: A Preparation for Memorialization. Participants will also receive an in-depth report about the various components of the death care industry and how they affect your retail monument business.

A portion of the classroom during the Seminar for Success II in 1984.

The faculty includes:

– Fred Donatelli, President of Fred Donatelli Cemetery Memorials of Pittsburgh, Pennsylvania (Cremation: A Preparation for Memorialization).

– Fred Latzke, President of Milwaukee Memorial Company, Inc., of Milwaukee, Wisconsin (Training Sales Personnel).

– Roy Keith, President of Keith Monument Company, of Elizabethtown, Kentucky (Pre-need Sales).

– Bob Lee, President of Cooperstown Monument Company of Cooperstown, New York (Sales in Your Customer's Home).

– Gary Koontz, President of Everett Marble & Granite of Everett, Pennsylvania (Sales in Your Place of Business).

– Arthur Balfe, CLU, ChFC, Superintendent of Agencies, National Life Insurance Company of Montpelier, Vermont (Sales Through the Understanding of Your Customer's Behavior).

– Tom Leary, Manager of Planning & Development for the Barre Granite Association (An Overview of the Death Care Industry).



Retail monument dealers will be housed in deluxe accommodations with all the amenities of a resort area at their disposal and plenty of time for recreation.

There are two heated pools with a bar cabana; a pitch and putt course and a practice putting green and an 18-hole golf course; facilities for tennis, badminton and volleyball; a health club with sauna or hot tub and an exercise room. And, the Green Mountains of Vermont will be right at your doorstep, beckoning you for a walk in the clean, clear Vermont air.

It is our intention that this BGA Sales Seminar be the best yet in Barre.

- Specific, sales oriented instruction
- Tours of the Barre granite quarries and beautiful Hope Cemetery
- Time with BGA manufacturers
- Amenities of a class resort area
- Plus:
 - Four nights deluxe lodging
 - Four full buffet breakfasts
 - Three lunches
 - Two receptions
 - Two dinners (including a banquet)

ALL OF THIS FOR ONLY \$295 PER PERSON, SINGLE ACCOMMODATION, OR \$390 FOR TWO PEOPLE SHARING A ROOM.

YOU JUST CAN'T BEAT THAT! REGISTER NOW DEADLINE IS JULY 15.

In the past three years, more than five hundred monument retail dealers have come to Barre to participate in our two seminars and last year's open house. Monument retail dealers have been very generous with their praise for our education programs and we intend to continue to live up to the high standards we have set for ourselves.

This year's BGA Sales Seminar will be the best yet and we hope to have a full house of one hundred monument retail dealers registered well before the July 15 deadline.

Retail monument retail dealers are urged to clip, fill out and mail the registration form, appearing in this issue of *Barre Life* magazine, to The Barre Granite Association, P.O. Box 481, Barre, Vermont 05641.

The pool-cabana at Stoweflake Resort, the site of the BGA Sales Seminar - 86.





Stowe Flake Resort, where the BGA Sales Seminar – 86 will be held, is a four-season resort located in Stowe, Vermont, the Ski Capital of the East.

BGA SALES SEMINAR – 86 • REGISTRATION • AUGUST 17–21, 1986

Please return this registration form with your check or money order made out to:

Barre Granite Association
51 Church Street, P.O. Box 481
Barre, Vermont 05641

(please type or print clearly – maximum four (4) people per firm)

Registrant's Name: _____

Registrant's Name: _____

Registrant's Name: _____

Registrant's Name: _____

Company Name: _____

Address: _____

State & Zip: _____

How long have you been in the monument business? _____ yrs.

How long has your firm been established? _____ yrs.

Accommodations: (please mark)

_____ **Single (\$295 per person)**

_____ **Double (\$390 per couple)**

(We will confirm your registration by return mail)

This registration form should be returned to the Barre Granite Association by July 17, 1986. Remember, we have space for only 100 people so reply promptly. Cancellations by August 1 are refundable.

(A BGA SERVICE FOR MONUMENT RETAIL DEALERS)

GREARSON & LANE COMPANY

A tradition in excellence.

John, Norman and Brian Gearson are the third set of brothers to own and operate Gearson & Lane Company since its founding in 1894, 92 years ago, by James and Fred Gearson. Gearson & Lane is one of the oldest family owned and operated granite businesses in the country.

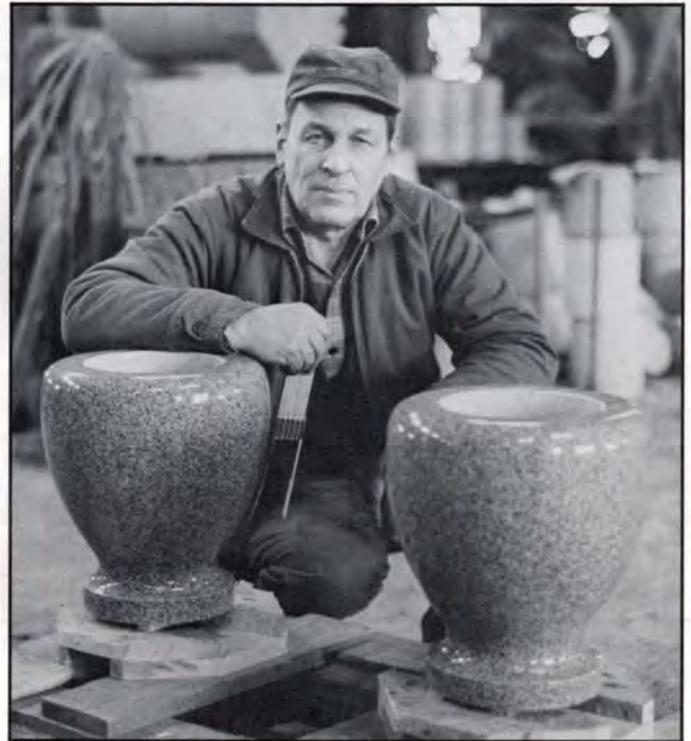
John, President of the BGA-member firm, Norman, Vice President, and Brian, an attorney in Barre, and corporate secretary, are the sons of Lloyd Gearson, who with his brother, James, recently retired from the business.

Gearson & Lane is exclusively a turning works operation and one of the largest of its kind in the United States. The firm recently installed a state-of-the-art turning lathe to increase their production of both monumental and industrial granite products. (Winter Issue of *Barre Life* magazine.)

The skill to turn granite has been carefully taught to each generation of the Gearson family and the dedication to excellence in the production of turned granite products has been a family trait ever since the founders of the company, Fred and James Gearson, came to Barre from St. George, New Brunswick, Canada.

"We have great pride in our skill and ability to produce beautiful granite memorial pieces, such as Roman and Grecian columns, fountains, bird baths, sundials, urns, vases and other turned granite products," said John Gearson, the new company President. "And, he added, "we are now producing more and more turned granite for industrial uses, such as decorative and functional balusters, etc. We intend to make greater use of our increased capacity to produce turned work for both memorial and industrial purposes."

John, 32, became employed at Gearson & Lane in 1973, after completing business courses at the University of Vermont and the Community College of



Lloyd Gearson, who with his brother James, recently retired from the BGA-member firm and turned the reins of operation over to his sons, John and Norman.



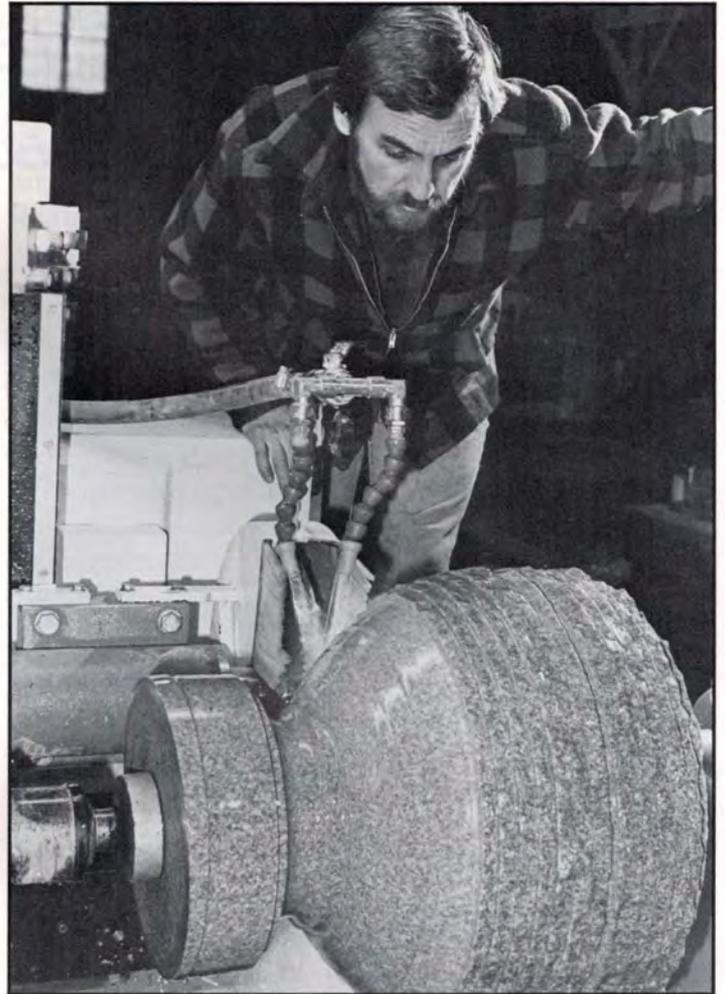
One of the thousands of beautiful pieces of turned memorial work produced by Gearson & Lane Company.

Vermont. He is responsible for all office duties including estimating and designing. He lives in Barre with his wife, Jennifer and their daughter, Anna.

Norman, 41, began employment at Grearson & Lane in 1962. His tenure with the firm was interrupted by a four-year hitch in the US Navy. He is in charge of all production matters. Norman makes his home near Barre with Jo Ellen Pirie and their newborn son, Christopher, her daughter, Sarah and his daughter, Rachael.

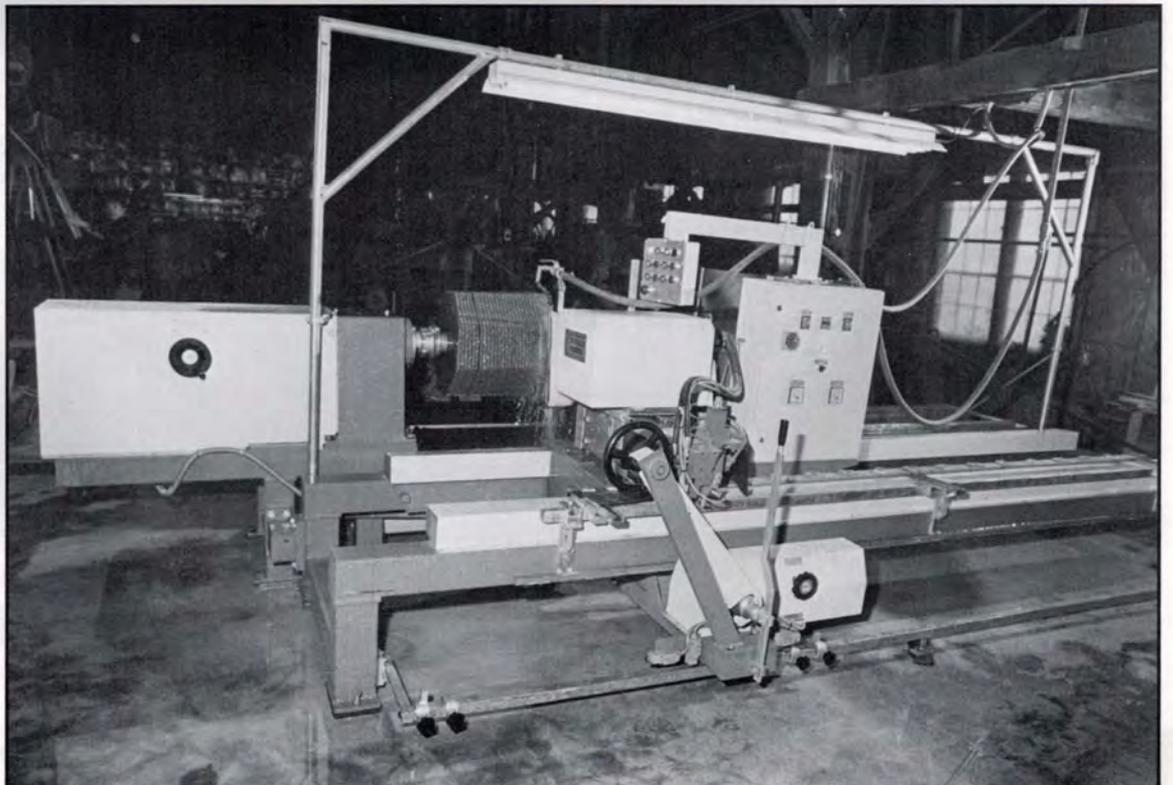


John Grearson, President of Grearson & Lane Company shares a laugh with a recent visitor.



Turning a granite vase on the company's new hydraulic lathe is closely watched by Norman Grearson, company Vice President.

The new European hydraulic lathe which was recently added to the production line at Grearson & Lane Company.



“We Will Never Compromise Our Quality!”

... Kerry Zorzi, Owner and President
Adams Granite Company

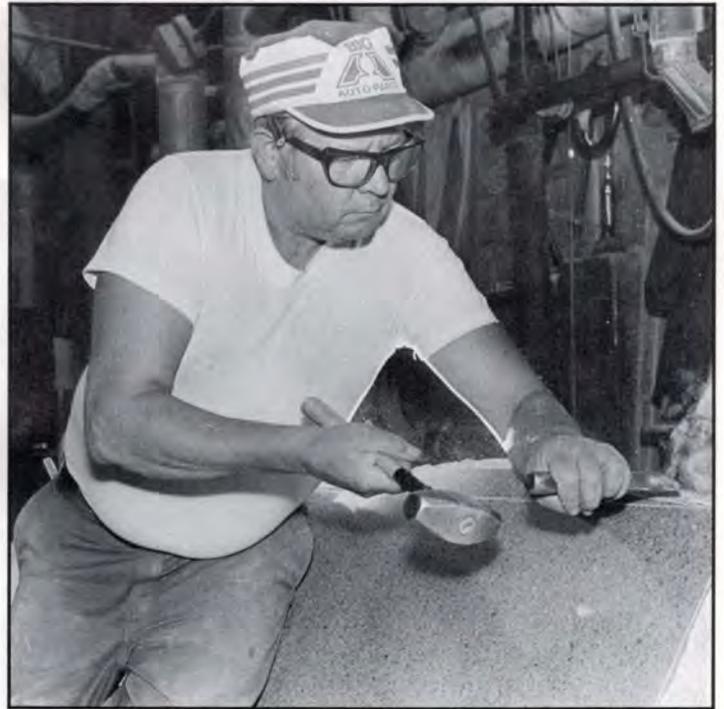
Although Adams Granite Company is one of the smaller companies in the Barre Granite Association family, this firm is well known in the Barre granite industry for its fine quality workmanship.

Kerry Zorzi, a third generation owner, purchased full control of the company last year when his father, Elgio, retired. “Times do change,” Kerry said, “but Adams Granite Company will always have the personalized service that was established by Adam Podskalny, the founder of the company. And perhaps just as important, I will never compromise our quality just to make a sale.

“Because of our commitment to quality,” he continued, “we use only the best dark Barre granite available for the production of beautiful monuments in our plant. We believe this makes for a satisfied customer – one who will return to us because they can depend on us. We have a very good rapport with monument retail dealers, a rapport that was established early on and continued by my dad and Carole Cecchini, our Vice President and Office Manager,” Kerry said.

Carole Cecchini has been with the firm for the past thirty years, since she was a young high school student, working for “Uncle Adam and Aunt Irene,” founders of the firm. According to Kerry, Carole knows all there is to know about the granite manufacturing business, “and then some.” “There is no question,” Kerry said, “Carole is vital to Adams Granite Company.”

Kerry also said the success of Adams Granite Company is due, in part, to the crew in the plant. “If our workers perceive the slightest problem with a piece of granite, for whatever reason, they immediately come to me. They are very quality conscious. They will not push questionable stone, and that is very important to our quality control. Of course we routinely follow all orders through our production line and we give them one last thorough inspection before they are boxed and shipped,” he said.



Kenny Hull, a granite cutter at Adams Granite Company keeps a trained eye on the business end of the chisel.



Al Brusetti, on the right, who is in charge of sandblast operations at Adams Granite Company, is discussing a design with Ed Blanchard.

According to Kerry, Adams Granite Company is often contacted to quote on large, fancy and elaborate pieces. "One of our specialties is duplicate work of all types. We produce duplicate work in all shapes, sizes and designs," he said.

Many examples of the fine quality craftsmanship available at Adams Granite Company include the



Bob Drum, a finish cutter at Adams Granite Company, demonstrates his skill with the hand grinder as he puts the finishing touches on a Barre granite monument.

beautiful ledgers that were created for the late President, Harry S. Truman, and his wife, Bess, in Independence, Missouri.

"Our bottom line," says Kerry, "is quality in our product and personal service to our customers and Adams Granite Company intends to continue that commitment."



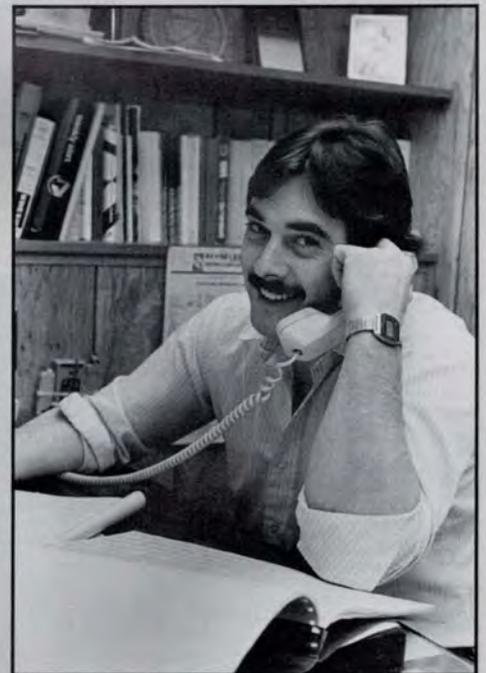
Kerry and Carole take a quick break from compiling data in the firm's computer.



Duplicate work in all shapes, sizes and designs is a specialty of Adams Granite Company.



"There is no question," says Kerry Zorzi, "Carole is vital to Adams Granite Company."



"Our bottom line," Kerry said, "is quality in our product and personal service to our customers."

PROUD TO BE ITALIAN



Barre sculptor Giuliano Cecchinelli created the model from which Philip Painsi sculpted the monument.



Also "Pop" Savoia, Chairman of the Italian-American Memorial, Inc., who oversaw every phase of the project.



Almo Cecchini, Savoia's assistant and advisor during the project.

(Ed. note: The Winter 1986, issue of *Barre Life* magazine carried a brief story about the creation of a special monument erected to recognize the contributions made by Italian immigrants to the Barre granite industry. This article tells more of that story.)

It all began in October 1982, when Vico Masi, City Clerk for the City of Barre, gathered some of his Italian friends together to talk about public recognition of what they described as "Italian pride." That group of first and second generation Italians pointed to the contributions made by their countrymen to the Barre granite industry over the past century and agreed that "something should be done to publicly recognize the artistry and skill that has been sculpted and carved into millions of monuments that populate cemeteries in all areas of the United States."

Three years later, in October 1985, a twelve and a half foot tall Barre granite statue, "The Sculptor," was set on a ten and a half foot tall pedestal, "erected by descendants and friends of all Italian-Americans whose achievements have enriched the social, cultural and civic vitality of this city, region and state."

The statue was sculpted by Philip Painsi at the Chioldi Granite Corporation manufacturing plant. The model was made by another Barre sculptor, Giuliano Cecchinelli, from a design concept created by Elmo Peduzzi. Peduzzi's concept was the winner of a design competition sponsored by the Italian-American Memorial, Inc., a non-profit group organized specifically to carry out the project.

The monument was dedicated to Carlo Abate, an Italian immigrant who came to Barre in 1896 and has been described as "the personification of the Italian immigrant in Barre." Abate was an artist, a sculptor more specifically, and possessed with a skill not common to many people.

When he died in 1941 at the age of 81, he was generally considered to be one of Barre's foremost sculptors. He was an instructor at the Barre Evening Drawing School where he taught drafting to many, many youngsters who grew up in the Barre granite industry.

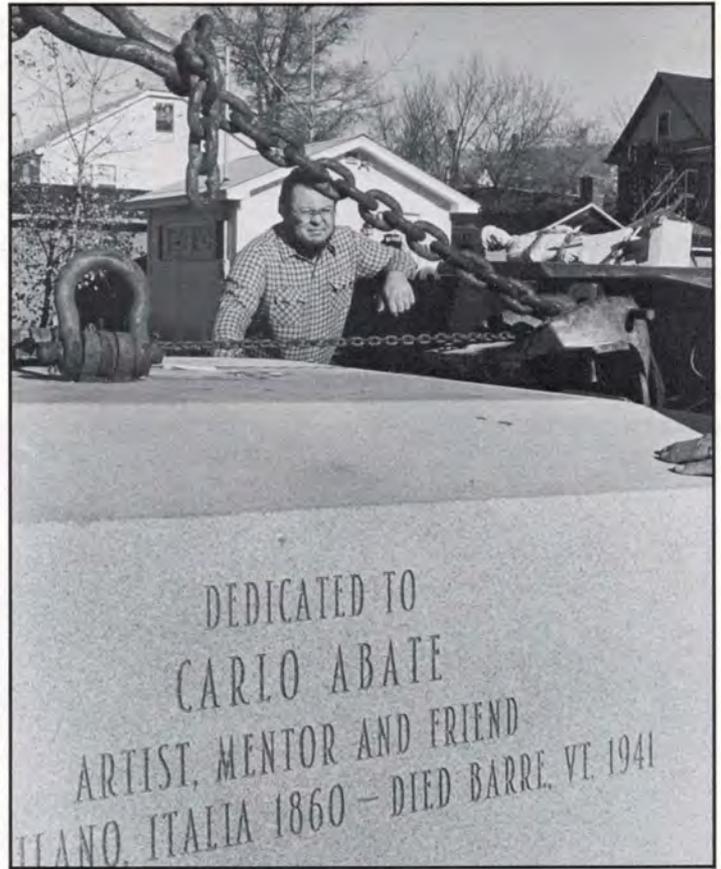
Italian-American Memorial, Inc., chaired by Aldo "Pop" Savoia, also raised more than \$60,000 to cover costs associated with the creation, production and erection of the monument. Savoia said there were several donations of time, equipment, and services including forty tons of granite for the base, pedestal and statue from Rock of Ages Corporation.

John Mattson, President of Chioldi Granite Corporation said he was pleased the statue was sculpted in his plant. "We had a constant stream of visitors to check on the progress of the statue. We've had statues of all sizes produced in our plant, from three feet tall up to this one at more than twelve and a half feet tall. When we set the statue upright, the top almost reached our craneway."

The sculpting process began last spring when a 30-ton block of Barre granite was taken from the Rock of Ages' E.L. Smith quarry, and trucked to a saw plant. Once trimmed, the block was taken to the Chioldi manufacturing plant where sculptor Paine began the laborious process of relieving huge chunks of stone to create a rough outline.

The project was completed when the statue, estimated to weigh about eight tons, was placed atop its Barre granite pedestal in Dente Park, in the section of Barre where Italian immigrants established their homes. There are broad smiles on the faces of many Italian descendants in Barre today because the tribute to "Italian pride" is a permanent part of the Barre landscape.

At the dedication ceremonies in early November, Vermont Governor Madeleine M. Kunin, an immigrant from Switzerland, said, "I'm not Italian, but this time I wish I were. It's wonderful that this community decided to memorialize its present and its past. You are artists when you work for the Barre granite industry."



Sculptor Philip Paine awaits the setting of the monument he so painstakingly made.



The pedestal is guided into place by Anthony "Tony" Stewart of the Barre Guild Consolidation Service.



The setting crew prepares to hoist the statue to its position on the pedestal. Many passers-by paused to witness the setting of the statue.



Setting the statue on its pedestal demanded total concentration.



Happy faces are reflected in this group who posed for the obligatory picture after the statue was set in place.

In the back row, from left to right are: Richard Fontana, Superintendent of Hope Cemetery (a member of the setting crew); Philip Painsi, the sculptor who made this work of art; Wayne Pelkey, Manager of Hutch Concrete, who donated the setting crane (a member of the setting crew); and John Mattson, President of Chioldi Granite Corporation where the statue was sculpted.

In the middle row, left to right, are Aldo "Pop" Savoia, Chairman of the Italian-American Memorial, Inc., Mrs. Anita Vanetti, a Director of IAM; Leo Buttura, Sr., recently retired from Buttura & Sons and a director of IAM; Henry Vanetti, Director and Legal Counsel of IAM; Elmo Peduzzi, the designer who created the concept of the statue; Alcide Fantoni, a Barre sculptor, and one of the advisors for the sculpting; and Barre City Clerk, Vico Masi, a Director of IAM, who, in October, 1982, originated the idea for the statue.

In the front row, left to right, are: I. Salvatore; and Anthony "Tony" Stewart, Bernard Scott, and Dennis Boutin who were responsible for setting the beautiful statue.



Once set, the crew removes the protective pads and the chain from the statue. The setting was donated by Hutch Concrete of Barre.



The event drew news coverage from local newspapers, radio and television. Here Mike Gilhool of CBS affiliate, WCAX-TV in Burlington, Vermont gives his report.

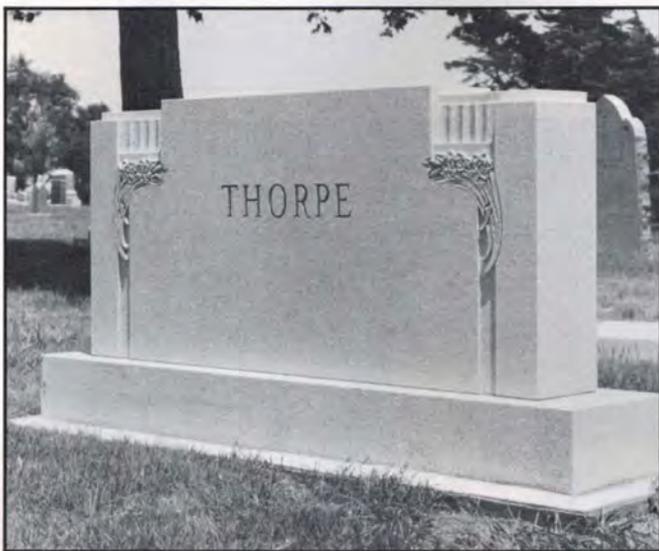


"The Sculptor," dedicated to Carlos Abate and "erected" by descendants and friends of all Italian-Americans whose achievements have enriched the social, cultural and civic vitality of this city, region and state.

News *about* BGA *members*

MONUMENTS MADE IN BARRE ARE LOCATED IN MANY, MANY COMMUNITIES ACROSS THE UNITED STATES.

Here are a few examples:



The Thorpe monument, in medium Barre granite, was made by ROULEAU GRANITE COMPANY for Pratt Monument Company in Pratt, Kansas. This pre-need family monument is 5-6 x 0-10 x 2-6.



The Bianchi monument, in Barre granite, was made by LACROSS MEMORIALS for Walter Bianchi, a partner in the firm of Bianchi Monuments in Monessen, Pennsylvania. This family monument is 4-0 x 0-8 x 3-2.



The Eakin monument, in Barre gray granite, was made by BECK & BECK, INC., for Raymond Eakin, owner of Franklin Granite Works in Franklin, Pennsylvania. This family monument is 4-0 x 0-8 x 2-4.



The Stoutenborough monument, in jet black granite, was made by NORTH BARRE GRANITE COMPANY for Clinton Monument Company in Clinton, Illinois. This all polished monument is 3-6 x 0-8 x 2-2.



MONUMENTS FROM BECK & BECK, INC.

These three beautiful family monuments were manufactured for Guardian Memorials dealer, Patten Monument Company in Grand Rapids, Michigan.

The Dow family monument, consisting of seven pieces of Guardian Dark Barre granite, has an overall length of ten feet, seven inches. It is polished on all sides with the family name hand-tooled on four sides of the upper piece, which also has a lettered bronze plaque recessed in the top.

The Seaks family monument, fabricated in Keystone Black granite, is four feet long and features Guardian "Weather-Sealed" etchings of a hunter scene and praying hands.

The Closs family monument, features two Guardian Light Barre granite tablets, each more than two feet tall, and a two-foot high bronze cross between the tablets. The polished plinth, with bronze lettering, serves as the base for the cross and joins the two tablets. The margined base is more than four and a half feet long.

MONUMENT DESIGNS

Barre Life magazine continues its publication of monument designs, produced by the member companies

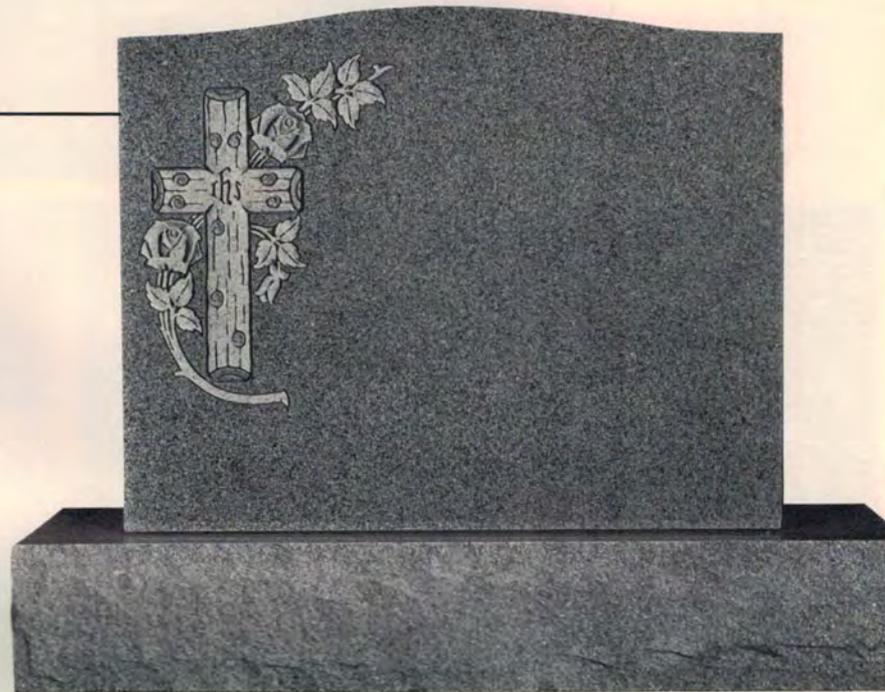
of the Barre Granite Association, which were on display at the BGA-Open House—85 last August in Barre.

The Winter, 1986, issue of *Barre Life* magazine published twenty-four designs. Here are twenty-three more designs, of the seventy which were on display, manufactured by the member firms of the BGA.

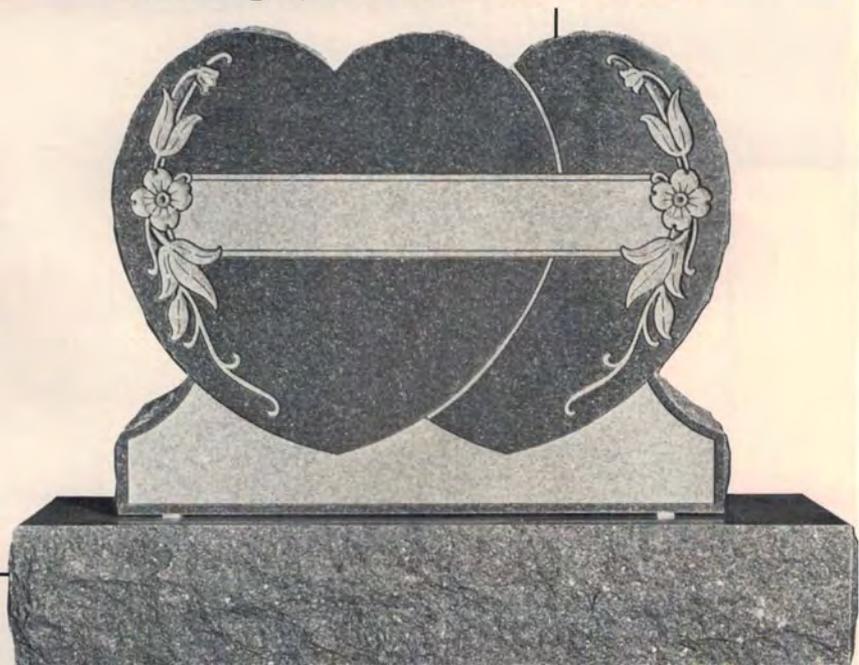
A complete list of the members of the Barre Granite Association, with telephone numbers and the names of contact persons, appears on the back cover of this magazine.



Lawson Granite Company

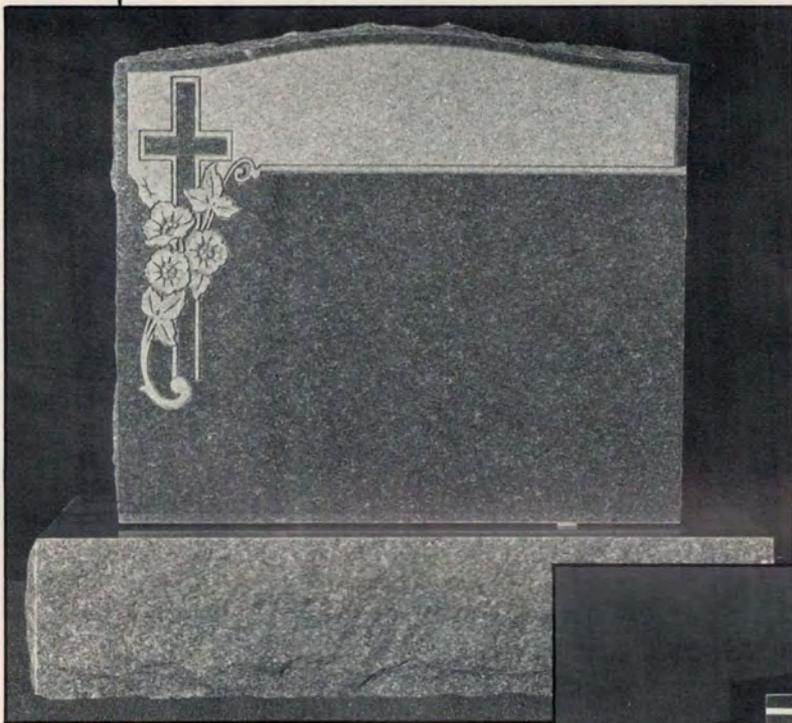
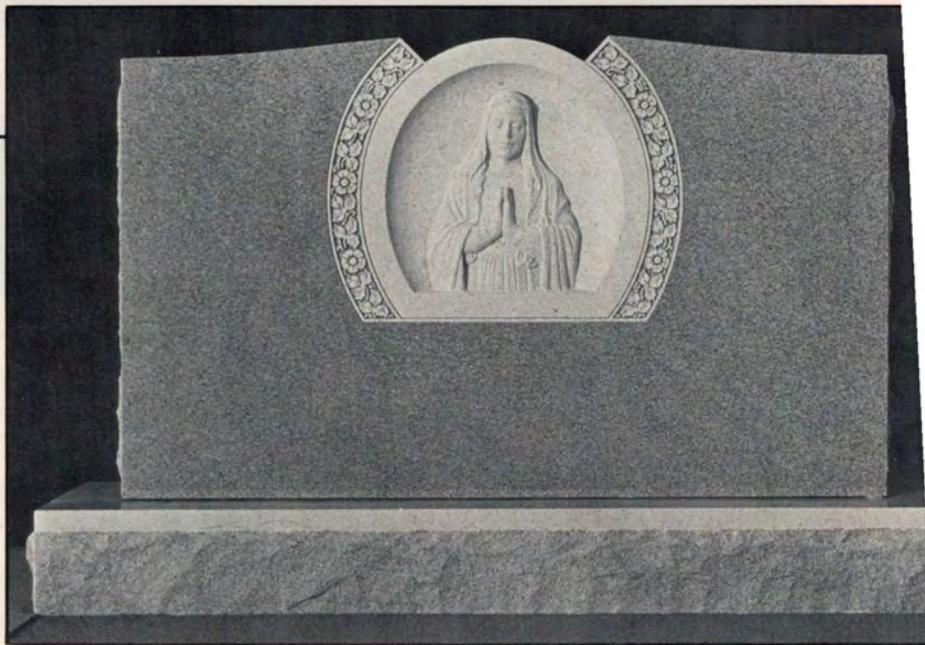


Montpelier Granite Works

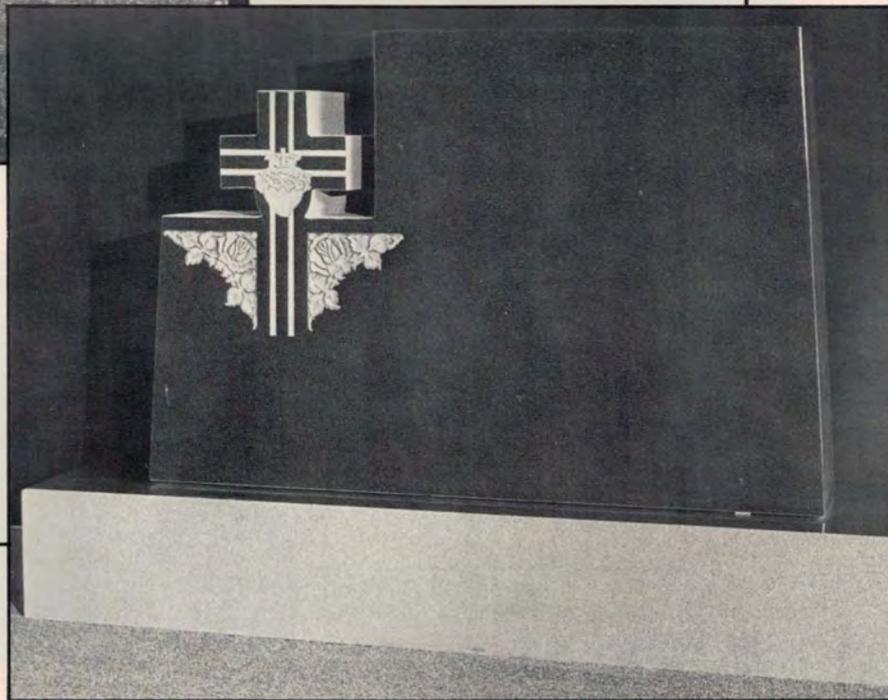


Peerless Granite Company

**Desilets Granite
Company**

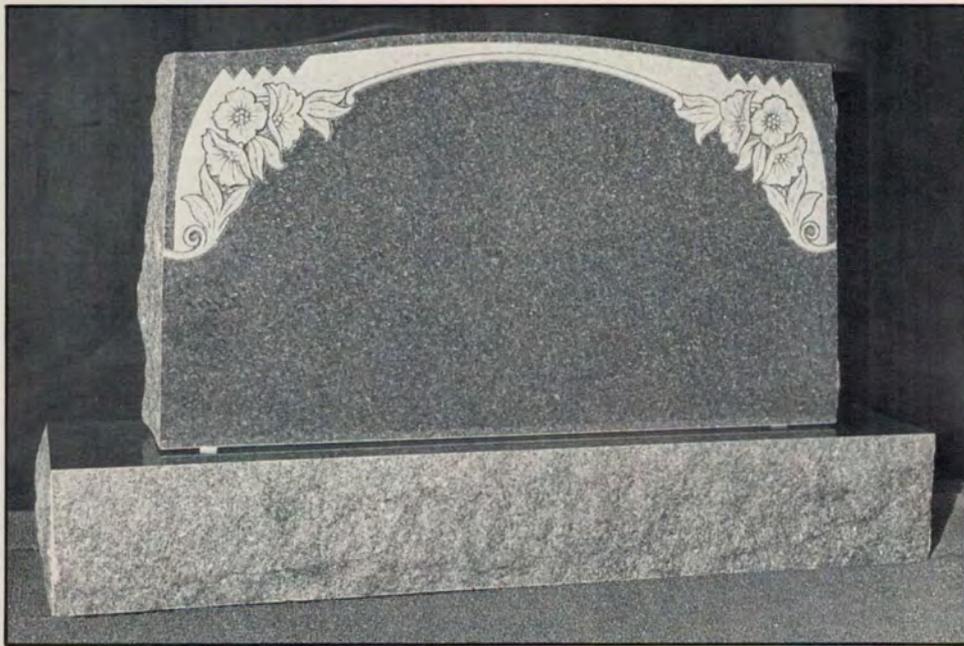


Thurber Granite Company

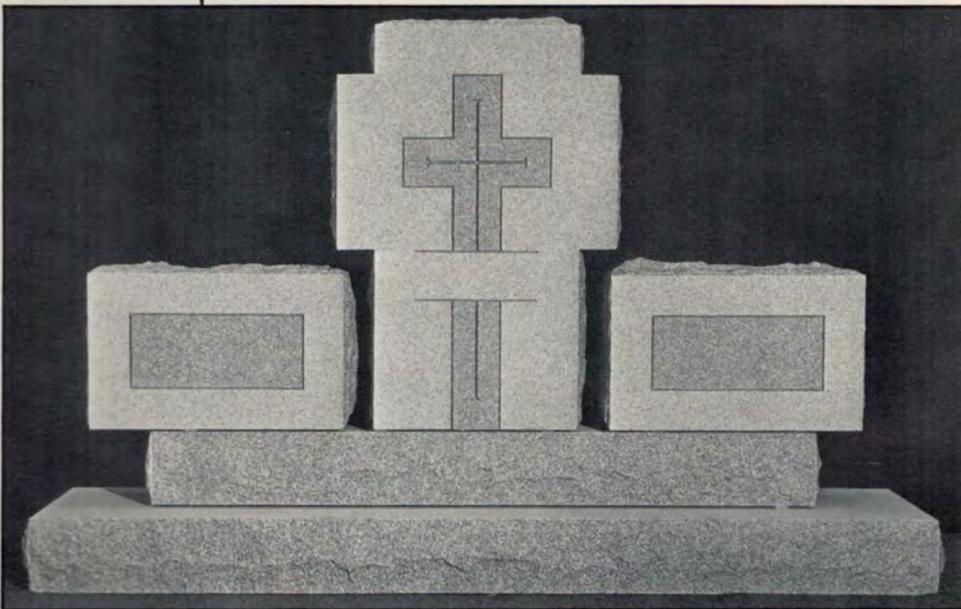
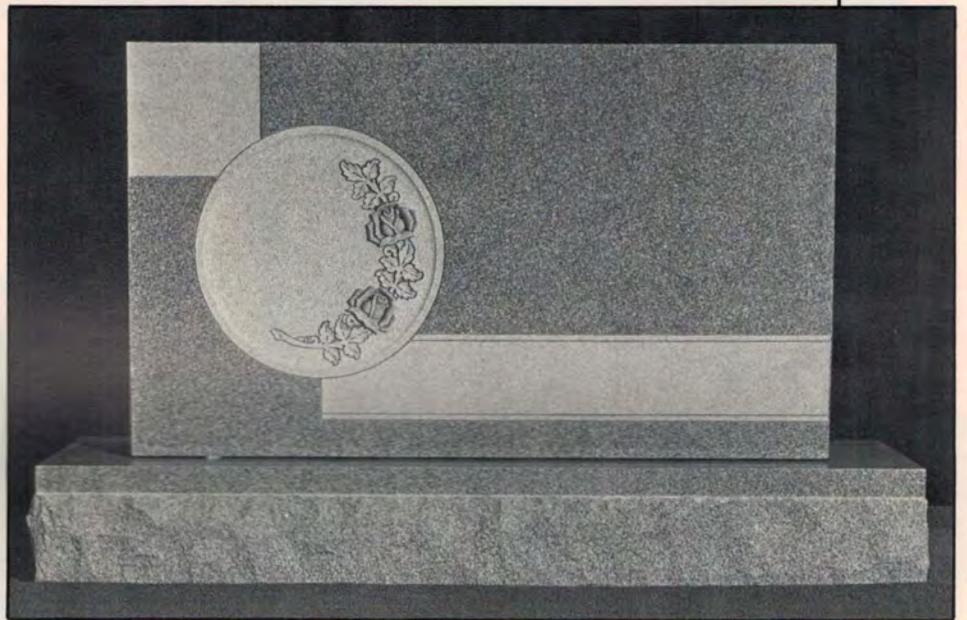


**Rouleau Granite
Company**

Nativi & Son, Inc.

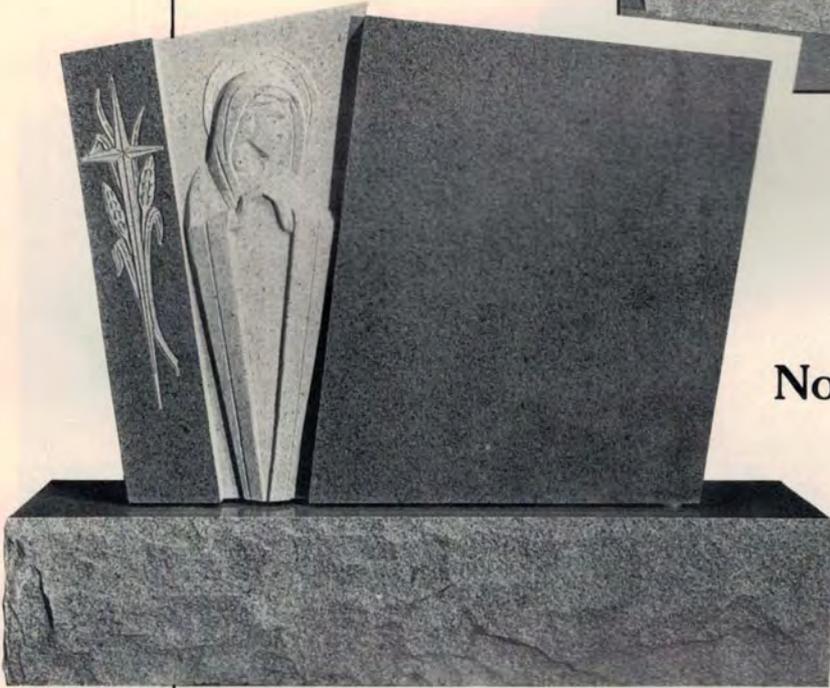
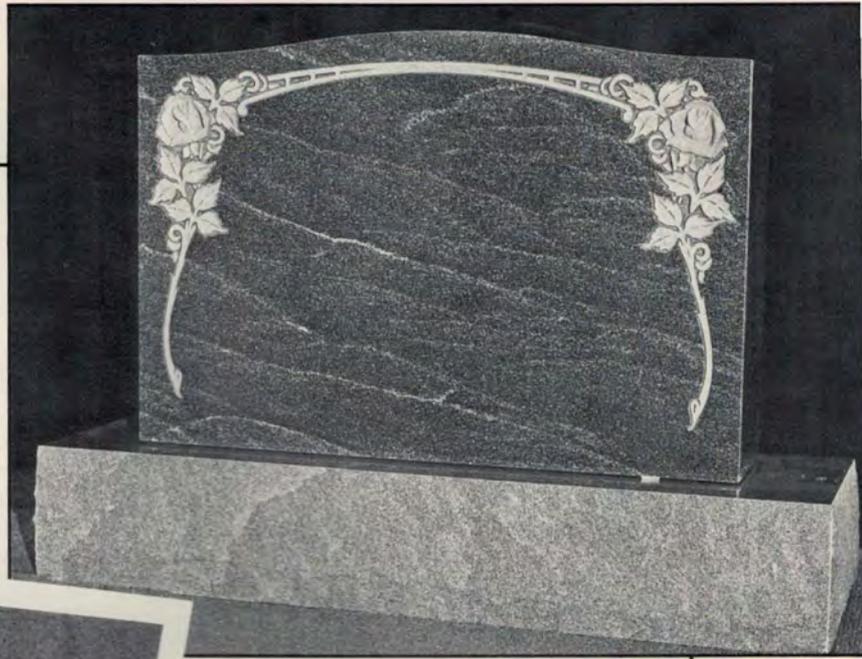


LaCross
Memorials, Inc.

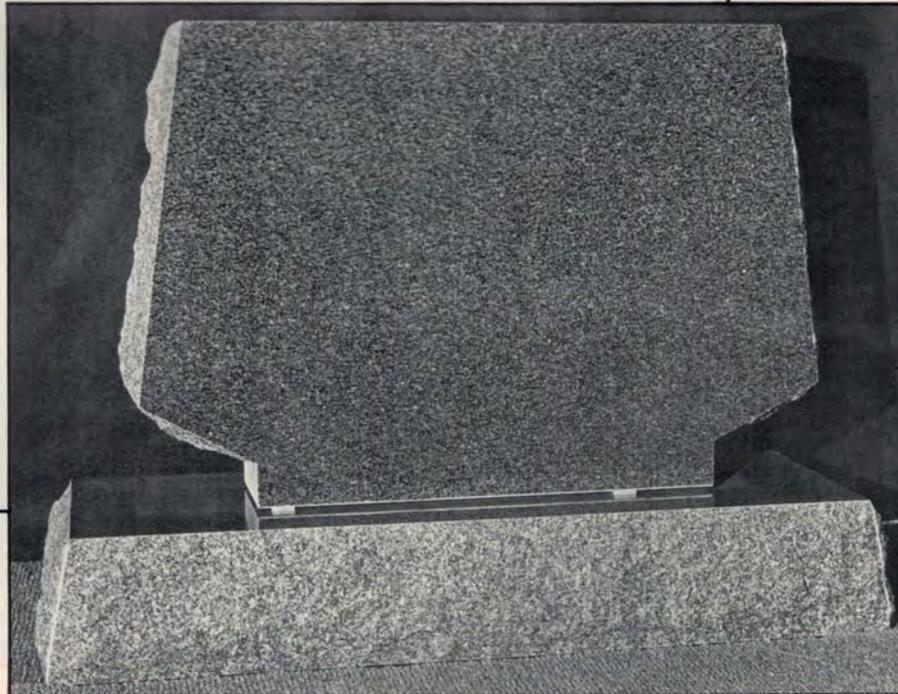


Chioldi Granite
Corporation

**Cetrangolo
Finishing Works**

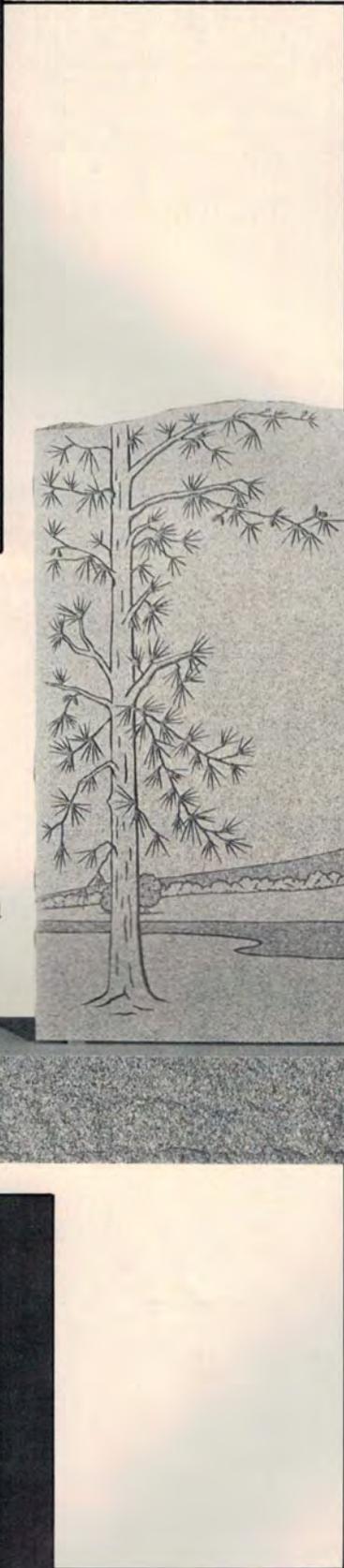


North Barre Granite Company



**Rivard Granite
Company**

Maurice Memorials, Inc.



Rock of Ages Corporation



S.L. Garand
& Company

Houle-Giudici
Granite Company



Colombo Granite Company

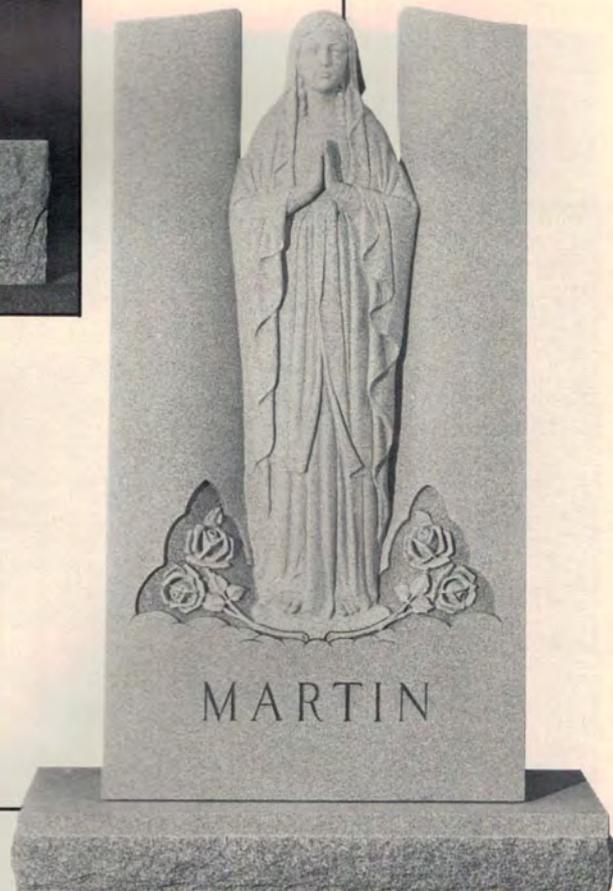
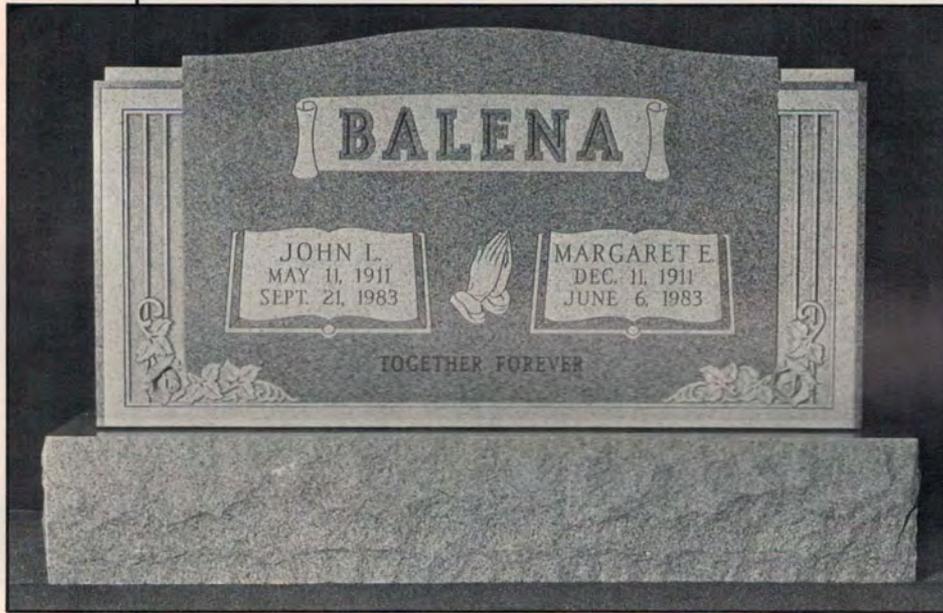


Family Memorials, Inc.

Anderson-Friberg
Company

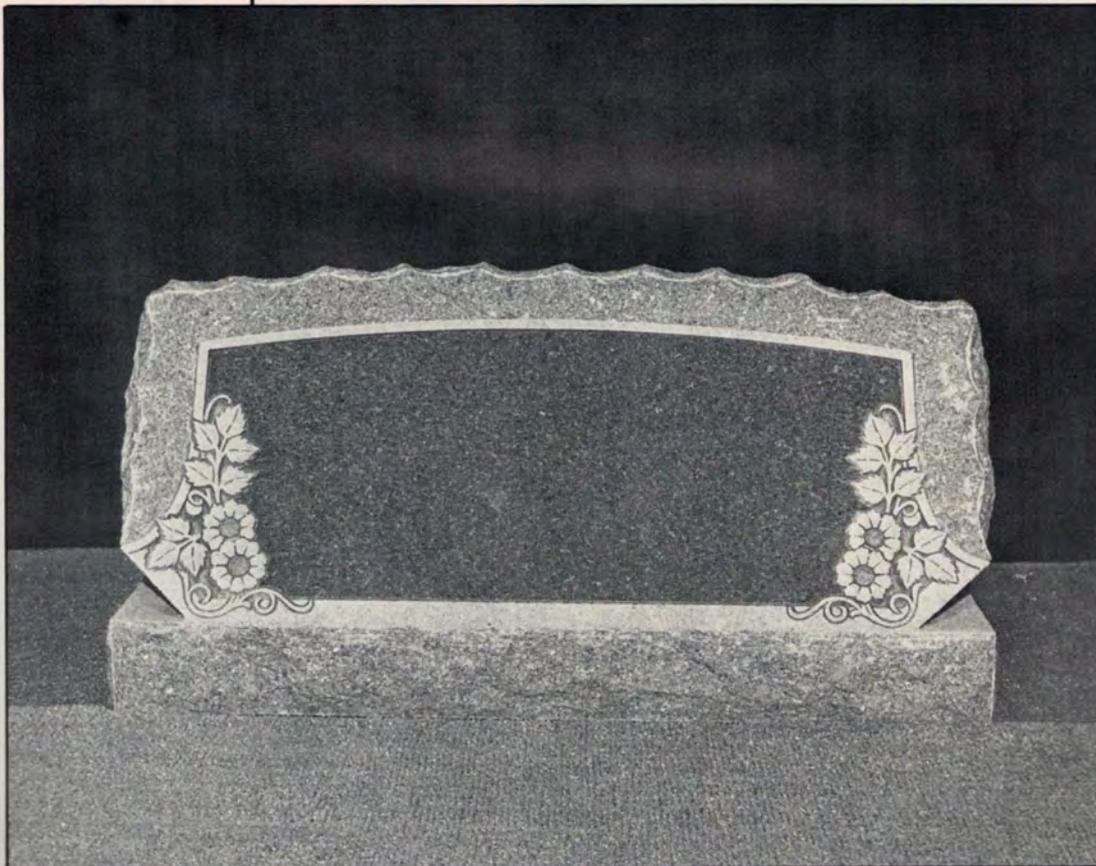
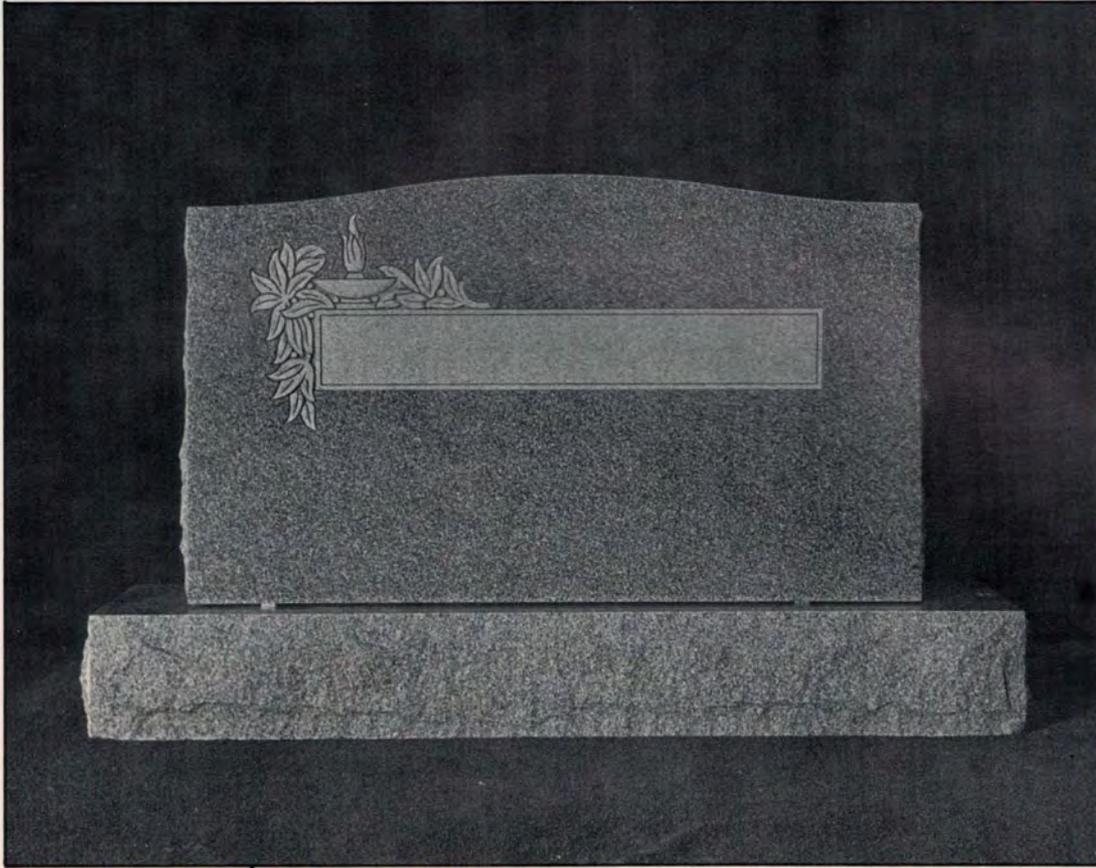


Adams Granite
Company



Beck & Beck, Inc.

C.R. Davidson
Company



Buttura &
Sons, Inc.

MEMBER NEWS CONTINUED



TIME TO ENJOY LIFE

Joe Mureta, President of MONTPELIER GRANITE WORKS and his son, Doug, relax for a moment at a granite bench, which they placed in a small park in Montpelier, in memory of Joe's father, Steve Mureta who died eight years ago after 40 years in the granite industry. The golden dome of the Vermont Statehouse, gleaming in the sun, looms in the background.

A CLARIFICATION

In the last issue of *Barre Life* magazine, we mentioned that this granite bubbler was manufactured by Colombo Granite Company. We failed to mention that it was produced for Maki Monument Company of West Barnstable, Massachusetts. We regret the omission.





A BEAUTIFUL FAMILY MONUMENT FROM CHIOLDI GRANITE CORPORATION

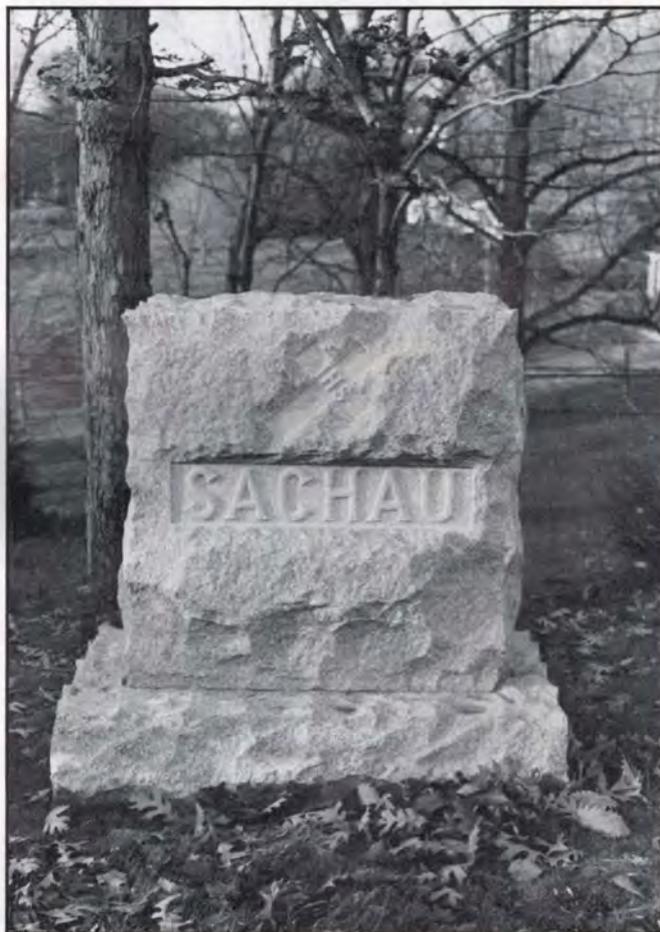
The Dante Mori family monument, manufactured in light Barre granite with an all steeled finish, features a unique design with sandblast letters and shape carving. The bottom base is six feet long; the center base is two feet long and the two end bases are fourteen inches long. The tablet is four feet long and twenty-eight inches high. Dante Mori was, at one time, the manager of the Barre Guild Consolidation Service Terminal.

SHELL ROCK FINISHES FROM LAWSON GRANITE COMPANY

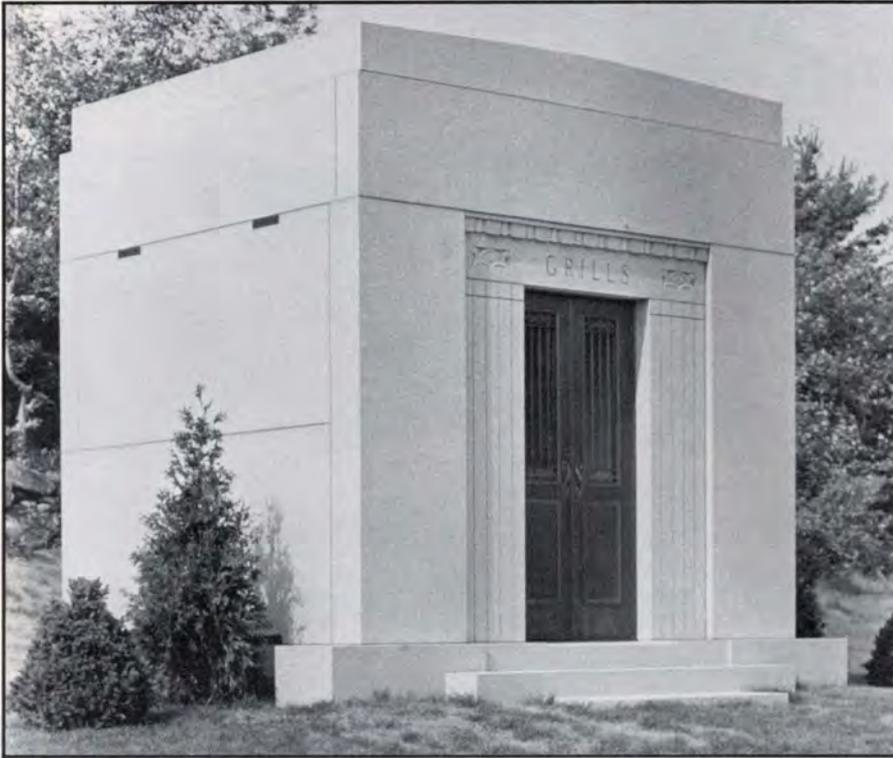
Two beautiful family monuments were recently created by LAWSON GRANITE COMPANY in a shell rock finish, which takes great skill to produce.



The Arminio family monument features a hand cut, three-inch raised ribbon panel and hand cut three-quarter-inch round raised letters. Produced for Whitinsville Monumental Works of Whitinsville, Massachusetts, this monument measures 5-6 x 1-4 x 4-0 and rests on a six-foot, six-inch base.



The Sachau family monument also features hand cut round raised panel, cross and letters with a half-inch relief. This monument, manufactured for John VanKirk & Son, of Red Bank, New Jersey, measures 3-2 x 1-6 x 3-2 and rests on a four-foot base.



A MAUSOLEUM FROM BECK & BECK, INC.

The Grills family mausoleum, with six crypts was manufactured with an all steeled exterior from Guardian Light Barre granite.

A MONUMENT DESIGNED TO LAST FOR MULTI-MILLENNIA



When Bob Schuler of High Falls, New York, thinks monuments, he thinks big—in fact, he thinks global!!

"I want to leave a statement, a personal message in art form," Bob said on a recent visit to BECK & BECK, INC., where he purchased several blocks of Barre granite, all sixteen inches square. "That personal message will be in the form of special, hand painted designs on granite blocks which will be placed at certain locations in the Atlantic and Pacific Oceans where they will stay, unmolested for millions of years." A few years ago, Bob placed several blocks of Barre granite from BECK & BECK, INC. in the Atlantic, near the Bahamas, for testing purposes.



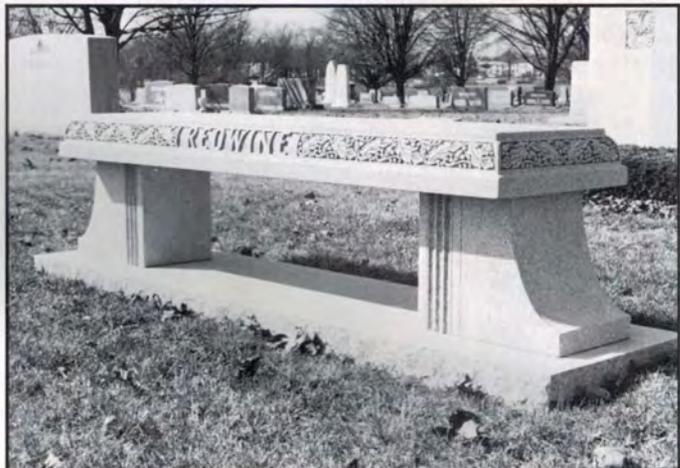
Thirty-eight blocks of Barre granite will be placed across the Atlantic, one every one hundred miles, from Beauford, South Carolina, via Bermuda, to the Azores and on to either Gibraltar or Casablanca. Bob is also planning to place about seventy blocks of Barre granite in the Pacific Ocean, from Panama to the Galapagos Islands, across four thousand miles of empty ocean to Polynesia, and on to New Zealand."

"Why Barre granite?" Bob was asked.

"People I know," he responded, "and geologists I have worked with all recommend Barre granite for this project because it has better quality than other gray granites."

Top Quality Barre Craftsmanship From **ANDERSON-FRIBERG COMPANY**

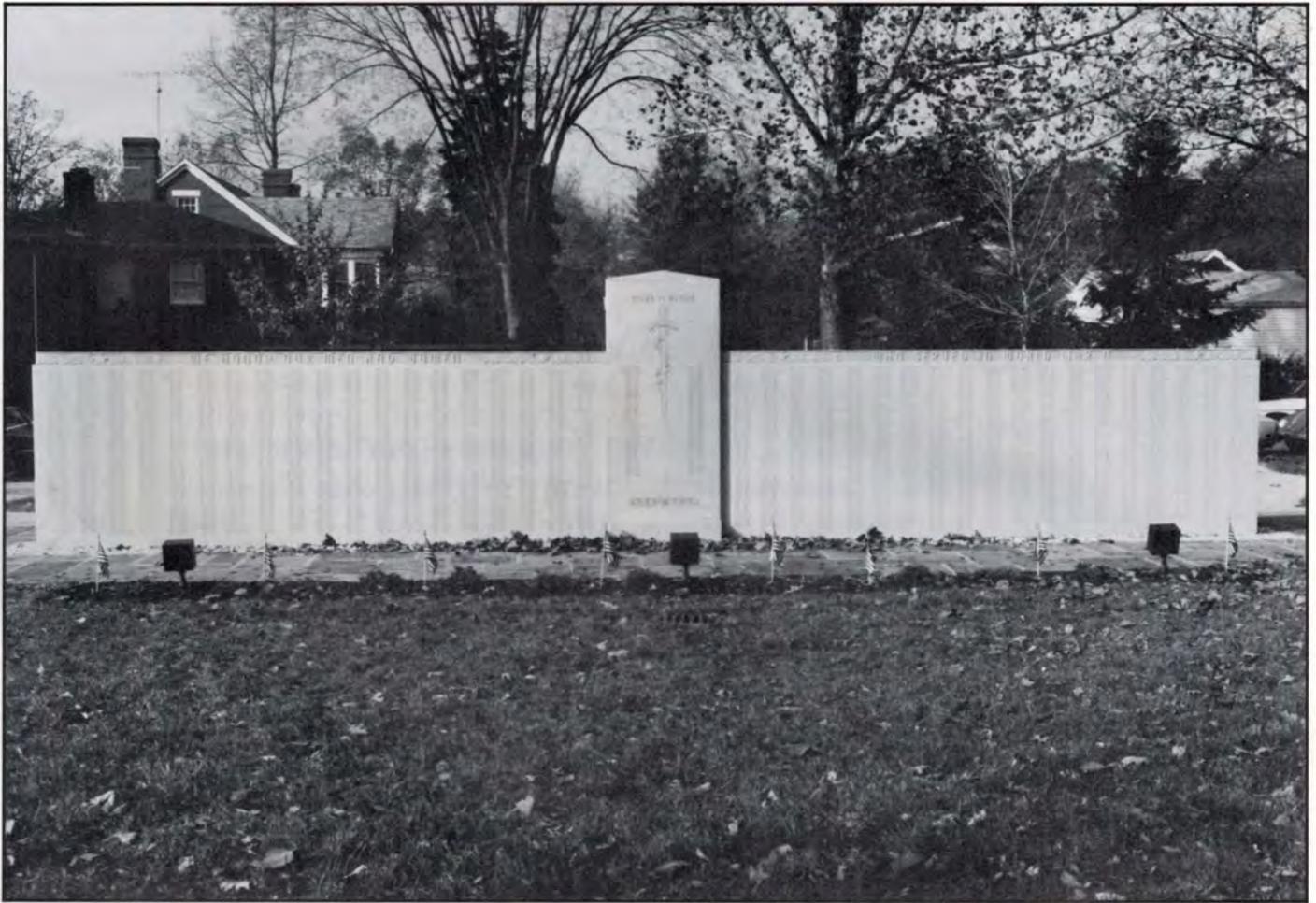
This beautiful family monument was designed by W.J. Bryan Work and features sandblast engaged lettering for the family name and fully shape carved oak and acorn on all four sides. ANDERSON-FRIBERG COMPANY produced this special monument in Select Light Barre Granite for Emerson Monument Company in Springdale, Arkansas. The bench is six feet long, on a seven-foot base.



S.L. GARAND & COMPANY ENTERS COMPUTER AGE

"It does just about everything," said Richard Garand (on the right), referring to the new computer system which was recently installed at S.L. GARAND & COMPANY. "It really makes a difference by enhancing our efficiency in terms of responding to our customers needs. This new system handles our order entry, job cards, invoicing and all of our accounting." Steve Garand, (at the left) quickly agreed with his brother saying, "This computer also increases our administrative capacity for our internal needs."





MORE THAN 6600 NAMES ON THIS VETERAN'S MONUMENT FROM ROCK OF AGES CORPORATION.

6,638 names of men and women who served in World War II are carved on the front and back of this impressive Veteran's monument which was manufactured by ROCK OF AGES CORPORATION for Raymond G. Merkle, Inc., of Baltimore, Maryland.

Located in Memorial Park in Frederick, Maryland, this eighteen-ton, Rock of Ages granite monument has six-foot high walls that stretch seventeen feet from each side of an eight-foot obelisk.

The names on the front and back of the obelisk are those people who were killed in action. Carved across the top of the walls is the following inscription: *"THESE WE HONOR, OUR MEN AND WOMEN WHO SERVED IN WORLD WAR II"*

The inset photo shows Phil Reed and Donald Lyons from the Rock of Ages Sandblast Department, and Ray Comolli, Rock of Ages Sales Manager, Memorial Division, making a final check before sandblasting the names of the veterans on the monument.

COMMENT

(Ed. note: Occasionally we receive comments from retail monument dealers concerning various aspects of the monument industry which we feel are worthy to be shared with other memorialists. The following is a case in point.)

Stop Apologizing

One of the biggest problems I have, and perhaps many memorialists have, is explaining to our clients why memorials cost so much.

The cost of a first class stamp is probably going to be raised again soon, but did you realize it has already increased 314% in the last 23 years? (Seven cents in 1962 and twenty-two cents in 1985.) Most things have gone up considerably, but this is a cost that all clients should be aware of!!

Why do we memorialists have to apologize for our legitimate increases in prices over the years? Could part of the problem be our own fault? Too many of us are still trying to sell 1985 memorials at 1962 prices. We try to "buy" orders by undercutting each other. Some of us don't take the time to explain to our clients just what goes into the cost of a memorial.

Most regrettably, some of us are selling "stone by the cubic foot" instead of memorials that are "Symbolic in design and reverent in purpose, a tribute of respect and honor to the dead, a constant source of inspiration to the living . . ."

Jamie Walker
President-Designer
The Lloyd Brothers-Walker Co.
Toledo, Ohio

A. BELLAVANCE & SONS, INC.

Granite Hauling

It has been thirty-six years since Joe Bellavance and his brother, Arthur, loaded a truck with Barre granite monuments and headed out for Pittsburgh, Pennsylvania. Thirty stops and eight days later (there were no Interstate highways in those days) they arrived at their destination, bone tired and wondering if this was what they really wanted to do.

Needless to say, they stuck with it. And, because of their decision to concentrate on dependable service, they have become the largest over-the-road granite trucking firm in Barre.

Joe Bellavance began his career in trucking when he leased his rig to Roland C. Ames of Montpelier back in 1950. From 1956 through 1958, Joe leased his rig to Williams Motor Transfer. In 1958, A. Bellavance & Sons, Inc., bought out Roland Ames. This was the beginning of the Bellavance family in the trucking business. In 1965 A. Bellavance & Sons, Inc., acquired Dante Mori's trucking operation in Barre. Two years later they bought L & F Trucking which served Buffalo, New York. In late December of 1985 A. Bellavance and Sons, Inc., expanded their business with the purchase of Williams Motor Transfer, Inc., of Barre, from Brian Barquin.

Joe's present operations in New York, Pennsylvania, Maryland, Delaware, Virginia and West Virginia have now been expanded to include Ohio, New England and New Jersey.

In a letter to his new clients that outlined the history of A. Bellavance & Sons, Inc., Joe also said, "Each and every year the company has grown through our policy of treating our customers fairly and honestly. We take great pride in dealing with you, our valued customer, as a friend. Company pride is shown every day by our drivers and office staff. We will go out of our way to work with you. By combining the two companies, we believe our trucking to be among the finest available out of Barre."



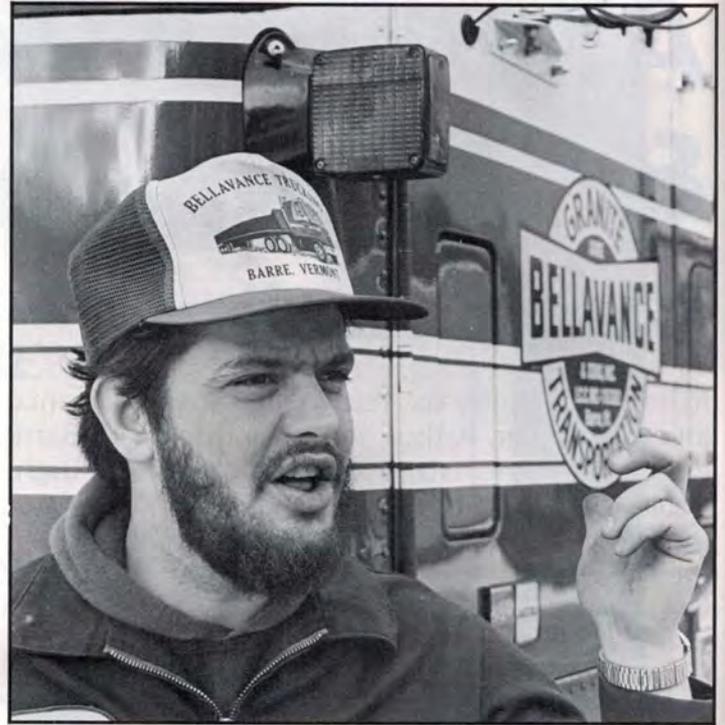
Joe Bellavance, President of A. Bellavance & Sons, Inc., truckers of granite from the Granite Center of the World to all points east of Indiana and north of North Carolina.



Roland Bellavance, General Manager, and responsible for all administrative functions, tracks one of the many tractor-trailer loads of granite monuments produced by BGA members.

Joe's sons, Roland, General Manager and responsible for all administrative functions, and Donald, who is responsible for all activities on the loading docks, have been with the firm for the past decade, giving strong testimony to the succession of generations ethic for which the Barre granite industry is very proud.

Joe Bellavance, President of A. Bellavance & Sons, Inc., a sustaining member of the Barre Granite Association, said, "Service is the key to the success of our business and we intend to continue good service to our new customers."



Donald Bellavance is responsible for all operations on the loading docks. He has more than two dozen tractor-trailers to account for.

One of the many truck loads of granite monuments that leave the A. Bellavance & Sons, Inc., terminal every week.



CEMETERY DESIGNS AND LANDSCAPING

(Ed. note: This is the third and final installment of *Barre Life's* interview with Donald G. Ward, President of Grever & Ward, a landscape architecture and land planning firm with a national reputation for cemetery planning and design. In our last two discussions we covered landscape planning, master and section plans, influences of design on maintenance costs, design and landscaping costs, and financial planning.)

BGA: "How does the cremation trend influence cemetery design?"

G&W: "One of the most important things happening right now in cemetery design is a re-examination of land which once was considered unusable for traditional burials. The constraints that once classified the land as useless are no longer valid. Steep, rocky land and odd-shaped parcels are wide open to creative planning and land utilization.

"One of the main requirements is to provide a system of pathways into an area so people can approach and use the space. The yield of interment space for cremation gardens is relatively high, and I see plans that can produce between 1500 and 3000 grave spaces per acre with an income potential not much different from conventional burials, and all of this occurring on land that once was thought to be useless.

BGA: "What trends have there been in cemetery usage in the last twenty years that are reflected in design?"

G&W: "Since the 1950s there has been a growth of mobility in our society and people have been shifting their residences and their loyalties freely. The 'old hometown' just hasn't existed for a large segment of our population and consequently the need for the family burial lot has all but disappeared. In its place, the two and three grave lot is being sold and this is where 75 to 90 percent of sales are being made.



"The 'old hometown' just hasn't existed for a large segment of our population and consequently the need for the family burial plot has all but disappeared, and in its place are the two and three grave lots."

"In the last twenty years or so there has been a renewed public interest in monuments to be used with the small lot. This is true even of cemeteries that were originally dedicated to the flush marker ethic. The public seems to be looking for tangible, visible memorialization.

"I see an expanded use of upright memorials, perhaps encouraged by a contemporary trend in memorials that more clearly express art forms.

"Other trends include a greater interest in landscaped gardens and beauty in general; an acceptance of freedom-of-choice where both monumented lots and flush marker lots occur together, and cremation gardens where tangible memorialization is permitted."

BGA: "What else do you see in the future for cemeteries and section planning?"

G&W: "I see a movement toward more attractive cemeteries and acceptance once again of cemeteries as a respected community institution where people honor and memorialize their forebearers. There has been too much said already about wasted money with respect to death, burial, and memorialization.

"For less than one-third the cost of a rust-prone automobile with a life span of only four to five years, a person may purchase an object of beauty and history in a self-supporting green space that can be enjoyed by everyone, forever."

(Ed. note: Donald G. Ward, President of Grever & Ward, is a very busy man and *Barre Life* magazine appreciates the time Mr. Ward took for this interview.)



"I see an expanded use of upright memorials, perhaps encouraged by a contemporary trend in memorials that more clearly express art forms."



"I see a movement toward more attractive cemeteries and acceptance once again of cemeteries as a respected community institution where people honor and memorialize their forebearers."

The Cinerary Memorial and Increased Sales

How to increase his sales in his own territory is one thing to which the retail monument dealer gives a great deal of thought. If he could double his sales in any year and keep on doubling them from year to year it would be an ideal condition.

With the dealer more sales mean more profit and for this reason he must continually think about his territory and make plans which will enable him to get more business from this same territory.

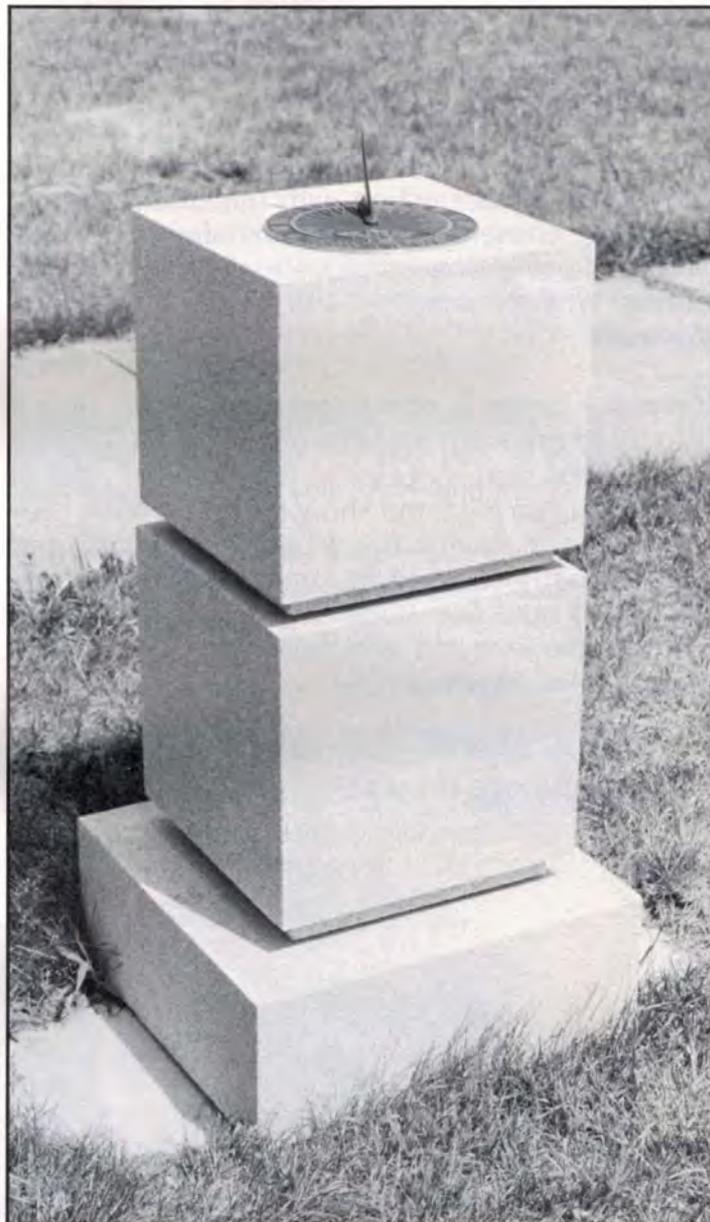
There is a place in the Good Book which says something about having eyes and seeing not. It is sometimes possible for the dealer to be so close to his territory that he does not see all of the possibilities in it.

A visit to one of the cemeteries in the East will show a large building opposite one of the entrances to the cemetery where large furnaces especially made are used for cremation purposes. In the basement of that crematory will be found row upon row of little chubby-holes about one foot wide, three feet high, and perhaps two and one-half feet deep. These are enclosed with a little wicket gate.

In these little recesses are placed the ashes of those that have been cremated. Some of them are contained in cans looking for all the world like a regular tomato can. Others contain fancy urns.

In one section of this same basement or sub-cellar is a large section filled with these tomato-can things that are tagged with an ordinary shipping tag. These are the ashes of dear ones whose friends have forgotten to call for them and the superintendent of the place does not know what else to do with them.

Usually a man wishes to be cremated because he cannot think of himself as being buried in the earth. When one thinks of the proposition as it really is it is a question whether any man could



prefer to be properly canned and tagged rather than to have the dignity of a proper burial and a proper memorial erected to his memory.

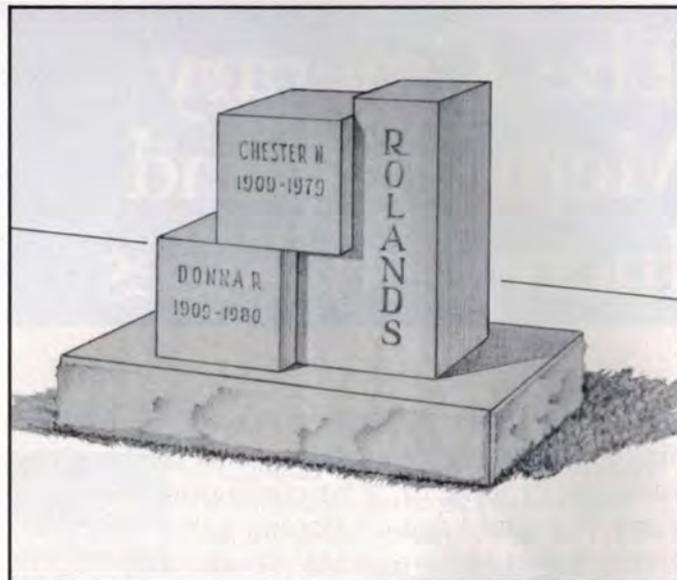
It is evident from these few remarks that the retail monument dealers can create a lot of business out of this thing that apparently seems to take business away from him.

If a man desires and chooses, and if his family chooses, to have him cremated after death there is no reason that his family should put upon him the further indignity of placing his ashes in a tin can when it is possible still to carry out the beautiful memorial idea in connection with the process of cremation.

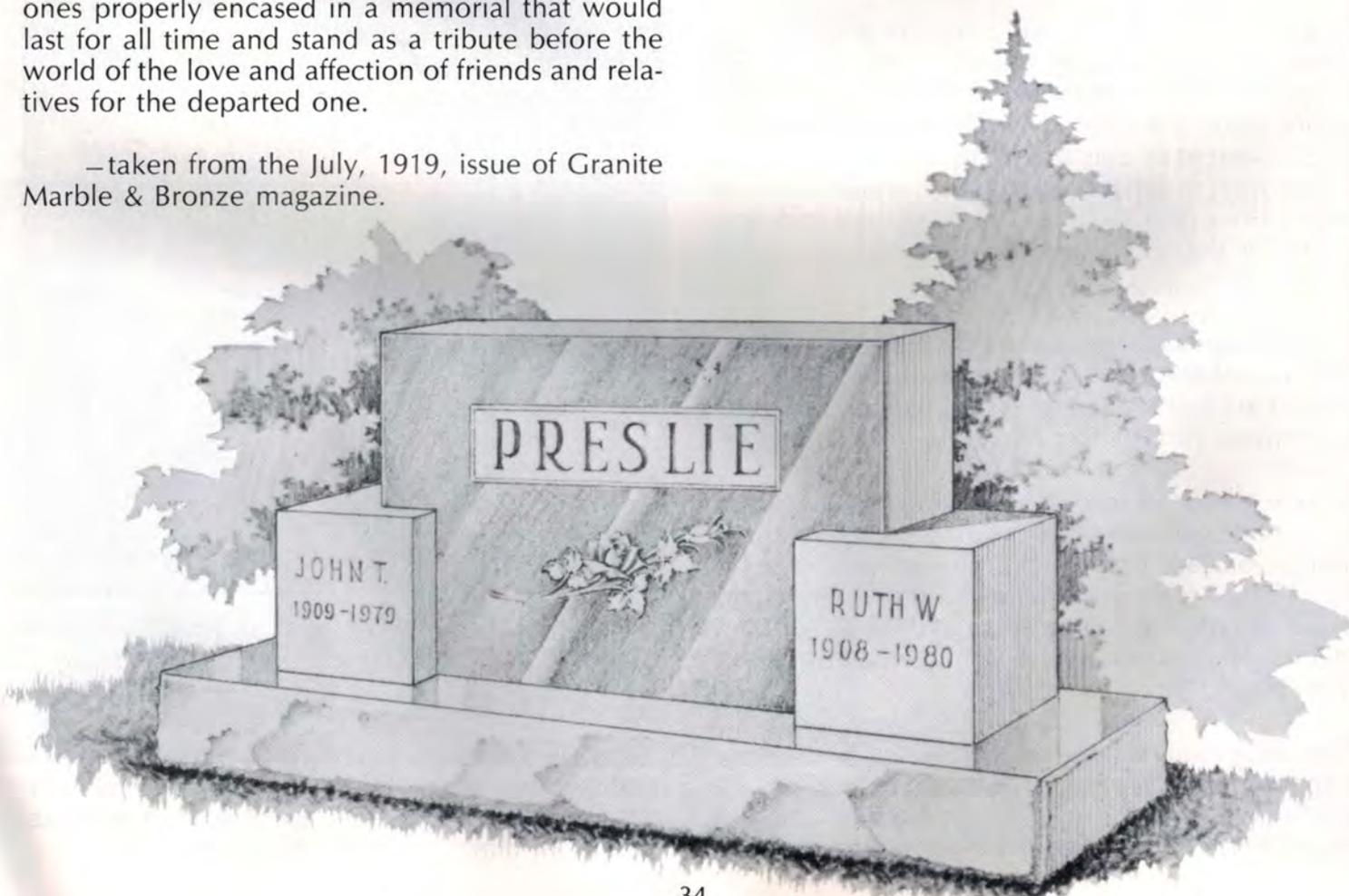
If the dealer will take particular pains to develop this business he need have no fear of the crematory taking any appreciable amount of business away from him. For this reason every dealer needs to have in his possession photographs of several good memorials, especially designed for cases of this kind so that he can use them in his sales talks whenever he happens to get hold of a prospect where a cinerary memorial is needed. The illustrations given in connection with this discussion are especially chosen as suggestions along this line. They will prove of great value to the dealer in territories where cremation has taken a particular foothold.

It is much better to plan to get the business than it is to try to drive out the idea of cremation. Getting the business simply means to talk the family out of the old tin can idea and show them the pride they could take in having the ashes of their departed ones properly encased in a memorial that would last for all time and stand as a tribute before the world of the love and affection of friends and relatives for the departed one.

—taken from the July, 1919, issue of Granite Marble & Bronze magazine.



The cremation memorials shown here are an exclusive Rock of Ages Design.




**CHOOSING
YOUR FAMILY
MEMORIAL**




A letter from a husband to his wife

A NEW SALES BROCHURE FROM THE BARRE GRANITE ASSOCIATION

Perhaps one of the most effective sales brochures to be developed in recent years for the retail monument dealer is now available from the Barre Granite Association.

Entitled "Choosing Your Family Memorial," this brochure is perfect for either at-need or pre-need use. The brochure is designed to help your customer understand what to look for when purchasing a family monument, from the quality of the granite, to the craftsmanship and artistry of the execution of the design.

Priced at twenty cents each, or \$20 per hundred, the brochure also has space for four lines of imprinting, or you may wish to do your own imprinting.

Use the coupon on this page to place your order now. This brochure has been available only a short time and is already a "best seller." Get yours now. Send in the order coupon **TODAY!**

CHOOSING YOUR FAMILY MEMORIAL

YES!! Please send me _____ copies of "Choosing Your Family Memorial," @ \$20 per 100.
(Minimum order: 100 copies)

AMOUNT DUE _____

Please print, in the space below, material to be imprinted on brochure.

Clip and send to: The Barre Granite Association, P.O. Box 481, Barre, Vermont 05641. (Be sure to enclose your check. Orders will be filled upon receipt of your check for amount due.)



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

**BULK RATE
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