



Life

BARRE

WINTER
1976

PUBLISHED
BY THE
BARRE GRANITE
ASSOCIATION
BARRE, VT.
05641

Wells-Lamson Quarry

Serving the Barre Granite Industry for More Than 100 Years

Wells-Lamson Quarry has been a major source of Barre granite for as long as the Barre monument industry has existed. It is the deepest granite quarry in the world. Many of the finest Barre granite memorials, over the years, have been fabricated of Wells-Lamson granite.

Although Wells-Lamson is long on tradition, it has a new Executive Vice President. He is Jim Kelley, son of Maurice Kelley. Its Vice President and General Manager is Robert Stewart. The Wells-Lamson complex includes not only the quarry but several hundred acres of surrounding property, a stone crushing operation and the Kelley Construction Company. Wells-Lamson rough stock is purchased by many manufacturers in Barre and other parts of the United States. It is located in Websterville, Vermont, several miles from the center of Barre. It is only a short distance on the other side of the hill from the Wetmore & Morse and Smith quarries, owned and operated by the Rock of Ages Corporation.

Skilled Riggers keep the derricks at the Wells-Lamson Quarry in top operating condition. This includes the inspection and maintenance of many miles of steel cable necessary to support these derricks.



James Kelley, Wells-Lamson, Executive Vice-President. After long experience in the securities and real estate investment fields, Jim has returned to Wells-Lamson and the Barre granite industry.





Robert Stewart, Vice President, and General Manager of Wells-Lamson, at left, checks the inventory of some new quarry equipment and supplies with Barry Wallace of the Wells-Lamson office.



400 feet straight down "in the bucket" is the shortest, quickest — and most exciting way — for quarrymen to reach their work stations at Wells-Lamson.

Wells-Lamson Quarry *(continued)*



Morris Leventhal, Manager of the Wells-Lamson Saw Plant, also has charge of maintaining and selling the large inventory of blocks and slabs available from Wells-Lamson.

Blacksmith Bill Paquet of Wells-Lamson, performs many tasks for the quarry.



BARRE *Life*

WINTER 1976

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BARRE GUILD ANNOUNCES 1,000,000 MORE REASONS TO ATTEND ATLANTA CONVENTION

This year's Barre Guild Lucky Day Drawing will be the biggest yet. The member companies of the Barre Granite Association are giving away **One Million** S&H green stamps at the MBNA Convention in Atlanta. This year, in order to spread the wealth, there will be six big winners.

The BGA is sponsoring this million green stamp giveaway to encourage retailers all over the country to attend what promises to be the biggest and most successful MBNA convention yet. Many of the BGA member companies will be represented at the convention. They will be displaying Barre's usual outstanding selection of granite memorials. This is how the BG Lucky Day Drawing will work:

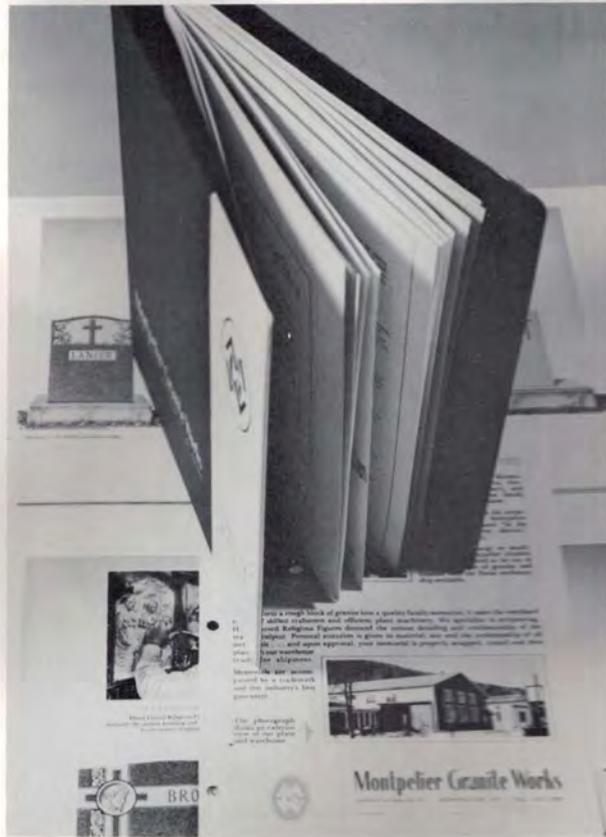
1. Any adult representative of a retail monument firm registered at the MBNA convention is eligible to participate in the drawing. This includes wives who register. Monument manufacturers and wholesaler representatives who own retail monument firms are not eligible.
2. To register for the drawing, complete the card you will receive when you register in the MBNA registration desk at the Marriott Hotel in Atlanta.
3. You must have the card validated by each of the Barre manufacturers displaying at the convention during normal display hours. After you have visited each display, deposit your card in the Barre Granite Association booth.
4. On the afternoon of Monday, February 9, the first name will be drawn. The winner will receive 50,000 S&H green stamps. There will be another winner on Tuesday and another on Wednesday. The times of each daily drawing



will be posted and you must be present to win. Each daily winner will receive 50,000 green stamps.

5. On the night of the banquet, Wednesday, February 11, the grand prize drawing will be held. The first name drawn will receive 100,000 green stamps. The second name drawn will receive 150,000 green stamps, and the third name drawn, the grand prize winner, will receive one-half million S&H green stamps. There are a lot of reasons to attend the MBNA convention next February in Atlanta... here's 1,000,000 more!

News about BGA members



MONTPELIER GRANITE WORKS HAS A BEAUTIFUL NEW DESIGN BOOK. Customers of the Montpelier Granite Works are being shown an attractive design book produced by Joseph Mureta of the Montpelier Granite Works, a BGA member-company. You may write directly to that firm for additional information.



THREE DISTINCTIVE DESIGNS for individual Barre Granite mausoleums, produced by LaCross Memorials, a BGA member-company. Barre manufacturers offer a wide range of designs and prices for family and individual mausoleum memorialization.



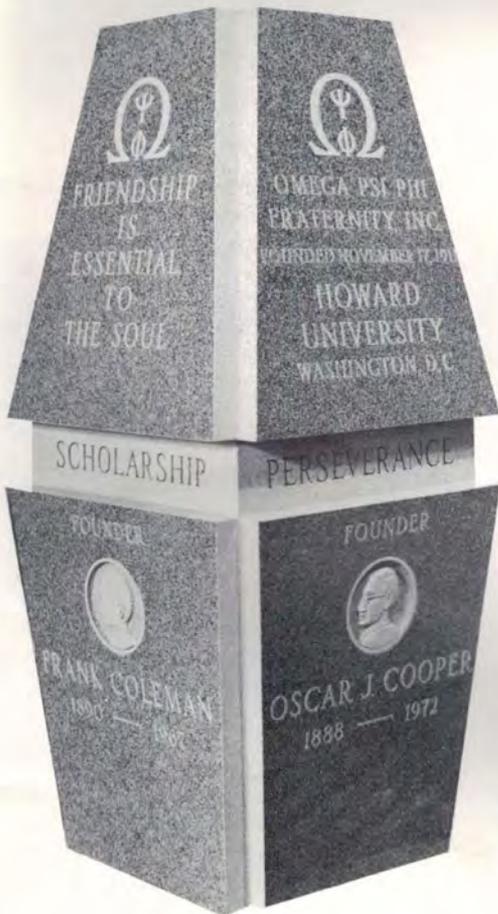
COOK, WATKINS & PATCH, a BGA member company, recently produced this personalized memorial for J. Emil Martenson & Co., Detroit, Michigan, for the King family. A photograph of the young Air Force Sergeant, who was killed in action, was given to the designer at Cook, Watkins & Patch. The bas relief carving was created from the photograph.

Donald Bowers Elected President of Rock of Ages Corporation

Donald A. Bowers is the new President of the Rock of Ages Corporation in Barre, Vermont. His appointment was announced by Nortek, Inc., the parent company of Rock of Ages.

Donald Bowers comes to Rock of Ages from Carey Salt, Hutchinson, Kansas, where he was Vice-President and General Manager.

As the largest member-company in the Barre Granite Association, the Rock of Ages Corporation is a quarrier of Barre granite and a manufacturer of a full line of memorials from flat markers to mausoleums.



A THIRTY POUND SALMON, one of several large fish, taken by Peter Quinlan, Memorial Designer at Rouleau Granite Co., Harold Richardson, President of the Barre Local GCIA, and Dr. Thomas Sullivan and his wife, Julie, of Newport, Vermont. The Atlantic salmon were caught on the Gaspé Peninsula in Canada.

OMEGA PSI PHI FRATERNITY has commissioned the Adams Granite Co. to produce a monument for Howard University in Washington, D. C. The four founders of this fraternity at Howard are featured on the lower panels, each with a beautifully carved bas-relief bust. Produced in world-famous Barre Granite, this memorial will be a focal point of interest at Howard. It is 6 feet high.



RICHARD GALE is the new Dealer Services and Promotion Manager for the Rouleau Granite Co. Dick has had 14 years experience in the granite industry. He resides in Barre with his wife, Nancy, and three children.



HISTORIC MARKER by Rock of Ages commemorates the site of the first train robbery in the West. It was carried out by none other than Jesse James in 1873. Shown with the marker are Max Mackrill, Mayor of Adair, Iowa, and Doyle Frank, Sales Manager of Des Moines-Winterset Monument Co., a Rock of Ages retailer. Originally a bronze memorial marked this spot. It was stolen (not by Jesse James).



PEERLESS GRANITE COMPANY has recently furnished the SOTILE sculptured memorial in Select Barre Granite to Bay Monument Company, Rochester, N.Y. Donald Fontana of the Peerless Granite Company is a member of the Barre Belt Clearing House Committee and one of Barre's leading manufacturers of sculptured memorials.



THE HEADLESS HORSEMAN, famous in American literature, has been memorialized in Barre Granite by the Nativi & Son Granite Co., and Gaylord Sculpture Studio in Barre. The original model for this bas relief sculpture (shown at left) was created by Mr. Michael Gressel of Gressel's Monument and Art Studio of Armonk, N. Y. It was placed in Tarrytown, N. Y. by the WASHINGTON IRVING SOCIETY.



Transportation

Glenn Sulham, *BGA Manager Member Services*



What to do — if your granite monuments are damaged in shipment

Whatever the reason for freight damage, please keep in mind that **you must follow proper procedure** if you want your claim resolved. Unless this is done, you won't "get to first base." We repeat: **You must use the proper procedure in processing a damage claim for monuments.**

The following instructions will tell you how to effectively handle claims for any damaged monuments that you receive either by truck or rail.

SIGNING THE FREIGHT BILL

Every time you receive a delivery of granite monuments you should also receive a copy of the freight bill. When you sign this bill you are indicating that you are receiving the goods in satisfactory condition and that all pieces or crates have been received as noted on the freight bill.

Signing the freight bill is an **important** if not crucial matter. Always count the number of pieces or crates before signing the freight bill. Also, you should examine each piece or crate to see if there is any evident damage. **Then, and only then, should you sign the freight bill.**

PROOF OF LOSS OR DAMAGE IS YOUR RESPONSIBILITY

Suppose that there is damage to the shipment that you have received. What then? Here is the procedure you should use.

1. Visible Damage: This means a broken crate, strapping broken or missing, chips, scratches, etc.

If the damage appears extensive and beyond repair, most of the granite truckers would prefer to reload this damaged piece back on the truck and return it to the manufacturer with a notation of the fact on the delivery slip.

Supposing that when your granite is unloaded you notice a marker that seems to be chipped. As suggested above, you should write on the delivery slip something like "Granite marker chipped on left top corner." Then you should have the driver make his notation directly after it, "John Smith, ABC Express Company."

2. Apparent Damage

Supposing that during the unloading process you notice a crate that appears to have been roughly handled. Perhaps it has broken strapping or boards. You should write on the deliver slip something like this: "Large crate has broken strapping and boards with possible concealed damage." You should then have the driver sign this statement, "John Smith, ABC Express Company." Even if a crate seems to have had rough usage, you should have the driver notate and sign the fact before you sign for delivery.

3. Concealed Damage

You may have had the experience of receiving a crate that has concealed damage. In other words, the crate looked all right when you signed for it, but subsequently when you opened the crate the granite monument was damaged. In such a case you must report to the delivering carrier **within 72 hours after delivery** that you have a damaged shipment. This may mean that you will have to call the carrier on the telephone. If so, get the person's name to whom you provide the information, and make a note of his name and the date of your call.

In the case of concealed damage, the carrier has the option of sending a representative to inspect the damage and then to file a "Damage Inspection Report." At that time he may authorize repairs if it seems advisable or he may prefer to return later on to make an estimate for salvage. If no one from the delivering carrier comes to see you within a 7-day period, then file a damage claim yourself (form can be obtained from the carrier). Make sure to note on the claim that you talked to or wrote the delivering carrier (give dates, and names of people you talked to) but that no one came to inspect the damage.

If these instructions are followed, there should be no problem in settlement of any damaged shipments within a reasonable period of time. If there should be a problem, the Barre Guild Consolidation Service should be notified and we will assist you in settlement of your claim.

The Barre Guild Consolidation Service, Inc.,
 due to ICC Regulations, is allowed to consolidate
 shipments only from its member companies.
 Listed below, for your convenience, are the
 member companies of the Barre Guild
 Consolidation Service, Inc.

ADAMS GRANITE CO. Lewis St. (Elgio Zorzi)	802-476-5281	JONES BROTHERS CO. North Main St. (Maurice Kelley)	802-476-3155
ANDERSON-FRIBERG CO. Willey St. (Melvin Friberg)	802-476-7021	LaCROSS MEMORIALS, INC. Boynnton St. (Louis LaCroix)	802-479-2526
BECK & BECK, INC. Center St. (Norman Beck)	802-476-3179	LAWSON GRANITE CO. Quarry St. (Albert Gherardi Jr.)	802-476-3541
BILODEAU-BARRE, INC. Bianchi Pl. (Paul Chatot)	802-476-7901	MAURICE MEMORIALS, INC. Granite St. (Raoul Maurice)	802-476-3742
BUTTURA & SONS, INC. Boynnton St. (John Buttura)	802-476-6646	MONTPELIER GRANITE WORKS Granite St. (Joe Mureta)	802-223-2581
CELENTE & BIANCHI Willey St. (Elda Bianchi)	802-476-4463	NATIVI & SON, INC. Center St. (Silvio Nativi)	802-476-7101
CETRANGOLO FINISHING WORKS Northfield (Nick Cetrangolo)	802-485-5711	NORTH BARRE GRANITE CO. Railroad St. (Jules Chatot)	802-476-6624
CHIOLDI GRANITE CORP. S. Front St. (Howard Rock)	802-476-3661	PEERLESS GRANITE CO. Willey St. (Donald Fontana)	802-476-3061
COLOMBO GRANITE CO. Boynnton St. (Mac Colombo)	802-476-7061	RIVARD GRANITE CO. Mill St. (Robert Rivard)	802-476-3542
COOK, WATKINS & PATCH CO. Blackwell St. (David Reid)	802-476-4175	ROCK OF AGES CORP. Graniteville (Donald Bowers)	802-476-3115
C. R. DAVIDSON CO. INC. (Clyde Davidson)	802-584-3591	ROULEAU GRANITE CO. Metro Center (Lucien Rouleau)	802-476-6636
DESILETS GRANITE CO. Barre St. (Vic Roselli)	802-223-2111	SANGUINETTI GRANITE CO. Williamstown (Edo Perantoni)	802-433-5370
EVERLASTING MEMORIAL WORKS Pioneer (Almo Cecchini)	802-223-2642	SOUTH BARRE GRANITE CO. Circle St. (Stuart Abbiati)	802-476-8521
FAMILY MEMORIALS, INC. Burnham's Meadow (Robert Couture)	802-476-7831	THURBER GRANITE CO. Circle St. (Paul Savard)	802-479-9622
S. L. GARAND & CO. Pioneer (Leo Garand)	802-223-2301	VALZ GRANITE CO. Willey St. (Aldo Vanetti)	802-476-3911
GIUDICI BROS. & CO. S. Front St. (Judge Giudici)	802-476-3621	WELLS-LAMSON QUARRY CO. Websterville (Bill Roy)	802-476-4126
GREARSON & LANE CO. Burnham's Meadow (Lloyd Grearson)	802-476-7102		

News from the Cemetery Field



Edward Comolli,
BGA Manager Cemetery Services

Cemeterians Make Educational Tour of Barre

“How do you measure the quality of monumental granite?”

“How do you obtain the different kinds of finishes on granite monuments?”

“How is Barre granite quarried and how is it fabricated into monuments?”

“What are the most practical tolerances to allow for different monument sizes?”

All of the above questions and many more are reviewed during an educational tour of the Barre granite industry by visiting cemeterians. Our most recent tour was conducted by Ed Comolli, Manager of Cemetery Services, for the Barre Granite Association. His guests included Fred Laffond of Keene, N. H., president of the New Hampshire Cemetery Association. George Francis of St. Joseph's Cemetery, Manchester, N. H., Fred Merton, Newton Cemetery, Newton Center, Mass., and Roger Kindred of Mount Auburn Cemetery, Cambridge, Mass.

Innovations in cemetery planning and management were observed and discussed by the visiting cemeterians at Barre's own Hope Cemetery.

This particular garden section has monuments with flush bases to facilitate easy trimming.



Manufacturing operations were explained to the visiting cemeterians by Melvin Friberg, President of Anderson-Friberg Co.



As guests at one of the Rock of Ages quarries, visiting cemeterians observe the many aspects of getting the huge quarry blocks out of the ground. Guided by Andrew Carpenter of Rock of Ages (left) were: Fred Laffond, Ed Comolli, George Francis, Fred Merton and Roger Kindred.



Yankee Ingenuity Im

Both the Barre Granite Association and Mount Auburn Cemetery in Cambridge, Mass., have been experimenting with the Weed Eater Trimmer by putting it on wheels.

Placing the unit on wheels has several great advantages:

- (1). Substantially improving control of the cutting process.
- (2). Substantially increasing productivity.
- (3). Taking a load off the operator's back.

Mount Auburn Cemetery has developed several Weed Eaters to operate as conventional push mowers. Because the cutting is

BARRE-PAK

A Permanent Epoxy Bond For Granite Memorials

A new bonding material has been specifically developed for the purpose of bonding the monument to its base and to repair memorials. It is called BARRE-PAK.

A unique packaging idea is being utilized for single applications of BARRE-PAK epoxy. It is sufficient to bond one monument to its base. This epoxy material is also available in larger bulk containers.

BARRE-PAK has been created so that it can be used in a wide range of temperatures and weather conditions. When properly used, BARRE-PAK will insure a permanent bond between two granite pieces. Because of its especially developed formula, it is certain to be useful in a variety of ways where permanent bonding is desirable in the memorial industry.



Write to the Barre Granite Association for information and prices

Improves the Weed-Eater for Monument Trimming

done with nylon cord, there is no damage to monument bases. The Barre Granite Association believes that this type of trimmer development is a giant step in the direction of lower maintenance costs in monument sections.

We will have a more detailed presentation of this new adaptation in a future issue of BARRE LIFE magazine. Watch for it.

This four-wheel unit, although not self-propelled, is light enough for the operator to easily maneuver it around monument bases. The cutting is clean and quick. This photo was taken at Mount Auburn Cemetery. The development of this machine was done by cemetery personnel.



Cemetery Section Features New Approach to Monument Placement

The modern monument section of 1,029 graves recently designed for New Freedom Cemetery, indicated the refreshing new trends taking place in cemetery design.

This small section plan sponsored by the Barre Granite Association is for New Freedom Cemetery in New Freedom, Pa. It was designed by Grever & Ward, Inc. of East Aurora, N. Y. One-half the cost of the design was paid for by the Barre Granite Association and one-half by the cemetery.

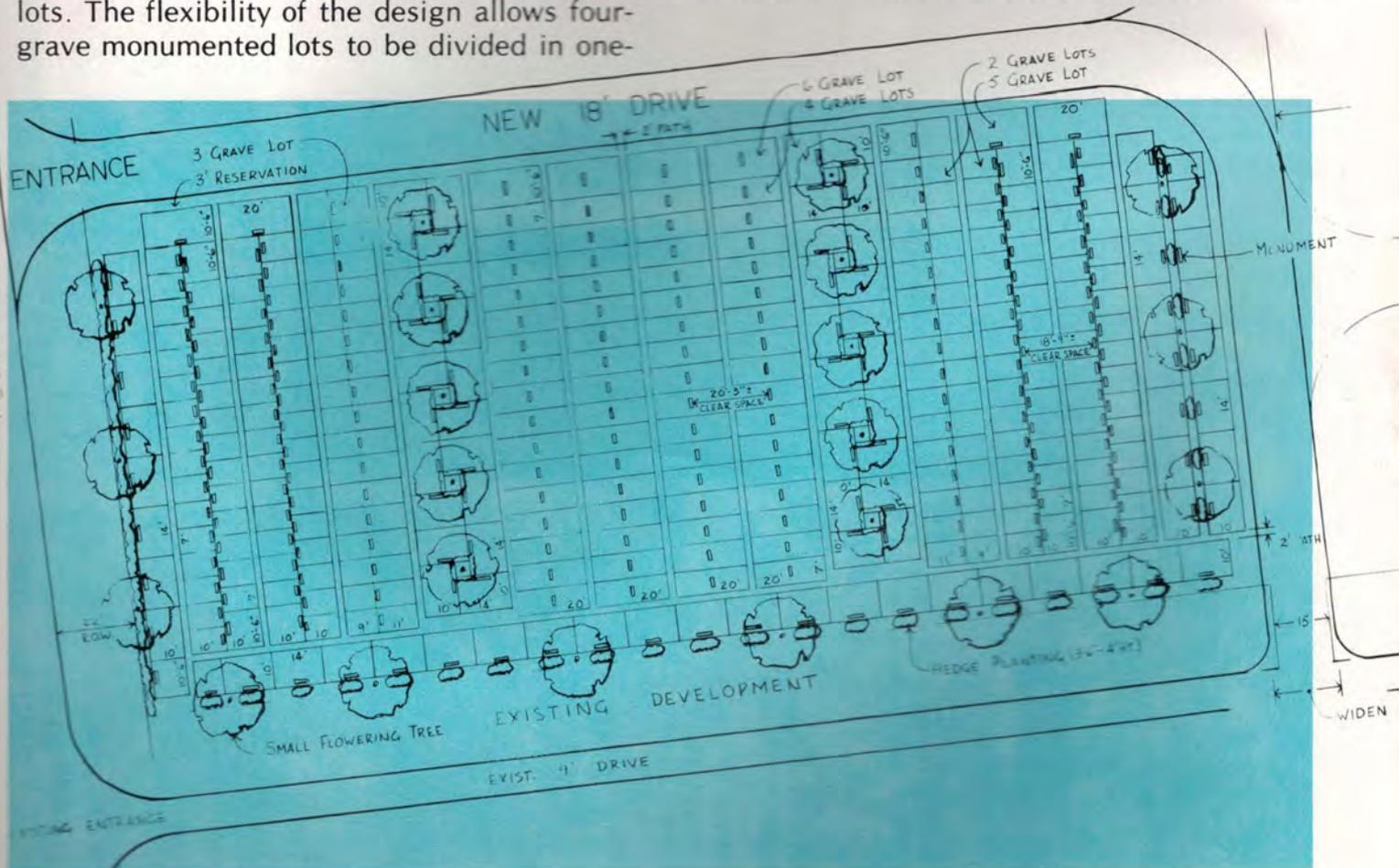
New approaches to monument placement make these modern monument sections much more attractive to the public. The grave spaces can easily be sold for a higher price and at the same time maintenance costs are reduced. This particular plan at New Freedom is laid out mostly with two and four-grave monumented lots. There are a few three, five and six-grave lots. The flexibility of the design allows four-grave monumented lots to be divided in one-

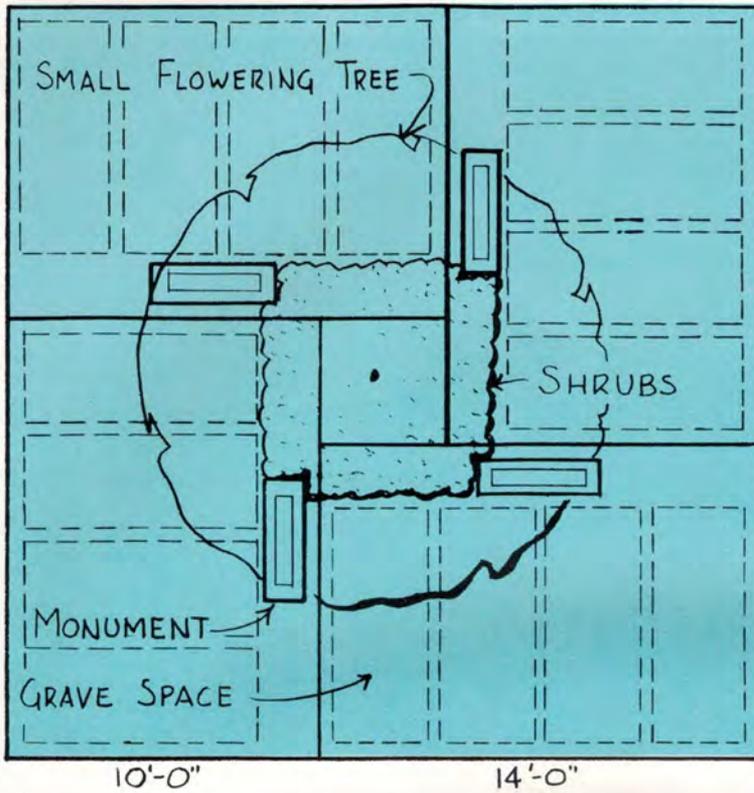
half if more two-grave lots are desired.

A portion of the cemetery layout is illustrated on these pages. Note particularly Detail A and Detail B to illustrate the different kinds of monument placement. All of the monuments are arranged so that there is at least 18 feet of clear space between monument faces. This distance allows maintenance personnel the space to perform digging and other cemetery operations without danger to nearby memorials.

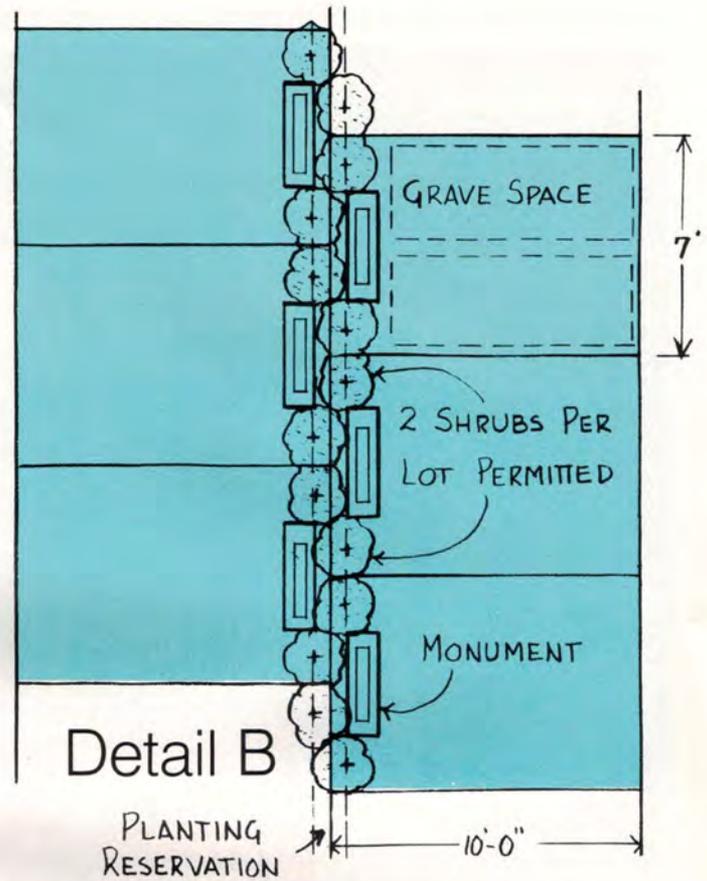
Plantings are kept at a minimum, and, of course, such plantings including those in Detail B should be done by the cemetery. A three-foot reservation is indicated along the road edge to allow for drainage or utility lines.

Mr. Ronald Silbaugh of the Silbaugh Memorial Vault Company was instrumental in arranging for this cemetery plan to be drawn.





Detail A



Detail B

Cemeterians View New Film On Memorialization

"The Stone Whistle", the industry's beautiful new motion picture about memorialization, was shown at the recent annual meetings of the New Jersey Cemetery Association and the New York Association of Cemeteries.

This film, which is available without charge to any group, features TV and screen star, John Forsythe, in a 30-minute film depicting

the meaning of memorialization and how world-famous Barre granite memorials are carved.

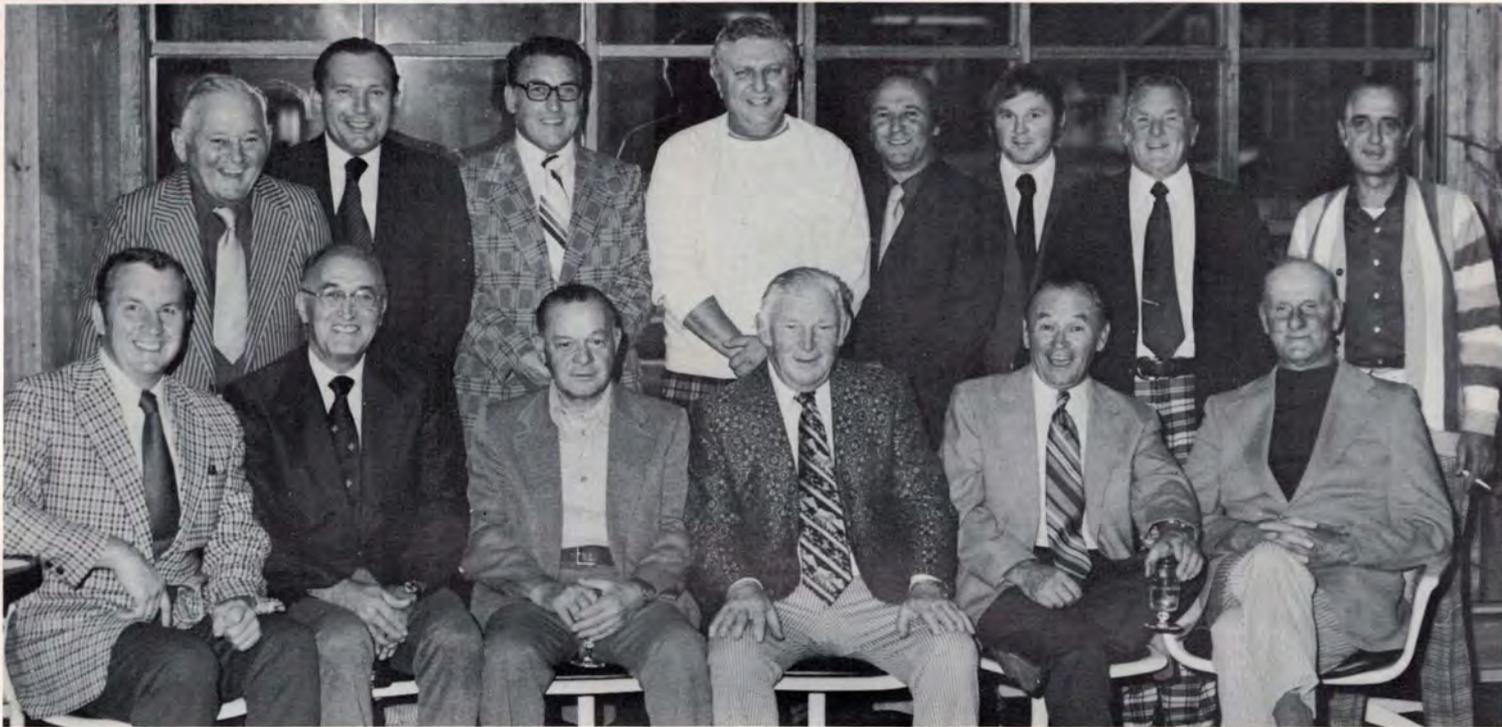
Elsewhere in this issue of BARRE LIFE Magazine you will find a list of Modern Talking Service Libraries where you can obtain a copy of "The Stone Whistle" to show to your local group.

Federal Revenue Sharing Funds Used for Cemetery Restoration

The Vermont Old Cemetery Association (with 1,000 members) reports that a number of its members have encouraged towns to use federal revenue sharing funds for the restoration of old cemeteries.

During this Bicentennial year, public interest in local history makes it easier to gain approval for using these funds in your local community.

Many of our older cemeteries contain invaluable historical information about the community. The Bicentennial year of 1976 is a most appropriate time to propose these restoration programs using federal revenue sharing funds.



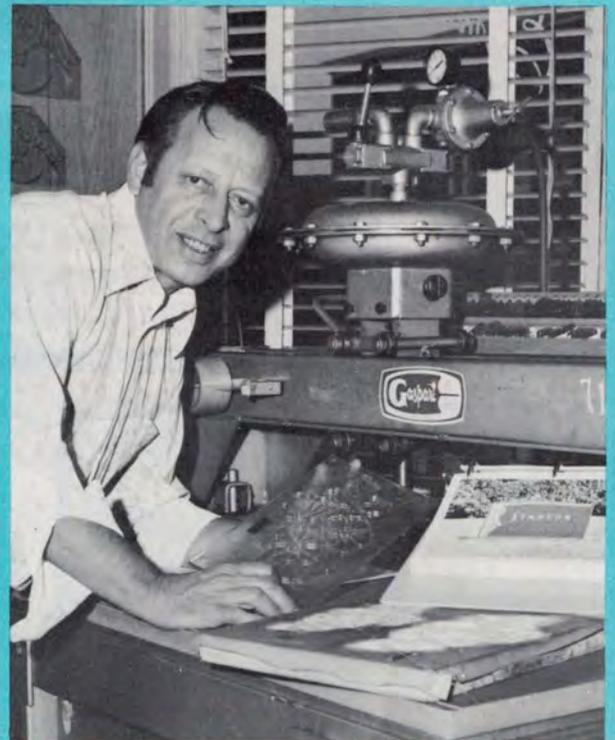
ASSOCIATED MEMORIALS HONORS ARCHIE BUTTURA. After many years as a local and national figure in the granite memorial industry, Archie Buttura of Buttura & Sons has retired. As a past President of Associated Memorials, a leading custom sawing and polishing firm, Archie was honored at a retirement dinner by a number of officers, employees and owners of that firm. Top row from left to right: Leo Buttura, Stuart Abbiati, John Mattson, Robert Sassone, Brent Buttura, Leo Buttura, Jr., John Buttura and Conrad Crete. Bottom row from left to right: Mel Friberg, Howard Rock, Mac Colombo, Archie Buttura, Louis Simoneau and Aldo Vanetti.

Barre Designer Develops New Technique for Die Cutting Designs

Elmo Peduzzi, a well known Barre memorial designer, and associate member of the Barre Granite Association, has developed a new technique for die cutting designs on machine stencil.

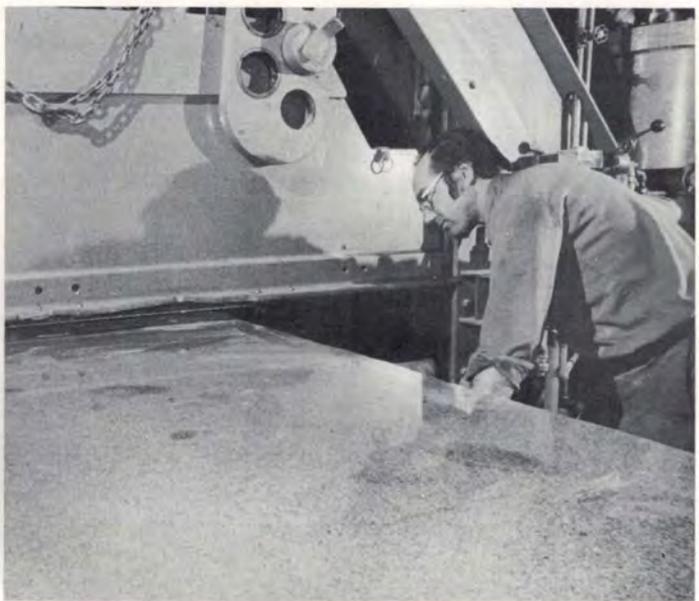
While die cut designs have been around for some time, Elmo's new process is unique in that he supplies an entire package. The package consists of right and left floral designs in three different sizes, plus an original design book with one hundred different monument designs incorporating these floral panels. This means a monument retailer can create a virtually unlimited number of new designs simply by using the cutting dies provided.

Elmo will be demonstrating his new process at the Atlanta convention. If you want to write for more information, you may contact Elmo Peduzzi, Memorial Designer, 186½ North Main Street, Barre, VT 05641.





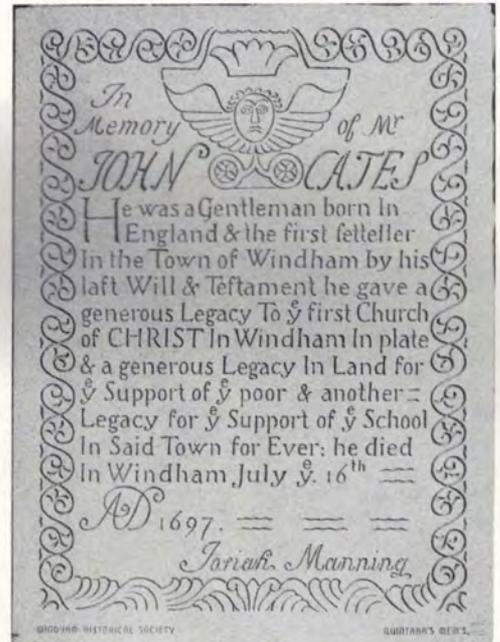
CHIOLDI GRANITE CORPORATION is one of the leading producers of fine memorials in the United States. The Ross memorial is one of many created in Select Barre Granite this year. The memorial was furnished by Dennis Memorials, Fishkill, N. Y.



THURBER GRANITE COMPANY President Paul Savard, has just completed the conversion of a curbstone splitter for use in splitting granite slabs for memorial work. The huge machine has been installed by Thurber workmen. Here Paul Savard is checking the operation of his new installation.



BILODEAU-BARRE, a BGA member-company, is a high volume producer of Barre granite monuments. Mike Wilson of the Bilodeau-Barre manufacturing plant and Lily Fontana, bookkeeper, are shown here checking orders for carved Barre granite slant markers.



A MEMORIAL TABLET in Barre Granite has recently been completed by the Rivard Granite Co., a BGA member. Furnished by Quintana's Memorials, it was commissioned by the Windham Historical Society, Windham, Conn.



Retailer Services

Tom Riley, *BGA Manager Retailer Services*

“The Stone Whistle” Wins Silver Medal at N.Y. Film Festival

The Barre Granite Association’s newest industry film won a coveted silver medal in the nation’s largest film festival last November. This festival, considered one of the most important international film events, had over 2,000 entries. The award-winning movie, starring John Forsythe, has been widely acclaimed by monument retailers and ceterians all over the country.

As you can see from the list below, many individual monument firms and state retail associations have already purchased their own individual copy of the film.



Companies Ordering Copies of “The Stone Whistle”

Palmer’s Miami Monument Company
Miami, Florida

Robert Shull Memorials
Chambersburg, Pennsylvania

Rausch Brothers Granite Company
Ortonville, Minnesota

Resurrection Monument Company
Summit, Illinois

Bell Vault & Monument Works, Inc.
Miamisburg, Ohio

Patten Monument Company
Grand Rapids, Michigan

Daily Monument Company
Kent, Ohio

Tri-State Memorial Service
Cheyenne, Wyoming

G. S. Withers & Sons
Reamstown, Pennsylvania

White’s Sons
Claysville, Pennsylvania

Jacksonville Monument Company
Jacksonville, Illinois

McFall Monuments
Galesburg, Illinois

Abel Vault & Monument Co.
Pekin, Illinois

Lowell Granite Company
Lowell, Michigan

Fenton Memorials
Fenton, Michigan

The Raubar Granite Company
Detroit, Michigan

Gallagher Monuments
Malaga, Ohio

Moore Monument Company
Chillicothe, Missouri

Portage Marble & Granite
Kent, Ohio

Sioux Falls Monument Company
Sioux Falls, South Dakota

Michigan Monument Builders
Ann Arbor, Michigan

Charles Vernia
New Albany, Indiana

Speidell Monuments, Inc.
Lincoln, Nebraska

Buckler Memorials
Round Lake, Illinois

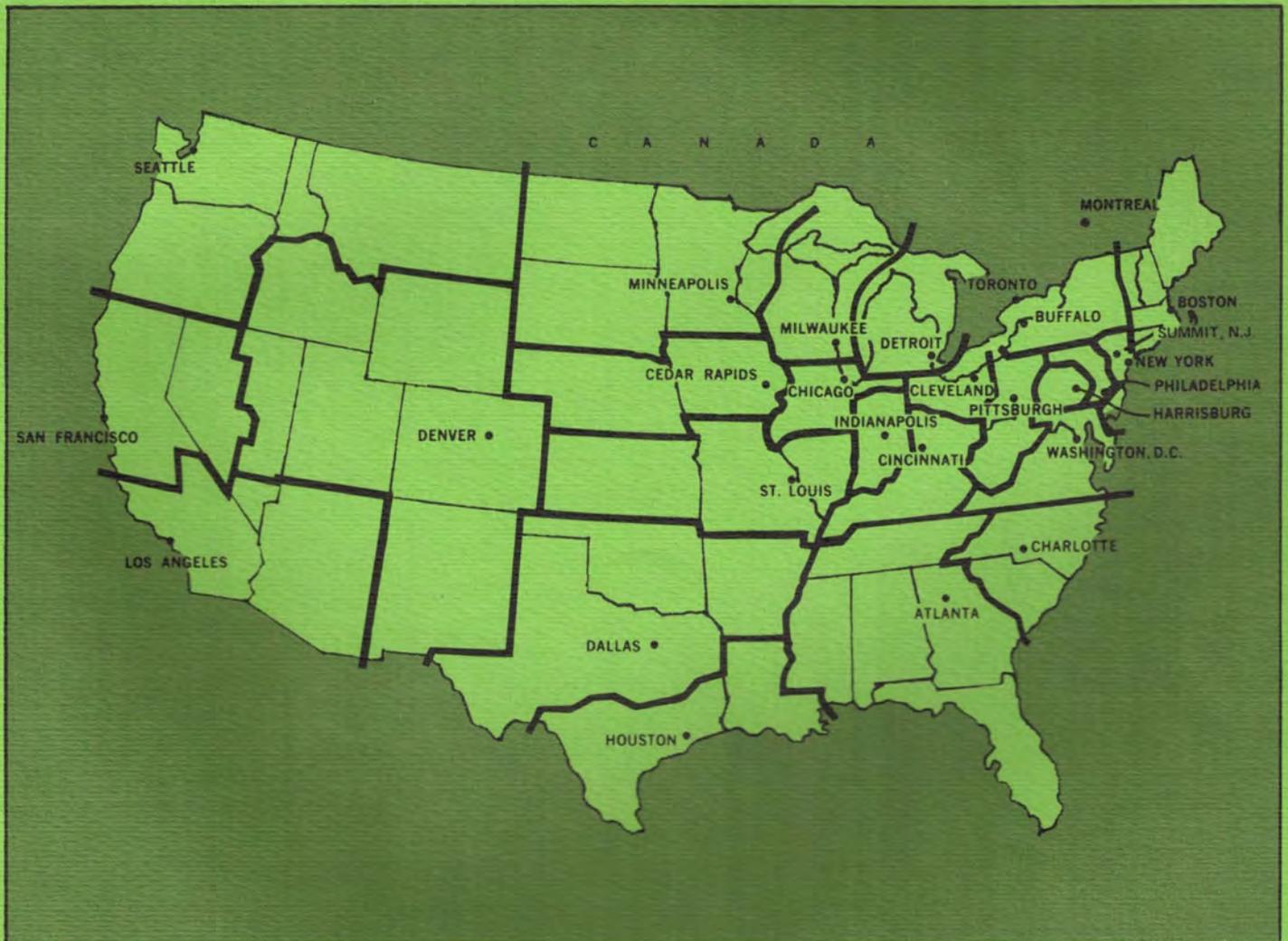
Old Capitol Monument Works
Vandalia, Illinois

Your BGA friends will have a copy of “THE STONE WHISTLE” at the National Convention in Atlanta this year. If you have not yet seen the film and wish to do so, we will arrange for a screening for you in Atlanta. The film can be borrowed free-of-charge through Modern Talking Picture Service. The office nearest you is listed in this issue of BARRE LIFE. Prints may also be purchased. Tom Riley or Milton Lyndes will give you the details.

How to Order "THE Stone Whistle"

Since its premier at the MBNA National Convention in Orlando last February, "The Stone Whistle" has been shown at nearly every State and Regional convention. Because of the tremendous demand for this film, we are again publishing the list of Modern Talking Pictures Libraries from which the film may be obtained.

Also, Because of some confusion as to which geographic areas are served by which libraries, we have printed this map:



Because of the high demand for this award winning film, it is advisable for you to request two or three alternate dates when ordering the film.

Modern Talking Pictures have been instructed to give VIP treatment to Monument Dealers ordering the film so be sure to indicate that you are a monument retailer when ordering the film.

If you have any problems write to Tom Riley,
Barre Granite Association.

Modern Talking Picture Service Film Library Addresses

Atlanta, Georgia 30308

412 W. Peachtree Street, N.W. 524-1311
Frank Hufford Area code 404

Boston, Massachusetts 02167

230 Boylston St., Chestnut Hill 527-4184
James Lowe Area code 617

Buffalo, New York 14202

c/o Buchan Pictures 853-1805
122 West Chippewa Street Area code 716
Fred Buchan

Cedar Rapids, Iowa 52404

c/o Pratt Educational Media, Inc. 363-8144
200 Third Avenue, S.W. Area code 319
Mrs. Loretta Sweet

Charlotte, North Carolina 28202

503 North College Street 377-2574
Max Austin Area code 704

Chicago, Illinois

1687 Elmhurst Rd. 593-3250
Elk Grove Village, Illinois 60007 Area code 312
Hal Smith

Cincinnati, Ohio 45202

9 Garfield Place 421-2516
Curtis Hensley Area code 513

Cleveland, Ohio 44115

c/o Film Programs, Inc. 621-9469
2238 Euclid Avenue Area code 216
Al Shobel

Dallas, Texas 75207

1411 Slocum Street 742-4106
Leland Kinkade Area code 214

Denver, Colorado 80204

c/o Cromar's Modern Films 573-7300
1200 Stout Street Area code 303
Don Y. Cromar

Detroit, Michigan 48235

15921 W. 8 Mile Road 273-2070
Kermit Cable Area code 313

Harrisburg, Pennsylvania 17105

c/o J. P. Lilley & Son, Inc. 238-8123
2009 North Third Street Area code 717
(P.O. Box 3035)
J. K. Lilley

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Montreal, Quebec H2Y 2H4

485 McGill Street 878-3644
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A detailed architectural drawing of a classical building facade, featuring a prominent pediment and columns, is the background. Overlaid on this are various drafting tools: a large 'CRAFTSMAN GENUINE DURALUMIN SQUARE 03963' at the top, a ruler with inch and centimeter markings, and a compass in the lower foreground. A teal oval is centered over the drawing, containing the title and subtitle.

Recent Memorial Designs

*From the Memorial Art Center
of the World*

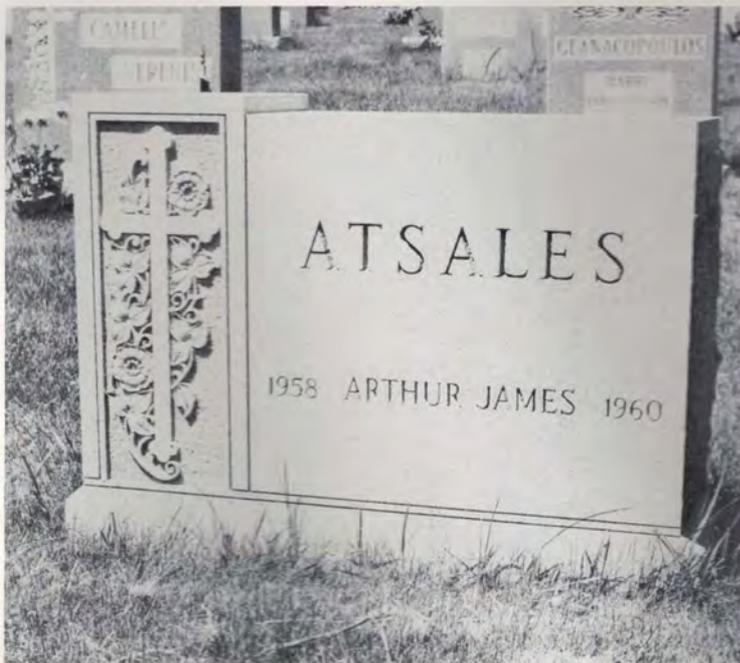
Designs for Smaller Memorials

No matter how large or small, memorials can be designed in a hundred different ways in order to create customer appeal and to lend variety and interest to a retailer's display.

Many smaller size memorials are sold because of cemetery restrictions on size or because the family cannot afford a larger memorial.

Even when the retailer is limited in width to less than a three foot die, there are many different memorial designs he can make available to the customer.

Here are 14 different photographs of smaller monuments taken at random in cemeteries. Each one illustrates a different design approach that may be helpful to the retailer in meeting the need for a small, yet distinctive, memorial.



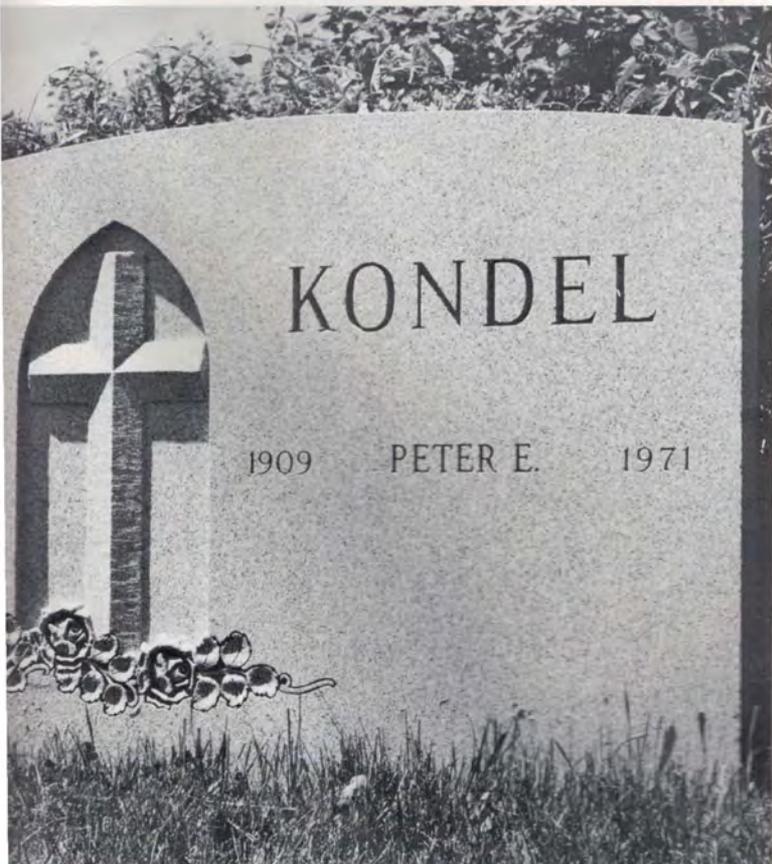
What do you do with a monument that has been in your display for years and won't sell?

"Clean it, move it to another location and raise the price, and it will sell."

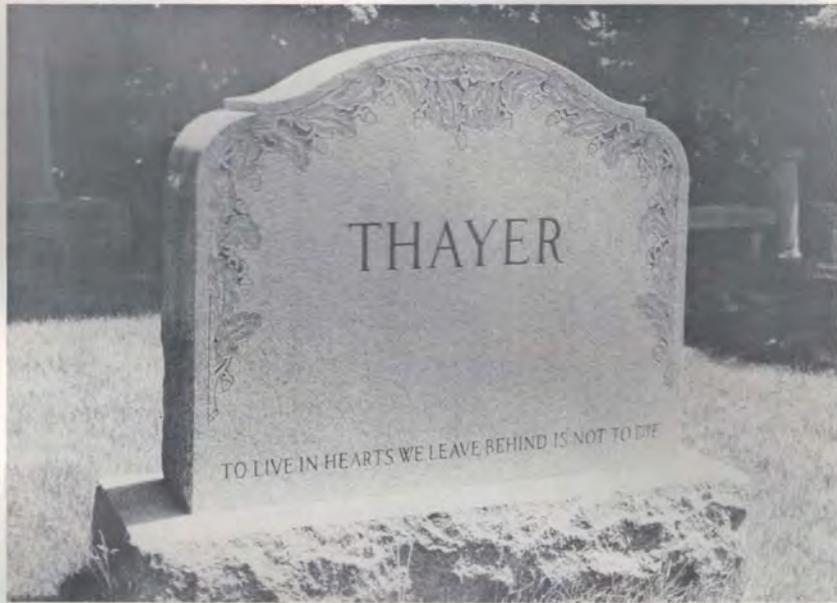
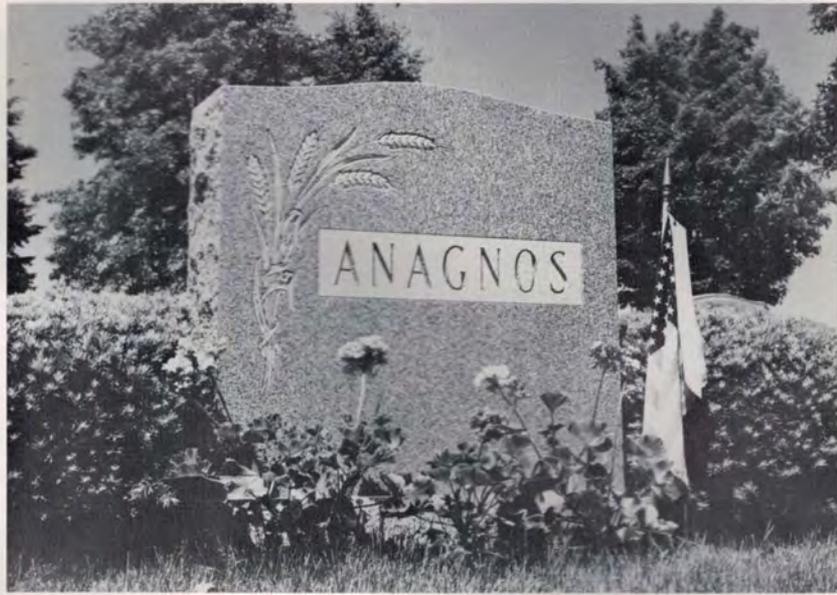
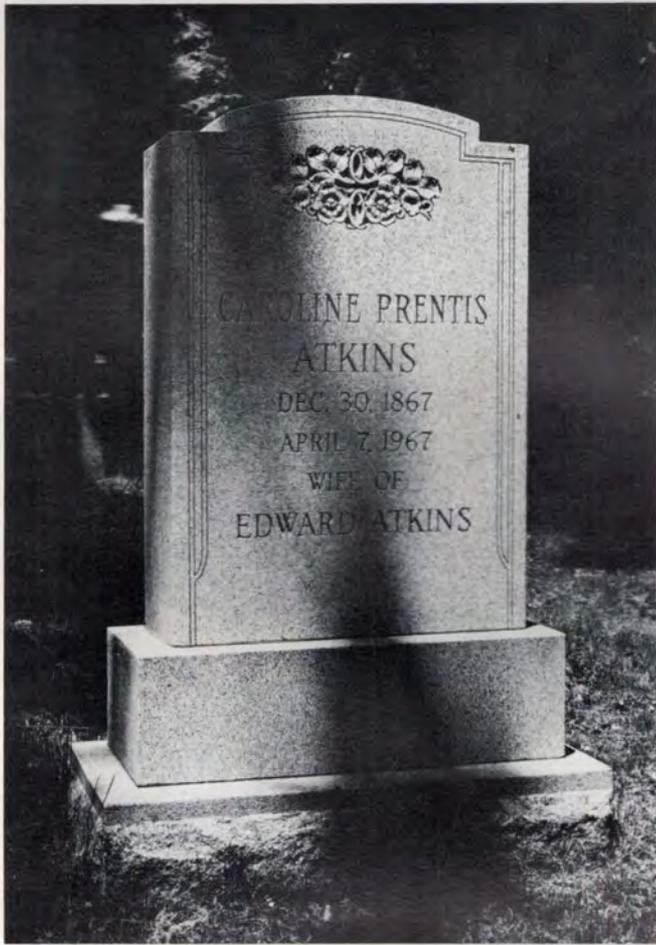


There are "hot spots" in your monument display. These are specific locations within the display which seem to attract customers and stimulate them to buy.

Study these "hot spots" and learn how to use them to your advantage.



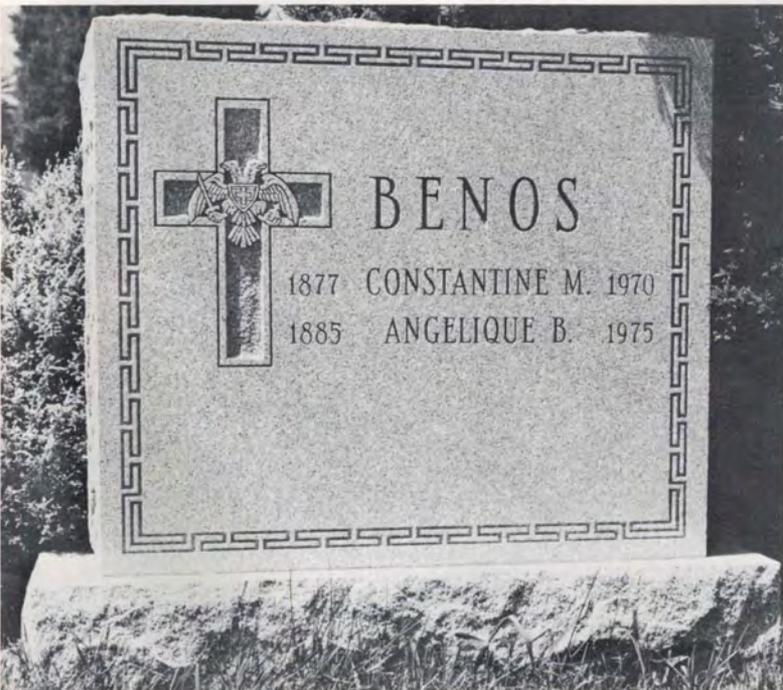
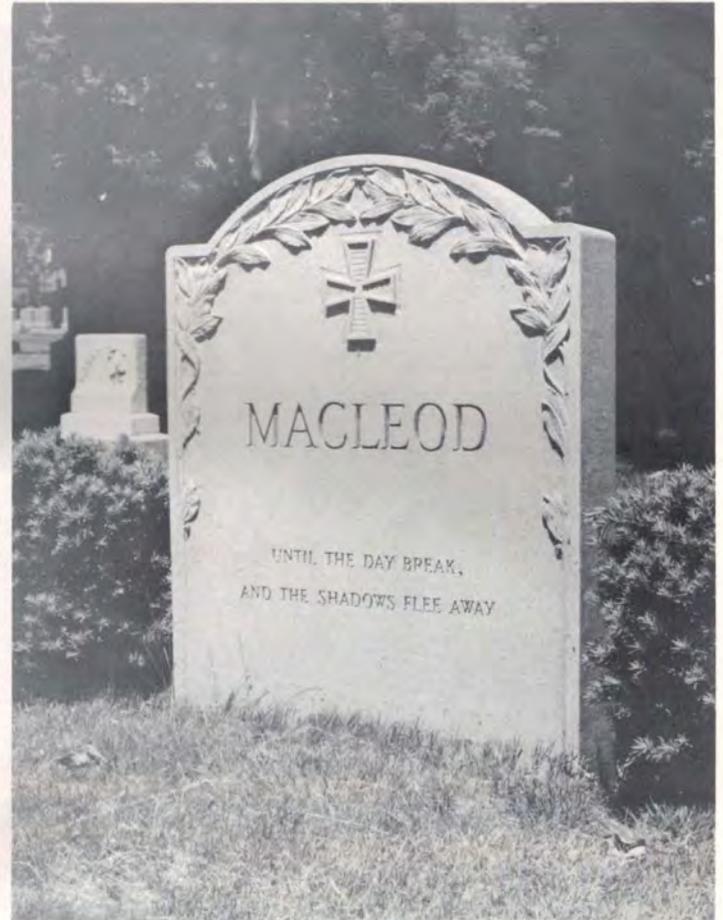
When a customer completes payment on a monument purchased from you, send a receipt with a short note of appreciation. This extra personal touch on your part will help sell more monuments later on.



Some retail monument dealers will find that investment in a display will provide a better return than investment in hiring and training a salesman. Other retail firms find just the opposite to be true. Examine your own operation and make the right decision. Perhaps it is a combination of better display and better salesmen. In other words, improve the quality of both, rather than the quantity.

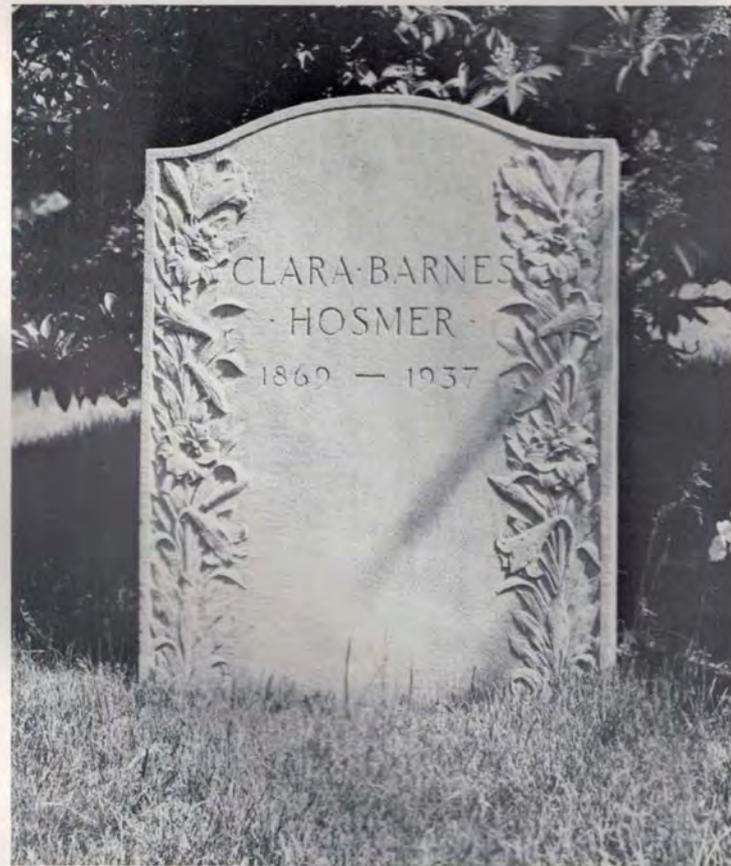
Why not try the purchase and display of one or more large monuments on a cooperative basis with other retailers?

Rotate the display, if it seems practical.



Some monument salesmen are more successful if they limit their calls to certain types of persons. Examine closings of your salesmen. See if you can detect strengths and weaknesses. Direct your salesmen to those groups that will give you the highest number of closings.

Using your own or your salesman picture in your advertising and promotion is usually an excellent way to improve your business image. This very often results in your customer recognizing you even though you have never met before.



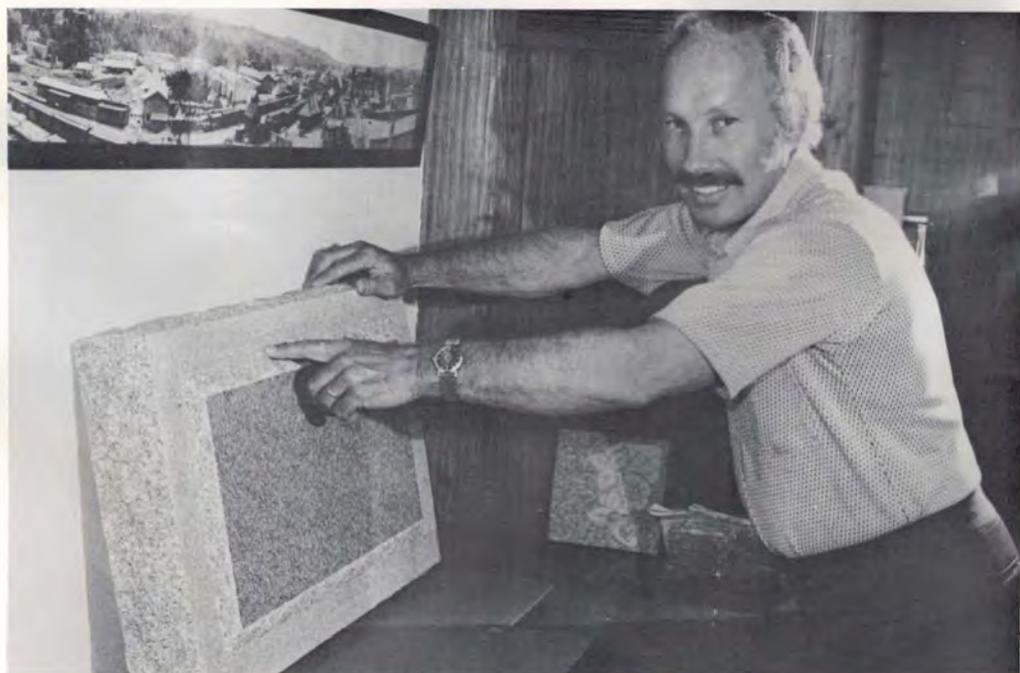
"I want something very plain" is a customer comment that can probably be interpreted as "I want something cheap."

METRO PLAQUE MARKER

The Metro Plaque Marker is being manufactured and sold by the Rouleau Granite Company.

Lucien Rouleau, President of that firm, states that the newly designed marker can be used in place of bronze on granite, avoiding attachments and vandalism worries.

It is available in a number of sizes and has created considerable interest among retailers.





The Editor Speaks Out!

Milton V. Lyndes, *General Manager BGA*

Blue-Gray Granite is the Most Popular Color For Memorials

Although there are many colors of stone used in the monumental field, blue-gray granite memorials are still the most popular of all the colors purchased by the public.

The marketing of black, pink, red, and variegated granite and marble monuments lends a pleasant and interesting variety to any display of finished memorials. However, blue-gray color is by far the most popular.

There is a practical reason why gray and blue-gray granites are the overwhelming first choice. First, it is a basic color that lends itself to a tremendous range of monumental themes and designs. Like that "basic dress" which most women have in their wardrobe, it always seems to be safe and right for most circumstances.

Another very practical advantage to the blue-gray color, is the ease of matching this color as the years go by. Today, matching markers can be purchased as easily as they could 20 years ago when the original Barre granite family memorial was made. It always looks "just right." We usually have little or no problem in matching Barre granite that has been set 25 and 50 years ago.

On the other hand, there seems to be more difficulty to match other colors over a period of even a few years. The source of supply of any monumental granite should be assured over a period of at least 25 years in order for you to color-match duplicate markers and monuments with any certainty.

Barre granite has been quarried and sold for over 100 years. Our famous blue-gray color is still the "basic color" in the memorial field for good reason. It has a "quality look." It continues to lead the parade of those colors most popular with retail monument dealers, cemeterians and the buying public.

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