

BARRE LIFE

Winter 1986

published by the Barre Granite Association, Barre, Vermont



BARRE
GUILD

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WINTER 1986

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BRENT BUTTURA IS NEW PRESIDENT OF THE BGA

At a recent meeting of the Board of Trustees of the Barre Granite Association Brent Buttura, President of Buttura & Sons, Inc. was elected to a one-year term as President of the Barre Granite Association.

Pictured here are six of the seven elected Trustees of the BGA. Front row (L-R) Milton V. Lyndes, Executive Vice President, President Brent Buttura, Robert Zider—Beck & Beck. Standing (L-R) Paul Savard—Thurber Granite Company, Ray Rouleau—Rouleau Granite Company, Charles Chatot—North Barre Granite Company and Kurt Swenson—Rock of Ages Corporation. Not present for the photograph was Nick Cetrangolo—Cetrangolo Finishing Works.

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

..... Treasurer

BOARD OF TRUSTEES

Brent Buttura, President

Buttura & Sons, Inc.

Raymond Rouleau

Rouleau Granite Co.

Nick Cetrangolo

Cetrangolo Finishing Works

Kurt Swenson

Rock of Ages Corp.

Robert Zider

Beck & Beck, Inc.

Paul Savard

Thurber Granite Co.

Charles Chatot

North Barre Granite Co.

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ABOUT OUR COVER

Norman Grearson, Vice President of Grearson & Lane Company, makes a final caliper check on a vase being turned on the firm's new lathe. Story on page 24 (photo by Hanson Carroll)

News *about* **BGA members**



TELEMARKETING AT COLOMBO GRANITE COMPANY

David Widmer is in charge of all phone sales at COLOMBO GRANITE COMPANY. He is no stranger to the Barre granite industry, with his nearly twenty years experience in sales and estimating. David's other responsibilities include calculations on wire sawing and polishing operations to determine production efficiency.

BARRE GRANITE ASSOCIATION TO SPONSOR MBNA PRAYER BREAKFAST

John Reaves, quarterback for the Orlando Renegades of the United States Football League, will be the featured speaker at the MBNA Prayer Breakfast, sponsored by the Barre Granite Association, at the annual MBNA convention in Orlando, Florida, Thursday, February 13, 1986.

Reaves has been a professional football player in the NFL and the USFL over the past twelve years. He is also the president of Reaves & Alexander, Inc., a real estate firm in Tampa, Florida.

Milton Lyndes, Executive Vice President of the BGA, said the Barre Granite Association is very pleased to sponsor the prayer breakfast, which has become a fixture at the annual MBNA conventions.

BGA TO SPONSOR SALES SEMINAR IN 1986

The Barre Granite Association will continue its national leadership role in providing educational opportunities for retail monument dealers with A SALES SEMINAR tentatively scheduled for mid-August, 1986.

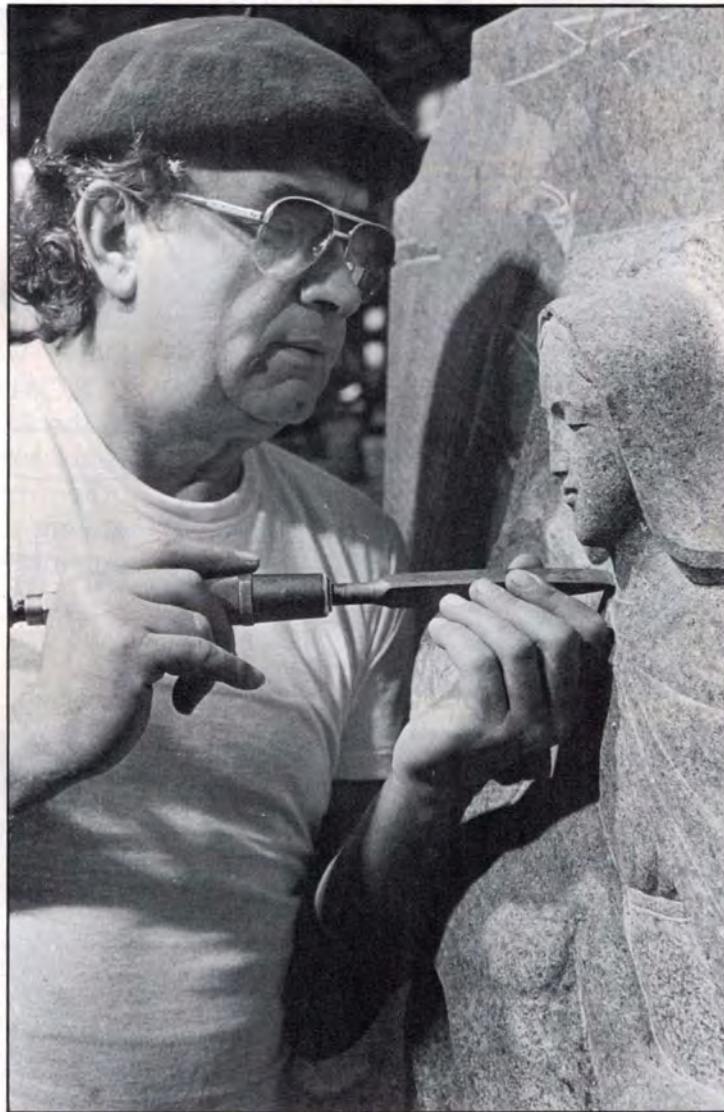
Milton V. Lyndes, Executive Vice President of the BGA, said, "Over a period of three years we have sponsored two seminars and an open house in Barre, and more than 500 retail monument dealers from all areas of the United States came here to take advantage of these education opportunities. We are planning a seminar devoted to SALES, this one oriented for the younger and newer retail monument dealer, to be held in August."

"We also will include important information about the death care industry which we think will be invaluable to the retail monument dealer," Lyndes said.

Details about this important SALES seminar will be sent to all monument retailers dealers.

A Polish Sculptor At Montpelier Granite Works

Augustyn Kurek learned how to sculpt in his native Poland where he first carved in wood. He also has worked in marble and clay. A native of Warsaw, "Gus," as he is called, is located at MONTPELIER GRANITE WORKS. He has previously worked in New York and New Jersey. Gus has been carving in granite for the past twenty-five years. "I like granite. It will last for centuries while marble is very soft."



Joe Mureta —Movie Star?

Not quite, but close. Actually the camera set up is to tape a television commercial with a local bank. Joe, President of Montpelier Granite Works, does business with the bank and was asked to participate in a commercial. Joe and the producer are discussing the script prior to the taping. Residuals? Joe's not saying.

Efficiency At Maurice Memorials

According to Leo Maurice, President of MAURICE MEMORIALS, Nancy Pelkey (seated), and Susan Plagge are very important to the efficient office operations of the BGA-member firm.

Nancy, who has been a book-keeper with the company for the past two years, is responsible for all of the firm's financial functions, plus production rate and rough stock analyses.

Susan is a secretary and responsible for the processing of orders, billing and quotations. She has been with MAURICE MEMORIALS for only six months, but her past six years of sales experience are expected to be an important asset to the company.



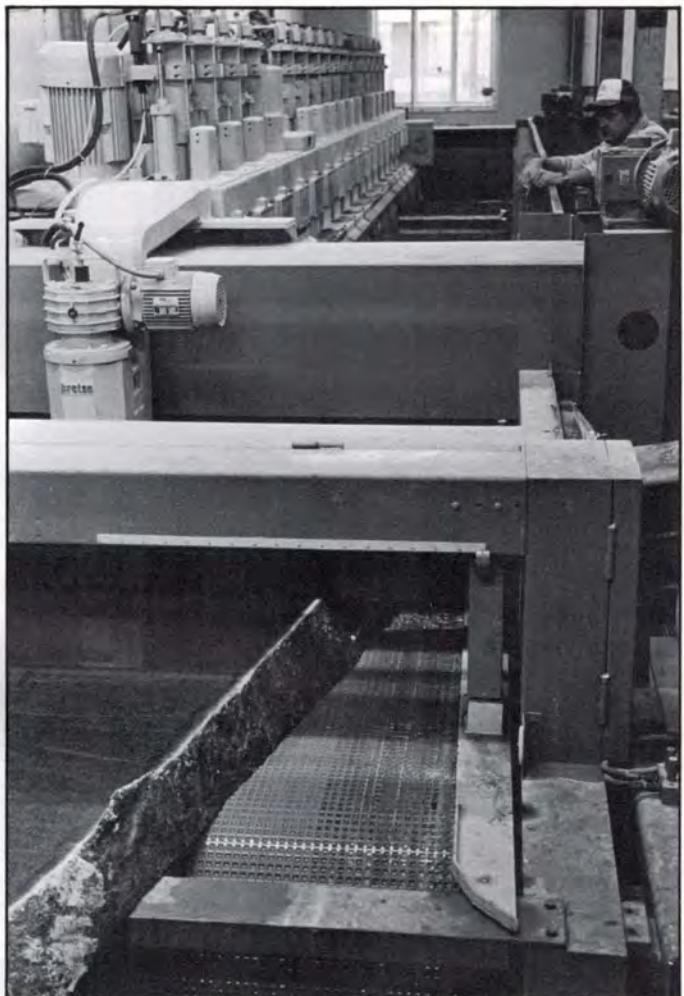
New Receptionist At S.L. Garand & Company

Christy Martin is the new receptionist at S.L. GARAND & COMPANY in Montpelier. Christy's responsibilities, based on her two and a half years' experience in the Barre granite industry, also include order entry, order processing, filing invoices and fullsizes and other secretarial duties. She has been with the BGA-member firm since March 1985.

STATE-OF-THE-ART POLISHING AT BECK & BECK

A Breton polisher has greatly increased polishing capacity at BECK & BECK, INC. This new polisher has replaced four old polishers and, according to Bob Hiltferty, Vice President, responsible for all plant operations, "it can produce 200 square feet of polished granite an hour compared to the 98 square feet an hour produced by the four old polishers combined!"

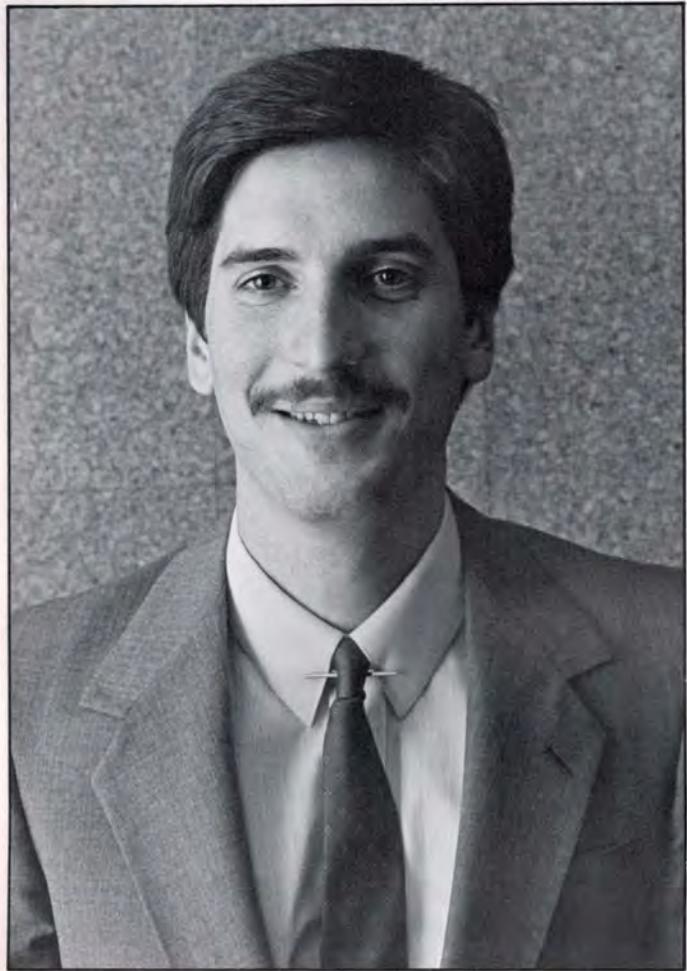
This new polishing machine can polish granite up to six feet, four inches wide and from one inch to one foot thick. It has eleven bricks in its grinding stage and four buffing bricks.



GOURLMET GRANITE

A recent New England Dairy/Deli show in Boston, Massachusetts featured several Vermont products including gourmet foods such as hams, cheeses, smoked turkey, pâté, fancy confectionaries, chutneys, jams and jellies and special maple products.

Another Vermont product, world-famous Barre granite, provided by ROCK OF AGES CORPORATION, complimented the display. Used as a counter top, Barre granite was "perfect for the job" said one display attendant. "We fixed many samples of various foods and the granite always wiped clean." The Vermont Department of Agriculture coordinated the promotion of the Vermont food products. Similar exhibits were set up in New York City and Atlanta, Georgia.



A NEW DISTRICT SALES MANAGER FOR ROCK OF AGES CORPORATION

George M. Karnedy, Vice President of Sales and Marketing for ROCK OF AGES CORPORATION has announced the appointment of Robert J. Campo to the position of District Sales Manager for the BGA-member firm. Karnedy said Campo will be responsible for the performance of sixty Authorized Rock of Ages Dealers in New England, New York and Northern Pennsylvania. Campo has been with ROCK OF AGES CORPORATION for six years, as an Engineer Technician in the company's Engineering Division.

MARKETING COORDINATOR NAMED AT ROCK OF AGES CORPORATION

Brian J. Zecchinelli has been named Marketing Coordinator at ROCK OF AGES CORPORATION. In this position Brian will furnish top management with marketing information, plans and programs for new and existing products and markets.

Born and raised in Barre, Brian is a product of the Barre school system. He received a B.A. degree in Economics from the University of Vermont in 1981 and a Master of Science degree in Marketing from the American University in Washington, D.C. in May 1985.



HOULE-GIUDICI GRANITE COMPANY

A BGA member with a purpose...

According to Frank Giudici, General Manager of Houle-Giudici Granite Company, "Our purpose is to produce beautiful family memorials and provide fast, efficient service for retail monument dealers. We strive to meet that goal every day."

Although the Houle-Giudici Granite Company has been using only Barre granite to manufacture memorials, Frank says the company has recently begun to use various colored granites. "We feel Barre granite is the best granite for memorialization, but we will supply colored granite memorials for those dealers who request them," he said.

Frank said the BGA-member firm takes pride in being what he calls a "full service" manufacturing firm. "We have every manufacturing procedure, from sawing slabs from rough stock, to dimensioning, to drafting and sandblast carving, to hand cutting, to finishing and shipping under our direct supervision and control."

"In other words," he said, "The buck stops here."



General Manager, Frank Giudici, (1) checks a quote with Jerry Barcomb, expeditor and salesman, on an incoming sales order. Frank says, "Our service has improved significantly since Jerry joined our firm."



Benoit "Ben" Beaudet (1), plant foreman, and Frank Giudici. "We believe frequent communication makes our production line highly efficient and reduces errors."



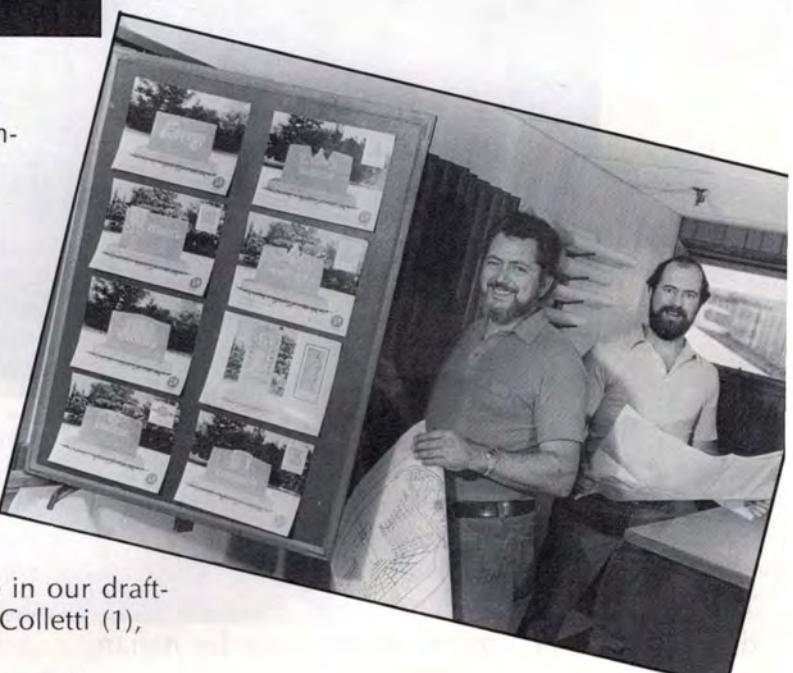
At the left is Rita Bassett, the first voice you hear when calling Houle-Giudici Granite Company. Next is Nelia "Nellie" Spinelli, who after 25 years with the firm, still keeps her hand in administrative matters. In the foreground is the company's bookkeeper, Larry Murphy.



Gene Houle, President of Houle-Giudici Granite Company, is flanked on the left by Roger Houle, corporate Secretary-Treasurer. Romeo Houle, company Vice President is on the right.

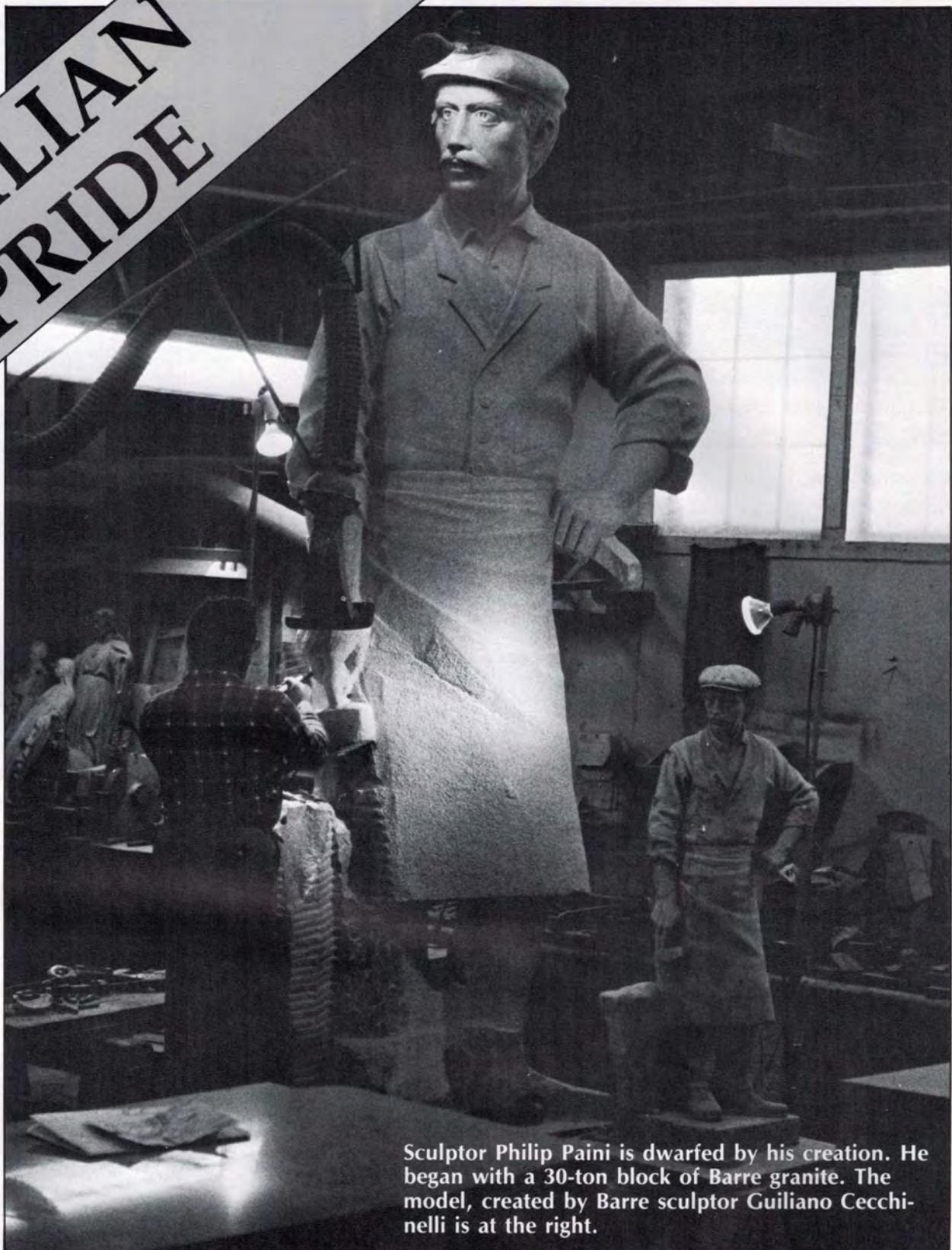


A parade of memorials await their turn in the sandblast carving line. "Alton Hull is our sandblast foreman. Close attention to every detail is mandatory at Houle-Giudici."



The very latest in designs are available in our drafting department staffed by Aldo "Yogi" Colletti (1), and Doug Morissette.

ITALIAN PRIDE

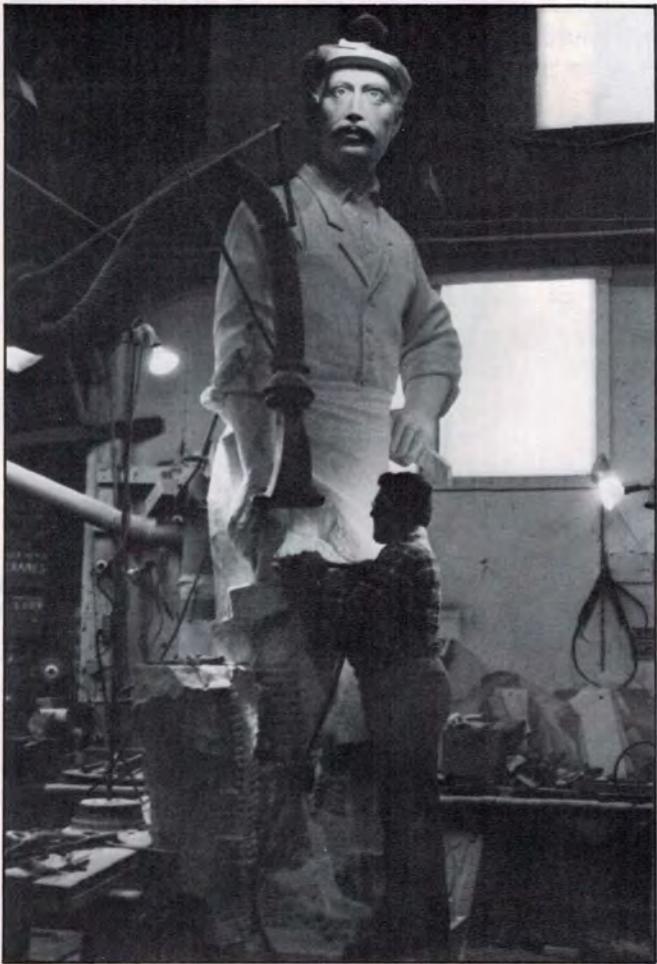


Sculptor Philip Paini is dwarfed by his creation. He began with a 30-ton block of Barre granite. The model, created by Barre sculptor Giuliano Cecchinnelli is at the right.

Three years ago, Barre City Clerk, Vico Masi called together some of his Italian friends to begin a project to create a public display of what he called, "Italian Pride."

The result is a twelve and a half foot statue dedicated to the contributions made by Italian

immigrants to the Barre granite industry. The statue will be erected in a small park in the area of Barre in which the Italian population settled and grew. Special granite benches, made by the students of the Barre Stone Trade School will be placed in the park.

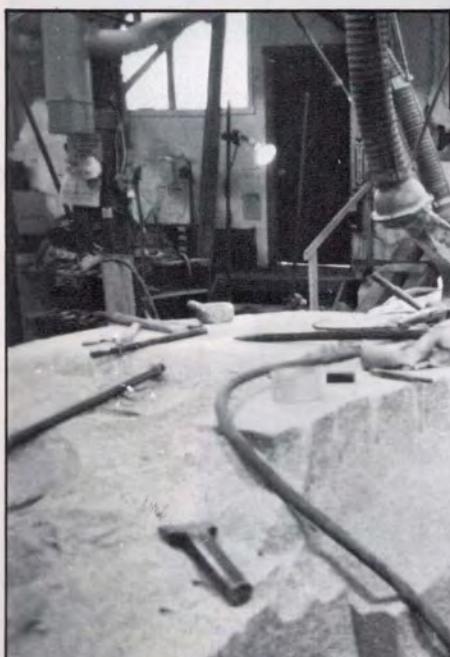


Paini is shown here carving the hammer in the hand of the Italian granite sculptor.

The statue was sculpted by Philip Paini at Chioldi Granite Company from a model created by another Barre sculptor, Giuliano Cecchinelli. The concept, created by Elmo Peduzzi, a Barre designer, was chosen from several entries in a local design competition.

The Spring issue of *Barre Life* will carry the full story about the completion, erection and dedication of the Italian-American statue.

The statue begins to take rough form under Paini's pneumatic drill.



Paini confers with John Mattson, President of Chioldi Granite Company, in the early stages of carving the statue.



Sculptor Paini is shown here relieving a chunk from the granite block.



With the model as a guide, Paini begins to create the rough form of the statue.



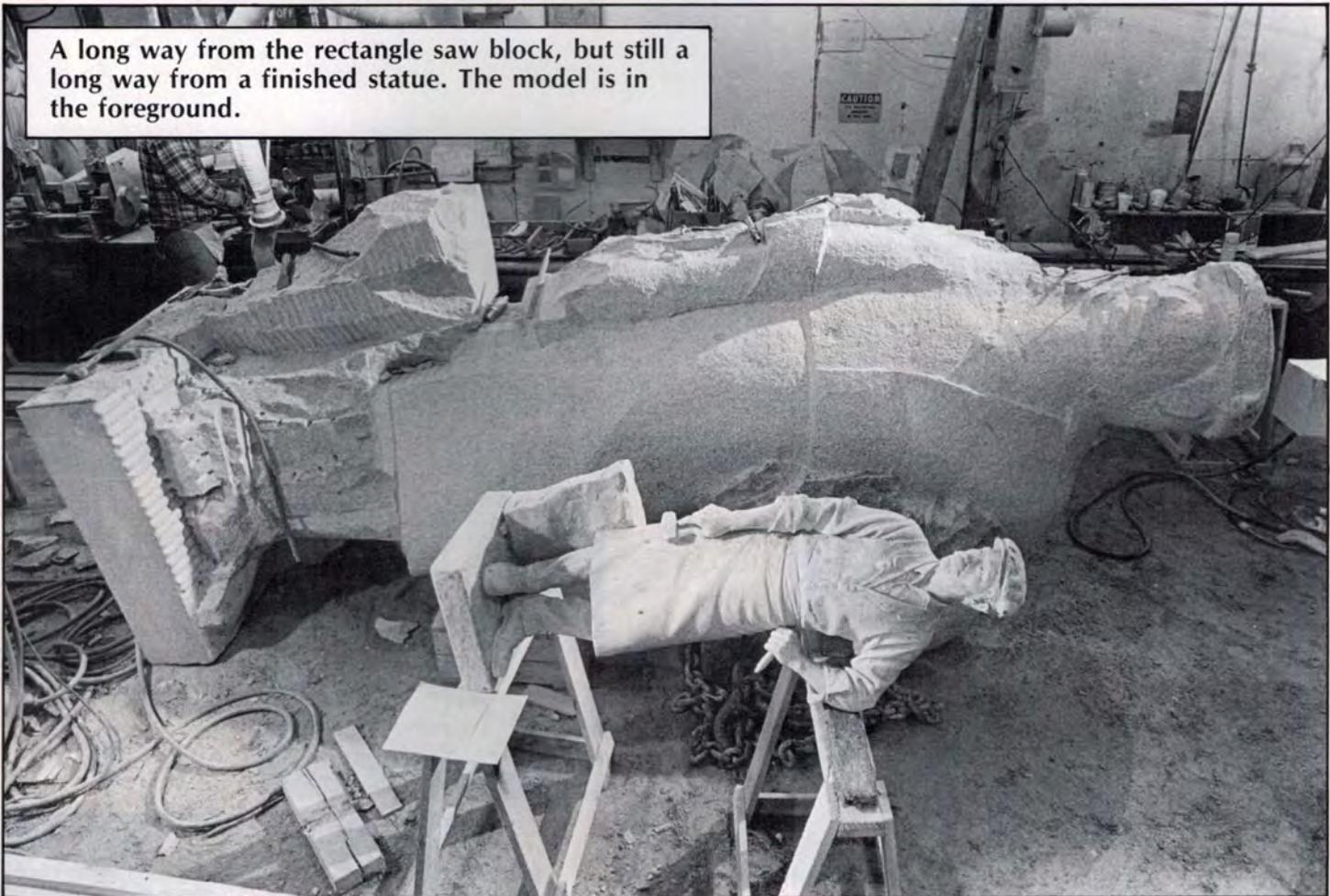
From the left, Pat Scoco, Herman Williams and Dean Griffith are axing the contour of the bench supports with pneumatic tools.



Jim Mattson is using the hand grinder to pencil-round the bench tops.

A big pneumatic drill helps Paini remove large chunks of granite from the saw block.

A long way from the rectangle saw block, but still a long way from a finished statue. The model is in the foreground.



Darrell Spera (1) and Dale Barnard are checking the "fit" of the bench tops to the supports as Don Jarvis handles the overhead crane.



Chris Sabens and Stone Trades School Instructor, Donald Giroux, check the bubble as they level the bench top in preparation for a diamond saw cut.



Dale Barnard (1) and Dennis Boeckman are removing a bench top from the shaping room where the top and ends were frosted.

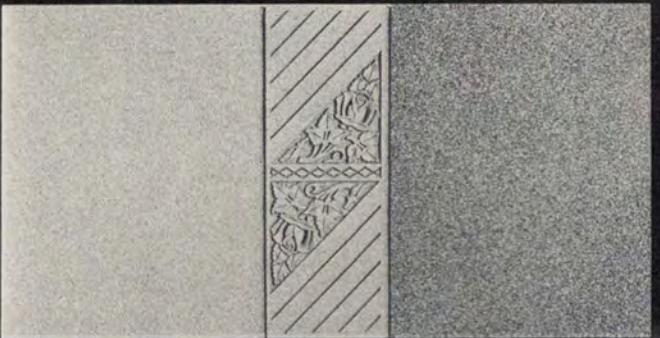
MEMORIAL DESIGNS

The Barre Granite Association sponsored the highly successful OPEN HOUSE-85 during the first 16 days of August last year. Nearly 350 people, representing more than 210 monument retail firms in the United States and Canada, visited Barre and the largest indoor monument display ever erected in a granite producing area. More than 70 monuments, of all shapes, sizes and colors were exhibited by the members of the Barre Granite Association.

We have received scores of requests and inquiries from monument retail dealers who attended the OPEN HOUSE (and many questions from dealers who were unable to attend) concerning the availability of photographs of the monuments that were on display. In order to accommodate the high level of retailer interest in the designs exhibited by the members of the BGA during OPEN HOUSE-85, we plan to feature these monuments in *Barre Life* magazine.

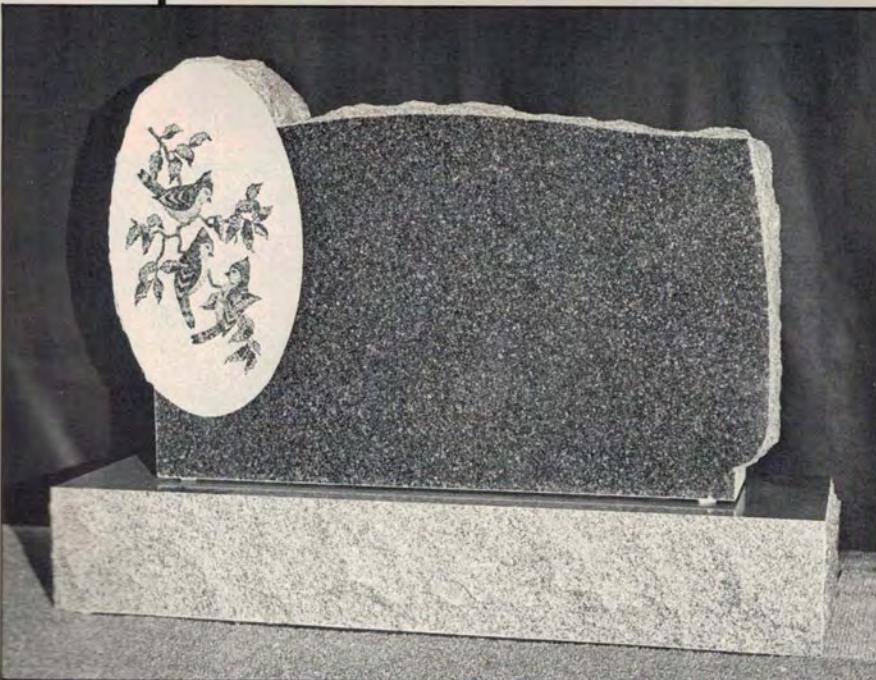
On the following pages are twenty-four designs, one from each BGA-member firm who exhibited at OPEN HOUSE-85. More designs will be displayed in subsequent issues.





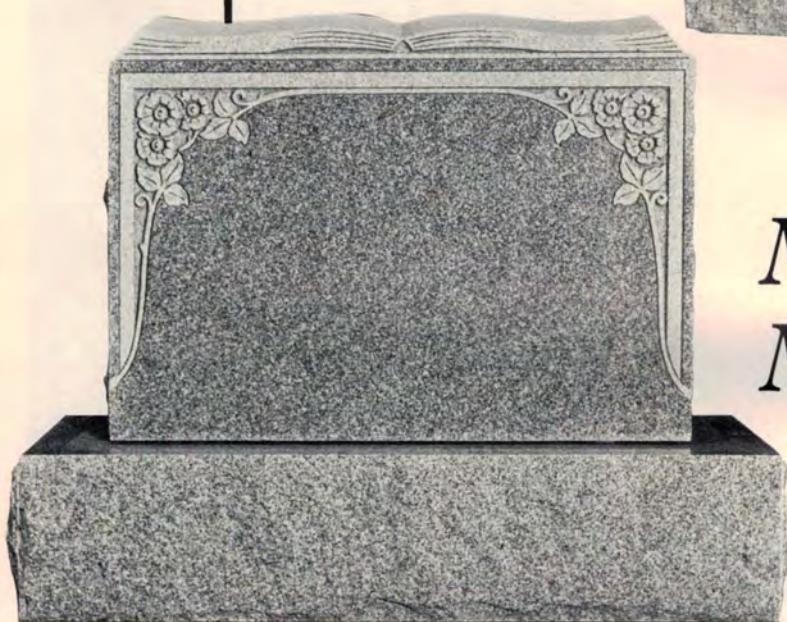
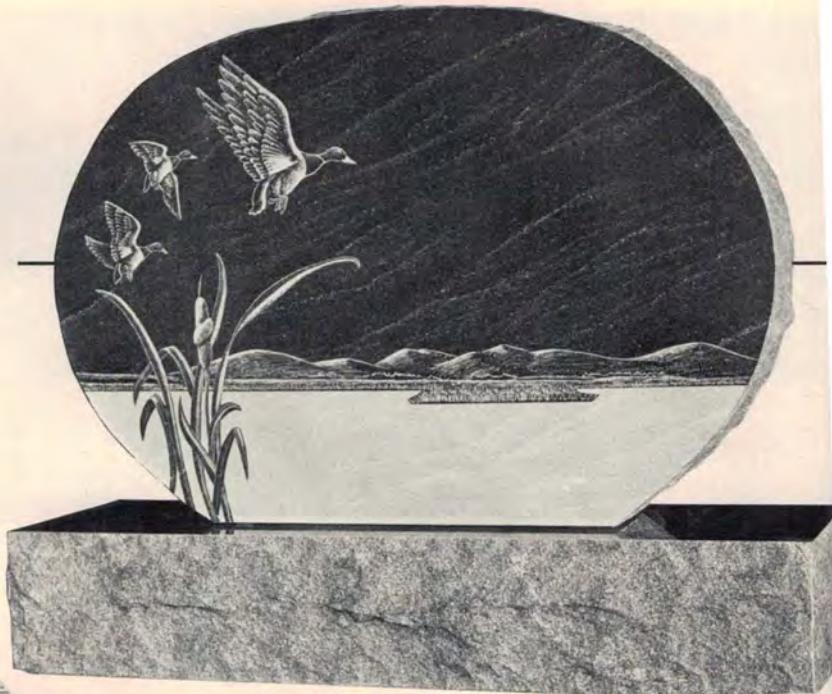
*Colombo Granite
Company*

*Peerless Granite
Company*



*Gearson &
Lane
Company*

*S.L. Garand
& Company*



*Maurice
Memorials, Inc.*

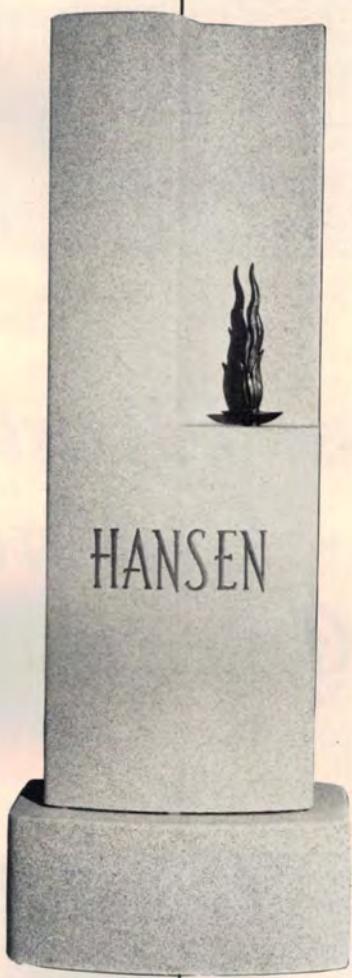
*C.R. Davidson
Company*





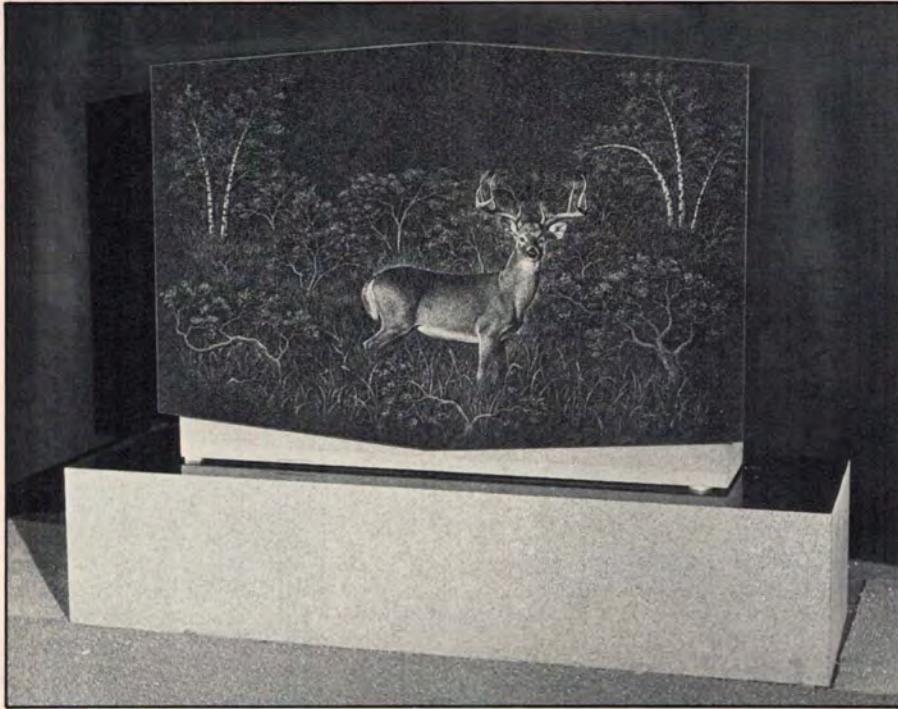
*Lawson
Granite
Company*

*Rock of Ages
Corporation*



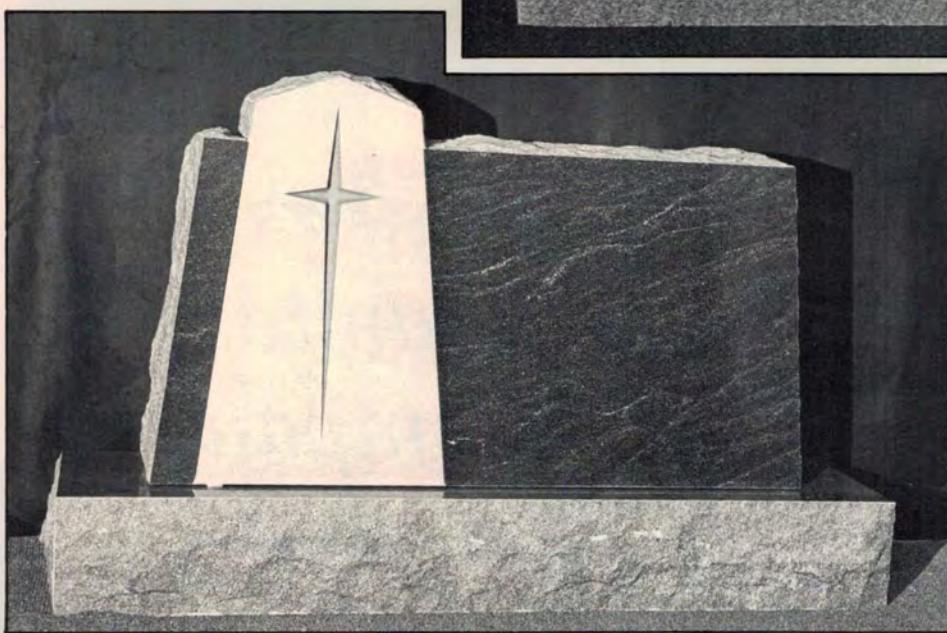
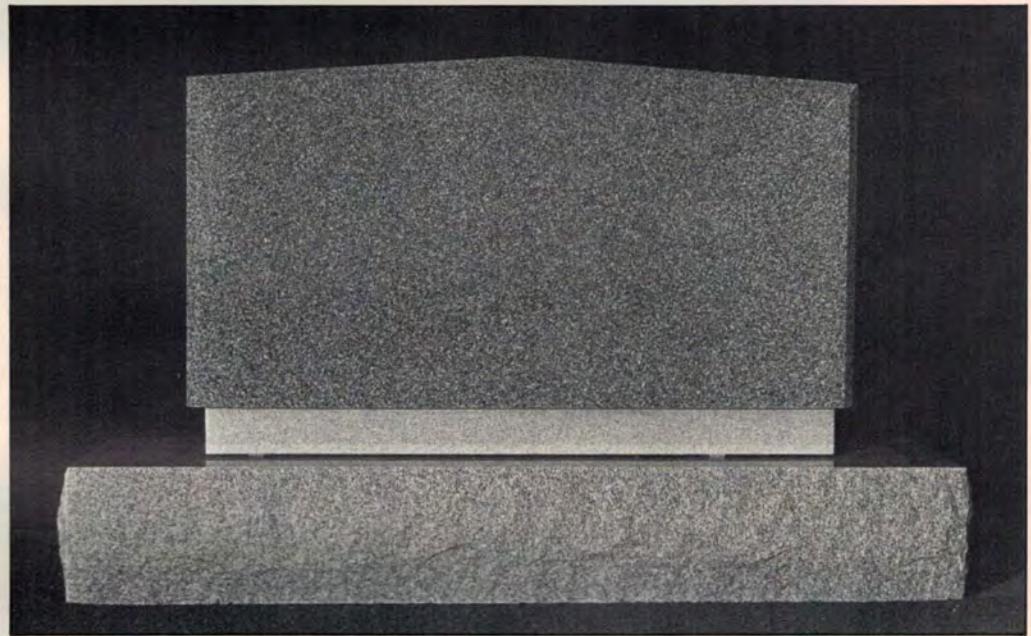
*Desilets
Granite
Company*





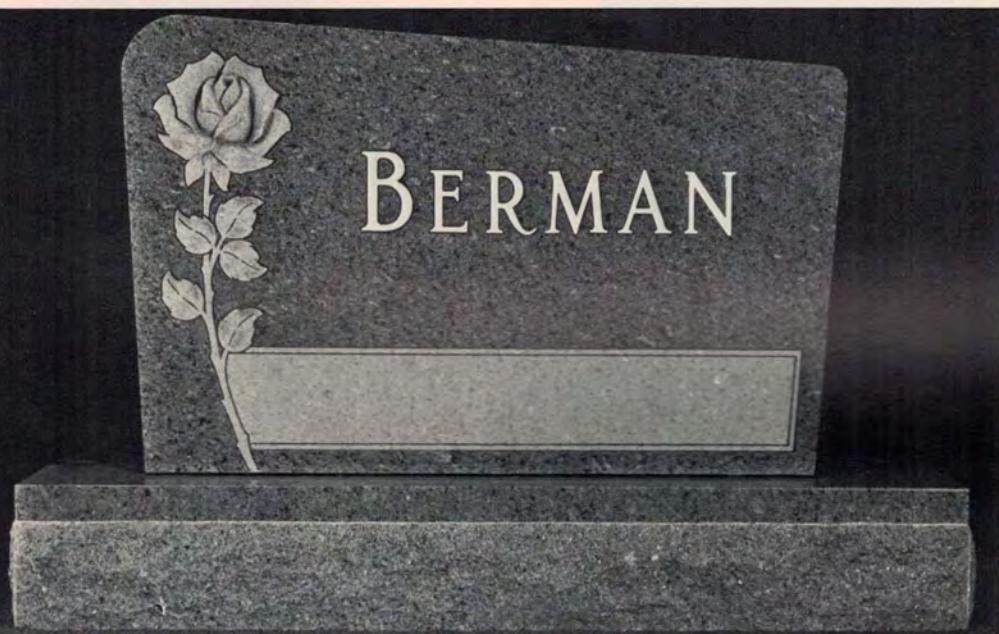
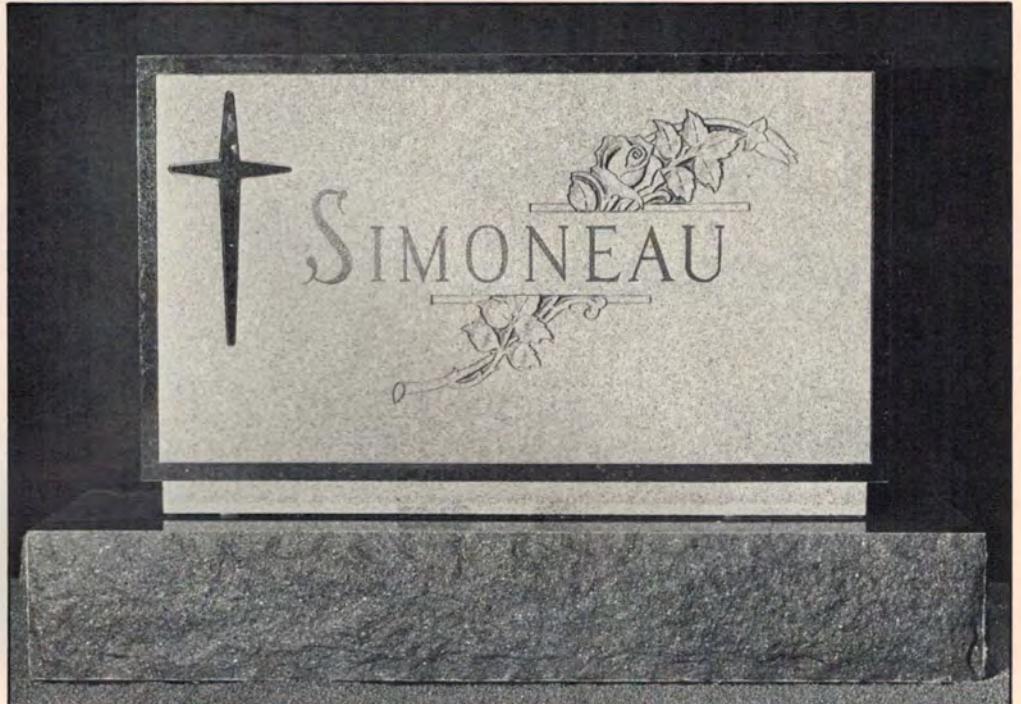
*North Barre
Granite
Company*

*Rivard
Granite
Company*



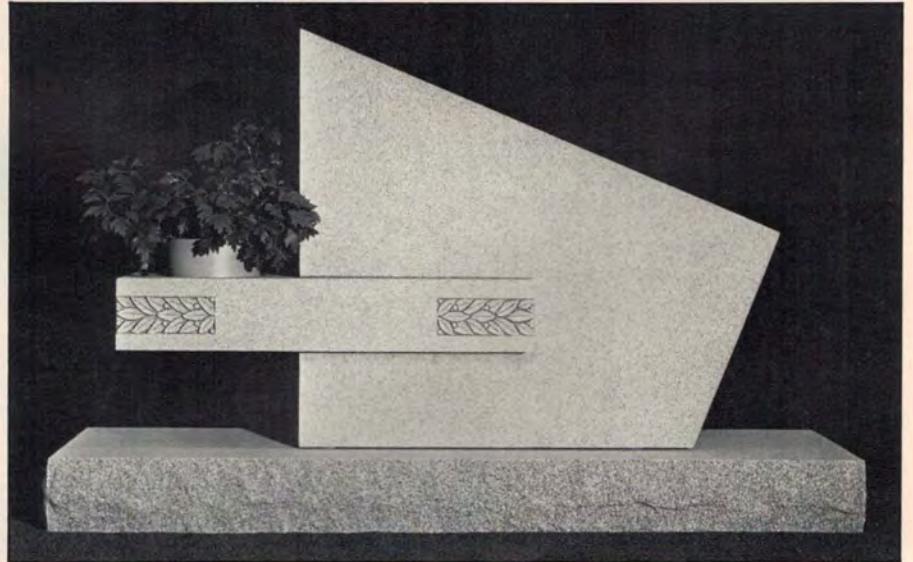
*Montpelier
Granite
Works*

*Nativi &
Son, Inc.*

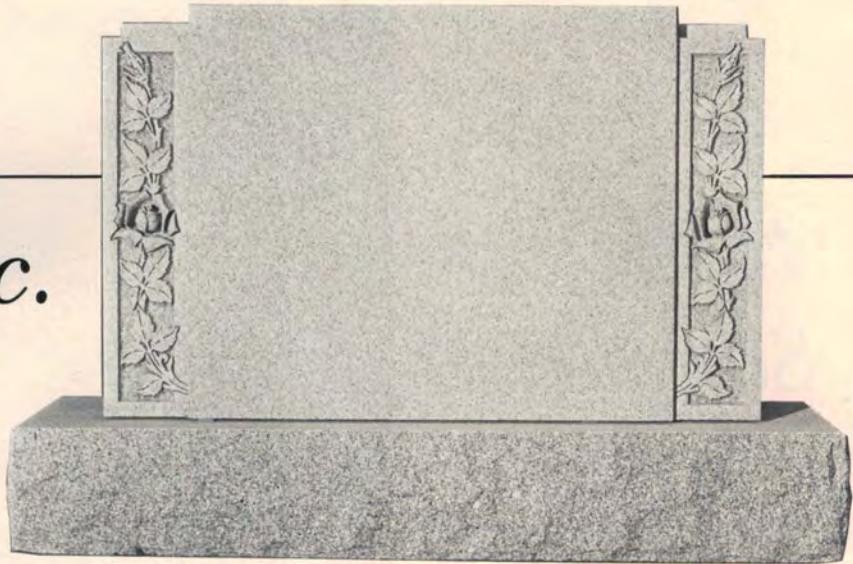


*Anderson-
Friberg
Company*

*Chioldi
Granite
Corporation*



Family —————
Memorials, Inc.



*Beck &
Beck, Inc.*

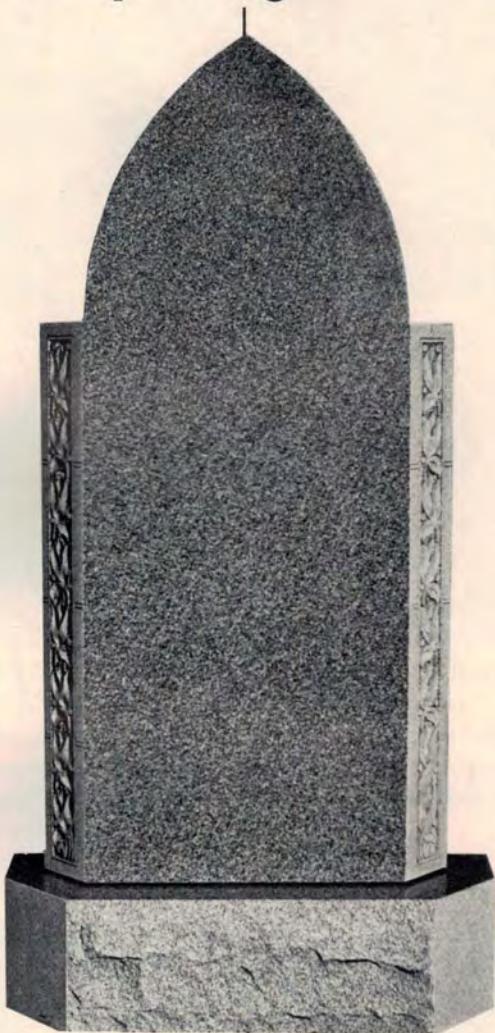
*Cetrangolo
Finishing Works*





*Rouleau
Granite
Company*

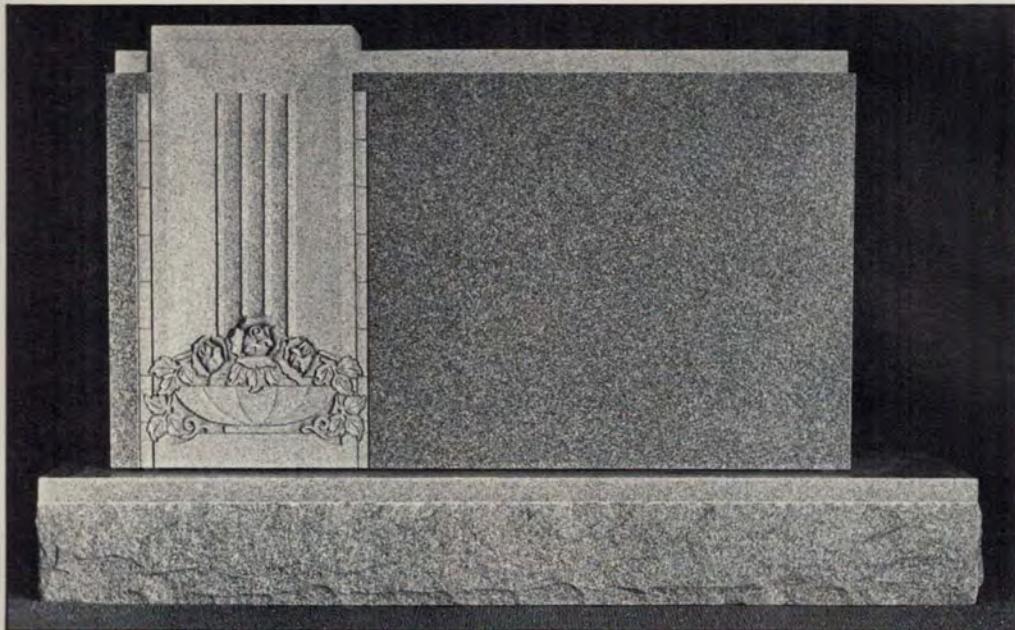
*Adams Granite
Company*



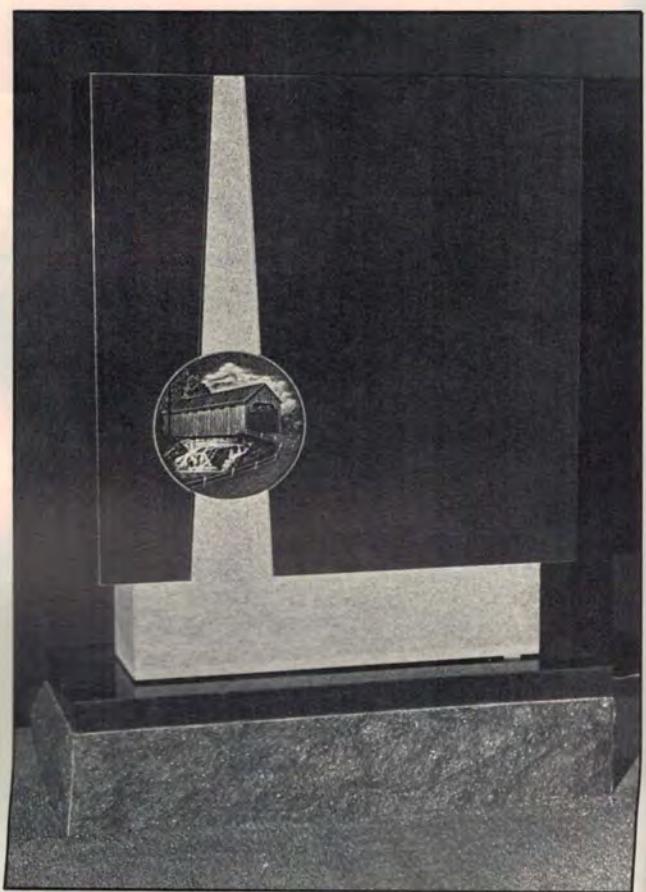
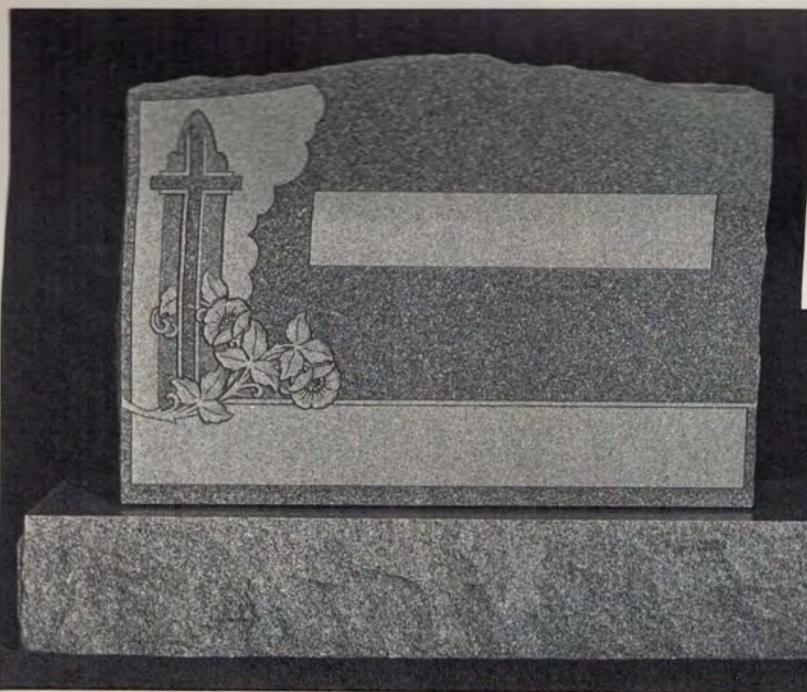
*Thurber
Granite
Company*



*Buttura &
Sons, Inc.*



*LaCross
Memorials, Inc.*



*HouleGiudici
Granite
Company*

North Barre Granite Company— *Producers of Beautiful Granite Memorials For 40 Years*

"We started with an old building shell, a broken down crane and a compressor that didn't work either," reminisced Jules Chatot, founder of the BGA member firm. "We put in two polishing machines, fixed up the sandblast area, and went out looking for business. We had two basic rules: First, don't overcharge for your product and second, always treat your dealers fairly."

Production methods at North Barre Granite Company have changed over the past four decades and while the direction of the company is now in the hands of cousins Charles and Judee Chatot, the original rules remain firmly in place.

"Our production capacity has steadily increased over the years," says Charles Chatot, "and today we have some of the finest state-of-the-art machinery on line. We have a two-headed polisher, made in Germany, that has just about doubled our polishing production. And, we have upgraded our sawing with the installation of industrial diamond saws." Charles was very instrumental in the recent production line conversion to modern manufacturing equipment.

"Our relationships with our customers are as strong today as they were when my dad first started looking around for business," Judee noted. "We still adhere to the rules he established forty years ago because they are good rules. North Barre Granite Company has produced only the finest in granite monuments over the years and we fully intend to continue that fine tradition."

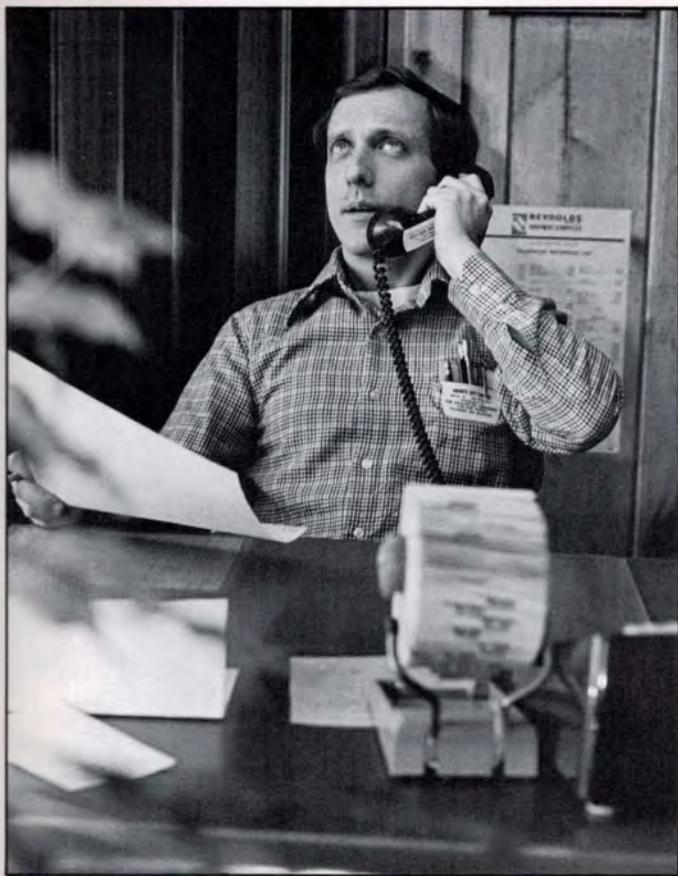
Forty years gives any manufacturing company time to establish a reputation for itself. Because of strict adherence to two rules laid down when the firm was created, and because of a strong belief in producing only the highest quality granite memorials, North Barre Granite Company has created a reputation as being a good company to do business with.



Jules Chatot, on the right, founder of North Barre Granite Company, retired three years ago. His nephew, Charles, succeeded Jules as President of the BGA-member firm. Charles started as an apprentice more than 25 years ago, and has learned every phase of the manufacturing process.



Judee has been with the company since 1976. Her first responsibility was rubbing letters in the drafting department. She is now responsible for the overall administration of the company.



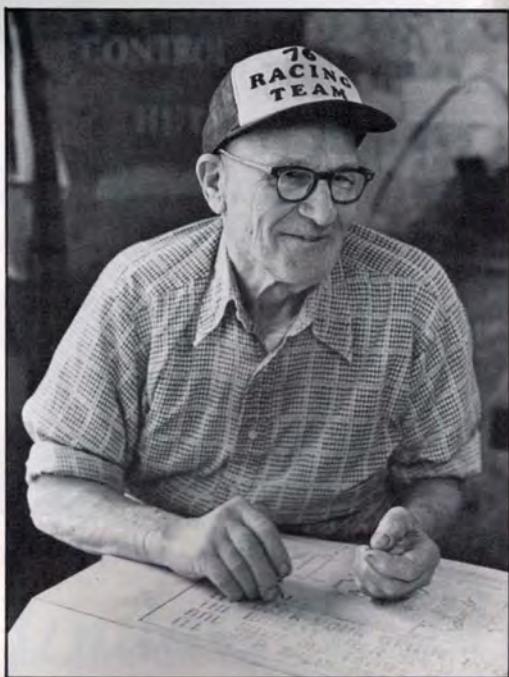
Michael Ornitz started as a draftsman with North Barre Granite Company in 1973. He became an estimator in 1977. His expertise now extends to expediting & sales.



Dennis Kovalesky heads the sales department. Here he is checking the price book with North Barre Granite Company President, Charles Chatot.



The drafting department features (l-r) Pam Lavanway, Colleen Joeckel, Jody Moran, Robert Barberi and Jim Broggini.

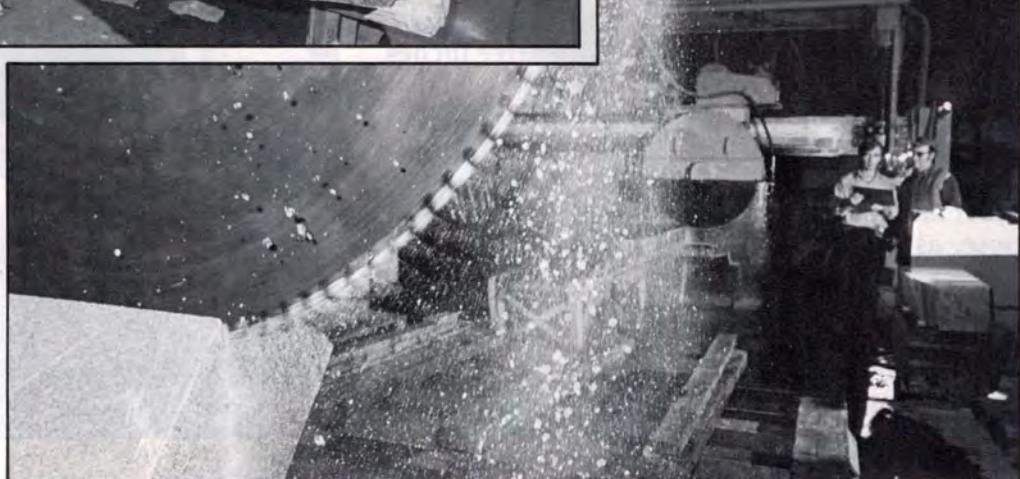


One of the oldest people still working in the Barre granite industry is 81-year old Constantino Genine, who emigrated from Switzerland in 1928.

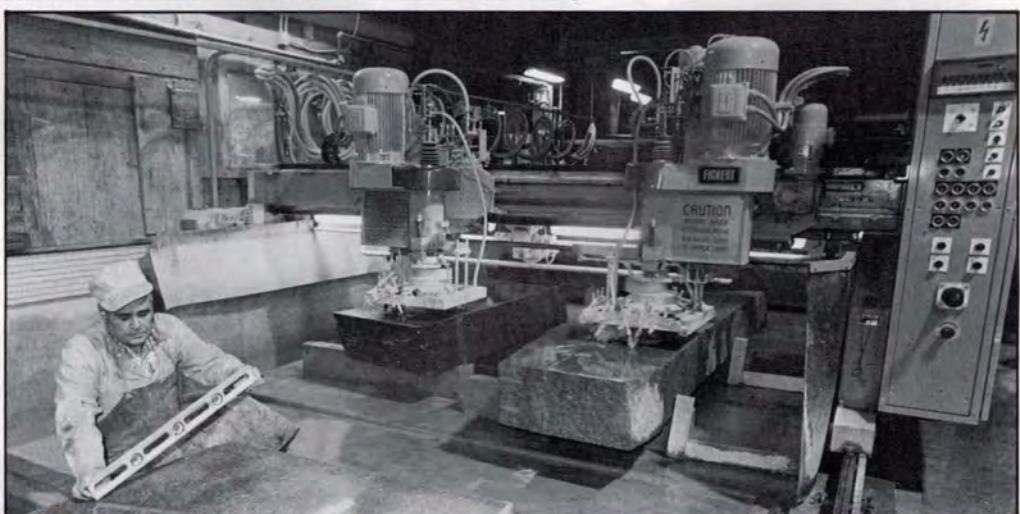


Diamond saws have enhanced production at North Barre Granite Company. In the background is David Hedding, on the left, Foreman in the plant, checking operations with Stanley George, saw operator.

Left to right on the bankers are: Wade Johnson, Michael Hedding, Roy Buswell and Mark Bussiere.



Cutting and pulling stencil are, left to right: Wilfred Bell, Matt Peake, Darlene Chatot and Tim Hedding.



The new double-headed polisher has vastly increased production at North Barre Granite Company.

Henry Hebert readies another slab for polishing.

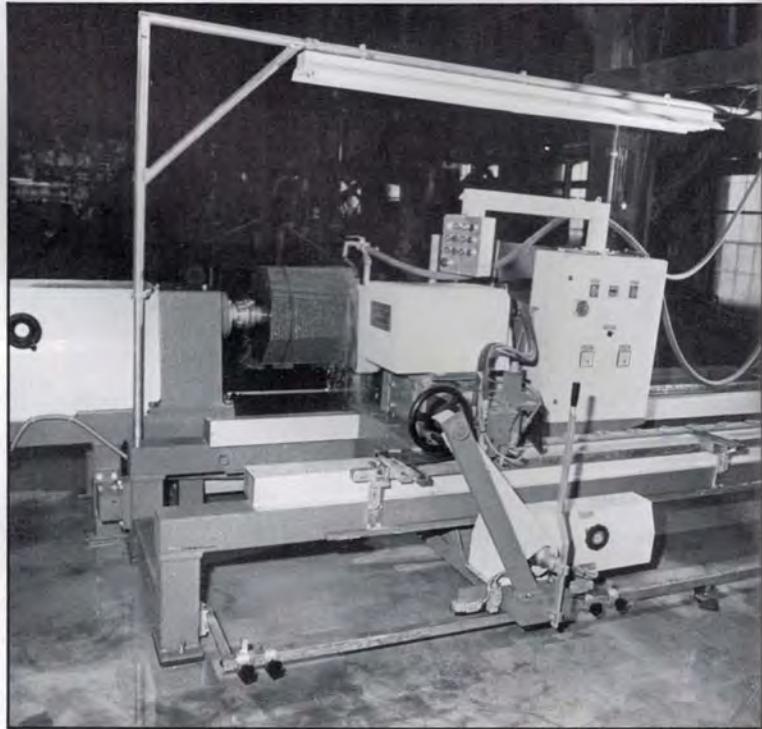
MEMBER NEWS CONTINUED

Turn, Turn, Turn

A new European hydraulic lathe is presently on line at GREARSON & LANE COMPANY, the leading monumental turning works firm in the United States.

Capable of cutting production time in half, the new lathe can accommodate a piece of granite ten feet, eight inches long and thirty-three inches in diameter. It has two wheels – an industrial diamond cutting wheel and a diamond tipped grinding wheel. The new lathe also can be used to apply various finishes to the turned work, however, other lathes in the plant will be used for that purpose, as well as a back up to the new machine.

GREARSON & LANE COMPANY has the capability to produce a wide variety of memorial and industrial turned work in all sizes. Its expertise is well-known in the Barre granite industry.



A VETERAN'S MEMORIAL FROM BECK & BECK

This special Veterans' Memorial was manufactured by BECK & BECK, INC., for Patten Monument Company in Warsaw, Indiana. Produced in Guardian Light Barre granite, this seven piece, all steelied memorial is sixteen and a half feet long and more than nine feet tall. Veterans who served in six armed conflicts are honored by this memorial.



A GRANITE BUBBLER

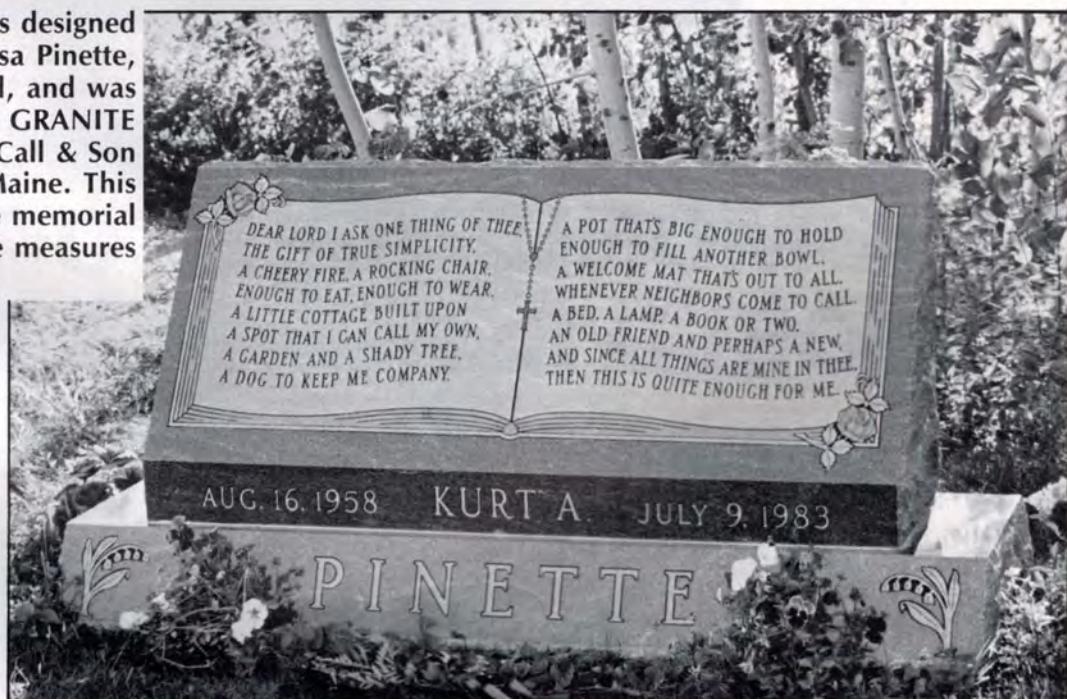
This water bubbler is just one of the many and varied uses of granite products made in Barre. Manufactured at COLOMBO GRANITE COMPANY, the bubbler is three feet tall and the bowl is sixteen inches in diameter. Bob Colombo, President of the BGA-member firm, said it was fun to do.

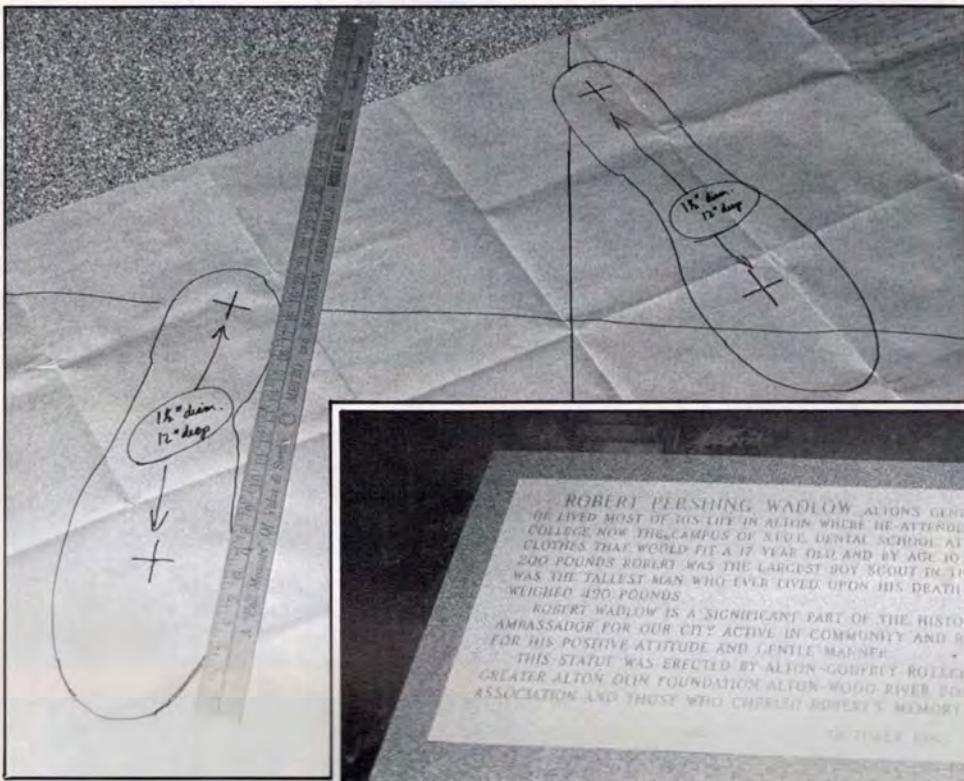
"It was something different," he said. "It was a challenge. After we made the drain through the pedestal and bottom base and put the copper pipe in place, we hooked it up to make sure it worked the way it is supposed to without leaking." The bubbler was placed in an outdoor setting at a private club in Massachusetts.



A NEW MEMORIAL FROM LAWSON GRANITE COMPANY

The Pinette memorial was designed with suggestions from Lisa Pinette, sister of the deceased, and was manufactured by LAWSON GRANITE COMPANY for E.D. Call & Son Memorials of Pittsfield, Maine. This custom designed slant style memorial in Gem Mist granite measures 4-6 x 1-2 x 2-0.





A MONUMENT TO THE WORLD'S TALLEST MAN

A special monument is being prepared to mark the life of Robert Pershing Wadlow, of Alton, Illinois, who died at the age of 22. ROULEAU GRANITE COMPANY has produced several granite pieces for Alton Memorial Sales in Alton, Illinois, to be incorporated into the memorial. These include a granite base for a statue, fourteen, 6-foot granite benches, two, 4-foot granite benches.

This is the custom base for the life-sized statue. Notice in the inset photo, the feet measure more than twenty inches in length. The other inset photo shows the inscription tablet.

JEWISH MEMORIALIZATION

(Ed. note: The first of our two-part special feature on Jewish memorialization appeared in the Summer, 1985, issue of *Barre Life* magazine. We discussed symbols used in Jewish memorialization. In this concluding installment, we look at some of the customs associated with Jewish memorialization.)

Most Jewish monuments are erected about a year after burial. The origin of this custom has its roots in several sources. Survivors of a death in the family may not be emotionally able to handle the stress of visiting a burial site. After twelve months, grief has time to subside and the family may be better able to deal with a grave-side visit.

The "Kaddish," the prayer of remembrance, is recited every day for twelve months after a death. The belief that the memory of the deceased will always be present, as during the recital of the Kaddish, is enhanced with the erection of a monument after the recital ends, one year after the funeral.

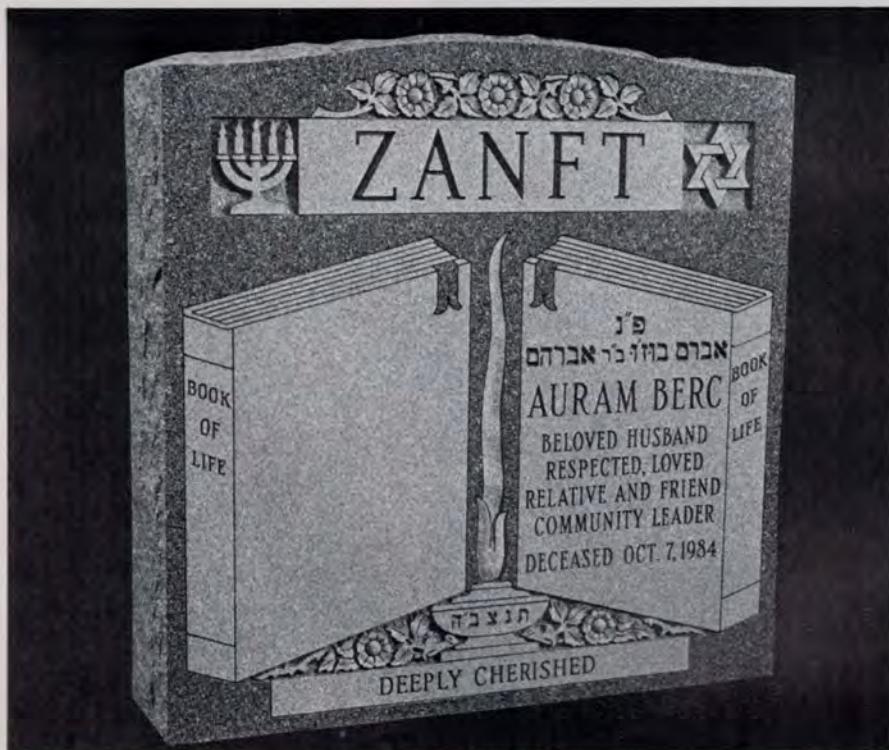
Of course, there are deviations and exceptions to this custom depending on religious practices within Judaism.

Jewish monuments sometimes bear the name of the deceased in Hebrew followed by the father's name, also in Hebrew, while the mother's name is omitted.

In biblical times, surnames did not exist and men were known, for example, as "Isaac, the son of Abraham." No mention was made of Sarah, the wife of Abraham.

Polygamy was an accepted practice. Abram (so named before God's covenant) took Hagar as his wife (with Sarah's approval) and Ishmael, his son by Hagar, became known as "Ishmael, son of Abraham."

It was also a custom from the earliest days and far into the Middle Ages to address a man, or engrave a man's name on his monument, for example, as "Abou ben Adhem," meaning "Abou, son of Adhem." It has been said that to reverse the custom, and use the mother's name instead of the father's, is to imply the absence of a father and suggest illegitimacy. In situations of illegitimacy, the father's name, even if known, is omitted from the monument and the deceased is identified by his name followed by the words, "son of Israel" or "son of Abraham," using the name of the Jewish nation.



A Jewish monument featuring the covers of the Books of Life as the inscription panels. The Eternal Light was placed between the Books of Life. The Menorah and the Star of David are at either side of the family name.

The custom of placing a pebble on a headstone during a visit to a cemetery is as old as man's first efforts to mark the site of burial with a heap of stones; first, so the remains would be honored by the living, and not desecrated with purposeful or accidental excavation and secondly to discourage disturbance by wild beasts.

It became a mark of respect and consideration to place a rock on an existing mound of boulders. As times changed through the centuries and monuments occurred more frequently, upright tablets and grave covering ledgers took the place of piles of rocks, but the custom prevailed. A numerous collection of pebbles was a sign of many visitations to a grave, indicating esteem and regard for the deceased.

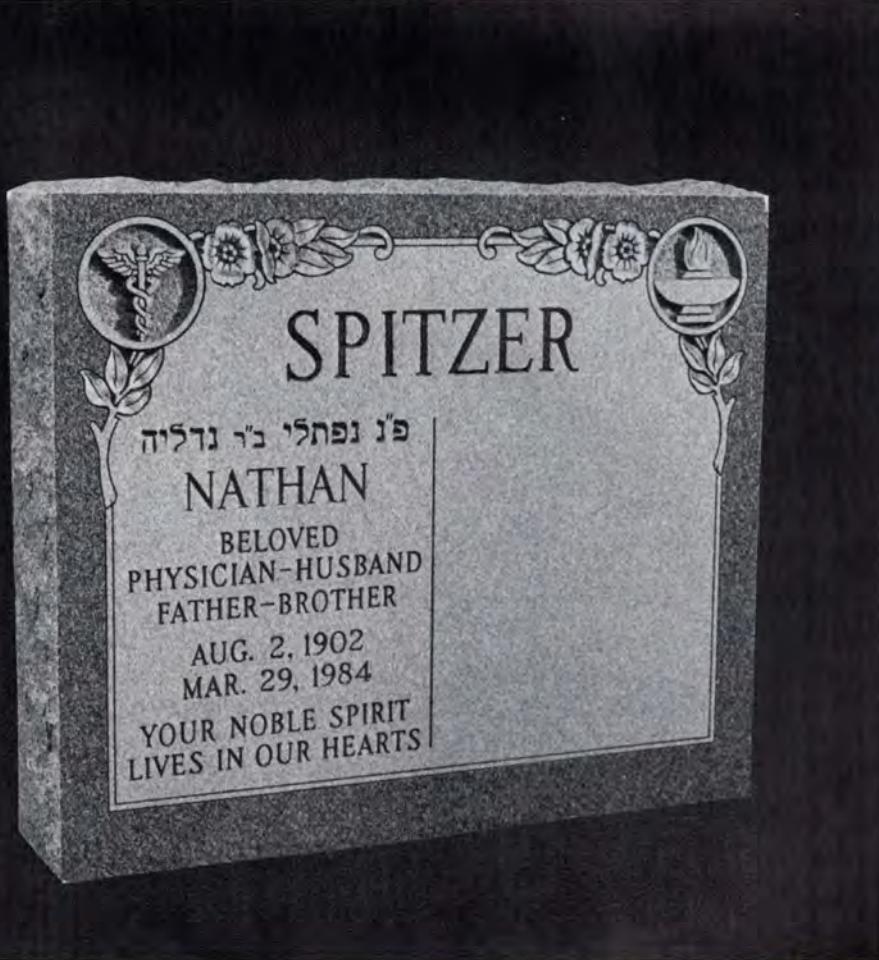
The significance of an unveiling cloth over a monument is of recent origin. During the early years, when monuments were a pile of rocks, or a crude tablet of soft stone, the erection of a memorial was done in a village cemetery by the nearest kin to the deceased.

As the creation of memorials became a specialized trade, the tribute of a memorial became an

event to be viewed simultaneously by family and friends. The covered monument, until the dedication, enhanced the importance of its exposure to everyone. The exposure of a finished memorial before it is unveiled and viewed by the family diminishes the feeling of pride and satisfaction for them. The family created the eulogy and helped with the design of the memorial and deserves the right of exclusivity and privacy to view the monument first.

(Ed. note: All of the information in this article was gathered by Oscar Raiken from numerous sources and published in his pamphlet, *Jewish Commemorative Customs and Monuments*.

"There are always several answers to the same question," Mr. Raiken said. "I have tried to use my best judgment based on more than fifty years experience in the Jewish monument trade." Your Barre friends are not experts on Jewish memorial customs, and we are very grateful to Mr. Raiken for his assistance and his permission to quote from his publication. Should you have comments regarding Jewish memorialization customs, we would be pleased to share them with the many readers of *Barre Life..*)



This frosted face memorial features the Caduceus, the symbol of medicine, on the left, and the Eternal Light on the right.

CEMETERY DESIGNS AND LANDSCAPING

This is the second of a three-part interview with Donald G. Ward, President of Grever & Ward, a nationally known landscape architecture and landscaping firm. In the previous installment (Summer, 1985), Mr. Ward talked about landscape architects; differences between a master plan and a section plan; and the number of graves in an acre of land.

We begin this installment by asking how cemetery design influences maintenance costs:

Don: "Modern cemetery design permits large mechanical equipment to operate freely and economically. For example, where it once required three or four machines to cover ten acres of land, a modern mower can care for the same space in a single day.

"And, there have been efforts to organize trees, shrubs and monuments into compact units, with at least 20 feet of lawn between the units. This means existing monuments will not be threatened with damage while a grave is being dug nearby. Arranging monuments at right angles to

the roads, instead of the parallel, barrier-style rows, allows direct access into all areas of a section and enhances economical cemetery maintenance and operation."

BGA: "What Is The Cost Of Modern Section Design?"

Don: "The average cost of designing and drafting a new cemetery section plan costs about \$1.60 per grave. Costs can range from \$1.50 to \$2.50 depending on the size of the area. If there are two acres of land without many problems, we can plan at a lower rate. Smaller areas with problems are more expensive to plan.

"We prepare the plans at whatever scale the client chooses and show all the details, dimensions, monument locations, grave divisions, numbering; anything that is necessary for layout, day-to-day reference and sales. It is a very workable plan. We even show the planting concepts and locations. All this information is in the plan for a cost of less than one-half of one percent of the grave space.



"Instead of contending with barrier-style rows of monuments, access from roads is direct into all areas of a section with this modular design."

BGA: "What Is The Cost For Landscaping?"

Don: "The cost for landscaping one of these new sections averages around \$10 to \$12 per grave, including the landscape design. The cost depends on the type and quality of plants used and how the job is done. If it is contracted out, it may be more expensive, but it also may be done more professionally. The value of grave space is increased through the use of landscaping. You can recover the cost of landscaping because the public will pay more for grave space in an attractive environment.

BGA: "How Do Small Cemeteries Pay For This Type Of Planning?"

Don: "Every cemetery should have a lot or grave pricing schedule designed to support the management and sales of the cemetery property, the replenishment of the land resource and the improvements necessary to convert raw land into a salable product.

"Larger cemeteries generally manage to do this with full-time people with specialized skills. However, the total range of skills, including money management, may not be available to smaller cemeteries.

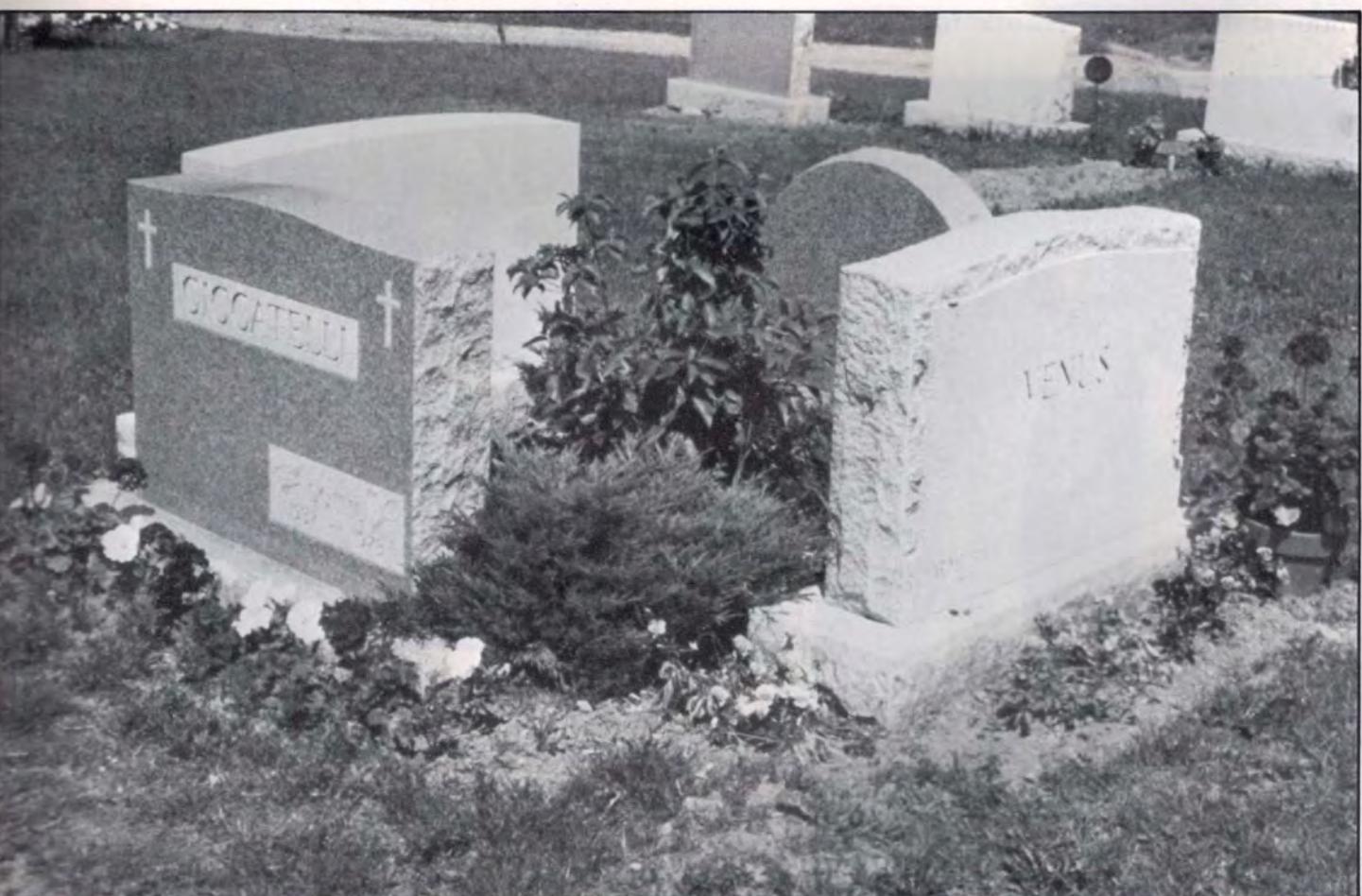
"An unfortunate method of handling grave pricing is the 'general consensus' method—canvass the countryside to find out what others are charging for burial space and cemetery services. Instead, cemeteries, like any other supplier of services and products, should review their costs and project expenses in order to fix a realistic price for their lots or grave spaces.

"One of the reasons the Barre Granite Association started its Cemetery Assistance Program was to educate small cemeteries and to assist them to develop better layouts, which in turn leads to more efficient and economical operations."

(The third installment will speak to the influence of cremation on cemetery designs; the impact of cemetery usage over the past two decades on cemetery design and the future for cemeteries.)

"If the landscaping is done right, the quality will be visible in the section for 50 years or more."

"One of the reasons the Barre Granite Association started the Cemetery Assistance Program was to educate small cemeteries and to assist them to develop better layouts, which in turn leads to more efficient and economical operations."



THE STONE WHISTLE IS NOW AVAILABLE EXCLUSIVELY THROUGH RETAIL MONUMENT DEALERS

The *Stone Whistle*, the highly acclaimed 16mm film about the Barre granite industry is now available from the BGA exclusively through retail monument dealers in the United States and Canada.

Milton V. Lyndes, Executive Vice President of the Barre Granite Association, said the distribution of *The Stone Whistle* exclusively through monument retail dealers will give the dealers an opportunity to acquire a higher visibility in their communities. "Through this new distribution arrangement, retail monument dealers will be the exclusive source for this great film which has proven itself as an exceptional sales aid. The members of the Barre Granite Association are pleased to offer monument retail dealers this golden opportunity to promote their monument business in their local areas."

Lyndes said *The Stone Whistle* has been seen by

more than a half million people since it was produced about ten years ago.

"The member companies of the Barre Granite Association are extremely proud of this film," he said. "We feel the *Stone Whistle*, starring John Forsythe, the star of the television series *Dynasty*, captures the very essence of the Barre granite industry and tells the story of memorialization, from the quarrying of world-famous Barre granite through the meticulous manufacturing process to the placement of a memorial in a cemetery."

The half-hour, action color film also touches on the religious significance of monuments, how the memorials are personalized and the infinite care and detail required to produce beautiful granite monuments made by members of the Barre Granite Association.



Lowell Wentworth, director of *The Stone Whistle*, gives instructions to John Forsythe and Ray Rouleau, plant manager at Rouleau Granite Company.

John Forsythe, star of the television program *Dynasty*, and star of the Barre Granite Association film, *The Stone Whistle*.



John Forsythe, his co-star Susan Jayne and Ray Rouleau watch preparations for sandblast carving—a practiced art in Barre.

HOW TO ORDER THE STONE WHISTLE

At least *three weeks* or more before the showdate, you should mail your order to:

**Barre Granite Association
P.O. Box 481
Barre, Vermont 05641.**

The order should include your name, the name of your firm, the address where the film should be shipped (street address—not post office box), and the name of the organization or group who will view the film.

The film will be sent to you through UPS. You may hold the film for three days after which you must return it, using the label that will be included with the film.

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