

# The Dead Beat



## The Caregiver's Soapbox



Dedicated to providing information about the people and places involved in the funeral industry

Early Fall, 2010

www.thedead-beat.com

Volume 11 Issue 3

### Interesting Historical Facts about Pugh Funeral Home-Golden City, MO

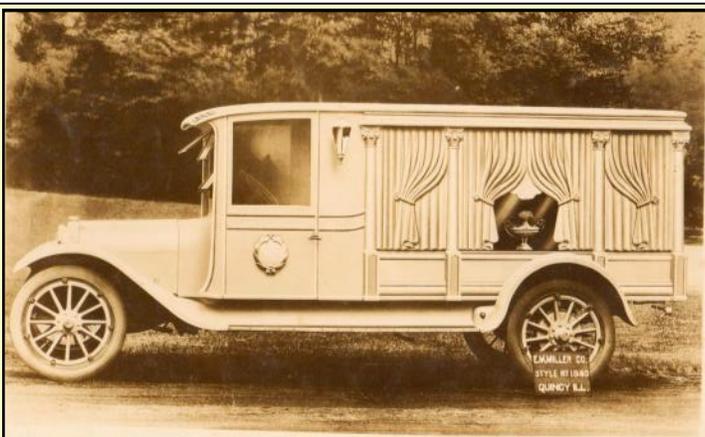
By Lowell Pugh



Three of my great uncles are pictured here in the band practice photo. My father Harold Pugh continued the tradition by playing in dance and community bands until the mid-1960's. The music gene bypassed me and reappeared in our children. I gave up music during high school. One hot summer

night I was practicing with my father's trombone while sitting by the open dormer window of the old farm house. When I realized I was being accompanied by a chorus of coyotes. Sometimes after a stressful day—you just gotta blow your horn! Music is probably one of the most popular hobbies taken up by funeral directors. The three Phillips brothers, Phillips Brothers Hardware, Furniture and Undertaking, were no exception in the early 1900's as they joined with other merchants in the community band. The band was so successful that the Frisco Railroad engaged them to play on an excursion train from Kansas City to Memphis. E.A. Phillips, Missouri embalmer license number 802 is in this group.

It was 1919 and time to turn the dappled gray horse team out to pasture. E. A. Phillips, Phillips Undertaking, Golden City, MO, boarded a Frisco train bound for St. Louis. Two stops down the line and he was joined by Harve Fuqua, Fuqua Undertaking, from the town of South Greenfield. They both purchased Miller hearses built on Dodge chassis and convoyed the 300 miles back home. E.A. never commented about the trip to me, but I expect there were some challenges, especially between St. Louis and Lebanon, MO. This car was replaced by a 1928 Meteor combination and local ambulance service was born.



### Other Articles in this Issue



Nelson-Bauer Funeral Home  
Holdrege, Nebraska  
Pg 18



Military Funeral Church Protested  
Pg 15

**Cherokee**  
Child Caskets  
Since 1941

**Memorial Book**

- Books are Sold Individually
- Cover Image to Match Casket Panels
- Pages are Suited for Children

www.cherokeechildcaskets.com 800-535-8667

**Amy Howard Art Gallery**



The editor's daughter Amy, who was mentioned in our previous issues, was quite the artist and we've decided to display some of her artwork every issue in her memory.



Amy Howard

**The Scattering Tubes! Now available for delivery from your Premier Howard Miller Distributor.**  
Visit: [www.cremationurnsdirect.com](http://www.cremationurnsdirect.com)

**LJE L.J. Enterprises**

Your Distributor of Keepsakes, Urns, Vaults, Caskets, and Fine Memorial Products.

1793 Pine Circle  
Lawrenceville, Ga 30044  
Phone: 678 778 6018  
Fax: 678 225 7142  
Email: sales@cremationurnsdirect.com

Scattering Remains can now be a Family Affair! With something for every family member.

**Has your current Pre-Need Provider**

**SQUEEZED**

**your business until it hurts?**

Let **SNL** show you a better way.

[www.securitynational.com/PreNeed](http://www.securitynational.com/PreNeed)  
[www.securitynational.com/iFuneral](http://www.securitynational.com/iFuneral)

**SN Security National Life Insurance Company**

Today is the Tomorrow that you Worried about Yesterday  
\*\*\*\*\*  
Remember Yesterday  
Dream About Tomorrow  
But Live for Today  
\*\*\*\*\*  
Do not walk in front because I may not Follow  
Do not walk behind because I may not Lead  
Just walk beside me and be my friend

## Firming Tissue Builder By Brian Simmons

One of the greatest things in the embalmer's arsenal is tissue builder. Many times over the years I have seen a good job at tissue building mean the difference between a closed or open casket. I encourage anyone beginning their career in this business to become as adept as possible in using it.

One problem which occurs when using tissue builder, and in particular, firming tissue building is bleaching. The next day after the injection, white places can become noticeable, especially in the extremely thin tissues of the upper and lower lip areas.

To avoid this, we use an alternative solution to the standard tissue builder compounds. Since we use

Dodge chemicals, I will describe their products, although I am sure most other manufacturers will have similar products.

We use a mixture of Restorative (emollient liquid) and Spectrum, a 5-index cavity fluid. We mix these chemicals in equal parts, usually in the syringe as we draw them out of the bottles. This mixture plums and firms and does not bleach the tissues. Since it doesn't gel like regular tissue builder, always inject it from a superior location and gently massage it to diffuse and contour the area. Also, pull back on the plunger as you withdraw the syringe to help close the needle track.

Either one of these chemicals is excellent to use by themselves in

hypoing.

Restorative is probably the most versatile chemical in the preparation room. We use it for a myriad of things such as an additive to arterial injection, we apply it to the face prior to shaving, especially for an extremely rough beard. We spritz it on the face during embalming, and mix it with Rectifiant to use as a hair cleaner. I'm sure many of you have come up with many other uses.

**About the Author:**

Brian Simmons a native of Ft. Scott, KS is a Vietnam veteran and attended MSU in Springfield. He owned and managed funeral homes in Missouri and Arkansas before founding Springfield Mortuary Service, Inc.

### **Brian Simmons** **Springfield Mortuary Service, Inc** **\* Since 1961 \***



Brian and Sue Simmons and  
Jennifer Bodenhamer

**Removals**  
**Embalming**  
**Shipping Service**  
**(Domestic & International)**  
**Known Shipper**  
**Crematory**  
**Gravesides**  
**Transport**

**520 S. Patterson**  
**Springfield, Missouri 65802**

**1-800-259-6207**  
**417-869-2826 Fax 417-869-9242**

**[www.springfieldmortuaryservice.com](http://www.springfieldmortuaryservice.com)**

## Cozine Memorial Group Broadway Mortuary \* Kensington Gardens



Ashley and Bill Cozine

The Cozine Memorial Group has a tradition of providing funeral homes services to Wichita, Kansas and the surrounding communities since 1913.

The Broadway Mortuary and Kensington Gardens cemetery has earned a reputation for caring, compassionate service with unsurpassed professionalism and attention to detail.

They are the only Wichita area mortuary to have received the National Funeral Directors Association's most prestigious recognition, the Pursuit of Excellence award. This achievement recognizes the top 2% of funeral homes in the nation for outstanding service to families, commitment to the community and dedication to upholding the highest ethical and professional standards. They have received this award **6 times** over the last 8 years.



### Their History

Broadway Mortuary's history began in 1913, when Earl P. Martin and Charles E. Lahey, founded the City Undertaking Company in Wichita, KS. Originally both a furniture business and funeral parlor, the storefront was located across from Union Station at 918 E. Douglas in Wichita. In 1915, the furniture division was discontinued, and then in 1918 City Undertaking moved to 922 E. Douglas. In 1926, the firm's name was changed to Lahey and Martin Mortuary and another move was made to 1401 E.



Douglas. After their partnership dissolved in 1938, Mr. Martin built Broadway Mortuary at its present Lincoln and Broadway location.

In 1951, Jack H. Cozine, a Wichita businessman and executive with the Boeing Company, and Dick A. Morris,



a funeral director from Newton, Kansas purchased the mortuary from Mr. Martin. Combining Cozine's business knowledge and people skills with Morris' funeral service experience, they set about to bring a new level of service and care to the families of Wichita. This included the first adjacent off-street mortuary parking within the city; the first uniform fleet of cars, including make and color; new working hours and conditions for staff members; the modernizing and changing of some antiquated funeral practices; and the implementation of a modern and efficient ambulance service which was sold to the City of Wichita in 1958 and served as a forerunner to today's county Emergency Medical Service. As a result of their leadership, Cozine and Morris rapidly gained a reputation for excellence and the number of families they served increased dramatically.

In 1963, after the death of Mr. Morris, William L. (Bill) Cozine left Washburn Law School to attend the Dallas Institute of Mortuary Science. Upon graduation in 1964, Bill returned home to Wichita and joined his father in business. The Cozine family's dedication and commitment to the Wichita community was evidenced by Jack and Bill's involvement and participation in a wide range of business, civic and church activities.



The mortuary continued to grow, becoming a major firm in the city, as well as the state. Bill and his father worked together until Jack's death in 1976.

Following his father's death, Bill continued his involvement in the community and further developed his passion to teach others about the grieving process. He brought a number of national caliber speakers to Wichita to help educate ministers, medical personnel and hospice caregivers about effectively serving those in grief. He also regularly spoke to groups including churches, businesses,



high schools and colleges about death and dying.

Broadway Mortuary's resilient spirit was apparent in its strong comeback from a devastating fire that destroyed the building on New Year's Eve of 1990.

In 1993, after completing graduate school at Oxford University in England, W. Ashley Cozine returned home to join the family business. His forward-thinking approach and attention to detail, resulted in continuous improvements and new standards of service. Under his leadership, Broadway Mortuary and its staff have been recognized six times as a recipient of the prestigious Pursuit of Excellence Award by the National Funeral Director's Association.

In 1995, the Cozine's spirit of compassion and innovation led them to expand and diversify their family business with the development of Kensington Gardens cemetery. With the addition of its state-of-the-art crematory facility, a complete selection of memorialization products and services, and its distinct range of cemetery options in a unique and beautiful setting, it is well positioned for continued growth.

In 2008, the Cozine Memorial Group was established in order to better integrate the mortuary, cemetery and crematory operations and to position itself for future opportunities and expansion.

# Behind the Back Fence

By Lowell



The hateful, yet pitiful, Pest Burrow Anti-Baptist (Westboro Baptist) group from Topeka, Kansas descended on our county seat recently. Daniel Funeral Home of Lamar, Missouri conducted services for a soldier returned from the Mideast. With some advance planning with local law enforcement, participation by the Patriot Guards and the turnout by two or three thousand citizens, the protesters were rendered a moot point. They were not visible from the funeral home. (See page 15)



Our friend and colleague, Steve Palmer with funeral homes in Cottonwood and Camp Verde, Arizona took a hit by a client family's injudicious use of Facebook. Steve detailed the events in his column, "Observations," in **Funeral Home and Cemetery News**, November, 2010.

A family Steve had previously served suffered the death of a child due to criminal activity. Knowing their meager financial resources he arranged a cremation, chapel memorial service, online condolences, memorial book and acknowledgment cards for \$600 or what-

ever lesser amount they could raise. He agreed to receive donations in their name.

The next morning he began receiving very unpleasant phone calls and e-mails. By checking Facebook he learned the family was trying to raise money for travel expenses and an expensive \$5,000 memorial which people assumed he was charging the family. Though Steve got the family to clarify his responsibility they would not withdraw the offending Facebook entry. Steve eventually connected the family with a local charity who would take over the fundraising. That too went awry when three self-appointed charity website watchdogs were critical of the small charity because it was not in their databases.

Perhaps funeral directors need to routinely check client families' Facebook entries to avoid misunderstandings and outright slams against their firm's reputation.

\*\*\*\*\*

Mr. Callahan and Mr. Hast continue their dialog (**Mortuary Management**, November, 2010) about the semantics of science, scientist and scientific as relating to embalming. Mr. Callahan has

thrown craft and craftsman into the mix. Meanwhile thousands of dedicated embalmers continue to do their very best in body presentation to lessen the pain for grieving families—probably with little thought to the semantics.

I notice the oldest license hanging on our wall, 1904, reads, "Science of Embalming." Oh, well, Pluto used to be a planet. Callahan & Hast—hmm— Mr. Stage manager, the hook please and drag me off the stage too.

\*\*\*\*\*

An offhand remark about OSHA triggered a comment by one of the breakfast companions. He is retired from a large corporation that is headquartered in our area. He said that whenever there was going to be an OSHA inspection in the plant where he worked, all the grinders and other equipment without safety shields disappeared until after the inspection. I noticed that the company has always maintained strong political connections. Perhaps the funeral industry has been a little remiss in their homework? How will this play out if formaldehyde is banned?

We really appreciate the compliments we have been receiving from readers via phone and e-mail.

**Please send us your funeral home pictures and your news releases!!!!!!**



**BAXTER VAULT COMPANY**  
 Baxter Springs, Kansas/Independence, Kansas  
**Phone 800-346-0547**  
*"Serving The 4-State Area"*

- \*Doric Burial Vaults
- \*Clark Steel Vaults
- \*Concrete Boxes
- \*Mausoleums
- \*Monuments/Markers

The finest tribute... the most trusted protection

**DORIC**  
III L IIII®

**Allen Monuments**

**CLARK**  
metal grave vaults

About the Author: Lowell Pugh has had funeral director and embalmer licenses in Missouri and Texas and continues the operation of the family funeral home which started in 1904. He is publisher of **The Dead Beat** which began in 1999. He can be contacted at **The Dead Beat** address.



## Colleagues Lost or Found!!!

(If you would like to find someone in the funeral industry, let us know—**editor@the-dead-beat.com**)

## After-Thoughts *By Joanne Howard*

Well, it's the annual remembrance service time again. Usually I would have been further along in my arrangements, but a lot has been going on in my life and time hasn't been in abundance. But I wondered if I'm having a bit of trouble with this service because it will be including my mom. Truthfully if it weren't for her, I might have suggested we skip this year. Instead I am trying to plug along with getting ready for it, trying to get **The Dead Beat** done and go out of town next week.

I was thinking about using my remembrance message in this column. But I haven't formally written it yet, so instead I am going to discuss the evolution of our remembrance service.

Memories – that's what the service has always been about remembering our loved ones who have died.

We initially held our services around Christmas time. We had a tree with ornaments that had the loved one's name and date of death. This was a popular time to have memorial services. So nineteen years ago we started having our service in the first few weeks in December. We invited a popular minister and friend of ours to speak. We would have a couple of musical numbers and we lighted candles for those we had served. The first year we had candles for the previous three years of our customers and additional family members.

In the early years my daughters Amy and Laura, Betty Pugh, Lowell's wife and myself did different musical numbers accompanied by my husband Claude. Due to the timing, weather and other factors several years we were the only ones that showed up.

Shortly after our 6th service (1997) remembrance services would never be the same. Laura died the weekend after it and her star was added to the Christmas tree. But memorial services

after that became much more meaningful, even the ones when Laura participated in by singing.

Slowly the service evolved to what it is today. After Laura's death we moved the service to the weekend before Thanksgiving and gave it a more fall/harvest theme- "Being thankful for our memories of our loved ones." We started in the evening, but eventually moved it to the afternoon since some elderly people don't drive after dark. We began our grapevine wreaths of remembrance. The deceased name and date of death was put on a leaf and then attached to the wreaths in order of the death dates. We have four wreaths, one for current loved ones which is larger and a wreath for each of the three previous years.

I started to create a different angel each year to give to those that attended and other items that may be helpful in their grief journey through the holidays. My angel creations started when I thought of them as Laura's friends and could remind others about their loved ones companions.

We always had given the candle to the family we had lighted it for. I created a fall candle holder that the family members could take with them to light the candle in the future. We now light candles for those who we serve from service to service, but we invite those that we have served for the previous three years too.

I began giving the messages and the music continued with live singing with Amy performing many times and we still had group singing at the end. Amy also began contributing the artwork for our programs.

Our attendance ranged from 7 to 28 over the years. We added bringing your favorite finger foods/snacks to fellowship afterwards. Several people look forward to the service every year.

Then there was the 12th Remembrance service that we had to light Amy's can-

dle (2003); with her gone the new artwork and live singing ceased. Our music has turned to recordings instead of live music. I started enlarging the photographs that people had used in memorial folders or bookmarks and made them into 8 x 10's. We put the pictures on stands behind the candles and in another room.

Now on our 19th Remembrance Service I will be adding another family member leaf and lighting the candle for my mom. My mom had attended many of the previous services in honor of her granddaughters and husband. Now I will be attending for her because my brother is too far away to attend. When I give this message I will have a multitude of memories I will be remembering. Some of the memories are bitter-sweet of the challenges of having the girls singing or playing instruments and just coordinating the different services. My husband and I will be confronted with the many losses that have happened in our lives. I failed to mention we also have remembered his parents, his sister and his uncle.

Even though they are challenging and whether our memories are happy or sad, the important thing is that we will always remember our loved ones. And truly we don't need a service to remember our loved ones, but it nice to do it anyway. So if you are having any kind of remembrance service, please feel free to share and I'll try to let everyone know what other options they might have.



About the author: Joanne Howard is the editor of **The Dead Beat**. She has been a licensed funeral director since 1992 with Pugh Funeral Home in Golden City, MO and also the aftercare coordinator. Much of her writing in this column is influenced by her loss of her two daughters Laura at age 10 in 1997 and Amy at age 19 in 2003. Any comments or questions can be directed to 417-537-4412, P.O. Box 145, Golden City, MO 64748 or email [Joanne@thedead-beat.com](mailto:Joanne@thedead-beat.com).



## Are You Treating Yourself Professionally?

As a funeral director, you know professionalism makes all the difference. You know the importance of listening, surrounding details, and following through with exceptional service in a caring manner.

Taking care of your own business insurance needs deserves the same professional attention. Not all insurance programs are created equal, so it's vital to make certain you are working with an insurance advisor who listens, cares and provides service for your business.

Call your local Federated representative or your association office to find out more about a Federated insurance program for you.

**It's Our Business to Protect Yours®**





## Mortuary Muse\*

\*to think or consider deeply; meditate  
By Lowell

### Is there value in self-appointed referral services?

For several months I have noticed press releases by the Veterans Funeral Care Network of Clearwater, Florida. They were inviting funeral firms to join their referral network if they are willing to provide veterans services at reduced rates. Each press release included new members that had joined. They listed a website and an 800 number to speak with Russ Cable for more information. Last month I saw another release pertaining to Remembrance Centers of America with a Sanibel, Florida date-line. I did not however follow up on the information about either entity.

Press releases for these two companies appeared in the same "trade" in October. An announcement by Mark Davis, CEO of ValMark Memorial Group stated that a new division, Remembrance Centers of America had been formed.

Mr. Davis restated the same old theme that funeral directors have been hearing for several years now. You have heard the drill. "We are on the doorstep of one of the greatest windfalls ever, the death of the baby boomer generation," and "...Baby boomers are going to do funerals their way. Funeral directors are missing the boat because they are still in the 20th century. The boomers are gone to push the death rate

up from 8.1 per thousand to 9.3 by 2020." Mr. Davis said, "...family-owned and operated funeral homes...have been slow to make the necessary adjustments in order to meet consumer demand and the growing popularity of nontraditional services... As funeral professionals we must reinvent ourselves and the role that we play in the funeral arrangement process."

There are some interesting business combinations out there these days and you don't always know with whom you are communicating. The other day I called the 800 number of Remembrance Centers of America in Sanibel, Florida. Mark Davis, CEO of ValMark Memorial Group had announced this new division which would help funeral directors prepare for the windfall created by the death of the baby boomer generation. Joanne had checked their website for me which has some information. I wondered what Mr. Davis' funeral service background included. I was also curious if Remembrance Centers of America provided seminars, online courses or possibly merchandise items to go along with their "Certified Remembrance Counselor" designation.

A pleasant receptionist identified the company as ValMark Memorial Group and asked how she would help. I posed a question about training related to the Remembrance Centers of America and

she advised that she was transferring my call to Russ Cable. He said there was no training involved. At that point I realized that Russ Cable was the person referred to in a different press release from Clearwater, Florida for the Veterans Funeral Care network.

This referral network will assist veterans in locating funeral firms in their area that have agreed to offer funeral services to veterans with substantial savings. The organization does not dictate specific prices for services. Membership fees are based on case volume and exclusivity.'

The Remembrance Centers of America's website provides an information questionnaire and a pledge of conduct for the funeral director to sign and enclose with a fee for the Certified Remembrance Counselor designation. This designation will reassure baby boomers looking for a funeral firm to help them do it their way.

The funeral profession is certainly blessed with a number of entrepreneurial folks willing to help with our market

#### About the Author:

Lowell Pugh has had funeral director and embalmer licenses in Missouri and Texas and continues the operation of the family funeral home which started in 1904. He is publisher of **The Dead Beat** which began in 1999. He can be contacted at **The Dead Beat** address.



**American**  
CREMATORY EQUIPMENT CO.  
SALES • SERVICE • REPAIRS • SUPPLIES

**JOHN RAGGETT**  
Vice President

P.O. Box 4087 • 9828 Arlee Avenue  
Santa Fe Springs, CA 90670  
Office: (562) 222-BURN  
(800) 396-2254 • Fax: (562) 222-2880  
Cell: (562) 755-1244

john@americancrematory.com  
www.americancrematory.com

"SERVICE IS EVERYTHING"™



**Having A Place to Go  
is ...HOME**

**Having Someone to Love  
is...FAMILY**

**Having Both is ... A BLESSING**



# What About the Holidays? By Ken Doka



"I don't understand my brother," Katherine said. "Even though our mother just died, he wants to have our traditional family get-together. It just seems so painful."

Katherine's comment reinforces two points. First, our reactions to grief are highly individual. We often cope with events such as holidays in very different ways. Second, these differences can often be a source of family conflicts.

For many, the holidays are difficult times in grief and low points in our journey. The holidays are often centering moments in our lives and full of memories. We remember the Christmas or Chanukah that we received that special gift, and the Thanksgiving when the oven failed. In such a time where reminiscence comes so easily, it is natural to miss the person who died. As families gather around the table, it is easy to grieve those who are no longer there.

There are other complicating factors as well. There are so many reminders of our loss. Television specials and movies celebrate families, stressing reunions and reconciliations. These warm family shows and movies accentuate our loss. Cards, from businesses or distant acquaintances, may still be addressed to the person who died. As we shop, we may be reminded of a past gift from the one who died or find something that would be an ideal gift were this person still alive.

The holidays, too, can be a stressful time full of so many tasks. When grief depletes our energy, this can be even more worrying. The cold and dark of the winter in many areas also

may not help. For some, the lack of sunlight may contribute to sadness and the cold may make us more homebound and alone.

Yet, for others of us, the holidays can be a welcome diversion from grief. We may be thankful that the very many tasks we have to fill our days and take our minds off our grief. We may enjoy the contact with family and friends—the parties and gatherings—as a tonic for our loneliness. Traditional events may offer needed reassurance that the patterns of normal life continue despite our loss. The sharing of memories and reminiscences that naturally occur during the holidays can comfort us by reassuring us that the person whom we miss remains with us and that family will never be forgotten.

There is no right or wrong way to experience the holidays; our feelings just are. We can't control how we respond and we shouldn't feel guilty about these normal and natural reactions. Katherine, for example, was troubled by her grief, afraid it would spread gloom to others. Her brother, on the other hand, felt a bit guilty that he was celebrating the holidays. Others of us may be troubled by the constant changes in mood—the drifting between two feelings. That, too, is a natural aspect of grief.

Beyond accepting our emotions, it is important to make choices rather than drift. We need to decide what we can do or wish to do. We should plan whom we wish to be with and where we wish to be. We should

select people and places who can accept our grief, no matter how it is expressed. Naturally, we should communicate our needs, wishes, and decisions. It is important too that we realize our decisions are not made in a vacuum.

Holidays are family events so there are times that we may need to compromise. Katherine decided to attend the family holiday get-together. Her brother agreed that the holiday would be more low-key than usual. They even decided to include a little ritual where they lit a candle for their mom. Katherine was pleased. Mom would have liked that—and she realized her mom would have wanted the family to be together this first Christmas.

\*\*\*\*\*

This article was originally printed in *Journeys: A Newsletter to Help in Bereavement*, published by Hospice Foundation of America. More information about *Journeys* can be found at [www.hospicefoundation.org](http://www.hospicefoundation.org) or by calling 800-854-3402 and is published monthly by the Hospice Foundation of America, 1621 Connecticut Ave., NW, #300, Washington, DC 20009. Annual subscription-\$12.00.



Kenneth J. Doka, Ph.D., is a Professor of Gerontology at the College of New Rochelle. Dr. Doka's books include: **Disenfranchised Grief;**

**Living with Life Threatening Illness; Living with Grief: After Sudden Loss; Death and Spirituality; Living With Grief: When Illness is Prolonged; Living with Grief: Who We Are, How We Grieve; AIDS, Fear & Society; Aging and Developmental Disabilities; and Children Mourning, Mourning Children.** In addition to these books, he has published over 60 articles and chapters. Dr. Doka is the associate editor of the journal *Omega* and editor of *Journeys*, a newsletter of the bereaved. Dr. Doka has served as a consultant to medical, nursing, hospice organizations, as well as businesses, educational and social service agencies. As Senior Consultant to the Hospice Foundation of America, he assists in planning, and participates in their annual Teleconference. In 1998, the Association for Death Education and Counseling honored him by presenting him an Award for Outstanding Contributions to the field of death education. In March 1993, he was elected President of the Association for Death Education and Counseling. Dr. Doka was elected in 1995 to the Board of the International Work Group on Dying, Death and Bereavement and elected Chair in 1997. Dr. Doka is an ordained Lutheran Clergyman. (*And a heck of a nice guy—Editor & Publisher*)

 **Fraley Funeral Supply, Inc.**  
**Joplin, Missouri**  
*"Family Owned & Operated Since 1938"*  
**ERIC ZENTNER KEITH FRALEY**  
**BETH FRALEY-ZENTNER**  
**1-800-641-4666**   
*Also Representing*  
**Bass-Mollett Publishers - Hydrol Chemical Co.**  
**"Call for our Catalogs"**  
*Check out our Newly Redesigned Website:*  
**[www.fraleyfuneralsupply.com](http://www.fraleyfuneralsupply.com)**

## Chuckles

*Editor Note: My apologies if anyone has been offended by jokes in this column*

Three retirees, each with a hearing loss, were playing golf one fine March day. One remarked to the other, "Windy, isn't it?" "No," the second man replied, "It's Thursday." And the third man chimed in, "So am I. Let's have a beer."



\*\*\*\*\*

\$5.37! That's what the kid behind the counter at Taco Bell said to me. I dug into my pocket and pulled out some lint and two dimes and something that used to be a Jolly Rancher. Having already handed the kid a five spot, I started to head back out to the truck to grab some change when the kid with the Elmo hairdo said the hardest thing anyone has ever said to me. He said, "It's okay, I'll just give you the senior citizen discount." I turned to see who he was talking to and then heard the sound of change hitting the counter in front of me. "Only \$4.86," he said cheerfully. I stood there stupefied. I am 56, not 60 yet? A mere child, child! Senior citizen? I took my burrito and walked out to the truck wondering what was wrong with Elmo. Was he blind? As I sat in the truck, my blood began to boil. Old? Me? I'll show him, I thought. I opened the door and headed back inside. I strode to the counter, and there he was waiting with a smile. Before I could say a word, he held up something and jingled it in front of me, like I could be that easily distracted! What am I now? A toddler? "Dude! Can't get too far without your car keys, eh? I stared with utter disdain at the keys. I began to rationalize in my mind. "Leaving keys behind hardly makes a man elderly! It could happen to anyone!" I turned and headed back to the truck. I slipped the key into the ignition, but it wouldn't turn. What now? I checked my keys and tried another. Still nothing. That's when I noticed the purple beads hanging from my rearview mirror. Then, a few other objects came into focus. The car seat in the back seat, Happy Meal toys spread all over the floorboard. A partially eaten doughnut on the dashboard. Faster than you can say ginkgo biloba, I flew out of the alien vehicle. Moments later I was speeding out of the parking lot, relieved to finally be leaving this nightmarish stop in my life. That is when I felt it, deep in the bowels of my stomach: hunger! My stomach growled and churned, and I reached to grab my burrito, only it was nowhere to be found. I swung the truck around, gathered my courage, and strode back into the restaurant one final time. There Elmo stood, draped in youth and black nail polish. All I could think was, "What is the world coming to?" All I could say was, "Did I leave my food and drink in here?" At this point I was ready to ask a Boy Scout to help me back to my vehicle and then go straight home and apply for Social Security benefits. Elmo had no clue. I walked back out to the truck, and suddenly a young lad came up and tugged on my jeans to get my attention. He was holding up a drink and a bag. His mother explained, "I think you left this in my truck by mistake," I took the food and drink from the little boy and sheepishly apologized. She offered these kind words, "It's okay. My grandfather does stuff like this all the time." all of this is to explain how I got a ticket doing 85 in a 40. Yes, I was racing some punk kid in a Toyota Prius. And no, I told the officer, I'm not too old to be driving this fast. As I walked in the front door, my wife met me halfway down the hall. I handed her a bag of cold food and a \$300 speeding ticket. I promptly sat in my rocking chair and covered up my legs with a blanket. The good news was I successfully found my way home.



## Comments

...I like the piece you did last year on little known facts, especially about the statues of the house with one leg in the air, etc.

Al Walden, Springfield, MO

Max M. Jones, funeral director of Marrs-Jones Funeral Home and I (Pamela Arledge) want to compliment you on your publication! We so enjoy the day the Dead Beat arrives and we reach to see who gets it first. You always have interesting articles and profiles, items which sometimes make us cry and thankfully, humor which brings on the laughter. Keep up the excellent work. -Smithville, TX

### Kids- Some Old, Some New

3-Year Old Reese—"Our father, who does Art in Heaven, Harold is his name. Amen"

\*\*\*

A little boy was overheard praying, "Lord, if you can't make me a better boy. Don't worry about it. I'm having a real good time like I am"

\*\*\*

After the christening of his baby brother in church, Jason sobbed all the way home in the back seat of the car. His father asked him three times what was wrong. Finally, the boy replied, "That preacher said he wanted us brought up in a Christian home, and I wanted to stay with you guys."

\*\*\*

I had been teaching my three-year-old daughter, Caitlin, the Lord's Prayer for several evening at bedtime. She would repeat after me the lines from the prayer. Finally, she decide to go solo. I listened with pride as she carefully enunciated each word, right up to the end of the prayer, "Lead us not into temptation," she prayed. "But deliver us from e-mail."



\*\*\*

One particular four-year-old prayed, "And forgive us our trash baskets as we forgive those who put trash in our baskets."

\*\*\*

A Sunday School teacher asked her children as they were on the way to church service, "And why is it necessary to be quiet in church?" One bright little girl replied, "Because people are sleeping."

\*\*\*

Six-year-old Angie and her four-year-old brother Joel were sitting together in church. Joel giggled, sang and talked out loud. Finally, his big sister had had enough. "You're not supposed to talk out loud in church." "Why? Who's going to stop me?" Joel asked. Angie pointed to the back of the church and said, "See those two men standing by the door? They're hushers."

\*\*\*

A mother was preparing pancakes for her sons, Kevin, 5 and Ryan, 3. The boys began to argue over who would get the first pancake. Their mother saw the opportunity for a moral lesson. "If Jesus were sitting here, he would say, 'Let my brother have the first pancake, I can wait.'" Kevin turned to his younger brother and said, "Ryan, you be Jesus!"

\*\*\*

A father was at the beach with his children when the four-year-old son ran up to him, grabbed his hand, and led him to the shore where a seagull lay dead in the sand. "Daddy, what happened to him?" The son asked. "He died and went to Heaven," the dad replied. The boy thought a moment and then said, "Did God throw him back down?"

\*\*\*

A wife invited some people to dinner. At the table, she turned to their six-year-old daughter and said, "Would you like to say the blessing?" "I wouldn't know what to say," the girl replied. "Just say what you hear mommy say," the wife answered. The daughter bowed her head and said, "Lord, why on earth did I invite all these people to dinner?"



(Continued on page 11)

## Chuckles (Cont.)

(Continued from page 10)

### Putting

A female schoolteacher wanted to participate in her school's charity golf outing and decided to take some lessons. She had learned how to tee off and was now learning how to putt. "Is the word spelled p-u-t or p-u-t-t?" she asked the instructor. "P-u-t-t is the correct spelling," he replied. "P-u-t means to place something where you want it. At your rate, p-u-t-t is merely a vain attempt to do the same thing."



\*\*\*  
A golfer and his caddie were on the twelfth hole at a posh golf resort in Florida. It was long par-3 with water on both sides of the green. "You know," said the caddie, "last week I caddied the pro tour and on this shot they all used—" "Yeah, yeah," said the golfer, cutting him off. "Skip it." The golfer lost four balls in the water trying to get on the green. "All right, kid. You win. What did the pros use?" he asked. "An old ball."

\*\*\*

### Puns for the Educated

King Oymandias of Assyria was running low on cash after years of war with the Hittites. His last great possession was the Star of the Euphrates, the most valuable diamond in the ancient world. Desperate, he went to Croesus, the pawnbroker, to ask for a loan. Croesus said, "I'll give you 100,000 dinars for it." "But I paid a million dinars for it," the King protested. "Don't you know who I am? I am the king!" Croesus replied, "When you wish to pawn a Star, makes no difference who you are."



\*\*

Evidence has been found that William Tell and his family were avid bowlers. Unfortunately, all the Swiss league records were destroyed in a fire, .....and so we'll never know for whom the Tells bowled.



\*\*  
A man rushed into a busy doctor's office and shouted, "Doctor! I think I'm shrinking!" The doctor calmly responded, "Now settle down. You'll just have to be a little patient."

\*\*

Back in the 1800's the Tate's Watch Company of Massachusetts wanted to produce other products, and since they already made the cases for watches, they used them to produce compasses. The new compasses were so bad that people often ended up in Canada or

## David Patterson's Global Mortuary Affairs

Serving Dallas / Ft. Worth,  
North & East Texas

Embalming \* Removals \* Ship-Outs \* Ship-Ins \* Cremation  
Overland Transportation \* Refrigeration \* Graveside Services  
Private Donor/Autopsy Suite Available

Phone 877.216.2708

Fax 972.216.2705

www.globalmortuaryaffairs.com

Mexico rather than California. This, of course, is the origin of the expression—"He who has a Tate's is lost!"

\*\*

An Indian chief was feeling very sick, so he summoned the medicine man. After a brief examination, the medicine man took out a long thin strip of elk rawhide and gave it to the chief, telling him to bite off, chew, and swallow one inch of the leather every day. After a month, the medicine man returned to see how the chief was feeling. The chief shrugged and said, "The thong is ended, but the malady lingers on."



\*\*

A famous Viking explorer returned home from a voyage and found his name missing from the town register. His wife insisted on complaining to the local civic official who apologized profusely saying, "I must have taken Leif off my census."

\*\*

There were three Indian squaws. One slept on a deer skin, one slept on an elk skin, and the third slept on a hippopotamus skin. All three became pregnant. The first two each had a baby boy. The one who slept on the hippopotamus skin had twin boys. This just goes to prove that ...the squaw of the hippopotamus is equal to the sons of the squaws of the other two hides. (Some of you may need help with this one. Think of Pythagoras.)

\*\*

A skeptical anthropologist was cataloging South American folk remedies with the assistance of a tribal Brujo who indicated that the leaves of a particular fern were a sure cure for any case of constipation. When the anthropologist expressed his doubts, the Brujo looked him in the eye and said, "Let me tell you, with fronds like these, you don't need enemas."





**DARLENE M. RUSSELL, CPC**  
LICENSED FUNERAL DIRECTOR  
PRE-NEED SALES DIRECTOR

(573) 821-6340

---

**CFL PRE-NEED**

darussell13@hotmail.com  
Home Office: Belleville, IL  
866-775-6333

**Professionals in Pre-Need Funding**

## DALLAS INSTITUTE OF FUNERAL SERVICE



3909 South Buckner Blvd. • Dallas, Texas 75227  
800-235-5444 • 214-388-5466 • Fax 214-388-0316  
www.dallasinstitute.edu • difs@mindspring.com

in accordance with title VI of the civil rights act of 1964 (p.l. 88-352) students accepted without regard to race, color, national origin, sex, religion, age, or disability

**CLASSIFIED**

RATES : \$1.00 per word, with minimum charge of \$20.00. All advertising in this department is payable in advance. If drawer number is requested please add \$8.00 to total. The identity of drawer numbers is strictly confidential and cannot be divulged.

**FOR SALE:** Established funeral home and crematory in central Colorado. Wanting to retire. Send inquiries to: Drawer T, The Dead Beat, P.O. Box 145, Golden City, MO 64748-0145.

**Funeral Home,  
Monument Companies &  
Cemeteries-**

Websites custom built for only \$21.00/month, with a one time set up fee of \$100.00  
Call Tyler Woods for details (573) 230-3072 or [www.tylermwoods.com](http://www.tylermwoods.com)

**Directory of Funeral Homes, Funeral  
Directors and Embalmers and  
Crematories**

**ARKANSAS**

**Highland Hills Transport Service Inc**

Located in Northwest Arkansas  
602 Cedarvale Rd. -  
Berryville, AR 72616  
(870)480-9285 (Cell)  
(870)423-4253 (Home)  
E-Mail—hhhs@cox.net  
Larry D. Sanders, Owner  
Ark & MO Licensed Funeral Director  
Arkansas Transport License #14

**MISSOURI**

**FIRST CALL MORGUE**

40 S. 18TH, Kansas City, KS 66102  
(913) 299-1533 Morgue only  
Transport and Removals  
(913) 262-2633 or (816) 483-2300  
F(913) 299-4931

**REMOVAL • STORAGE • AUTOPSIES**

**Directory of Funeral Homes, Funeral Directors and  
Embalmers and Crematories (Cont.)**

**MISSOURI**

**Columbia Cremation Care  
Center**  
4101 S. Providence Road  
Columbia, MO 65203  
573-874-3635  
Removal—Cremation—Paperwork  
\$325.00 complete  
Cremations ready for pickup in 3  
hours  
Brand new modern facility —  
Affordable, dignified service  
Brian R. Gardner, owner  
Over 20 years experience  
columbiacremationcare.com  
E-mail: Columbiacremationcare  
@yahoo.com

**Hoefler  
Associates**

2818 S Hwy 13  
Higginsville, MO 64037  
(660) 584-7000  
F.R. Frosty Hoefler  
Funeral Business Broker

**TEXAS**

**City Wide  
Mortuary Service, L.L.C.**

Maria G. Garcia/Owner  
Family Owned & Operated

**Affordable Prices:**  
Removals  
Embalming  
Transporting  
Ship-Outs  
Direct Cremations

Serving San Antonio, Bexar County  
And the surrounding areas

4242 Center Gate (210)653-5610  
San Antonio, Texas 78217  
Toll Free 1-888-595-0051

"Ensuring the highest quality and professionalism with prompt service"

**HARDIN  
MORTUARY SERVICES**

Graveside Services Embalming  
National & International Shipping Cremations  
First Calls Overland Service

William E. Hardin, Sr., Owner  
Toll Free—1-866-533-9116  
Phone (210) 533-9116 Fax (210)533-9335  
4402 S. Flores St. San Antonio, TX 78214

EXCLUSIVE SERVICE TO FUNERAL HOMES  
ONLY NOT AFFILIATED WITH ANY  
FUNERAL HOME

**LIGHTHOUSE PROFESSIONAL SERVICES**

First Call / Embalming / Transportation

J. Brad Frisby  
Owner / Operator

1407 ENE Loop 323 903-526-8344  
Tyler, TX 75708 toll free 877-526-8344  
P.O. Box 148 fax 903-526-8346  
Tyler, TX 75710 linesman87@yahoo.com

**TEXAS (Cont.)**

**STILWELL-TAYLOR  
MORTUARY SERVICES**

Jim & Mynde Taylor  
◆ Independently Owned and Operated  
◆ First Calls  
◆ Embalming  
◆ Ship-Outs  
◆ Direct Cremation  
Serving Tyler, Longview and Surrounding Communities  
Tyler, Texas

**SUPERIOR MORTUARY &  
CREMATORY SERVICES, INC.**  
**800-276-3547**

\* Most Preferred Mortuary Service in the Austin Area  
\* Prompt and Courteous Service at Reasonable Prices  
\* NFDA-TFDDA  
\* Over 20 Yrs Experience  
Independent, Fully Insured  
\* Serving the Entire Central TX area  
\* Embalming - Cremation -  
Shipping Services and  
Specialty Services Upon Request  
DEE BESTEIRO-PRESIDENT  
1916 Tillery, Austin, TX 78723

**Victoria  
Mortuary & Cremation Service**

Attending The Funeral Services Professionals

Adrian Fulton  
Funeral Director  
adrianfvictoria@aol.com

1505 Ca Valliere Ave. 361-578-4646 P.O. Box 7662 (77903)  
Victoria, TX 77901 1-888-524-1646 Fax: 361-578-0228

**THE ONLY MORTUARY SERVICE IN VICTORIA**

TFDA



NFDA

**Weatherford Mortuary &  
Cremation Service, Inc.**

817-594-8723

817-599-3940 Fax

\* Full Service Facility \* Reasonable Pricing  
\* Immediate & Courteous Service  
\* Serving the DFW Metroplex Area & Beyond  
amc11811@sbcglobal.net  
Alan M. Craig—Owner  
602 B Ft. Worth Highway  
Weatherford, TX 76086

IF YOU WOULD LIKE TO  
ADVERTISE IN OUR DIRECTORY.  
IT STARTS AT \$20 PER ISSUE— 6  
issues for \$100. PROVIDE WHAT  
INFORMATION YOU WOULD LIKE  
DISPLAYED AND CHECK TO:

H.L. PUGH & ASSOC.,  
P.O. BOX 145,  
GOLDEN CITY, MO 64748-0145 or  
E-mail:  
Editor@thedeat-beat.com

**“Dear Counselor....” By Bill Stalter**

**Dear Counselor,**

*Is it necessary to complete another itemized Statement of Funeral Goods And Services Selected at the time of death? All of our pre-needs now have a Statement of Funeral Goods and Services selected when the client signed when pre-arrangements were made. I would assume that a certification of performance and the original Statement of Funeral Goods and Services Selected are sufficient when the pre-need contract was guaranteed, and the family requests performance of the contract pursuant to its original terms.*

Yes, it is necessary to prepare another Statement of Funeral Goods and Services at the time of death. There are two purposes for this requirement.

The main purpose is compliance with the FTC Funeral Rule. The Funeral Rule requires that the Statement be prepared after the family makes its selections decisions, and before payment is made. Even though the family may decide to accept the original selections without variation, the preparation of a new statement will reflect that decision. The new statement should also be prepared with the current prices as reflected on your General Price List. The statement should then reflect a discount to evidence any guaranteed prices promised by the preneed contract.

The second purpose relates to the previous statement. Funeral homes use the new Funeral Statement to demonstrate to state preneed examiners compliance with the pre-need contract. Beyond compliance with state law, regulators must also determine that consumers are receiving the benefit of the guaranteed contract. The new Funeral Statement serves as a receipt, documenting each service and goods provided without additional costs.



Bill Stalter answers our questions for educational purposes only. It is *The Dead Beat's* intent to give the reader general information about legal issues, not to provide legal advice. If a reader needs legal advice, he or she should hire an attorney. Reading *The Dead Beat* should not be used as a substitute for legal advice from an attorney. When Bill provides

legal advice he does so for Stalter Legal Services in Overland Park, Kansas. Bill also provides consulting services through Preneed Resource Consultants, which can be found at [www.prenedresource.com](http://www.prenedresource.com).

**We need some questions for the “Dear Counselor....” column.**

**Please send your questions to Bill’s e-mail or The Dead Beat’s and we will get some answers in future issues.**

**email: [wastal@swbell.net](mailto:wastal@swbell.net) or [bill@stalterlegal.com](mailto:bill@stalterlegal.com) or [editor@thedead-beat.com](mailto:editor@thedead-beat.com)  
Or Fax: 1-417-537-4797**

**The Preneed Resource Company**

*Helping funeral directors spend more time with families and less time with regulatory reports and banks.....*

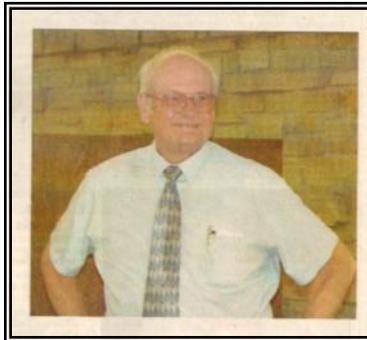
Providing administration, contracts, trust agreements, and compliance advice to funeral homes, cemeteries and preneed fiduciaries in Illinois, Missouri, Nebraska, Kansas, and Nevada.

**1-800-449=0030 or**

**[WWW.PRENEEDRESOURCE.COM](http://WWW.PRENEEDRESOURCE.COM)**

Visit our founder’s blog at [www.deathcarelaw.com](http://www.deathcarelaw.com).

**Ralph Osenbaugh Retiring After 51 Years in Funeral Service**



**Ralph Osenbaugh**

Ralph S. Osenbaugh is retiring and an open house is scheduled for December 5, 2010 at the Cedar Memorial Park Family Center and Library, Cedar Rapids, Iowa. This is the location that Ralph has been for the last 30 years.

His biography on the funeral home’s website states that Ralph joined Cedar Memorial in 1980 as a licensed funeral director. His involvement in New Encounters (a widows’ social group started by the funeral home in 1978) is a testament to his commitment to the community.

Ralph graduated from the Dallas Institute of Mortuary Science in 1966 and served with the US Army in Vietnam. He is a member of the VFW Post No. 788, Marion American Legion Post No, 298, Hawkeye Fly Fishing Association, Kenwood Park United Methodist Church and National and Iowa Funeral Director Associations. Ralph enjoys time with his family, wife Karen, son Mark, daughter Amy, son-in-law Corey, and especially his two grandsons Graham and Mitchell.

On his retirement announcement it said, “Take the bait, & Come Celebrate!”, so I hope Ralph enjoys his retirement. The announcement also mentioned, “Retirement is one great big long fishing trip.” Hope Ralph enjoys the trip and catches a lot of fun.

Congratulations, Ralph!!!!

# Death Notices of Fellow Funeral Service Colleagues

## INDUSTRY ASSOCIATES



**Sumner James "Jim" Waring, Jr.**, 74, was a 4th generation Funeral Service Professional for over 50 years and Chairman of Affiliated Family Funeral Service. He graduated in 1960 from the New England Institute of Applied Arts and Sciences. He joined his family's funeral home in 1958. He was past president of the National Funeral Directors Association, Massachusetts Funeral Directors Association, vice president of the International Funeral Directors Association and past Chairman of the Massachusetts State Board of Embalming and Funeral Directing. His services were conducted by Waring-Sullivan Home of Memorial Tribute at Cherry Place.

## ARKANSAS

**Yvonne Diane Williams**, 48, of Ozark died August 11, 2010. She was a funeral director at Shaffer Funeral Home, Ozark, as well as Franklin County Deputy Coroner.

**John William Walker**, 47, of Jonesboro, died October 14, 2010. He was a licensed funeral director with Gregg Funeral Home for the past 28 years.

## KANSAS

**William "Bill" Arensberg**, of Atchison died October 2, 2010. He was a graduate of San Francisco School of Mortuary Science. He served under the direction of Jay Dyer at the former Sawin and Dyer Funeral Home. In June of 1971 he purchased the Harouff-Buis Funeral Home and in 1984 Galen H. and Sharon M. Pruett formed a partnership as co-owners of the Arensberg-Pruett Funeral Home with continuous operation until September of 2009 when the three partners incorporated the business. He served as President of the business until the time of his death. Services were under the direction of Arensberg-Pruett Funeral Home.



**Jean Ebersole**, 84, of Conway Springs passed away on December 1, 2010. She was the wife of Richard Ebersole and assistant funeral director at Ebersole Mortuary. She had taught prior to 1987 when she retired. Arrangements were handled by Ebersole Mortuary.

**Xavia Earline Hightower**, 94, of Wichita died September 28, 2010. She was the first African-American woman to hold a dual license as a Funeral Director and Embalmer in the state of Kansas. She went to Kansas University Medical School for Mortuary Science (then Williams Institute of Mortuary Science). Upon her mother's death, Xavia began operating Citizens Funeral Home and Hightower Funeral Home. In 1992 she was recognized for 50 years being in business by the KFDA. She retired in 1998 after 56 years of service.



**If you know of a fellow funeral service colleague that has died that we have not included, please send the information and picture if available (The Dead Beat, P.O. Box 145, Golden City, MO 64748) or fax it to us (417-537-4797) or E-Mail to Joanne@thedead-beat.com**

## KANSAS (Cont.)

**Gloria A. Melton**, of Anthony passed away on October 7, 2010. She was the mother of Mary Thomas of Prairie Rose Funeral Home. Arrangements were handled by Prairie Rose Funeral Home in Anthony and Harper.

**LaDonna Bieggerstaff-Swayne**, of Caney died on October 25, 2010. She was former co-owner of Graves Funeral Home in Caney and Coffeyville. Services were under the direction of David W. Barnes Funeral Home in Coffeyville.

**John Calvin Taggart**, 86, of Topeka died September 9, 2010. He worked for over 35 years as funeral director/embalmer in Topeka.

## MISSOURI



**T. J. Shadel**, 85, of Lebanon, passed away on October 4, 2010. He was the owner of Shadel's Colonial Chapel since 1957. He served in the U.S. Army during World War II. He served as Laclede County Coroner for many years. His services were directed by Shadel's Colonial Chapel. 

**LeRoy Davis**, 71 formerly of Lincoln, Missouri passed away October 3, 2010 from injuries sustained in an automobile accident on August 19 near his home in Wheatland. He graduated from the Kentucky School of Mortuary Science. He grew up in the funeral home and worked for his dad at the Fred Davis & Son Funeral Home. In 1982 he moved to Sedalia and managed the Ewing Funeral Home. He returned to Lincoln in early '90s to help his dad. His arrangements were under the direction of Davis-Miller Funeral Home.



**Alan L. Mayer**, 95, of St. Louis, died August 29, 2010. He grew up in his family's Mayer Funeral Home and took over during the 1960's with his wife after his father died. The Mayer Family had owned the funeral home for 80 years. It was bought and closed in 1994, but Mr. Mayer continued to work as a funeral director for Berger Funeral Home. He went on to become one of the oldest working funeral directors in Missouri, renewing his funeral director's license for another year in May.

**Martha A. Svoboda**, 73 of St. Louis, died August 28, 2010. She was a retired funeral director and worked with her late husband when they owned and operated the Moydell Funeral Home in St. Louis.

## OKLAHOMA



**Edna Mae Wilson**, 103, of Pond Creek died March 26, 2010. She had been active in the Lee Wilson Furniture and Undertaking Co. in Pond Creek and established Wilson Funeral Home in 1951. Arrangements were under the direction of Wilson Funeral Home.

## TEXAS



**Lillian "Babe" Condra**, 98, of Taylor, died October 3, 2010. She co-owned Condra Funeral Home with her husband Ray for nearly 40 years. Services were directed by Condra Funeral Home.

(Continued on page 15)



Denotes Veteran of Military Service

## Scattering Cremains in a Natural Area



### Native Grasses and Flowers Reaching to the Sky

For those with a love for the natural landscape, arrangements have been made with the private owners of **Golden Prairie**, a registered natural landmark, to scatter cremains on their property. In addition to the arrangements, a picture and GPS location of the actual site is included.

Memorialization for cremains scattered at any location is available in our Garden of Remembrance, a cremains burial and scattering garden with a memorial cenotaph.

For information contact:  
**Pugh Funeral Home**  
 400 Chestnut-  
 Golden City, MO 64748-0145  
 1-417-537-4412 1-800-575-2611

## Death Notices of Fellow Funeral Service Colleagues (Cont.)

### TEXAS

(Continued from page 14)

**Charles Neal Fulton**, of Ferris, died November 1, 2010. He was the father of Charles Fulton of the Dallas Institute of Funeral Service. His services were arranged by Green Funeral Home.

**Harold E. Heartfield**, of Belton, died October 28, 2010. He was former owner of Heartfield Funeral Home He is the father of Kenneth Heartfield at Heartfield Funeral Home who handled the service.

**Lillian B. Howard**, of Clyde, died September 17, 2010. She was the mother of Monty Howard of Bailey Howard Funeral Home. Services were under direction of the Bailey Howard Funeral Home.

**Karen M. Jamison**, of Yoakum, died November 10, 2010. She is the daughter of Mrs. Curtis Jamison, Owner and FDIC of Jamison Funeral Home. Arrangements were handled by Jamison Funeral Home with assistance by Thiele-Cooper Funeral Home, King-Tears Mortuary in Austin and Victoria Mortuary Services in Victoria.

**Mrs. Jacquelyn "Jackie" Tritt Loring**, of San Antonio, died October 10, 2010. She was the wife of Porter Loring, Jr. and mother of Porter Loring, III. Porter Loring Mortuary handled the services.



**Robert H. "Bob" Metheny**, 73 of Burleson, died October 9, 2010. He was a funeral director in Uvalde, Arlington, and Fort Worth for 46 years, most recently at Laurel Land Funeral Home who handled the service.

## Military Funeral Church Protested Daniel Funeral Home—Lamar, MO



Street in front of funeral home



300 Flags provided by Patriot Guard



The perimeter was lined with people holding flags, Patriot Guard handed out 300 flags and others brought their own. So many flags were seen that you had to know where the protestors were to find them. The Patriot Guard with flags lined the side walk as the deceased was brought out for the military ceremony before being taken to the crematory. The military ceremony was conducted by the Military Honors soldiers with the local VFW in support.

After the arrangements had been made the funeral home received a fax from the church's lawyer. The fax is shown below. The church then was in contact with law enforcement to make sure a location was given to them. They were at least a block away from the funeral home and they were required to stop a certain time before the service. After they left, they did not return.

The owner of the funeral home and funeral-director-in-charge, Jo Jurgens had commented about how moving the arrival was at the airport to receive the body. The Honor Guard were the pall bearers carrying the casket off the plane. Many flags were also among the Patriot Guard that also attended the plane arrival. Many dignitaries were in attendance.

This is a situation that we don't like to handle, but the public support went a long way in assisting the family from being upset by this group.

Westboro Baptist Church  
(WBC) Church—Since 1953  
 151 S.W. 10th St., Torrance, FL 33442-1019 www.CliffordHudson.com  
 Bishop Cadden & Sons Cemetery in Clermont, FL

Thursday, October 21, 2010

**NEWS RELEASE**  
Prepared by: [redacted], phone: [redacted] & [redacted] 4096 Springs ...  
 www.CliffordHudson.com www.CliffordHudson.com www.CliffordHudson.com www.CliffordHudson.com # [redacted]

**GOD HATES AMERICA & IS KILLING OUR TROOPS IN HIS WRATH.**

Military funerals have become pagan orgies of idolatrous blasphemy, where they pray to the dunghill gods of Sodom & play taps to a fallen fool.

This message to be preached in respectful, lawful proximity to the memorial of Pfc. Dylan T. Reid  
 Sat., Oct. 30, at 12:15 p.m.  
 Daniel Funeral Home  
 1201 Broadway Street, Lamar, MO

Pfc. Reid gave his life for the Constitutional right of WBC to warn America. To deny us our First Amendment rights is to declare to the world that Pfc. Reid died in vain, and that America is a nation of sodomite hypocrites.

*"Except the Lord build the house, They labor in vain that build it: Except the Lord keep the city, The watchman waketh but in vain." Psa. 127:1.*

The Lord no longer builds the American house; nor does the Lord watch over and protect America. These soldiers are dying for the homosexual and other sins of America. God is now America's enemy, and God Himself is fighting against America.

**THANK GOD FOR IEDs.**



**2011 FIRST CALL CONVERSIONS  
—CALL FOR YOURS TODAY—  
Van or Suburban**



**Exclusive Dealer**



**2006 Chevrolet Eagle Alternative  
Black/Silver/Gray Interior  
—Like New, Clean, One-Owner—  
(NC10-041)**

**2000 Cadillac Federal Hearse  
Black/Black Interior  
— Nice Car —  
(NC10-043)**

**2004 Cadillac Superior Hearse  
White/Blue Interior  
— Nice Statesman —  
(UC07-084)**



**2003 Cadillac Krystal Hearse  
White/Black Interior  
— 48,300 Miles —  
(UC10-026)**

**BUY NOW  
NEW OR USED  
Take Advantage of  
Historically  
Low Lease Rates!!!!**

**2004 Cadillac Krystal Hearse  
Black/Black Interior  
— 38,000 Miles —  
(UC09-032)**



**2001 Cadillac S & S Six-Door  
Blue/Blue Interior  
— only 17,600 miles —  
(UC09-094)**

**2001 Cadillac Krystal 6-Dr Limo  
Black/Black Interior-2 in stock  
— 37,000 Miles each —  
(UC09-091/UC09-092)**

**2001 Cadillac Eureka Six-Door  
Black/Black Interior  
— Nice Car, One Owner —  
(UC08-059)**



**Miller & Sons Funeral Car Sales**  
Dallas      1-800-822-9586      Denver  
Frank@hearseandlimo.com  
Sales \* Service \* Leasing \* Rental  
See our complete stock list at [www.hearseandlimo.com](http://www.hearseandlimo.com)

**As We Surf By on the Internet**

We love to take pictures as we go by funeral homes and interesting places, but we haven't been on any trips lately, so send us picture so your locations.



**Laurel Land Funeral Home and Cemeteries  
Ft. Worth, TX**



**Laurel Land Funeral Home and Cemeteries  
Dallas TX**



**Shadel's Colonial Chapel  
Lebanon, MO**



**Laurel Land Funeral Home and Cemeteries  
Dallas TX**

T.J. and DeLores Shadel started our firm in 1957, over 50 years ago. Dad began believing in the highest of standards, excellence in service, and affordable prices. Their slogan "Dedicated To Excellence" is still with us today, as we look toward the future, with the same standard of service and price.



Our cemetery's Pearl Harbor Monument is the largest memorial of its kind in the nation, outside of a national cemetery. The monument allows visitors to pay tribute to those who lost their lives defending their country on December 7, 1941. We welcome the opportunity to meet with you and give you a personal tour of our funeral home and cemetery.



**The Family Center.  
Equipped with full kitchen  
for families to fellowship  
before or after services.**

Enjoy a "Weather-Proof" ride in our convenient parking shuttle.

**Have you had an OPEN HOUSE, built a NEW ADDITION to your funeral home, developed a new PROGRAM FOR GRIEVING CLIENTS, RECEIVED AN HONOR from your community, have an interesting HOBBY or DONE SOMETHING THAT WAS JUST PLAIN FUN? If so, tell us about it. We want to tell your story (WE LOVE PICTURES, TOO) call us 800-575-2611, fax us 417-537-4797 or e-mail us: editor@thedead-beat.com.**

### New Facility Open House Nelson-Bauer Funeral Home Holdrege, Nebraska



The Nelson-Bauer Funeral Home held an Open House on Saturday, October 23 to celebrate the opening of their new facility at 401 Burlington Street in Holdrege, Nebraska.

The old funeral home was knocked down and the new facility was built on the same lot.

Photos of the new building were sent by Ryan L. Bauer, Owner/Director.

### I Love the House That Isn't There Anymore -by Ivy Douglas



Before



After

I love the house that isn't there anymore  
The big square rooms and wooden floor  
Stained glass in the window frame  
A place to laugh and play without shame  
I love the house that isn't there anymore

Sandstone pavement, trees galore  
Tiger lilies beside the drive  
A place where jonquils and raspberries thrive  
I love the house that isn't there anymore

Square couch cushions to lie on the floor  
Round lion table, old fashioned clocks  
Watching of birds, kitchen table talks  
I love the house that isn't there anymore

Freezer and cobwebs through the rock room door  
Painting, feathers, roosters and masks  
All the love that a child can ask  
I love the house that isn't there anymore

A place of peace, worries no more  
A refuge, a joy, a comfort, a home  
All who enter will feel welcome  
I love the house that isn't there anymore  
But...it's here in my heart, through my own front door.

(Due to technical issues, this poem was published with a few lines missing- Therefore we are reprinting it in it's entirety.)



Chapel-A



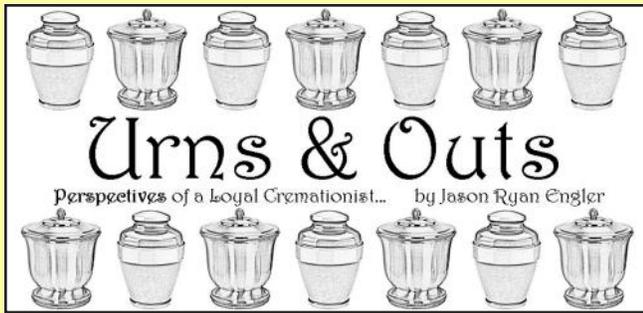
Chapel-B



Hospitality Room

Arrangement Room





Early this summer, I was asked by the Landmarks Association of St. Louis to come to their city to give a lecture about the Missouri Crematory for members and friends of the Association. Over the next few months, I spent many hours compiling a lecture about not only the Missouri Crematory, but about the other crematories in St. Louis, along with a brief history of the cremation movement in America.

The lecture took place this past October, and went very well. I spoke for about 40 minutes on the topic of cremation's history; but I was very surprised at the end of the lecture when the time came for questions from those in attendance. The question time ran well over a half hour, and even more time was spent after we adjourned in discussing with attendees. The surprise: only ONE question was asked about the history of the cremation. The rest of the questions were about modern cremation practices and what "one does" when cremation is their preference. There was also quite a lot of talk and commendation about a well-know St. Louis cremation provider, and the number of commercials and amount of information they've provided.

Here was an event that was meant to be about the history of the rite of cremation and how it relates to St. Louis, but GENERAL questions about today's cremation practices came flooding in! That makes a statement: ALL of us, as cremation providers need to step up to the plate and have open forums about a rite that is obviously under-discussed. Where is the cremation information that is received by the families that your firm serves coming from? If it isn't YOUR FIRM, you are not doing everything you can to serve the needs of your community. I encourage you to reach out and make yourself the reference, not just the *referenced!*

Much of the information shared during the lecture was related only to the history of cremation. I will know for the future that when a similar opportunity arises, the focus shouldn't only be on where we've been, but where we are headed.

At least, that's my perspective....

*Jason Ryan Engler is a Funeral Director in Northwest Arkansas. He has studied cremation and its history throughout most of his life. He can be reached at:*

[arcremationist@hotmail.com](mailto:arcremationist@hotmail.com).



## Annual Hannah's HOPE Gala

On August 7, 2010, the second annual Hannah's HOPE Gala took place at the John Q. Hammons Center in Rogers, Arkansas. About 300 people were in attendance for the dinner and silent auction. Bruce Jenner, 1976 Olympic Gold Medalist, spoke and shared his encouraging story of triumph with those in attendance. About \$25,000 was raised for the organization.

Hannah's HOPE is a non-profit organization in Northwest Arkansas that "Helps Others Pay Expenses" for those who have children in cancer treatment in the state of Arkansas. "Hannah's HOPE helps to pay everyday expenses so families may stay with their children in the hospital," says Jon Boles, who founded the organization with his wife Tiffany, both funeral professionals in Northwest Arkansas, after the death of their seventeen-month-old daughter. Hannah was diagnosed with having a tumor in August, 2008 and lost her battle on December 2nd of that year. Those who would like more information about Hannah's HOPE may visit the website at [www.hannahshopefoundation.org](http://www.hannahshopefoundation.org).

## Disaster Preparedness Course Presented in Northwest Arkansas



Jon Boles (Left) of Ozark Embalming Service, Jason Engler (Right) Secretary/Treasurer of the Northwest Arkansas Funeral Directors' Association.

On November 11, 2010, Ozark Embalming Service and the Northwest Arkansas Funeral Directors' Association presented a day-long course in Springdale, Arkansas, on the subject of disaster preparedness. Randy Emmert of Pierce Chemicals/Royal Bond brought D-MORT expert David Patterson in, who shared his expertise with some forty attendees from area funeral homes. Daniel Oxford, Benton County (Arkansas) Coroner also presented his county's preparedness plan for mass fatalities. The event was well-attended, according to Jon Boles, of Ozark Embalming and Crematory Service in Northwest Arkansas.

# Funeral Exclusive Answering Service

**We Earn Your Trust By Providing Completely Transparent Services:**

- Every call is recorded for you to hear.
- RingTracker™ - You know on what ring we answer your calls.
- On-Call Tracker - See every step we take to reach your on-call staff.
- Message Archive - All recordings and messages are available online for 60 days.
- Caller ID is available for all calls, even quick hang-ups.
- Complete billing accountability for every call with your account billing log.

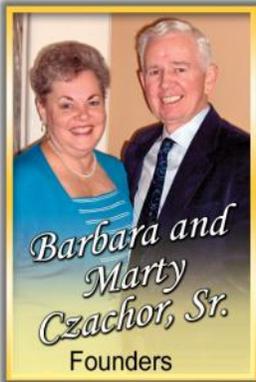


*Monitor every aspect of our communications with your families.*



**\*NEW\***  
Patent Pending Feature  
First Call Connect  
**Gain a Competitive Advantage**

## FAMILY OWNED AND OPERATED SINCE 1972



*Barbara and Marty Czachor, Sr.*  
Founders



*Kathy Kelley* Treasurer  
*Marty Czachor, Jr.* Vice President  
*Kevin Czachor* Vice President

Let Us Earn Your Trust!

**4-WEEKS FREE**  
**Answering Service Trial**

No Money Down  
No Credit Card  
No Term Commitment

**Just Great Service!**

*We want to serve you!*

*“Our family prides itself on protecting your reputation for excellence!”*

*The Czachor Family*



Answering Service for Directors since 1972

**1-800-868-9950**

**www.myASD.com**

## Ultimate 1000 Lift Now Offers Integrated Load Scale



Cedar Rapids, IA – November 2010 – Mortuary Lift Company, a manufacturer of The original lifting system(TM) has integrated a load scale into its Ultimate 1000 Lift. This groundbreaking integration provides the funeral industry with

the only ceiling-mounted lift with a load scale.

The integrated load scale is a response by Mortuary Lift to customer requests. It is also a proactive step in anticipation of changes to the funeral service industry. “Weighing remains is the new wave of the funeral industry,” notes Mortuary Lift president Katie Hill. “With profit margins already so low, funeral homes can no longer absorb the increased costs of preparing bodies of excessive weight, as well as the increased fees from crematories and airlines when weight limits are exceeded. A load scale will be essential equipment in every funeral home.”

The integrated load scale has numerous advantages over floor scales, such as its one-step process and the elimination of the need for mathematical calculations. A most important benefit is that, like the Ultimate 1000 Lift, the integrated load scale is ceiling-mounted, so it takes up no floor space, which is typically limited in most prep and body-handling rooms.

“Our scale received a lot of positive response at the NFDA convention in New Orleans,” comments Hill. “People were saying, ‘Wow, that’s really slick.’ We have sold several since the show – in less than a month.”

The Mortuary Lift Company has been providing high-quality, dependable body lifts to funeral homes and mortuaries worldwide for more than 50 years. The Ultimate 1000 continues to be one of the top-selling lifts in the industry and qualifies for ADA tax credit. For more information about Mortuary Lift’s Ultimate 1000 Lift and its integrated load scale call 1-800- 628 -8809.

## Six Gifts That Don't Cost A Cent To Give

### The Gift.....

#### Of Listening...

But you must REALLY listen. No interrupting, no daydreaming, No planning your response. Just listening.

#### Of Affection....

Be generous with appropriate hugs, kisses, pats on the back and handholds. Let these small actions demonstrate the love you have for family and friends.

#### Of Laughter...

Funny pictures. Share articles, funny stories and funny greetings. Your gift will say, “I love to laugh with you.”

#### Of A Written Note...

It can be simple “Thanks for the help” note or a full sonnet. A brief handwritten note may be remembered for a lifetime, and may even change a life.

#### Of A Compliment...

A simple and sincere, “You look great in red,” “You did a super job” or “That was a wonderful meal” can make someone’s day.

#### Of A Favor...

Every day, go out of your way to do something kind.

From Omaha Home for Boys Card

## Aaron Beasley Embalming Service & Crematory 1-866-410-2122

*Quality Professional Care  
Excellent Service  
Fair Pricing  
Statewide Cremation*

479-410-2121

Fax 479-410-2190

SERVING FORT SMITH,  
WESTERN ARKANSAS & EASTERN OKLAHOMA



## The Lamcraft Collection

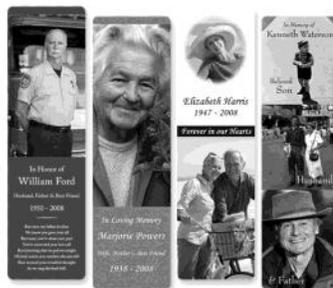
The keepsakes you present will be cherished for a lifetime. Give the families you serve the ultimate in fine quality laminated keepsakes with the Premium Memorial Card and Memorial Card collections from Lamcraft. Our cards feature beautiful full color artwork, quality paper stock, and the finest of lamination.



Offering Fine Quality Memorial and Laminating Products for Over 34 Years

### Tribute Bookmarks

With Lamcraft's Tribute Bookmarks, your families can incorporate *personal photographs and their own writing* into one-of-a-kind memorial tributes for their loved ones.



Free samples available!



1.800.821.1333  
[www.lamcraft.com](http://www.lamcraft.com)  
[yourrep@lamcraft.com](mailto:yourrep@lamcraft.com)

# YOUR WORST-CASE SCENARIO... WOULD HAVE NEVER HAPPENED WITH OUR LEAK-RESISTANT COMBINATION TRAY.

We test ours in the lab so you don't have to test it in the real world.



1-800-992-1925 | CustomAirTrays.com

© Custom Air Trays

## The Silent City

By "Undertaker Jim"  
Jimmy Lee Conner

I walk through the gate  
And what do I see? That  
Is the question I must answer  
For you and for me

The view to the north, the south,  
The east and the west  
Is hard to describe,  
But I will do my best.

The view in all four directions  
Is the same, but from different  
angles.

There are large stones, small ones,  
middle size, flat  
And all are a different size to see.

The names of the loved ones  
Start with the letter "A"  
Through the letter "Z"  
And they are all resting peacefully.

They are laying in a row  
Waiting to hear God's trumpet  
blow,  
And all who belong to Him will  
ascend from the ground  
And be with Him forever more.

What a day of happiness that  
Will be; all the saints will be  
In glory with the one who  
Created you and me

The definition for the  
"Silent City" for you and me  
Would be one word and  
That would be  
c-e-m-e-t-e-r-y.



### Top 10 Dead People Who Are Believed to be Alive From Connecting Directors-Oct. 18, 2010

- Elvis Presley (1958—1977)
- Michael Jackson (1958—2009)
- Tupac Shakur (1971—1996)
- Adolph Hitler (1889—1945)
- Princess Diana (1961—1997)
- Alexander I (1777—1825)
- Amelia Earhart (1897—1939)
- Jim Morrison (1943—1971)
- Grand Duchess Anastasia (1901—1918)
- Jesus Christ

### Funeral Home Rents Out Reindeer for the Holidays

An Idaho funeral home is renting out reindeer for holiday events. The reindeer is available for rent at the Cloverdale Funeral Home in Boise. All answer to "Prancer." Manager Robert Boetticher Jr. says, "The previous owner first brought reindeer to the funeral home grounds, where they have been rented out for years during the holidays. The funeral home now has six male reindeer and a 12-year-old female, now retired.

**LAST RIDE  
MOTORCYCLE  
HEARSE CO.**

417-865-8885  
Ty Conklin - Owner / Driver

Serving Missouri-Arkansas-Kansas-Oklahoma  
www.LastRideMotorcvcleHearse.com



# Introducing TraumaCare by Pierce

- **30 Index**
- **Rapid Fixation**
- **Expedited Diffusion**
- **Simplifies Restoration**
- **Superb Case Results In Trauma, Geriatric or Normal**
- **With Non-Staining Dye**
- **For Superior Performance add Pierce Vitahue or Cosmo Dye**
- **Clarified Bleaching Action**

**PIERCE COMPANIES**

**4722 Bronze Way • Dallas, TX 75236**

**800-527-6419 • 214-333-4230 • Fax 214-337-3658**

## It's Up To You

From Omaha Home for Boys card



One song can spark a moment,  
One flower can wake the dream.

One tree can start a forest,

One bird can herald spring.

One smile begins a friendship,

One handclasp lifts a soul.

One star can guide a ship at sea,

One word can frame the goal.

One vote can change a nation,

One sunbeam lights a room.

One candle wipes out darkness,

One laugh will conquer gloom.

One step must start each journey,

One word must start each prayer.

One hope will raise our spirits,

One touch can show you care.

One voice can speak with wisdom,

One heart can know what's true.

One life can make the difference,

You see, it's up to you



## News Tidbits

### ICCFA Internal Chief Operating Officer Joseph W. Budzinski resigns, effective January, 2011

Sterling, VA-(Oct 15, 2010) Joseph W. "Joe" Budzinski, Internal Chief Operating Officer of the International Cemetery, Cremation and Funeral Association, has announced his resignation, effective January 7, 2011.

Budzinski stated, "After completing my 20th year of employment in January, 2010... I realized that if I was ever going to do anything else for a living, this would be the year to make the decision. We have accomplished some great things in this association, and I have the highest regard for all the staff and volunteers who made that happen, so it is not an easy decision to make. But we only get one shot at life and it is time for me to try something different... There is no association in our industry that can match ICCFA for its nimbleness, entrepreneurial spirit and progressive attitude. You truly have a bright future."

**Trappist Caskets Teams with Kanet Advertising to Win Prestigious MarCom Award**

Trappist Caskets, owned and operated by the monks of the Trappist Monastery of New Melleray Abbey in eastern Iowa, is pleased to announce that their ads/advertising campaign entitled "A Corporal Work of Mercy" has been selected out of almost 5,000 entries from throughout the United States and several foreign countries to be a recipient of MarCom's prestigious Gold Award. The Gold Award is presented to those companies whose talents exceed the high standards of the industry norm.

Trappist Caskets has been working closely with Kanet Advertising, based in Cincinnati, Ohio, to develop ads that draw attention to the unparalleled quality and fine craftsmanship of their handcrafted caskets. Made of solid wood harvested from the abbey's 1,200-acre sustainable forest, these caskets are prayerfully constructed.

Surrounded by the peaceful environment of the monastery, monks craft caskets and cremation urns as an expression of their life of prayer and their belief that death is the final step along the path to God. Blend these distinctions with a deep-rooted work ethic and the result is a product that many regard as, quite literally, a blessing. Everything is genuine in these solid-wood caskets, finished with beeswax and upholstered by hand. Each requires 18-19 hours of work and reflects the

★★★ **Clear Creek Coach** ★★★

Independently Owned and Operated Hearse for Hire  
Call us for Affordable Rates and Additional Information  
**417-432-3511**



*Clear Creek Coach – a distinctive tribute to those who have passed before us*  
Check our website: [www.clearcreekcoach.com](http://www.clearcreekcoach.com)

monks' regard for authentic craftsmanship and the time-honored way of doing things.

Charlie Kanet of Kanet Advertising stated, "It is a privilege to represent Trappist Caskets in a way that highlights the monks' time-honored way of producing an outstanding, reasonably-priced product."



**STENOCALL**

*Providing Quality Service Since 1954*



*"As an employee owned company, we have a vested interest in your success."*

**With Stenocall:**

- Your answering service understands the need for every call to be taken with special care by a live person.
- Your calls are handled by specialists right here in our call center in Texas. We do not outsource.
- You get a service that is available to you 24 hours a day, 7 days a week, including holidays.
- Your Spanish speaking clients are taken care of by bilingual operators.
- You can monitor your calls, maintain on-call personnel and change your availability status in real time from our website.
- All of your calls are monitored and recorded for your security.

*A reliable, caring service for your families in their time of need.*

**For more information about our services:**

Call Stenocall toll free at: (888) 783-6622  
Visit our website: [www.stenocall.com](http://www.stenocall.com)  
Email us: [sales@stenocall.com](mailto:sales@stenocall.com)

*Don't wait! Call now and let us show you how you can hear compassion!*

Directory of Advertisers

Aaron Beasley Embalming Service & Crem.	Pg 21
American Crematory Equip. Co.	Pg 8
American Macular Degeneration Foundation	Pg 21
ASD, Inc.	Pg 20
Baxter Vault Co.	Pg 5
CFL Pre-Need	Pg 11
Cherokee Casket Company	Pg 2
City Wide Mortuary Service L.L.C.	Pg 12
Clear Creek Coach	Pg 25
Columbia Cremation Care Center	Pg 12
Custom Air Trays	Pg 23
Dallas Institute of Funeral Service	Pg 11
Federated Insurance Co.	Pg 7
First Call Morgue	Pg 12
Fleet Systems	Pg 30
Fraley Funeral Supply	Pg 9
Global Mortuary Affairs	Pg 11
Hardin Mortuary Service	Pg 12
Highland Hills Transport Service, Inc	Pg 12
Hoefler Associates	Pg 12
Lamcraft, Inc.	Pg 22
Lighthouse Professional Services	Pg 12
LJ Enterprises	Pg 2
Last Ride Motorcycle Hearse Co.	Pg 23
Mid-States Professional Services	Pg 27
Miller & Sons Funeral Car Sales	Pg 16
Mooney-Keehley	Pg 32
Nomis Publications	Pg 26
Pierce Chemicals & Royal Bond	Pg 24
Preneed Resources	Pg 13
Security National Life Insurance Co.	Pg 2
SI Funeral Services	Pg 31
Springfield Mortuary Service	Pg 3
Stenocall	Pg 25
Stilwell-Taylor Mortuary Services	Pg 12
Superior Mortuary & Crematory Service	Pg 12
Texas Funeral Directors Association	Pg 29
Tyler M. Woods Websites	Pg 12
United Heritage Life Insurance Co.	Pg 28
Vantage Products Corporation	Pg 28
Victoria Mortuary & Cremation Service	Pg 12
Weatherford Mortuary Service	Pg 12

Want to Subscribe to The Dead Beat??? For only \$24.00, you can get 6 bi-monthly jammed- packed issues for a year.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Send check and information to: H.L. Pugh & Consulting, PO Box 145, Golden City, MO 64748-0145. Any questions: 800-575-2611



**Visit Our All New Website Today!**

**www.nomispublications.com**

**ONLINE DIRECTORIES**  
Updated Daily!

**FUNERAL HOME & CEMETERY NEWS**  
Complete Issues Available Electronically!

**AD BANNERS - BOXED ADS**

**WEBSITE & EMAIL LINKS AVAILABLE**

For more information call 1-800-321-7479

**The Dead Beat -The Caregivers Soapbox**  
Volume: **Eleven** Number: **Three** Early Fall '10

Editor: *Joanne Howard* Publisher: *Lowell Pugh*

The Dead Beat is published bi-monthly. Editorial and business offices are located at 400 Chestnut, Golden City, MO 64748. Phone (800) 575-2611

**Subscriptions:**  
Additional copies for U.S.A. are \$24.00/ 1 year (6 issues).

For subscription, address changes, circulation, advertising assistance, write, phone or fax

H.L.Pugh & Associates Consulting  
P.O. 145, Golden City, MO 64748  
Toll Free (800) 575-2611 Fax (417) 537-4797  
Email-editor@thedead-beat.com  
Website: www.thedead-beat.com

**NFDA Issues Groundbreaking Research on Prep Room Ventilation, Recommendations to Reduce Health Risks Associated with Formaldehyde Use**

Brookfield, Wis. – Today, the National Funeral Directors Association (NFDA) issued a new and groundbreaking report on ventilation in the preparation room, along with practical, cost-effective recommendations for removing formaldehyde vapors during embalming. The report, “Formaldehyde Vapor Reduction in the Funeral Home Preparation Room: Recommendations for Effective Preparation Room Ventilation,” is based on a year-long study of funeral homes and their ventilation systems, and an evaluation of ventilation engineering practices for the control of formaldehyde.

International and domestic agencies recently have examined formaldehyde because of increasing concerns about its health effects. In 2004, the International Agency for Research in Cancer (IARC) found a link between formaldehyde and nasal cancer. In 2009, IARC found a link between formaldehyde and leukemia; IARC’s findings were based, in part, on the National Cancer Institute’s 20-year study of embalmers.

Ventilation has been found to be the single most effective way to control formaldehyde vapor levels – and thus, associated health risks – in the preparation room. Because there are no consensus ventilation standards that apply to funeral home preparation rooms, NFDA under-

took this study to fill that void.

“NFDA’s mission is to educate and protect funeral directors and make sure that they are informed about important issues affecting their health and safety,” said NFDA President William C. Wappner, CFSP. “Whether formaldehyde is ultimately determined to cause cancer in funeral directors or not, there is no good reason for any person to be exposed to a toxic compound in the preparation room when simple, cost-effective measures can be taken to reduce that exposure.”

**Scope of the Study**

The objective of the study was to identify those features of an effective ventilation system that would remove formaldehyde from the breathing zone of the embalmer.

The study was conducted by William Ridenhour, a leading HVAC (heating ventilating and air conditioning) consultant, whose experience includes designing and auditing laboratories for the federal government.

Using his HVAC experience and knowledge of formaldehyde and its properties, Ridenhour inspected funeral homes to examine their ventilation systems. He also conducted an extensive literature search to identify those preparation room activities that were shown to produce the most significant formaldehyde rates. This research enabled Ridenhour to assess how ventilation systems addressed

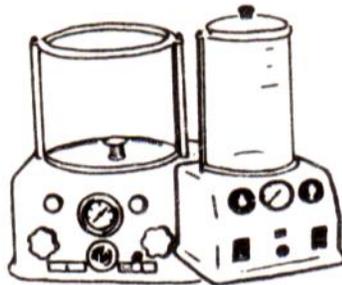
*(Continued on page 28)*

*A Distributor of*  
**FERNO-WASHINGTON, INC.**  
*Mortuary Products*



**Cots, Church Trucks, Tables**

**Mortuary  
Equipment  
Repair**



- Porti-Boy
- Edwards Duo-Tronic
- Dodge Needle Injectors
- Other Mortuary Equipment

**Mid-States Professional Services**

*Dependable Service for 22 Years*

**\* 206 W. Commercial \*\* Pleasant Hill, Missouri 64080**

**JAMES D. (JIM) BROWN**

**(816) 540-2377**

**(1-800) 252-5147**

## The "e" Series Plans Preneed Funeral Policies



For more information contact:  
the Marketing Department  
(800)657-6351  
heritage@unitedheritage.com

- Single Premium / Guaranteed Issue
- 3-, 5-, 10-Pay / Full Benefit
- 3-, 5-, 10-Pay / Graded Benefit
- Two-Year Pay-Up Option (same as cash)
- Casket Protection (no restrictions)
- Increasing Death Benefit Credited Daily
- Inflation Protection Bonus
- Death Away From Home Rider
- Attractive Commissions
- Internet Claim Submission
- Internet Verification of Policy Values
- Applications submitted via the web

A.M. Best has rated United Heritage A- (excellent)  
"A-" in the fourth of 15 ratings assigned by A.M. Best for financial strength.  
\* For the latest rating access [www.ambest.com](http://www.ambest.com)

P.O. Box 7777 • Meridian, Idaho 83680 • [unitedheritage.com](http://unitedheritage.com)

NOT INTENDED FOR DISTRIBUTION TO THE GENERAL PUBLIC. NOT AVAILABLE IN ALL STATES

from the breathing zone of the embalmer in the preparation room and lowering overall levels of formaldehyde.

The design, installation, maintenance and alteration of the preparation room ventilation system should always be in consultation with an HVAC professional to ensure the system is functioning effectively to reduce formaldehyde exposure to the greatest extent possible.

The study also includes a five-step guide which provides a cost-effective strategy to help funeral home owners assess and, where necessary, take action to improve the ventilation systems in their preparation rooms.

NFDA's OSHA General Counsel Edward Ranier and NFDA's Environmental General Counsel Carol Green will review the findings in the report at the 2010 NFDA International Convention & Expo during the workshop "Cancer and NFDA's Formaldehyde Best Management

### NFDA Issues Groundbreaking Research (Cont.)

(Continued from page 27)

formaldehyde vapors and what improvements could be made.

#### Key Findings

Several key findings emerged from Ridenhour's research:

Air change rate alone, that is, the number of times per hour that fresh air enters the preparation room, does not guarantee effective formaldehyde removal. The study recommends no less than 15 air changes per hour, although attention needs to be given to other factors.

The flow of air in the preparation room is key. Sources of air supply and grilles for air removal need to be located so that airflow is controlled and formaldehyde vapors do not reach the embalmer's breathing zone.

A local exhaust ventilation (LEV) device should be evaluated as an addition to the ventilation system. An LEV, designed with a small hood attached to a flexible arm, located between the embalmer's breathing zone and the embalming table, can capture formaldehyde vapors at their source. LEVs have been used in many settings to remove toxic gases.

A ventilation system needs to reflect the funeral home's business, including the number of embalming tables and whether they are in use at the same time; whether more than one embalming is performed daily; the percentage of autopsied and organ donor cases; and use of cavity fluid, osmotic gel and accessory compounds, which are considered to cause the highest formaldehyde generation rates.

The report concludes that an effective ventilation system, designed, operated, and maintained to meet the criteria in the study, can be effective in removing formaldehyde vapors

Practices" on October 11 at 8:45 a.m.

A guide to the NFDA ventilation study, which provides a brief overview of the report and its recommendations, is available to all funeral professionals who visit the NFDA website, [www.nfda.org/ventilation](http://www.nfda.org/ventilation). NFDA members may download the entire report from the website free-of-charge. Printed copies are available to NFDA members free-of-charge; nonmembers may order a printed copy of the study at a cost of \$70. Funeral professionals should call NFDA at 800-228-6332 to request a printed copy of the study.

NFDA is the world's leading funeral service association, serving 18,500 individual members who represent more than 9,900 funeral homes in the United States and internationally. From its headquarters in Brookfield, Wis., and its Advocacy Division office in Washington, D.C., NFDA informs, educates and advocates to help members enhance the quality of service they provide to families. For more information, visit [www.nfda.org](http://www.nfda.org).

**VANTAGE**<sup>®</sup>  
Products Corporation



Lisa Barlow  
Inside Sales Manager  
[lbarlow@vantageproducts.com](mailto:lbarlow@vantageproducts.com)

960 ALMON ROAD, COVINGTON, GA 30014  
1-800-481-3303 FAX: 770-788-0361

### As We Drive By

We love to take pictures as we go by funeral homes, but we'd welcome pictures, if you send them to us.

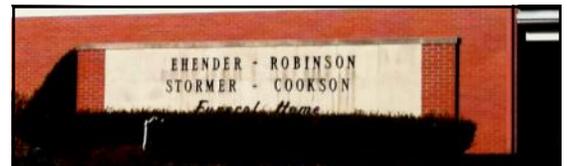
## Quincy, Illinois



**Duker & Haugh Funeral Home**



**Hansen-Spear Funeral Home**



**Zehender-Robinson-Stormer-Cookson Funeral Home**

**TEXAS FUNERAL DIRECTORS ASSOCIATION**

ESTABLISHED 1886

1513 South Interstate 35  
Austin, TX 78741  
(800) 460-8332

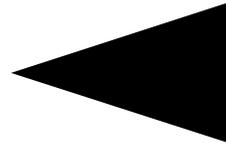


800\*776\*9444  
www.fleetprocars.com  
bestcars@fleetprocars.com

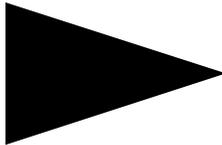
# We Have It All!!



## From this



## To this



# And everything in between...

### Hearses:

- 2010 Federal Heritage— Black
- 2003 Cadillac Superior— Beige
- 2002 Cadillac— Black
- 2— 2000 Cadillacs — Dark Blue
- 1997 Cadillac— Light Blue
- 3— 1997— Cadillacs— Black
- 1995— Cadillac Masterpiece— Black
- 1995— Cadillac— White

### Limos:

- 2— 2004 Lincolns— Black
- 2003 Cadillac— Silver
- 2003 Cadillac— Beige
- 2003 Lincoln— Black
- 2002 Lincoln— Black
- 2001 Cadillac— Black
- 2000 Cadillac— Silver
- 2000 Cadillac— Black
- 1999 Cadillac— Black
- 1999 Lincoln— Black

- 1998 Cadillac— Black
- 1997 Cadillac— Black



*Don't Be a Turkey!*  
**Call Us NOW!**  
800-776-9444

Click here for your next Coach or Limo!

[www.fleetprocars.com](http://www.fleetprocars.com)



### Oak Manor

Solid oak with satin finish, almond velvet interior and antique copper appointments.

## Signet Supply®

- ✓ Quality products.
- ✓ Everyday low price.
- ✓ Exceptional service.

Visit [www.signetsupply.com](http://www.signetsupply.com) and tour the Virtual Casket Showroom.

SI Funeral Services is your authorized Signet Supply distributor.



## Helping funeral professionals serve families in their time of need since 1933.

Burial Vaults • Caskets • Cremation Products & Services • Grave Digging • Graveside Services •  
 Memorials • Cemetery Lettering • Merchandising & Training • Ecommerce • Pet Cremation  
 First Call Pickup Services • Urns & Urn Vaults • Personalization & Memorialization

*Some services may not be available in your area. Please check with your local plant or visit our website.*

800-330-1869  
[www.suho.com](http://www.suho.com)

ARKANSAS | COLORADO | KANSAS | LOUISIANA | MISSOURI | NEW YORK | OKLAHOMA | OREGON | PENNSYLVANIA | TEXAS

### Ultimate Graveside Service

At SI Funeral Service, the Ultimate Graveside Service is our standard and includes:

- Funeral home name's on tent
- Covered chairs with Kleenex
- Polished equipment and vault
- Cocoa matting
- Dirt mound covered
- Tent sidewalls when needed
- Professional, courtesy CSR to assist during the funeral service if necessary



### Why settle for less?



SI Funeral Services is a division of Suho Industries, Inc., a leading provider to funeral professionals and the deathcare industry.

**The Dead Beat -The Caregivers Soapbox**  
 Volume: **Eleven** Number: **Three** Early Fall '10  
 Editor: *Joanne Howard* Publisher: *Lowell Pugh*

The Dead Beat is published bi-monthly. Editorial and business offices are located at 400 Chestnut, Golden City, MO 64748. Phone (800) 575-2611

**Subscriptions:**  
 Additional copies for U.S.A. are \$24.00/ 1 year (6 issues).

**For subscription, address changes, circulation, advertising assistance, write, phone or fax**

H.L.Pugh & Associates Consulting  
 P.O. 145, Golden City, MO 64748  
 Toll Free (800) 575-2611 Fax (417) 537-4797  
 Email-[editor@thedead-beat.com](mailto:editor@thedead-beat.com)  
 Website: [www.thedead-beat.com](http://www.thedead-beat.com)

THE DEAD BEAT  
 H L PUGH & ASSOC CONSUL  
 P O BOX 145  
 GOLDEN CITY MO 64748-0145

PRSR STD  
 U.S. POSTAGE  
**PAID**  
 Permit #298  
 Rochester, NY

# MOONEY-KEEHLEY

AN EXTENSION OF YOUR IMAGE AND REPUTATION

## ECONOMY ACKNOWLEDGEMENT CARDS

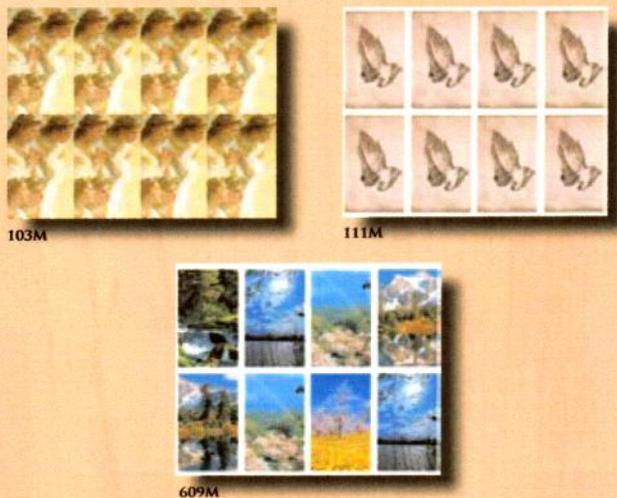


ECONOMY ACKNOWLEDGEMENT CARDS					
	1,000	2,500	5,000	10,000	25,000
WHITE	\$80.00	\$75.00	\$71.00	\$70.00	\$68.00
IVORY	\$85.00	\$80.00	\$78.00	\$75.00	\$73.00

\*\* PRICES ARE PER CARTON WITH AND WITHOUT MAILING ENVELOPES AND ARE FAIR VALUE ONLY.

## BRANDI PRAYER CARDS

\$50 PER PACKAGE



## MOONEY-KEEHLEY



**22 Winston Place**  
**Rochester, New York 14607**  
**(585) 271-1573**

## AFFORDABLE REGISTER BOOKS

