

Efficiency —

Plus Human Qualities

The quality of efficiency permeates the atmosphere of our modern institutions. It has become almost synonymous with large enterprises and their proper functioning. There is a tendency to associate it with strict adherence, to rules and regulations.

In the funeral directing profession, however, efficiency demands more than proper facilities, modern equipment, well trained personnel and a scrupulous attention to detail. There must be a sympathetic willingness to serve, to cheerfully assume the burdens of the bereaved, and above all, to be human.

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