

**New!**  
**Enduring Comfort**  
**A Keepsake That Comforts Everyone**

*Enduring Comfort* is our new, non-religious bereavement book that comforts everyone, regardless of their beliefs. It contains grief recovery helps, meditations, affirmations, **special union features**, original four-color art, and a tribute section — all providing hope.

*Enduring Comfort* is one-of-a-kind, and is not available in retail stores.

For less than the cost of flowers, you can give your people a permanent reminder of your



care and concern they will keep in their home forever.

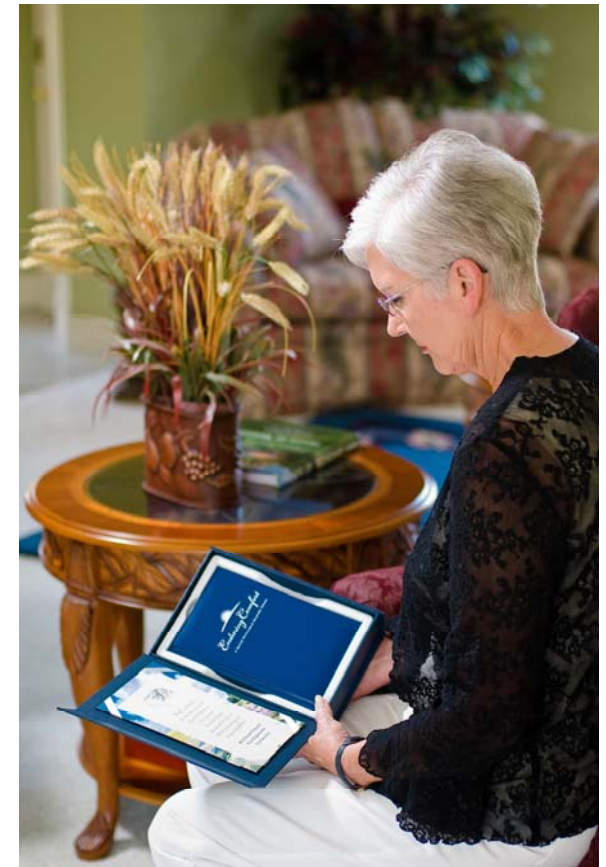


**The ONLY 100 Percent Union-Made Choice Since 1958!**

**www.umemorial.com**  
 email: **service@umemorial.com**  
 Nashville (615) 851-0789; Fax: (615) 851-0699  
**Toll-Free 1-800-827-8232**  
 P. O. Box 719, Gallatin, TN 37066-0719



*the perfect ...*



*... expression of sympathy*



**United Memorial**

NEW **Sierra** includes: Chest, Sympathy Card, Your Personalization, and Book

\$26.95 to \$31.95

depending on quantity



**Exclusive!** Union History Section



Memorial Bibles



High Quality  
Magnetic  
Closure



# The Best Way to Serve Your People in Times of Loss ... a Lasting Tribute



Family Bibles

Stratford

Presentation Chest with Memorial Bibles

Gift Bibles

## New! Sierra Chests

- ◆ An up-to-date, leather-type finish.
- ◆ Distinctive ribbons hold your colorful, personalized insert.
- ◆ New *Enduring Comfort* book features a **keepsake compartment** for special mementos.



For less than the cost of flowers you can give the grieving family something of substance — an enduring tribute to their loved one — that will become a cherished family treasure.

For 50 years, our *Memorial Bibles* — and now *Enduring Comfort* for all faiths — have been the ideal expression of loving concern and sympathy in times of sorrow and loss.

Each volume comes complete with its own gift chest. The personalized donor panel is already inscribed and in place to identify you as the giver of this lasting remembrance.

## How the Memorial Program Works

The *Memorial Bibles* or *Enduring Comfort* are either delivered for display at the funeral home by a manager or representative, given directly to the family or member at a proper time, or mailed by the organization directly. The funeral director generally places your gift on a display stand near the casket. All who pass to pay their respects notice your thoughtful expression of sympathy.



Simply keep a reasonable number on hand. When a death occurs, you may fill out the sympathy card to complete this caring expression of personal concern.



## Completely Union!

**Every United Memorial product is 100 percent union-made!**

**Every United Memorial employee is a union member, and is under a current, union contract!**

**No one else can say this!**

As the leading Memorial Bible supplier in the union market since 1958, you can rest assured we are a 100 percent fully-unionized company—the **ONLY ONE** in this business with ALL its employees under a current union contract, and ALL its products bearing an official and legitimate union label. AFL-CIO verification of this fact is furnished upon request.