

Northern Illinois Granite Co.

Makers of Monuments of Quality

Kankakee, Illinois

Advertising Service of Bliss Design Co., Rockford, Ill.

(No date of publication)

Except from the booklet:

“In this little booklet we have tried to bring to your knowledge the essential facts that will be of most value to you in buying a monument.

“Our many years of honorable business and success in this community preeminently qualifies us to serve you.

“A remarkable set of conditions and details enter into the designing, finishing and erection of a memorial of *Uncommon Merit*, but after all a work of this nature to be a fitting example of the symbol it represents must be entrusted to craftsmen who have their heart in their work, and who take pride in accomplishment.

“Let us build for you a memorial of *Uncommon Merit*. It will prove a comfort to have accomplished this duty well, and the cost will be moderate.”

This booklet, which begins on the next page,
is presented on the Stone Quarries and Beyond web site.

<http://quarriesandbeyond.org/>

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Superior Service

Northern Illinois Granite Co.

MAKERS OF

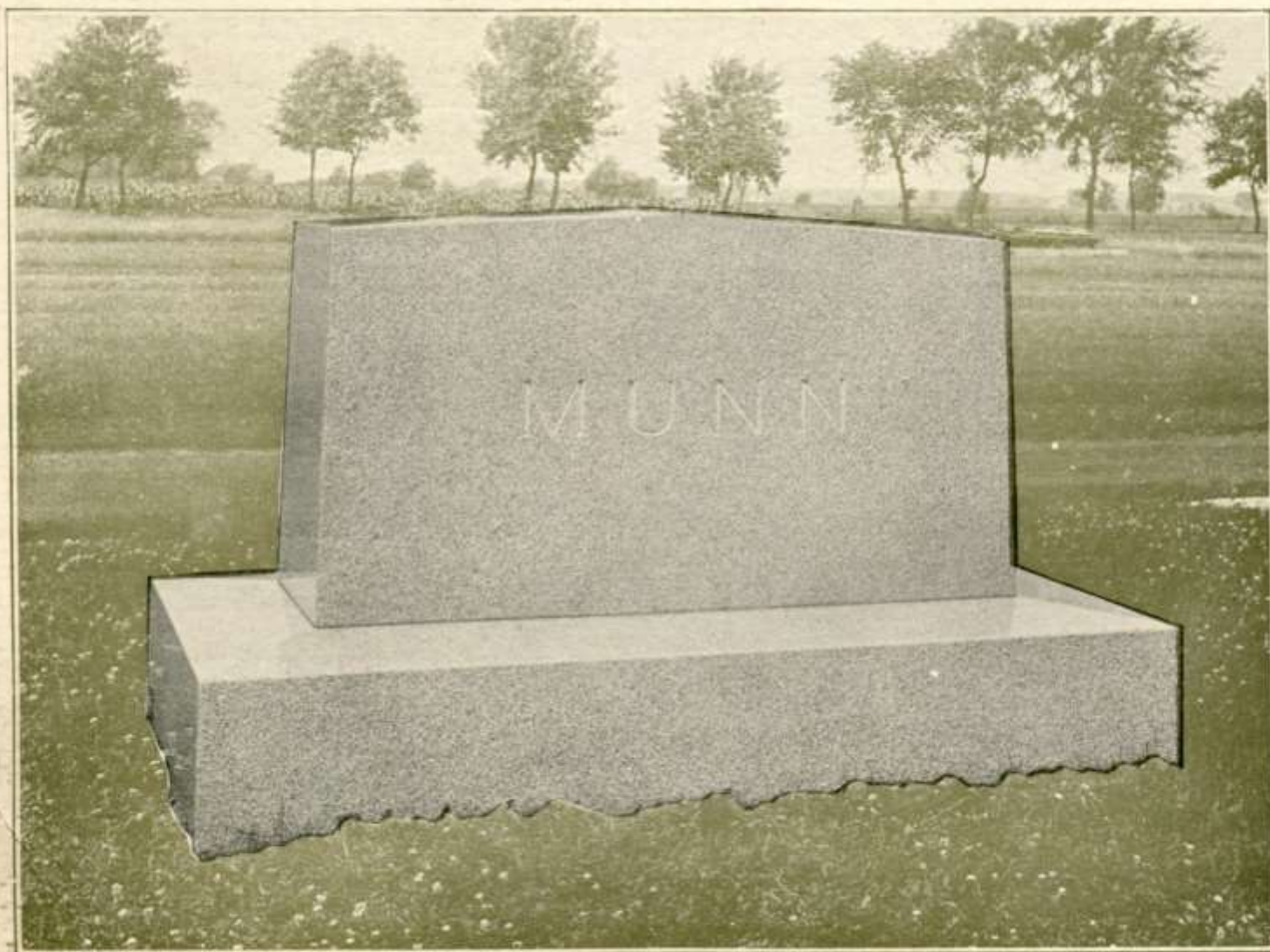
Monuments of Quality

Kankakee, Illinois

ART is a mere artifice, unless it is the response of a genuine impulse, a genuine need that has compelled its creation, and the architecture is merely the name we give to the test of planning how best in the construction of our memorials we may make beauty serve utility in accord with the eternal fitness of things.

¶The Cemetery Beautiful must come about through general awakening on the part of the people by acknowledgment of the mistakes in the past, and through co-operation with the monumental and landscape artisan who stand sponsor for the Cemetery Beautiful idea.

¶In America more than any other country our cemetery landscapes are becoming a delightful and instructive rendezvous for the student of art.



IN presenting this little brochure reflecting the policy of this firm, we ask you to regard it a message from a reliable business firm who in the conduct of its business desires to render you the utmost service.

¶ While we realize that reference to a bereavement is painful, we know that any service which may be rendered to the memory of the departed, helps in a measure to dull the keenest edge of grief.

¶ The erection of a memorial is such a service. Whether you are ready to consider this at present we do not know, but if you feel that such consideration is possible, it will be a satisfaction for you to give it, and we shall be glad to place ourselves at your service.

¶ May we not show you a portfolio of our exclusive designs or ask you to call and see monuments which we have completed? Appointment may be made by mail or telephone.

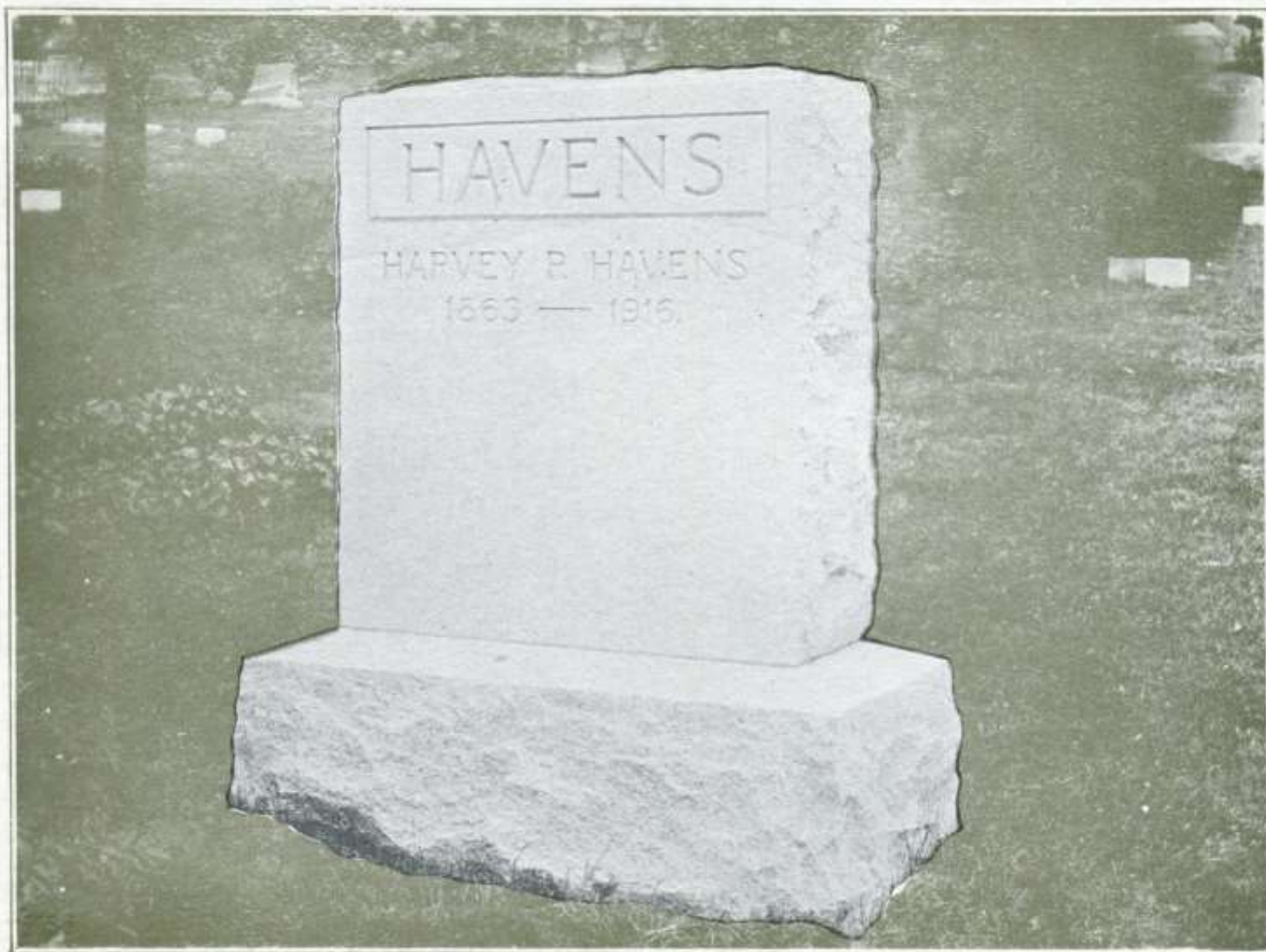
¶ To convey to you a knowledge of the beautiful monumental granites utilized by us in memorials we build would require a volume of space. Inferior granites are sometimes offered *because of their low cost*, but materials used by us are from proven granites.

¶ Materials are chosen for their adaptability to the type of monument being made. Some materials are rare and beautiful in one class of work but impractical for other types.

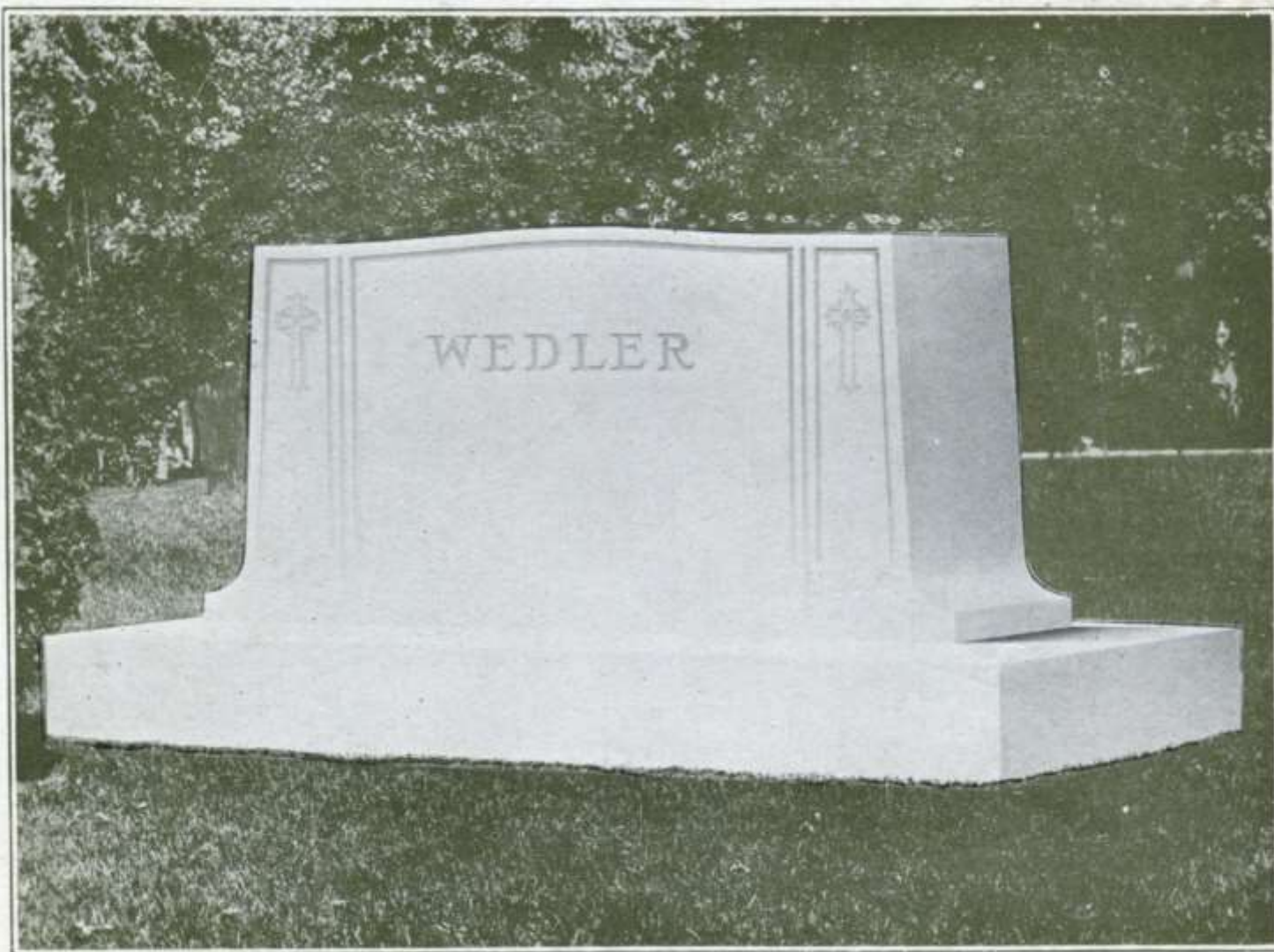
¶ We invite you to inspect finished monuments in our stock from the beautiful granites we handle, comprising the standard gray granites from Vermont and Massachusetts, beautiful red and mahogany granites from Wisconsin, red and gray granites from Minnesota, green granite from Wisconsin, refined pink granites from Carolina and Rhode Island, Colorado black granite, and choicest foreign granites from Sweden and Scotland.

¶ Some of these granites are from famous quarries and are *sold exclusively by us* in a large territory.

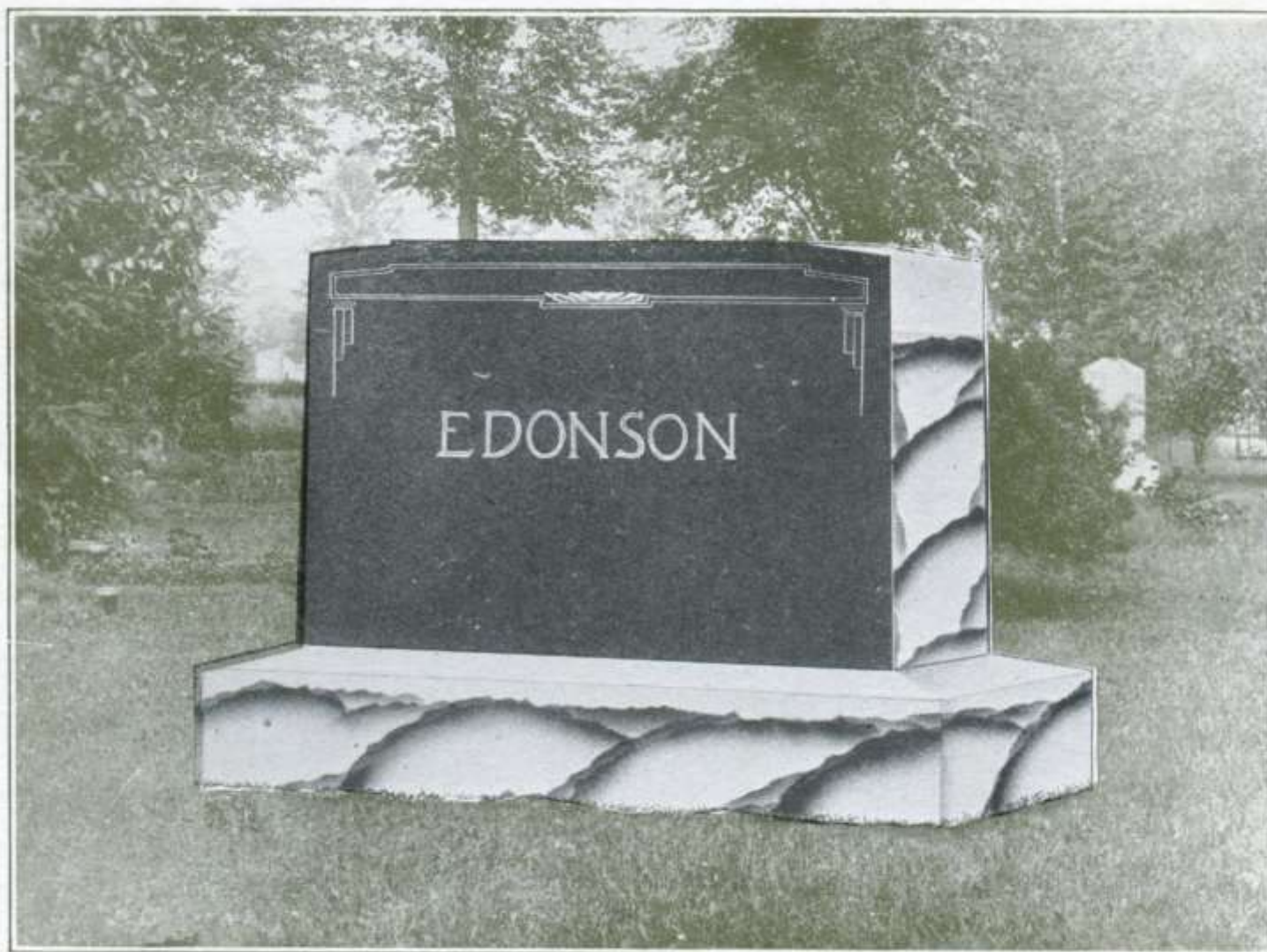












STOP AND CONSIDER

That the farmer, merchant, banker and professional man, men of forethought and wisdom, exercise every precaution for the protection after death of their families, the great industries which bear their name, and for endowment of institutions of public welfare.

And yet that sacred spot in the garden of sleep which is to be the final resting place of themselves and their loved ones, is a subject avoided, neglected and oftentimes left to the mercenary control of strangers.

Today and now a suitable burial plot should be a family heritage. Its selection, its landscape, its memorial should reflect individuality and idealism. Countless burdens of sorrow have been lightened by prior consideration and preparation for this day.

Our service will gladly suggest a plan for individual or family requirements.

WHEN purchasing an article of merchandise you select it for its appearance. You are familiar with its quality and value. When purchasing a Monument the average buyer knows little of its ultimate appearance, the quality of material, or the value of the product for which a certain price is asked and given.

One method only is *best for you*. Place confidence in a reliable Monumental firm known to conduct its business honorably and to have the artistic ability so important in the production of beautiful memorial work.

Don't, dear reader, be deceived by the glib talker who promises to build your monument cheaper than others. He will slight the work every time to conform to the low cost.

We invite your confidence and counsel.







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ADVERTISING SERVICE OF BLISS DESIGN CO., ROCKFORD, ILL.

