

ROCHESTER'S FIRST NEW CEMETERY SINCE 1883

WHITE - HAVEN

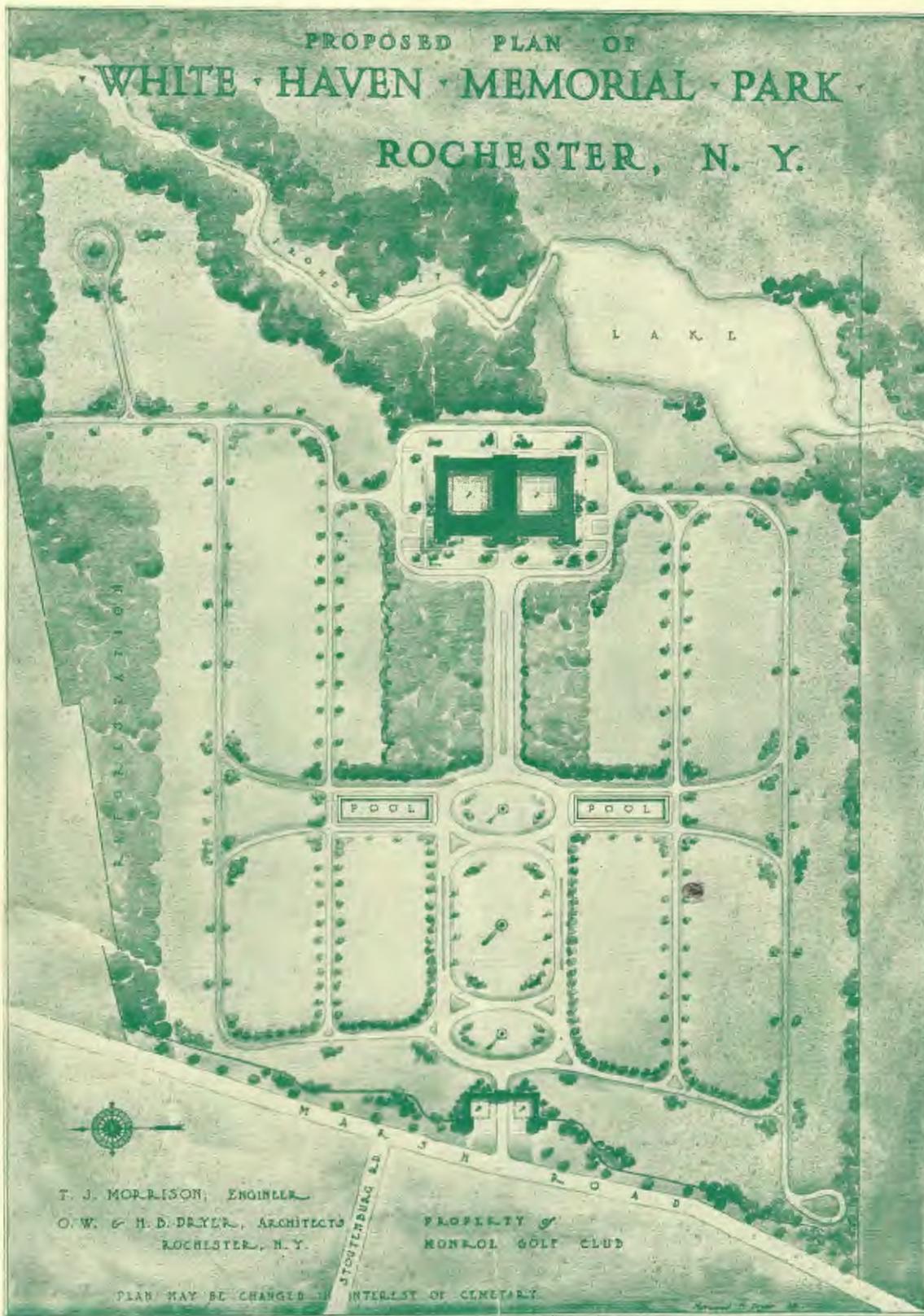
MEMORIAL PARK

"A Garden of Memories"

INVITING as a lovely garden-spot and forever free from the foreboding gloom of the old-style graveyard, WHITE HAVEN MEMORIAL PARK always will be a true garden of sleep where our loved ones repose, awaiting the resurrection. Its park-like beauty never will be marred by crumbling stones or other out-worn symbols of death and sorrow. Simple tablets of everlasting Bronze, set flush with the turf, are the only grave markers permitted; simple, inexpensive, democratic and permanent.

GOD'S GARDEN
"The kiss of the sun for pardon,
The song of the birds for mirth.
You are nearer God's heart in a Garden,
Than anywhere on earth."

WHERE THE MEMORIES OF BEAUTIFUL LIVES



2 Graves
 185
 3 Graves
 275⁰⁰
 4 Graves
 370

AN IDEAL LOCATION

White Haven Memorial Park is located on Marsh Road between the Fairport and Palmyra Roads, slightly less than eight miles from Rochester City Hall and only about six miles from the center of population of greater Rochester. This site was especially selected after careful consideration of many locations. It is a sufficient distance from the noise and bustle of the city to have the calm, peaceful quiet that should be properly associated with eternal rest. Beautiful East Avenue, famed the country over, and improved Monroe Avenue are the main avenues of approach to White Haven.

A BURIAL PLACE OF DISTINCTION

AN INVESTMENT IN PEACE OF MIND

More and more people are coming to see the advantages of arranging for burial property well in advance of actual need, when the matter can be given unhurried attention while the mind is unclouded by grief.

The ownership of interment property is not a luxury; it is a real necessity. It is not a question of whether or not we will buy — but only a question of when and where.

For all time to come you will be glad that your selection was made in WHITE HAVEN MEMORIAL PARK, where no tombstones or monuments will mar the beauty and where a large endowment fund will assure perpetual upkeep and beauty forever.

THE WHITE HAVEN CREED

The Builders of White Haven Memorial Park believe that:

- I. Death and the necessary funeral arrangements should be surrounded with as few signs and symbols of mourning as good taste and conventions will permit.
- II. The saddened heart needs the ministry of the spiritual and beautiful and not the assault of the sad and doleful. The door between the living and those who live beyond should not be stern and forbidding, but should have upon it symbols that are kindly, noble and exalting.
- III. The remains of the departed should rest amid scenes of cultured beauty which should be in harmony with the tenets of Faith, Hope and Immortality by which they have lived and died.



A contrast of old and new methods of cemetery development, showing at the left the garden-like charm of White Haven Memorial Park and on the right the "ghostly" rivalry of tombstones in typical monument cemeteries.

Referring to the old-style graveyard shown at the right BRUCE BARTON recently wrote: "The cemeteries of the world cry out man's utter hopelessness in the face of death; their symbols are pagan and pessimistic and their damp precincts add a final horror to the grief of parting."

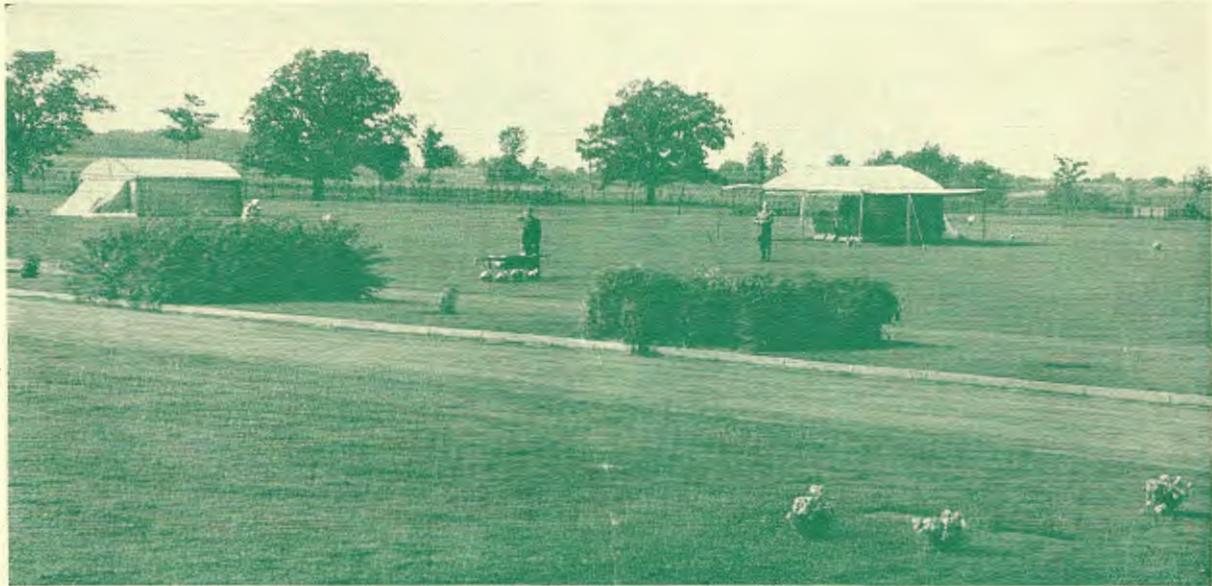
After visiting a modern Memorial Park, however, he declared: "Here every tree and shrub and flower proclaims that Life is ever lord of Death and Love can never lose its own."

A LIVING SHRINE OF PERPETUAL BEAUTY

DELIGHTFULLY DIFFERENT

WHITE HAVEN is not "just another cemetery." It is the expression in this community of a nation-wide movement whose end and purpose is to make the burial place less suggestive of Death and sorrow and more expressive of the tender love and devotion we bear those who have found immortality. The modern memorial park represents the revolt of culture and good taste against the sordidness and inherent ugliness of the old-fashioned graveyard. It is the transformation of an ancient institution which has been traditionally gloomy and depressing into a bright, warm and colorful garden spot—a place of exquisite natural and created beauty, a living shrine of perpetual loveliness devoted to sacred memories.

Our Modern Equipment, as illustrated, is available for use at every funeral.



DEMOCRATIC SIMPLICITY

In place of monuments and tombstones, the Memorial Park substitutes a **bronze grave marker**, 12 by 24 inches in size, beautifully lettered. This marker is made of imperishable bronze and is anchored in a heavy concrete base, set flush with the lawn at the foot of the grave. It provides a beautiful method of marking the burial place. It is artistic, inexpensive, and permanent. Its use accomplishes three very desirable ends:

1. It preserves the beautiful park-like character of the property, and banishes the gloomy, chill, and forbidding atmosphere of the old-fashioned graveyard.
2. The use of this uniform marker saves the public the **enormous and useless expenditures for tombstones**. The bronze marker does everything that the most expensive tombstone can do—it **identifies the grave**.

3. The uniform markers preserve a Perfect Democracy in the burial ground. The old-fashioned cemetery has its **rich section** and its **poor section** and even its **potter's field** and all of the class and caste distinctions of life are carried into it. White Haven Memorial Park, beautiful enough to serve as the resting place of the most important person in the community, is sold at prices and terms that a poor man can meet, and the restriction against private memorials makes **White Haven a perfect exemplification of the democracy of death**.



PERPETUALLY ENDOWED ~ NON-SECTERIAN

WHITE HAVEN OFFERS OPPORTUNITY

White Haven offers each family the opportunity of selecting and purchasing, at a surprisingly low price and on generous terms, a little spot in God's Acre. On completion of the payments a deed to the lot is delivered, and should be laid away with the family's insurance papers where it rightfully belongs. It may be many years before it is needed, but it might be next week. No one in the hour of need ever regretted a previous provision for the event but many have in great sorrow regretted that such a provision had not been made.



This Man Gives His Family the Protection of
"Before Need" Purchase.



In this Case the Burden was Shifted to Weaker
Shoulders.

BEFORE NEED

"A wise man is wise before the event, not afterwards." He anticipates and prepares ahead of time for the emergencies of life and death. Upon this truth is the "Before Need" plan of White Haven founded. The head of the family passing away without burial provision has left the family exposed on the most helpless day of their lives. The purchase of a cemetery lot in advance of need is as wise and provident as the making of a will, providing insurance or other measures of protection for the family.

IN FULFILLMENT OF A DUTY

While death is a subject most of us do not wish to think about, it is not a matter of choice, for whether we will or not, there is no escape. When death is in the home, it is difficult if not impossible to make a suitable selection as the time is brief for the making of all arrangements, during which period there are many demands on one's attention. At such a time one is not at his best, either mentally or financially. The mind is crushed under a load of sorrow and finances are impaired by the heavy expenses attending a final illness and death. Fairness to himself and his family, should make a man attend to this matter before the advent of the Angel of Death to his home.

EXECUTIVE OFFICES OF
WHITE HAVEN MEMORIAL PARK
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WILL BE KEPT BEAUTIFUL — ALWAYS

PERPETUAL CARE

In the establishment of a burial place, there is nothing of greater importance than adequate provision for the future maintenance of the property. Some cemeteries have adopted "Perpetual Care" on only certain lots or portions of their properties, but every foot of White Haven will forever have the benefits provided by the Perpetual Care Fund. Perpetual Care can be assured in only one way and that is through the establishment of a Trust Fund for that purpose.

Twenty percent of all moneys received from the sale of lots, mausoleum crypts or rooms is now being placed in the custody of the Security Trust Company of Rochester, the income therefrom to be used for the care and maintenance of the entire cemetery, from the single grave to the family plot.

The Perpetual Care Fund is bulwarked and safeguarded. Its principal sum can never be reduced for any other purpose. Only the interest thereon may be used in the upkeep of the whole cemetery. It will grow throughout the years. It will not be affected by the death of any person or the dissolution of any Company. It will go on through the centuries, caring for the beloved dead of this Community, an assurance of perpetuity. No assessments, therefore, or charges of any kind for the upkeep and care of lots in White Haven can be imposed in the future, and all of this you may have for the final resting place of your loved ones by the purchase of a lot in WHITE HAVEN MEMORIAL PARK

WHITE HAVEN MEMORIAL PARK

OWNED AND OPERATED BY

MONROE CEMETERY ASSOCIATION, INC.

Monroe Cemetery Association, Inc. is incorporated under the laws of the State of New York, which guards the sanctity of cemetery grounds, affords every security to the purchasers of lots and gives every lot owner a voice in the election of Trustees who shall manage the affairs of the corporation.