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In offering his recently completed Funeral Home to the public, Mr. John F. Denny feels it appropriate to present a brief review of the history of the establishment, and a description of the new building and the facilities for modern funeral service.

The remodeling and refurbishing have been accomplished with but one end in view, that of supplying a quiet, beautiful homelike place, wherein proper tribute may be made to those who have passed the final portals of life.

"In Time of Need"

John F. Denny
Funeral Service Since 1848
Light and Montgomery Streets
Telephones South 1416-1417

Wm. F. Mareck
Associate

G. Howard Strong
Associate
In the year 1848, Mr. John Denny, the father of Mr. John F. Denny, began business with Mr. William Armstrong, under the firm name of Armstrong & Denny. As was the custom of the time, the firm also conducted a furniture business at the same place. At that time there were three establishments of the kind in Baltimore.

Mr. Armstrong retired from business after a number of years, and his son, Jas. W. Armstrong, assumed his place in the firm. Some time later the name was changed to Armstrong, Denny & Co., with Mr. Milton H. Wagoner, a son-in-law of Jas. W. Armstrong, and Mr. John F. Denny, as additional members of the company.

After the death of the senior Mr. Denny, the business was incorporated and continued until the year 1919, when the Armstrong and Wagoner interests were purchased by Mr. John F. Denny, who, since that time, has been the sole proprietor. Mr. Denny is assisted in the conduct of the business by two associates, Mr. Wm. F. Mareck, who has been with Mr. Denny for 27 years, and Mr. G. Howard Strong, who has been with Mr. Denny for 7 years.

A picture of the new building may be seen on the cover of this booklet. On this page are illustrations of the 1848 building, and the same building with improvements made during the nineties. The old building has now been practically rebuilt within and without. It has been Mr. Denny's idea to provide an establishment where every funeral demand may be supplied promptly and efficiently, where service shall be in good taste, and privacy and comfort shall be assured.

The Denny Funeral Home is located at the corner of Light and Montgomery Streets. It is sufficiently near the center of the city to be easily accessible from any part of Baltimore.

Mr. Denny or one of his associates will call immediately at any hour of the day or night in response to a telephone call to South 1416 or South 1417. The satisfactory service offered has been frequently mentioned by those who have availed themselves of it. The new building makes possible better and more prompt service than ever before. Every responsibility is cared for, including press notices, arrangements at the cemetery and the many other details.
The Offices of Mr. Denny and Mr. Mareck are tastefully furnished to harmonize with the decorative scheme of the entire building. Mr. Denny, Mr. Mareck and Mr. Strong are all competent, experienced funeral directors, each one imbued with a desire to render the highest possible degree of service to everyone, regardless of social standing, financial responsibility or religious belief. The same sympathetic treatment is offered to all, without thought of the price paid.

A complete staff is always prepared to supply courteous and correct service. All arrangements are in the hands of competent assistants, with every due regard for the feelings of the family. Everything is done with an appreciation of the needs of the occasion.

Below Mr. G. Howard Strong is shown standing near the recently installed Otis electric elevator, one of the many notable features which enable satisfactory, unobtrusive service.
Immediately inside the Light Street main entrance, on each side of the hallway, are Reception Rooms, where the visitor may await in privacy to discuss arrangements with Mr. Denny or one of his associates. These rooms are available at any time the family may be in the building. The quiet, dignified furnishings of these rooms strike the keynote of the entire establishment. The rooms are so arranged as to avoid all intrusion on the privacy of the caller.

On this floor also is the beautiful Service Room, where funeral services are conducted. All the necessary equipment for religious services is at hand. The room is furnished with specially designed Windsor chairs. There is no extra charge when the funeral is conducted from the Denny establishment.

The Family Room adjoins the Service Room. Here during the services the family may listen privately, in comfort and seclusion.
The First Floor Corridor leads from the front entrance, with doors opening on both sides to Reception Rooms, Service and Family Rooms and Reposing Rooms.

Across the Hallway are the Two Reposing Rooms where the remains may rest before the funeral, and may be seen by the family and friends. These rooms are appropriately furnished to supply the dignity befitting the occasion.

The Display Room on the Second Floor is a spacious apartment, where may be seen caskets ranging from the very modest design to the most impressive. In the selection of the casket it is always desired to supply only that which the family requests. There is no effort made to sell or to bargain about the price. Sympathy and courtesy may be expected from every individual connected with the establishment.

MODERN EQUIPMENT

The equipment of every funeral is complete and of the highest grade. The Funeral Coach and Limousines are of the latest and most approved design, and are always in perfect condition. Constant supervision insures that nothing shall be overlooked which is essential to a properly conducted funeral.
THE COST OF FUNERALS

It is the policy of this establishment to give the utmost value for every dollar paid. The cost of the funeral is dependent entirely upon what the family may wish to pay, and the selection they may make. No effort or persuasion is made to increase the charge, and every funeral is conducted upon the same high plane, regardless of the amount paid. It may be well to add that whatever may be the amount you wish to pay, you may have a funeral at that price.

SHIPPING FUNERALS

When death occurs in other cities, arrangements may be made through this organization for transportation to Baltimore or elsewhere. Also arrangements for transportation and funeral in any other city.

AN INVITATION

Mr. Denny invites you to call at any time for an inspection of the building. You will be courteously received and will gain an accurate idea of the service to be expected in "the hour of need."
Show me the manner in which a nation or community cares for its dead, and I will measure with mathematical exactness the tender sympathies of its people, their respect for the laws of the land, and their loyalty to high ideals.

Gladstone.