Donation of the Month

Callison-Lough Funeral Home Sketch
2011.90
Donor: Callison-Lough

One of Rogers' oldest and most dignified companies continues to serve the community. Callison Funeral Home, which was started in 1912 by A.D. Callison, has gone through several changes over the years. Started in the business district of Walnut Street it has abandoned its downtown roots and moved to a new purpose built location.

A.D. Callison Undertaking Company started in 1912 at 115 W. Walnut. It was a paint and wallpaper store as well. Callison continued to provide both funerary services as well as home décor services until the company moved to the stately home of H.L. Stroud at the corner of 4th and Walnut. With the purchase of the Stroud home the business changed its name to Callison Funeral Home. It would have several other names through the years as partners came and went. The last partner, Max Lough, expanded the business branching into the surrounding communities of Fayetteville, Springdale, Bentonville and Gravette.

Business always centered on the patron. In the 1920s, Callison purchased 117 W. Walnut to expand his business. This allowed for more room upstairs for sitting rooms, a chapel, a display room for caskets and an onsite morgue. It also allowed more room for the paint and wallpaper business, which though a side line continued to expand. A motorized hearse purchased in 1917 and an ambulance sat in a building in the back lot.

With the purchase of the Stroud home in the 1930s, newly expanded rooms allowed for the comfort of those who grieved; as well as room for an onsite funeral director. All of the updates did not detract from the 'home' feeling, which provided a warm comforting feeling for the family.

Today's funeral home lacks the warm home feeling with a more stark plain business look. But the company continues to strive for the best possible experience during a very difficult period. With full

service accommodations straight from the pages of A.D. Callison's playbook, the business hasn't changed even though the name and location have.