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Funeral Cost Hit By Federal Suit

Senator Hart has predicted that funeral prices will drop with the advent of something relatively new in that industry—price advertising.

Hart's prediction, made on the Senate floor, was prompted by the recent Justice Department suit which charged the National Funeral Directors Association with coercing undertakers to keep them from advertising their prices.

"This is a subject with which I am most familiar," Hart said. "The Antitrust and Monopoly Subcommittee, which I am honored to chair, held extensive hearings on the antitrust aspects of the funeral industry."

"FUNERAL SERVICE is big business—exceeding \$1.6 billion a year. Competition in the industry, according to testimony presented to the subcommittee, was choked off because undertakers couldn't advertise their prices to the public."

"Why? Because strong, influential associations felt that it was 'unprofessional,' that it somehow wasn't right to advertise the 'cost of dying.'"

Hart said that for many people, the cost of a funeral was the fourth largest expense that would be incurred during their lifetime.

"ONLY A HOUSE, a car, and a college education will cut a bigger hole in most family budgets. The Department

of Commerce estimated per-sonal expenditures for funeral and burial services at an average \$988. And that was back in 1963.


"Now, when a man buys a home or a car or selects the college he can afford to send his children to, he has the time to shop and has a good idea of what it will cost him."

"But certainly a grieving family doesn't have the time—or even more important, the will—to shop around for the best price."

"In time of sorrow, a bereaved family wants to make sure their departed has the very best service they can afford. They will not question cost because of their emotional state and out of fear of diminishing the solemnity of the occasion."

"And I would say that 95% of those people who make funeral arrangements don't realize that even the cost of the casket they purchase can determine what they will pay for the rest of the funeral expenditures."

HART SAID THAT many funeral directors in the country do provide and are willing to provide—at reasonable costs—the same services that many people are being greatly overcharged for. But the problem is, how do you find them.



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5 lessons and Graduation Fashion Show!

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6.50

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Barbara Loren director shows Panasonic video tape recorders used in classes

Classes start Sat., Jan. 6

• Ages 15 to 19	10:30 A.M.
• Ages 12 to 14	12 Noon
• Ages 10 to 11	2:00 P.M.
• Ages to 9	3:00 P.M.

Inquire at Federal's fashion depts.
or call 869-7100, ext. 223

Classes available at these stores:

Woodward-9 Mile
Universal City

Greenfield-Gal. River
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Windsorland
14 Mile Creek-Rose



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5 lb. Family Size Box of COUNTRY INN Holiday Chocolates

Gift Priced

5.95

5-lb. Box

They taste as marvelous as they look. 24 different varieties including butter creams, nut fudge, truffles, fruit and chew centers. The finest ingredients in rich milk and dark chocolate. Makes a fine gift idea.



3-lb. Holiday Box..... 3.95

2-lb. Holiday Box..... 2.95

2-lb. Filled Hard Candy..... 1.77

Bulk Christmas Candies..... 39c to 98c

Christmas Novelties..... 10c to 2.98



Sears 5-pound Fruit Cake

FOR ONLY **3.99**

Laden with fine fruits and nuts, decorated with a candied cherry and green tugging and packed in a special holiday tin. Pre-iced in two 2 1/2-lb. halves for easy serving.



3-lb. Country-Inn Trio

FOR ONLY **3.69**

Three pre-iced 1-lb. loaves of fruit cake, each coated with candied cherries, pineapple and fresh nuts. Packed in an attractive gold tin.



5-lb. Country Inn Fruit Cake

FOR ONLY **5.99**

Made with pure creamery butter and whole fresh eggs. Coated with candied cherries, pineapple and fresh nuts. Packed in an attractive gold tin.



1 1/4-lb. Vincent Price Chocolates

FOR ONLY **2.75**

Chicest fruits, nuts and creams generously coated with smooth milk and dark chocolate. Gift boxed.

Grand River at Oakman, WE 3-3300

Grafton at Van Dyke, WA 5-0100

Woodward, Highland Pk., TO 8-1500

Livonia Park, Southfield at Dix, DI 3-7000

Livonia Mall, 7 Mile at Middlebelt, 176-6000

Macomb Mall, Grosse at 13 1/2 Mile Rd., 293-8000

Oakland Mall, 14 Mile Rd. at John R., 585-1000


Pontiac, 154 N. Saginaw, PE 5-4171

Wyandotte, Biddle-Maps, AV 1-9000

Crown Pk., 7 Mile-Mack, TU 4-6000

Sears Candy Dept. (Not at Grease Points, Wyandotte, Pontiac)

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