

Funeral Cost Hit By Federal Suit

Senator Hart has predicted that funeral prices will drop with the advent of something relatively new inhat industry-relatively new inhating inhatin

pects of the funeral industry.

"FINERAL SERVICE is bigbusiness-exceeding \$1.6 billion a year. Competition in the
industry, according to testimost presented to the subcommittee, was toked off because
undertakers couldn't advertise
heit-prices to the public.

"Why? Because strong, inluential associations felt that
it was 'unprofessional,' that
it somehow wann'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 ouring
heir lifedime.

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

est 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 diminishthe accounts of the ocing the solemnity of the oc-

"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 fu-neral directors in the country do provide and are willing to provide—at reasonable costs— the same services that many people are being greatly over-charged for. But the problem is, how do you find them.



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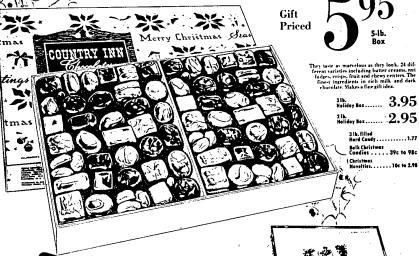
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Highland Park

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n with fine fruits and nuts, rated with a candied cherry pecan topping and packed (ay holiday tin, Pre-sliced in 243-15, halves for easy serv-

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FOR ONLY 2^{75}

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