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UNITED STATES OF AMERICA  
DEPARTMENT OF JUSTICE  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20588

Division of  
Marketing Practices

Mary S. Feinstein  
Attorney

Direct Mail

August 15, 1995

Scott R. McCray

[Redacted address block]

Re: Vanguard's Trust 100 Marketing Program

Dear Mr. McCray:

This letter is in response to your letter of July 24, 1995 about Vanguard's Trust 100 Marketing Program. I hope that this letter provides an answer to the question you posed.

1. May your company, acting as a sales agent for several [Redacted] in

If your company is acting as an agent for funeral providers, and is offering for sale funeral goods and services, it must [Redacted]

I hope that this resolves this question. Please be advised that the views expressed here are those of FTC staff. They have [Redacted]

Sincerely yours,

[Redacted signature block]