

## UNITED STATES OF AMERICA FEDERAL TRADE COMMISSION

WASHINGTON, D.C. 20580

**Division of Marketing Practices** 

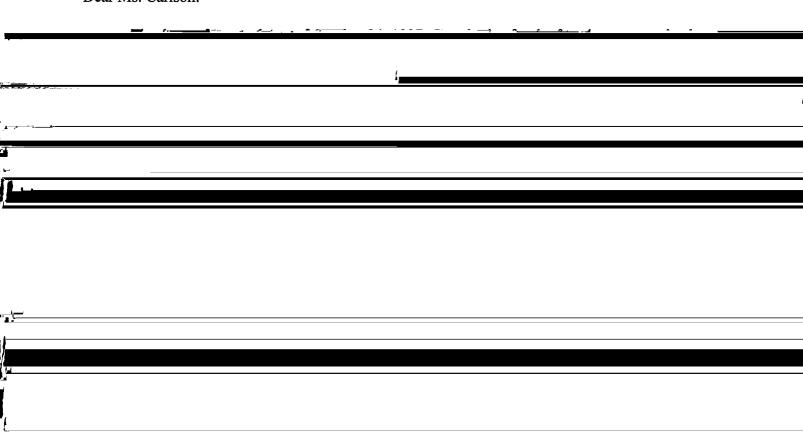
Laurie Meehan Attorney

Direct Dial 202-326-3755

October 31, 1997

Lisa Carlson
Executive Director
Funeral & Memorial Societies of America, Inc.
P.O. Box 10
Hinesburg, Vermont 05461

Dear Ms. Carlson:



	proceeds for firm and marridges to represent that follows at last and self-large are marriages.
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-	competencies on anomatonics, magning the manchese of any favoral condensation of any favoral complete such as
	cemeteries or crematories, require the purchase of any funeral goods or funeral services when such is not the case."
	such is not the case.
	Further, apart from the scenarios described above, you alleged more generally that some
	Further, apart from the scenarios described above, you alleged more generally that some consumers who ant for direct cremation are being charged a fee for a "required identification"
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	viewing." Such a fee, if it is non-declinable, may also violate the Funeral Rule. The only
	permissible non-declinable charges are the basic services fee and, in some instances, funeral goods and services that are required to be purchased by law. Thus, if a funeral provider charges a
	consumer for "required identification viewing" of the deceased, and it is neither part of the basic
	servines fregnited by law the unavoidable abords would likely be in violation of Section

only those goods and services that they specifically select. The Rule seeks to promote informed decision-making so that consumers are able to make funeral arrangements that are within their means. Further, the Funeral Rule addresses other unfair or deceptive practices in the context of purchasing funeral goods and services. It has not yet been established that the practices or



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