

ORIGINAL



Secretary,  
Federal Trade Commission

In regard to your inquiry for public input about burial arrangements.

In March 1996, we received a letter that we had been awarded a burial space valued at \$945<sup>00</sup>.

We put the letter in the junk mail. After a few days, we received a telephone call asking if we had received their letter. We informed them that we were not interested, they explained that there were no obligations to buy anything. We thanked them and said No.

After two more calls on succeeding days, we agreed to meet with their representative, take the free space and get it over with.

The representative came to call.

I explained that I was a Korean Vet and was entitled to

go to a Veterans Cemetery; (They were building one in Amelia, Virginia at that time) with a plaque.

He explained that it might be years before it was open and, except for Arlington National Cemetery, they were not well maintained.

He said funeral cost were going up and in a few years could reach \$15,000 - \$20,000 and would take away financial support from the survivor.

I said that an alternative would be cremation, He said you wouldn't be sure you would receive ashes from your loved one, or a mixture, and the bones didn't completely burn and were ground up.

To make a long story (2+ hrs) short, we are now paying \$81.31 per month for six years after a down payment of \$497.

This is money we could be using  
for medical insurance.

You can tell your senior citizens  
this is a new world, you can't be  
polite, if some one is selling  
something you don't want, or  
can't afford. Hang up immediately

Thank you for reading our Com-  
plaint

Lulus Falwell  
Edith Falwell

Lulus Falwell  
8654 Larkspur Rd  
Bon Air, Va. 23235



RICHMOND  
MEMORIAL  
PARKS, INC.

## NOTIFICATION OF AWARD

Dear Friends:

This letter confirms our earlier telephone conversation wherein the management of Dale Memorial Park of Greater Richmond has awarded YOUR FAMILY "a" space for burial at Dale Memorial Park at "no charge".

The present market value of this burial space for you or your spouse averages \$ 945.00 per space. This award has been presented in conjunction with our marketing and advertising program, and is our effort to continue to establish a heritage of families in Dale Memorial Park.

The award is limited to only a few families. It is non-assignable, and non-transferable and has been reserved to be awarded to your immediate family.

You will also receive a book called a Simplicity Planner. This valuable book will let you put everything that's important to your family together in one place.

As we discussed on the telephone, after you receive this letter I will be calling within a few days to answer any questions you may have. We will also discuss at that time how you may claim this property for your family. The qualifications are simply:

1. that you presently **DO NOT OWN** any cemetery property within 75 miles of Richmond.
2. that you will agree when the time of need occurs that you will use this space for yourself.
3. that you will either:
  - a) permit our Property Manager to bring this Award Certificate for the property to your home, and at the time of delivery of the Award Certificate you will grant the Property Manager approximately thirty minutes of you and your spouse's time to fully explain why we are making this award, answer your questions and then fill in your certificate and present the award to you, or,
  - b) to arrange to set a time with me when I call for you and your spouse to come out to the cemetery at your convenience to register your Courtesy Space Certificate. This is the preferable of the two options.

We further emphasize that **THERE IS ABSOLUTELY NO OBLIGATION ON YOUR PART TO BUY ANYTHING.** As stated, our objective is to increase our heritage.

### CONGRATULATIONS !

(Please note: This award is limited to a very few families. It is non-assignable, and non-transferable. It has been reserved to be awarded without ANY OBLIGATION TO BUY ANYTHING, to the people selected and their immediate families. Employees, their families and PRESENT PROPERTY OWNERS at Dale Memorial Park, as well as people that own cemetery property anywhere within 75 miles of Richmond are not eligible for this award.)

*If this letter has arrived at a time of sorrow, please accept our apologies.*

*Thank you,  
Vanessa*

Bermuda Memorial Park • Dale Memorial Park • Signal Hill Memorial Park  
P.O. Box 68, Chesterfield, Virginia 23832 • 804-748-5843 • FAX 804-748-2526  
Prearrangements, Mausoleums, Memorials, Development, Family Planning and Counseling