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rules and constraint or restraint of trade because it is felt that competition is the lifeblood of trade and competition benefits the public interest by eliminating those inefficient operations causing prices to be reduced in order that those who are competing can obtain the business. Now lawyers have been allowed to advertise, pharmacists advertise. There are regulations being considered at state and federal levels relative to advertisement dealing with retail sale of prescription drugs. So the idea of advertising and presenting price information to the public is not new. What these amendments would do is arm the consumer who is not going to have much contact with funeral establishments with information and data which will make it possible to comparison shop for the merchandise you must purchase for a funeral. Understand that the funeral industry is a moneymaking profit oriented operation like any other business in this society. Now you have to look at the nature of the business. Undertakers are businessmen. They are sales persons. They are experts in techniques of salesmanship. They even use the bait and switch tactic which is used in retail stores. One thing is advertised to draw you in. That item is either shown to be unsatisfactory, unsuitable or unavailable. Then you are steered toward a very highpriced item, and Senator Kremer is not here but there is a reference in the Bible that people who do wrong will go to a certain place and they will not depart from thence until they have paid the uttermost farthing. Once the corpse, which is the major bargaining point for the undertaker, once that corpse and the customer go into the funeral home, neither one will depart from there until they have paid the uttermost farthing. What I want us to do in reviewing these amendments is try to get away from the idea of death as a fearful subject. Look at this as buying and selling of merchandise and services. Currently all of the cards are in the hands of the seller. There is no way to make comparisons or informed decisions because the buyer has no information, no experience, and has no opportunity to obtain experience. The nature of the market is one that has too many sellers at too high a prices and with too much inefficiency. By being unable to make price comparisons, you generally will go to the nearest funeral home that you feel is available. That is not always the best or the wisest thing to do. So what we want to do is arm you with the means to determine where the best place is to go to buy and we also want to apprise the public of those things which are required to be bought. No casket is required by law to be bought. Cremation does not require a casket. There is no law that requires embalming in any circumstances even where

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