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Marketing Practices Mary S. Feinstein Attorney

Direct Dial: (202) 326-3064

December 14, 1995

K. Wayne Bishop President Chapel Hill Funeral Home offer all or most of your customers a discount. In that case, the discounted price would be the accurate price and should be reflected on the GPL. To reiterate, absent special circumstances warranting a discount, you should charge the same nondeclinable basic services fee to all customers, unless they choose a "minimal service" for which the basic service fee is already included.

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