

BUTTERWORTH
FAMILY MORTUARY 300 EAST PINE STREET SEATTLE, WASHINGTON 98122 MAIN 2-0949

Dear Friend and Neighbor:

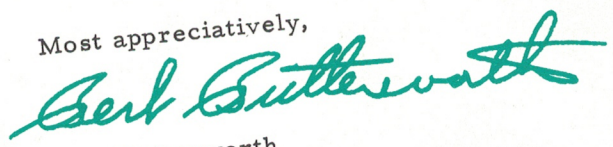
If this is not the right time for us to talk with you, we hope you will nevertheless keep this folder handy in your desk and refer to it later when you have both the time and the interest to give our message thoughtful consideration.

As when contemplating life insurance protection, each of us knows that at the right time we must face up as to how we shall aid our loved ones in time of need. Today more and more knowledgeable people are giving thought to arranging these important matters in their middle years so as to free themselves and their relatives from hurried decisions later.

A considerable amount of publicity, comment and controversy has been hurled at the public in recent months regarding cremation, funerals, and funeral directors. While none of this has been of our own origin, we appreciate the fact that it is making people think about these important decisions. We also feel impelled to answer some of these criticisms squarely. No matter which decision you reach as to the type of service you prefer, Butterworth's wants to serve you and your family.

No Group, Association or Plan can offer facilities, services, personnel, or prices which cannot also be obtained at Butterworth's, and no one offers the heritage of service and personalized attention which has made our firm famous through four generations of the same family management.

Most appreciatively,



Bert Butterworth
President

Being of service is our reason for being

**U. S. Veterans
Administration and/or
Social Security**

Almost every American over 35 today is entitled to funeral and burial benefits. But it is important that you check your eligibility *now*. Mail the enclosed postcard to Butterworth's today. We will send you material explaining both types of benefits.

VETERANS ALERT!



U. S. Veterans are entitled to V. A. benefits up to \$250 for funeral and burial costs. Social Security provides up to \$255. Butterworth's average service during 1962-1963 cost less than the total of these two benefits. We urge you to investigate your eligible benefits now so that your family later does not face undue expenses. Check with Butterworth's about our "Advance Plan."

**BUTTERWORTH
FAMILY MORTUARY**
300 EAST PINE AT MELROSE
MAin 2-0949

A heritage of

A heritage of service which no one can equal has been provided through four generations of the same family management . . . a heritage which has made Butterworth's synonymous with service.

Everything on one account because Butterworth's can make all arrangements, including burial, cremation, shipment, and incorporate all charges on one bill for your convenience.

Complete facilities are available for all types of services and such related needs as cemetery property, shipment to other cities, including funeral or service at destination, coroner procedure, notary service, officiating clergy, flowers, collection of insurance, etc.

Easiest financing because Butterworth's offers credit terms to meet most financial conditions. Nothing down, with approved credit, and 24 months to pay, if you like. Butterworth's personally arranges accounts at regular bank terms; no finance company is ever involved.

No procession through traffic because Butterworth's can arrange and conduct services anywhere in the Greater Seattle area . . . at any home, church or cemetery at no additional cost.

Choice of two chapels, depending upon size and nature of service and your own personal wishes.

Adjacent parking. Butterworth's central location is especially convenient for the family and guests attending services. 100-car parking lot adjoins the building and is one of the largest in the Northwest.

Exclusive "Advance Plan," available only at Butterworth's, permits individual or family to make all arrangements in advance of need. May include pre-payment, if desired.

No membership required. No matter which type of funeral or memorial service you prefer, no group association or plan can offer facilities, service, personnel or price which cannot also be obtained at Butterworth's.

One call takes care of everything, no matter when you need to call, because Butterworth's provides 24-hour telephone service. Dial **MA 2-0949**.

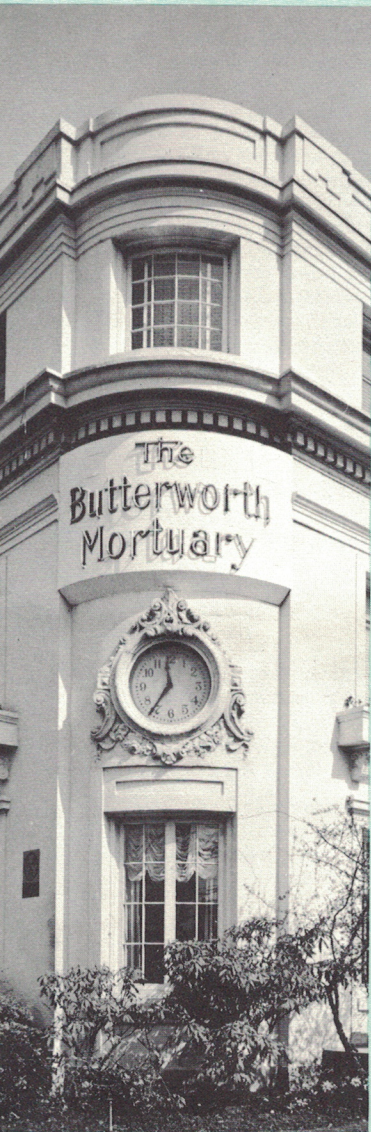
service and personalized attention



RECEPTION ROOM



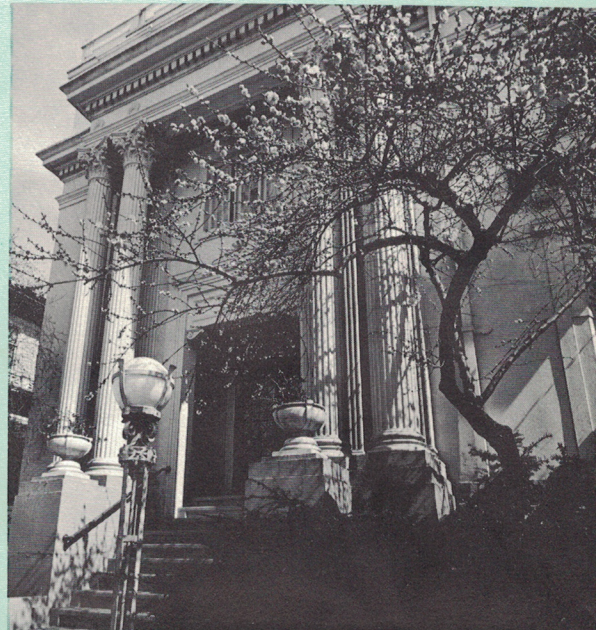
CHAPEL



THE CLOCK



FRONT ENTRANCE



CHAPEL ENTRANCE



PARKING LOT

"THE TRUTH ABOUT THE CONTROVERSY!"

During the past few months, sensational magazine and newspaper articles have attacked the doctors for "the high cost of living;" the lawyers for "the high cost of freedom;" the teachers for "the high cost of learning;" the clergy for "the high cost of worshipping," and the florists for "the high cost of sentiment." Now, it's the funeral director's turn because he is alleged to be responsible for "the high cost of dying."

Sensationalism sells books and makes circulation soar. And since the accused is seldom given "equal time," *Butterworth Family Mortuary answers these criticisms squarely* in behalf of ethical funeral directors everywhere, *those who serve the public with dignity, devotion and economy . . . men and women who bear no resemblance whatsoever to those referred to by the sensationalist writers as "profiteers of death" and "ghouls."*

Funeral service is something which few people know about because it is a service which no one wants. It is a service that is needed only at infrequent intervals. When you think about it, most people are "in the market" for such services only once or twice in a generation. In each 20-year period, many factors are subject to change . . . particularly economic conditions. Consequently, this lack of continuing interest in funeral services means that a lack of information, or even ignorance, can serve as a basis for untruthful and unfair criticism.

The individuals who are trying to "reform" American funeral service compare it with funeral customs practiced in other countries. They suggest that Americans should adopt the customs practiced by others who have little or no regard for the feelings of the bereaved . . . that Americans should have little or no sentiment . . . and that Americans should have only slight regard for the religious rites attendant to the funeral. We disagree . . . and here's why:

THE AMERICAN FUNERAL

A funeral director is obligated by his own professional creed to serve the public as the public wants to be served. The people set their own standards, traditions, preferences. A lavish funeral or a simple funeral; an open casket for viewing by friends and relatives or a closed casket—all these decisions are made by the family and their clergyman, not by the funeral director. And that's the way it should be!

The major responsibility for easing the grief of the survivors is held by the family's minister, priest or rabbi. He takes care of the spiritual needs. The funeral director takes care of the physical needs. The wisely selected funeral director manages the many duties required to set up the necessary arrangements on behalf of the family. Everything he does

is planned to help the family through a difficult period.

Some critics attempt to drive a wedge between the clergyman and the funeral director by suggesting that the latter is usurping the role of the former. But no responsible funeral director, especially Butterworth, would assume the responsibilities of the clergyman in this important religious event. *Together, the funeral director and the clergyman cooperate in many different ways to make the funeral meaningful and significant for the bereaved.*

FUNERAL PRICES

No one denies that more money is being spent on funerals today. Economic studies show that all of the costs of living have climbed beyond predictions since the 1930's. This is the case in every type of service or merchandise offered to the American public today. *The cost of funerals has not increased greater than other basic costs of food, clothing, shelter, etc.* The fact that certain families do not use funeral services more frequently than about every 15-20 years naturally surprise some of them when they learn how prices, all prices, have increased in such a long period of time.

The individual always determines what he is going to spend in any purchase. No one else makes this decision for him. The major reason why caskets, for example, are available over a wider price range today than a generation ago is because the purchaser *wants* a wider choice . . . just as he has widened his demands for selection in the choice of homes, food, clothing and transportation.

In a survey of all adult funerals held in Washington State in 1962, these cost figures were revealed:

\$0-\$499 . . . 25%	\$800-\$999 . . . 14%
\$500-\$799 . . . 58%	\$1000-Over . . . 3%

(These prices do not include cemetery charges or shipping charges for funerals in distant cities.)

Completely ignored by the critics (and unpublished, of course) are the many funerals conducted each year without charge to families who have no funds whatsoever when a family member dies. Butterworth conducted 113 charitable funerals for the county last year.

Another myth being fed to the public by these critics is the profit picture. *Surveys show that far from making big profits, as alleged, most funeral homes have average profit in the area of only 10%.* In other words, on a \$500 funeral, the funeral director makes a profit of \$50. Few business firms show such a low profit margin compared with the total amount of capital required to equip, maintain and operate a modern funeral home.

As every businessman knows, capital investment today comes high. The funeral coach which cost \$4,000 a few years ago, today costs \$14,000! If we could purchase one for less, we would certainly do so! Taxes, supplies, wages, repairs and all other costs of doing business steadily

increase every year. *And yet the average funeral at Butterworth in 1963 cost 3% less than it did in 1960!*

EMBALMING

The critics claim that embalming is unnecessary, that without it, the public health would not be endangered. Embalming is important, particularly if communicable diseases are involved or if there is to be a delay of more than 24 hours between the time of death and actual interment. Medical experts have testified that embalming is a sanitary precaution consistent with the rules of good health.

Further, for many people, there is a natural desire to look upon the deceased for the last time. This is not morbid curiosity, but rather an emotional support in that it helps those left behind to face the nature of their loss. Embalming also provides comfort to the family because in certain cases it erases the evidence of disease and accident.

FREEDOM OF CHOICE

It is the inalienable right of every American to have freedom of choice, whether it involves the election of a candidate to political office, the kind of clothes he wants to wear, the kind of school to which he wants to send his children, the kind of wedding he wants for his daughter. We believe the same freedom of choice is important when it comes to the selection of a funeral or memorial service. *The right remains for the members of a family to select the funeral service of their choice, at the price THEY wish to pay, and from the funeral director of their choice.* No reputable funeral director would want it to be otherwise.

"BEING OF SERVICE . . ."

Select a funeral director in whom you can have the utmost confidence. Talk to him, tell him about the kind of service you desire for yourself and your family, and tell him the price you want to pay. He will respect your wishes and those of your family.

A few funeral homes, like Butterworth, have been serving families for several generations. In January, in fact, Butterworth served 42% more families than in the same period a year ago!

Truth can be found when one seeks it. The truth about modern funeral service can be found in the funeral establishment and we most sincerely invite your inquiries and your inspection of all that we have to offer. *As we have said before, "BEING OF SERVICE IS OUR REASON FOR BEING."* This pertains to your interest in this current controversy as well as your ability to call upon us in time of need!



BERT BUTTERWORTH, President