

*Penn State Study Informs Southeastern Pa. Farmers*

# Food Stamps Have Local Impact, USDA Reports

About \$225,000 will have been added to the Lancaster County economy by July 1 in the form of food purchasing power as a result of the Federal Food Stamp Program. July 1 marks the first year of operation in the county. The USDA Food and Nutrition Service also reported about \$170,000 will have gone to Chester County and \$75,000 to Lebanon County in the same period. According to the USDA, low income families in Lancaster County have paid about \$425,000 for food stamp coupons valued at \$650,000 since the Program started in July, 1969. The difference of \$225,000 represents the increase in food sales that has directly benefitted county food merchants. About 1,850 persons participate in the Program each month. Currently there are 155 food retailers and one wholesaler in Lancaster county authorized by USDA to accept coupons. Many of these grocers have increased their sales substantially in meat and dairy products as well as in produce items since the program started. Low income families in Chester County have paid about \$330,000 for food stamp coupons valued at \$500,000 since the Program started in July, 1969. The difference of \$170,000 represents the increase in food sales that has directly benefitted county

food merchants. About 1,800 persons participate in the Program each month. There are now 48 food retailers in the county authorized by USDA to accept coupons. Low income families in Lebanon County have paid about \$140,000 for food stamp coupons valued at \$215,000 since the Program started in July, 1969. The difference of \$75,000 represents the increase in food sales that has directly benefitted county food merchants. About 770 persons participate in the Program each month. Currently there are 57 food retailers in the county authorized by USDA to accept coupons. Under the program which is administered jointly by the

USDA's Food and Nutrition Service and the Pennsylvania Department of Public Welfare, eligible low income families invest the money they would normally use to buy food each month in coupons that have a greater monetary value. These coupons may then be spent like cash at authorized food markets.

Coupons can only be used to purchase domestically produced food products and some specifically imported foods. Food merchants redeem the coupons at face value at local banks.

Although the local welfare department is responsible for certifying recipients, low income families not receiving public assistance may also be eligible to receive food stamp coupons.

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## Home Fashion Centers Change Shopping Habits

Many new trends in merchandising home furnishings are developing into the accepted way of doing business, says Miss Elizabeth Langsdale, home furnishings specialist at the University of Maryland.

In fact, in some cities, these merchandising trends have already become established business procedures, she adds.

Home fashion centers sell everything from major equipment to curtains. Instead of going to five or six different stores, people can go to one of these new centers and purchase everything needed to furnish a home.

Merchandise predicts that before long the department store, as we now know it, may

no longer exist. Miss Langsdale adds. Instead, there will be centers for everything from sporting goods to clothing.

There is also a trend toward more armchair or at-home buying. More and more stores are issuing catalogs and offering to send salesmen with samples to homes and some companies are researching closed circuit television buying, says Miss Langsdale.

More manufacturers and wholesalers are now selling directly to the public. No jobbers, retailers or other middle men are involved.

Another new trend taking place is the consolidation of manufacturing companies, Miss Langsdale explains. Many com-

panies are buying others which have been making related products. These consolidated companies may open their own home furnishings centers, she adds.

A department store in one city has developed a new merchandising technique. Two complete houses have been erected right in the store. The houses are completely furnished, each in a different style, and each has a lawn with trees and flowers. Shoppers can tour the houses to get a complete look at home furnishings, explains Miss Langsdale.

Shopping may not be a hectic, dreaded chore much longer. It may be an exciting experience or as easy as pressing a button.

## Purina Dairy Conditioner Special can prepare cows for good production at low cost



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