## Food Stamps Have Local Impact, USDA Reports

economy by July 1 in the form County in the same period of food purchasing power as a According to the USDA, low merchants About 1,850 persons

result of the Federal Food Stamp income families in Laneaster participate in the Program each in the county authorized by vest the money they would Program July 1 marks the first County have paid about \$425,000 month year of operation in the county for food stamp coupons valued The USDA Food and Nutrition at \$650,000 since the Program retailers and one wholesaler in

directly benefitted county food gram each month

Currently there are 155 food Service also reported about \$170. started in July, 1969 The differ- Lancaster county authorized by USDA to accept coupons Many of these grocers have increased their sales substantially in meat and daily products as well as in produce items since the program started.

> Chester County have paid about each month. \$330,000 for food stamp coupons valued at \$500,000 since the Prohas directly benefitted county administered jointly by the receive food stamp coupons

rdded to the Lancaster County County and \$75,000 to Lebanon increase in food sales that has persons participate in the Pro-vice and the Pennsylvania De-

USDA to accept coupons

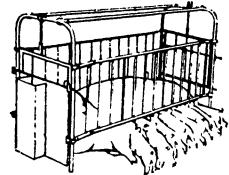
Low income families in Leba-\$140,000 for food stamp coupons valued at \$215,000 since the Pro gram started in July, 1969 The income families in sons participate in the Program ac local banks

About \$225,000 will have been 000 will have gone to Chester ence of \$225,000 represents the food merchants. About 1,800 USDA's Food and Nutrition Serpartment of Public Welfare, There are now 48 food retailers of gible low income families it normally use to buy food each month in coupons that have a greater monetary value. These non County have paid about coupons may then be spent like cash at authorized food markets

> Coupons can only be used to difference of \$75,000 represents purchase domestically produced the increase in food sales that food products and some specifihas directly benefitted county imported foods Food merchants food merchants. About 770 per- redeem the coupons at face value

Although the local welfare dc-Currently there are 57 food partment is responsible for cergram started in July, 1969 The retailers in the county author tifying recipients, low income difference of \$170,000 represents 11zed by USDA to accept coupons families not receiving public a the increase in food sales that Under the program which is sistance may also be eligible to

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# Home Fashion Centers Change Shopping Habits

developing into the accepted ters for everything from sportway of doing business, says Miss ing goods to clothing Elizabeth Langsdale, home furnishings specialist at the University of Maryland

merchandising tiends have all send salesmen with samples to ness procedures, she adds

Home fashion centers sell everything from major equipment to curtains Instead of everything needed to furnish a men are involved home

There is also a trend toward more armchair or at-home buving More and more stores are In fact, in some cities, these issuing catalogs and offering to

More manufacturers and going to five or six different wholesalers are now selling stores, people can go to one of directly to the public No jobthese new centers and purchase bers, retailers or other middle

Another new trend taking Merchandisers predict that place is the consolidation of before long the department manufacturing companies, Miss store, as we now know it, may Langdale explains Many com-

Many new trends in merchan- no longer exist. Miss Langsdale panies are buying others which dising home furnishings are adds Instead, there will be cen- have been making related prcducts These consolidated companies may open their own home furnishings centers, she

A department store in one city has developed a new meichandising technique Two comready become established busi- homes and some companies are plete houses have been erected researching closed circuit tele-right in the store. The houses vision buying, says Miss Langs- 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, dieaded choie much longer In may be an exciting experience or as easy as pressing a button.

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