



Ladies Have You Heard?

By Doris Thomas

Lancaster Extension Home Economist

keep from slaving over a hot stove. That bill represents more than 41 cents out of each dollar spent for food.

Changes in the national living

pattern are prompting the move toward eating out or taking prepared food home. Those who keep tabs on social and economic trends point to these factors: a growing number of women in the work force, more families on two incomes, and the impact of advertising and promotion by large food service chains.

The food service industry has undergone some phenomenal changes over the past 20 years. Fast food outlets, for example, are growing at the expense of independent diners. Diners now comprise less than 10 percent of all eating places, compared to 23 percent 15 years ago. The number

of fast food outlets has tripled since 1963, from nearly 40,000 to more than 122,000 in 1982.

As consumer spending for food away from home, particularly in fast food outlets, continues to grow, so does the competition. Convenience stores, traditional restaurants, and even supermarkets are vying for a share of the take-out prepared foods market. In addition, food marketers are experimenting with new formats, merchandising strategies, and improved food products and services to satisfy the needs and wants of an older, better educated, more diverse and demanding population.

CLOTHES IMPORTANT FOR SCHOOL CHILD

Children who feel good about the clothes they wear are usually more confident, more secure, and happier than those who don't like their clothes. What children wear to school is especially important to them.

Children start to notice what their friends wear in the early grades. If your children don't have

clothes similar to those of other children in school, they may feel inferior or insecure. Feeling like they "belong" is important for children.

Comfort is even more important in clothes than good looks. The reason given most often by young children for not wearing a garment is poor fit. And that means too small as well as too big. Clothing that is too small or too big hinders the child's movement, and looks awkward. And oversized clothing will look faded and worn when the child finally does grow into it.

Remember, children usually grow "up" faster than they grow "out". Clothing features that adapt easily to growth, such as deep hems and cuffs, tucks in skirts, undefined waistlines and raglan sleeves, will be a better buy than clothing without these features.

While most of us can't outfit our children like the models on TV commercials, some thought, planning, and compromises by both the parent and child can lead to a wardrobe that satisfies everyone concerned.

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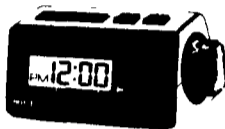
OUR CASH PRICE **\$345.00**

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2 Styles to choose from, one shown is digital, blackout proof.



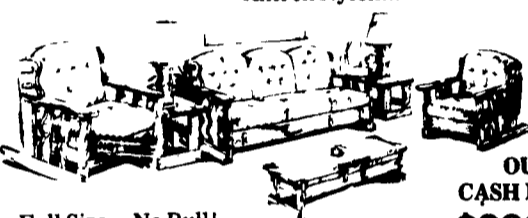
OUR CASH PRICE

Reg. Retail Price \$63.00

\$15.00

Both Styles Have Lrg. Digital Numbers Projected on Ceiling... Other Clock (not shown) Reg. Retail Price \$39.00...OUR CASH PRICE **\$12.00**

200 - 6 PC. PINE GROUPS with Party Ottoman in Antron Nylon...



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- 10 - Sofa, Chair...Early American and Traditional...Reg. Retail Price \$1029.95 .. Cash price **\$189.00**
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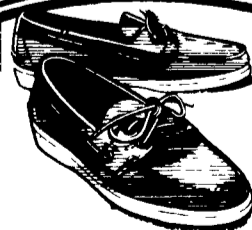
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