

AIM TO KEEP CUSTOMERS PRISONER

(Lansing)—How many times have you gone into the grocery store for one or two items and come out with one or two bags of groceries?

There are many subtle techniques which are designed to encourage spending in grocery stores. Those who are familiar with these strategies can save money.

A recent survey conducted by Point-of-Purchase Advertising Institute and DuPont Corporation found shoppers spend an average of 90 cents for every minute they browse in the supermarket aisles. It's not surprising then to find that the layout and design of many stores are often aimed at keeping the shopper walking down the aisles.

For example, most grocery stores are arranged so that the essential items, such as bread, milk, and meat, are on the outer perimeter of the store. To get to these items, a shopper must walk through the entire store. The chances of spending more than what's set aside in the food budget are enhanced by tempting displays and delicacies.

Another method used by retailers to encourage buying is called the tie-in sale. This technique involves such things as placing the dip next to the chips or the dressings next to the lettuce. One type of tie-in sale especially annoying to parents is placement of toys next to cereals and cookies, where children are sure to see and either request or demand them.

Multiple pricing also often gives the illusion of a bargain. Three-for-a-dollar generally sounds better than 33 cents each. These prices should be compared with items priced individually before stocking up.

Most experts agree the best way to avoid expensive impulse purchases is to make a specific grocery list before leaving for the store.

Shopping on an empty stomach also leads to disaster. Try to plan shopping trips after dinner, when expensive tidbits won't seem so tempting.

No-name brands and store brands are usually money-savers. In many cases, the quality is the same—the only difference may be cosmetic.

FEDERAL COURTS SUPPORT VA

CHICAGO--Veterans Administration rules governing school systems participating in the popular GI Bill education benefits program have been upheld for the third time by upper level federal courts.

The latest case, before the U.S. Tenth Circuit of Appeals, involved VA's attempt to hold two Colorado schools liable for education benefits overpayments.

The law makes an educational institution liable if the VA determines the overpayments were the cause of the school's failure to report excessive absences or dropping of courses by GI Bill students, or false certification by the school.

The District Court has held the law governing the school liability to be unconstitutional, and this ruling was affirmed on appeal. The Court of Appeals also said it found "no substance" to the claim that VA had interfered with the educational process in Colorado.

The Colorado case is the third involving the current GI Bill program to be decided in VA's favor above the federal District Court levels.

Sixteen months ago, the U.S. Supreme Court reversed a South Dakota ruling involving veteran enrollment percentages and the minimum time a course must have been offered before becoming eligible for enrollments under the GI Bill program.

More recently the Sixth Circuit Court of Appeals reversed a Michigan District Court ruling that VA lacked full authority to define full time enrollment for the purpose of determining the proper level of GI Bill benefits.

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STUDIES IMPACT OF PROPOSAL D

LANSING--The formation of a statewide citizen's committee to explore the impact of raising Michigan's legal drinking age from 19 to 21 was announced.

Ms. Barbara Dumouchelle of Grosse Ile, a member of the State Board of Education, and East Lansing City Councilman Larry Owen will serve as co-chairpersons of the Committee to Study the Effects of Proposal D in Michigan.

An amendment to Michigan's State Constitution raising the drinking age to 21 was approved by Michigan voters last November and went into effect on December 22.

Ms. Dumouchelle said, "The change in Michigan's legal drinking age from 19 to 21 has affected all Michigan citizens. The closer we look the more we are finding that the impact

of this change affects more than just the 18 to 20 year old adult."

"Most people are aware of the problems created by the conflicting laws governing the age of majority and the drinking of alcoholic beverages," said Larry Owen. "What is not as apparent are the problems this change is creating for law enforcement agencies, restaurants and bars, state and local parks, drive-in theaters and the like. We will be looking at these problem areas."

"For example, the law as currently written to enforce the constitutional change provides for a civil fine for those under 21 who possess or consume alcoholic beverages. This situation has resulted in questions among law enforcement agencies as how, when and even whether this new law should be enforced, and has

created additional confusion among the owners of bars and restaurants," Owen stated.

"Many people are being affected in a variety of ways," said Dumouchelle. "The task of this study committee is to evaluate all of these effects and to make a judgment as to whether or not it is in the best interest of everyone in Michigan to retain the current legal drinking age."

"There is an undercurrent of hostility towards young people in our society today. In some ways, the change in drinking age was a way for older people to try and regulate the behavior of young adults," said Dumouchelle.

The committee is expected to issue a public report by November 1, 1979.

