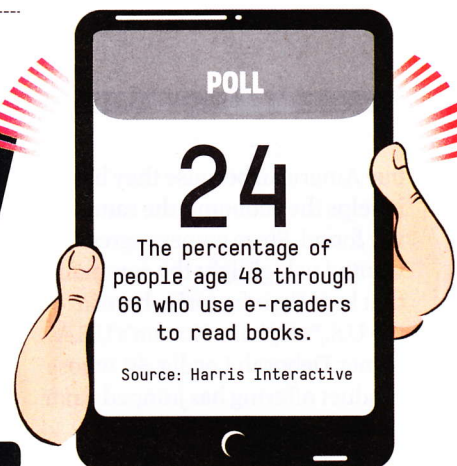


WHAT'S New



Trends

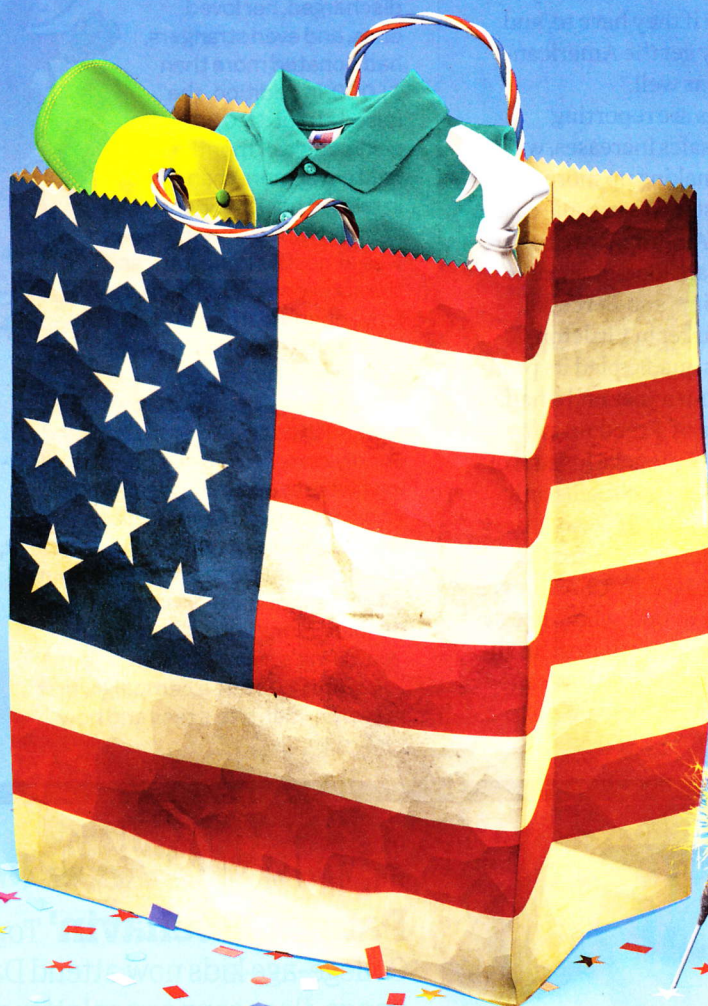
Star-Spangled Shopping

Popular products, plenty of choices. Now it's even easier to buy American

BY LAURA DAILY

■ “Made in China.” Those are words you *won't* see in shops like Norton's U.S.A. in Barrington, Illinois, and Made in America in Elma, New York. The expanding shelves at these stores are stocked only with U.S.-produced products, from clothing to cleaning supplies. And more consumers are hankering for these goods, a movement driven by older shoppers and entrepreneurs.

Seventy-two percent of consumers 50 through 64 say “Made in the USA” labeling significantly influences their purchases, according to Perception Research Services International. And 81 percent of people 50 through 64



buy American because they believe it helps the economy, the same survey found. Store owners agree. "I wanted to highlight the companies that kept their factories here in the U.S.," explains Norton's U.S.A. owner Deborah Leydig, 59, whose product offering has jumped from just 80 items in 2007 to nearly 2,000 now (including everything from lightbulbs to glassware). Certain foreign goods can cost less due to cheaper labor, but as Leydig explains, "My customers really want to buy American, so they will pay more if they have to, and of course they get the American-made quality as well."

Some stores are reporting double-digit sales increases, with older adults making up more than half of the customers in some cases. The Made in America store has tripled in square footage since its 2010 opening, and Bert's All American Market in Littleton, Colorado, has quadrupled its product mix in about a year and a half. Plus, the Price of Freedom gift shop in D.C.'s National Museum of American History now sells only U.S.-made goods. Can't visit a local shop? E-retailers (like AmericanAisle.com and MadeInUSAForever.com) are easy to find. And you can always ship your purchases the all-American way—much appreciated by the U.S. Postal Service. ■

Trends

Need Cash for Health Care? Ask!

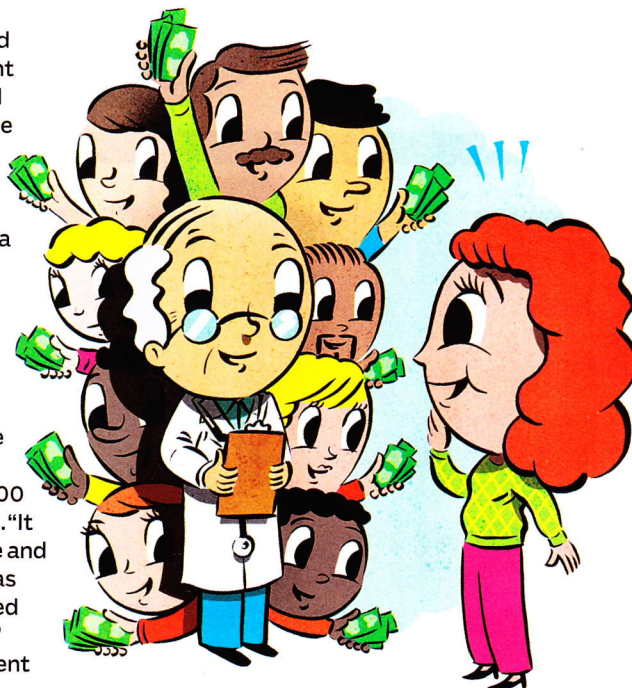
How crowdfunding websites can help you pay for expenses

■ When Vicki Polin traveled 400 miles to get treatment for a heart defect, she had only \$200 to her name. She ultimately needed heart surgery but had no idea how she'd afford her co-pay. Then a friend started a page for her on YouCaring.com. By the time she was discharged, her loved ones, and even strangers, had donated more than \$1,000. In addition, she raised about \$6,000 in the next couple of months to help cover more than \$7,000 in related health expenses. "It literally helped save my life and was almost as important as the surgeon who performed [my] open-heart surgery," says the 52-year-old resident of Greater Chicago.

YouCaring, like other crowdfunding sites such as GiveForward.com and Fundly.com, helps users pay bills, allowing givers to securely donate money (from \$1 on up). Many sites connect user accounts to Twitter and Facebook, to solicit donations instantly. About 23 percent of GiveForward's users are 50-plus, along with 35 percent of YouCaring's beneficiaries.

Before you start a campaign, first research each site's fees and how

quickly funds transfer. (Polin learned that some sites take up to 7 percent of donations as a fee, and others transfer funds only when your goal has been met.) Also talk with a professional tax adviser or attorney to confirm how donations can affect your filing status or public-assistance standing. After you start, be open with contributors, advises Fundly CEO Dave Boyce. And—regardless of how much you receive—always say thanks. —Kayleigh Kulp



FROM TOP: ILLUSTRATION BY RYAN SNOOK; PHOTO ILLUSTRATION BY JOHN UELAND



Ah, youth! Sometimes we don't miss it

Paint Misbehavin' Toga parties? That's so old school. College-age kids now attend Dayglow, a touring DJ show where dance-floor cannons splatter students with gallons of paint. Dancers dress in white, of course, and tickets can cost more than \$200. Which doesn't include dry cleaning. —Kate Faherty