



WELCOME HOME—Dick and Pat Nixon home from Hawaii. The Republican Presidential nominee had been in Hawaii on a campaign tour. (UPI Telephoto)

Retailers Counting on Record Personal Income To Help Sales

By HENRY J. BECHTOLD
UPI Financial Editor

New York — (UPI) — The nation's retailers are counting on record personal income to help make 1960 a banner sales year.

Total retail volume is expected to reach \$226 billion, a gain of 4 to 5 per cent over 1959.

Henry Bechtold, top retail executives remain fairly optimistic about prospects for second half sales despite some apprehension over the short-term state of the economy voiced in many circles.

To reach this record sales figure, better year-to-year comparisons will be needed during the important fall and year-end seasons since the first half gain was only 3.1 per cent, according to Standard & Poor's.

The statistical agency notes, however, that comparisons over the coming months will be against some slowing of the year earlier pace when demand was affected by the steel strike and unseasonable weather.

Diverse Movements

There were some diverse movements in consumer demand in the first six months this year. Sales got off to a slow start in the early months because of adverse weather in many areas. A sharp gain was chalked up in April, partly reflecting a late Easter, but gains in May and June were again rather limited.

Standard & Poor's says demand in various sectors during the first half reflected effects of the steel strike, and of unemployment. In addition, consumers apparently were more anxious to reduce debt or increase savings, than to purchase goods.

Another factor was price cutting in the appliance field which may have led to some deferral of demand in expectation of further price reductions.

Better Trend Seen

Retailers see the combination of record personal income, deferred buying and improved consumer finances through debt reduction and savings all contributing to a sales gain of as much as 5 per cent in the last half over the like 1959 period.

Apparel stores, which did considerably better than other segments of the trade during the first half, are expected to continue this showing in the latter half. These stores benefited from a good Easter season and from additional sales from new stores opened by leading chains.

Standard & Poor's sees consumers continuing to be attracted to these stores by the availability of good values, aggressive promotion, and broader selection of merchandise. The growing teenage market in another favorable factor.

Mail order houses, which scored above average volume gains in 1959 with the aid of expanding catalog sales and aggressive development of credit business, continued this trend in the first half of 1960.

Department stores, which kept ahead of 1959 in the early months with the help of a good Easter, made a less favorable showing in the May-July period because of the somewhat slower consumer demand and closer pricing.

A better trend is expected to develop this quarter though, with further gains likely in the important final period when the bulk of annual profits accrue.

Alabama Congressman to Inject Tideland Oil Issue Into Busy Session

Washington — (UPI) — An Alabama Congressman will inject tideland oil issue into the already-crowded work schedule facing Congress at its post-convention session.

Rep. Kenneth A. Roberts (D-Ala.), said Saturday he will introduce a bill to give Louisiana, Alabama and Mississippi offshore oil rights up to 10 and one half miles from their shorelines.

Roberts' venture, which apparently does not have Senate support at this time, is not expected to get out of committee before Congress adjourns.

The bill would be an amendment to the submerged lands act of 1953 which set the offshore limits for all Gulf of Mexico states at three miles unless a deeper "historical boundary" was proved.

The Supreme Court, in a May 31 decision, ruled that Florida and Texas proved historical boundaries. It granted them rights extending 10 and one half miles, or three leagues, into the Gulf. However, the court ruled that Mississippi, Louisiana and Alabama did not have similar proof and restricted them to three miles or one league.

Neither Alabama nor Mississippi stand to lose much by the Supreme Court decision at present. However, Louisiana, which has done a thriving business in offshore oil drilling, would lose \$300 million

under the Supreme Court decision.

Roberts said the decision was "unfair and unconscionable. It was certainly not the intent of Congress in passing the submerged lands act to give any particular state special privileges while robbing and short changing other states."

This viewpoint coincides with that of Justice Hugo L. Black who said in a dissent that "nothing in the act itself indicates Texas was to be given any more consideration in this case than Louisiana, Mississippi and Alabama . . . in my judgment to interpret this act which grants the land to Texas and Florida and withholds it from other Gulf states simply prolongs this costly and disquieting controversy. It will not be finally settled until it is settled the way Congress believes it is right, and I do not think Congress will believe it right to award these marginal lands to Texas and Florida and deny them to all the other Gulf states."

A spokesman for Sen. Allen J. Ellender (D-La.) and Sen. John L. Sparkman (D-Ala.) indicated they would not push any legislation until the Supreme Court rules on an appeal for a rehearing.

They do not expect a court decision until after Congress adjourns. This would postpone any legislative action until next January.



KATANGA'S PREMIER—Moise Tschombe, premier of the Congo's Katanga province, talks to newsmen in Elisabethville after a meeting with Dr. Ralph Bunche, United Nations undersecretary. Katanga virtually sealed itself from the outside world Saturday and pressed plans to confirm its independence. (UPI Telephoto)



Back to School Sale!



Orlon* acrylic in wonderful colors, new bulky knit jacket

6⁹⁸

Softly styled with push-up sleeves and flaring wing collar . . . this sweater-jacket is as flattering as it is newsmaking! What's more, it comes in six colors: gold, white, wood violet, stone green, mocha beige, black. Launderers beautifully, too. In sizes 34 to 40. *Reg. T.M. DuPont



Mary Lewis designs the perfect shirt in fine Pima broadcloth

2⁹⁸

Trust Mary Lewis to design the ideal shirt for all your casual wardrobe needs. She chose combed Pima Cotton Broadcloth for the fabric because it washes so easily, needs little or no ironing. Styled with Italian collar and roll sleeves. Sizes 10-18.



You're Invited to Charge It

You're the center of attention in these delectable matchmates

You'll be the center of attention on campus and off . . . in these excitingly styled pair-ups. Come in! See how many new outfits you can assemble from them! And they're all priced to pamper your budget. Spice brown, blue or green.

Bulky sweater, Orlon* acrylic fiber. 34-40.

Plaid pleated skirt, all wool worsted. 10-18.

* Reg. DuPont T.M.

5.98

8.98

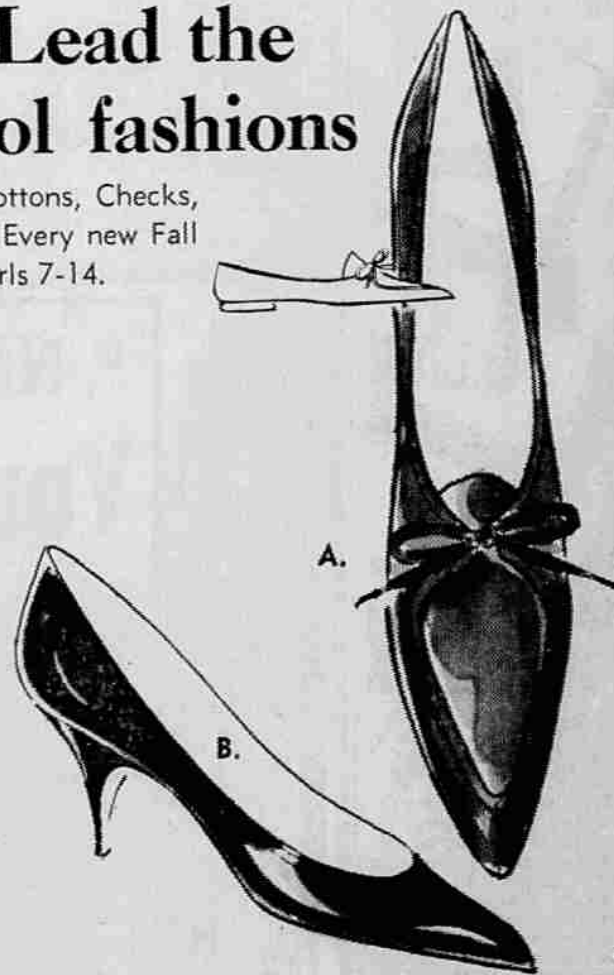
Honeylane® Dresses Lead the Class..in back-to-school fashions

Choose from a huge assortment. Woven Cottons, Checks, Plaids, Solids. Lavish Skirts, elegant details. Every new Fall color including ombre plaids. Come early. Girls 7-14.



Kerryteen Orlon* Cardigans

Orlon cardigans in 2 dressmaker styles. Orlon* acrylic dries to shape. Green, gold, rum, black, white. Sub-teen 10-16. Cardigan 3.99.



A. Softly-shaped one-eyelet tie. Extra gentle glove leather tenderly sheathes your feet. Guardtex sole and a low heel. 4.99

B. Keyed to compliment your fall wardrobe. Youthful fashions by Kerrybrooke. Touched® with elegance. 6.99

"Satisfaction guaranteed or your money back"

SEARS

501 EAST JACKSON STREET IN MEDFORD SHOPPING CENTER
OPEN MONDAY & FRIDAY TIL 9 P.M.
PHONE SP 3-6661 FREE PARKING