

Household Expenses Slated To Rise 3% In 1968

The housewife will pay more for food in 1968 but her budget for the kitchen and family table will take much less than other household and living expenses, where increases are expected to be as much as 3 per cent higher.

This is the prediction of S. Kent Christensen, vice president and economist for the National Association of Food Chains.

CHRISTENSEN FORESEES an increase in prices for food at home of 2 to 3 per cent by the end of next year, due, the economist says, entirely to increasing costs in processing and distribution from inflation forces.

The latter, he sees, as "mainly of a labor 'cost-push' type, intensified by a massive increase in the Federal deficit."

He points out also, that the biggest unknown is the spending mood of the American public.

"Should consumers decide to unleash their spending power," he warns, "drawing on record savings, plus record current incomes, the intensity of overall, general inflation could become much more serious than that now anticipated. The impact of this on food prices could be substantial."

Christensen, like most economic forecasters, sees prices for the economy as a whole rising 3 to 4

per cent in 1968, nearly double the average rise in prices since 1950 with the exclusion of the sharp increase in the early phases of the Korean War, and three to four times greater than the average 1 per cent increase in the period 1957-1959 to 1967.

According to him, labor accounts for about 50 per cent of the cost of marketing food, and he says: "Overall, the wage increases granted to date and in prospect are nearly double the annual gains in national productivity. The result is cost-plus inflation - - to the extent competition and/or consumer and business demand will permit wage increases to be pas-

sed along in higher prices."

CHRISTENSEN WARNS, also, that a change in consumer demand, purchasing power plus a willingness to buy, could drastically affect inflationary pressures. Overall price increases of around 3 per cent during 1967, he says, were tempered by a bountiful farm harvest and an unusually high rate of consumer saving.

"A return to the more normal rate of savings," he reports, "would up consumer spending by more than \$5 billion annually. The consumer spending mood is the big unknown for 1968 and deserves very careful watching." In his outlook for 1968, Christensen

draws the following conclusions:

"Overall 1967 was a year of record agricultural output in both crops and livestock. The wheat and feed grain crops were the largest in history, assuring ample supplies and lower prices for feed ingredients for poultry, red meats and dairy producers through harvest time in 1968.

"Among the individual agricultural commodities there will be some increases and some decreases in volumes and prices relative to the same periods in 1967. However, the effect of change in the overall volume of products available for sale, at least in the first six to eight months of 1968, is not expected to change farm prices

significantly. Abnormally good or bad weather in 1968, could, of course, materially affect fruit and vegetable prices in the summer and fall.

"Beef supplies remain strong and will be down only slightly if at all from 1967. Pork supplies will probably be up 1 per cent. Supplies of turkeys, broilers, and eggs likely will be down slightly, although very adequate. Milk production will be about the same as 1967. Fresh and processed vegetables will be in a stronger supply, while fresh and processed fruit will be in shorter supply. The change in fruit supplies is much larger than for any other product group, and will result in the largest change in price."

Sears

The Look and Luxury of Precious Velvet

Elegant Plush Pile Carpeting



Luxurious Wool Plush Pile Carpet

Regular 14.99
Sq. Yd. **12⁹⁹** Sq. Yd.

This exquisitely fashioned plush carpeting will be a treasured possession in any home it graces. Deep, dense all-wool pile assures you that this carpet will retain its resiliency and like-new luster for years and years to come. A spectrum of luscious deep-dyed colors create a dramatic, yet warm and welcome atmosphere in any room. Stop in and notice how this carpeting sets an elegant stage for a classic decor... yet will blend as happily with colonial or contemporary furnishings. Choose from Sky Blue, Coppertone, Avocado, Fern Green, Bronze Gold, Celadon, Grecian Olive, Spanish Olive, Cerise, Royal Red, Martini, Burma Gold and Cloudy Jade decorator colors.

Snip 'n Fit Nylon Pile Carpet

Deep, dense plush carpet you just cut and fit to install. With built-in cushion padding in 13 simply beautiful colors.

New at Sears
5⁹⁹ Sq. Yd.

18 Colors of Plush Pile Carpet

The soft luster and texture of antique velvet in an all nylon pile carpet that is perfect for bedroom and dressing rooms.

Sears Low Price
5⁹⁹ Sq. Yd.

Save 22%! Acrilan® Acrylic Pile

Cast a spell of luxury with deep, plush pile in any of 18 rainbow colors. Easy-care with excellent recovery from footprints.

Regular 8.99
6⁹⁹ Sq. Yd.

Save 18%! Acrilan® Acrylic Pile

Plush and practical carpet adds sumptuous luxury and warmth to rooms... resists soil and marking. In 14 mellow decorator tones.

Regular 10.99
8⁹⁹ Sq. Yd.

Save 15%! Plush Pile Carpeting

Bold, bright Acrilan® acrylic and modacrylic pile carpet with a thick, dense texture. In 15 clear decorator colors.

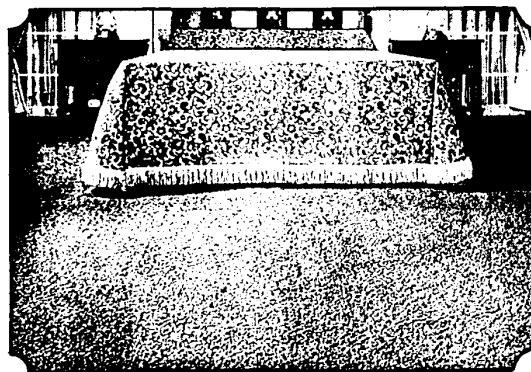
Regular 12.99
10⁹⁹ Sq. Yd.



Save 23%! Patterned Plush Pile

The subtle beauty of delicate surface texture adds richness and interest to this patterned Acrilan® and modacrylic plush pile carpeting. Pile springs back when walked on... spots whisk away with a damp cloth. Choose your favorite from 16 bright colors. Perfect carpet is ideal for any decor. 3-ply yarns chosen.

Regular 12.99
Sq. Yd. **9⁹⁹** Sq. Yd.



Save 14%! All-Wool Textured Plush

Deep all-wool pile imparts warmth, durability and natural resiliency. The last word in luxury... this magnificent carpet is ideal for any decor. 3-ply yarns chosen for maximum luster, liveliness and long wear are valued in 15 exciting tones to accent your decor.

Regular 13.99
Sq. Yd. **11⁹⁹** Sq. Yd.

Nylon Pile Patterned Plush

Distinctive delicate design in a gentle flowing pattern hides footmarks, resists soiling and staining. 15 vibrant colors assure you of dramatic decorating beauty.

Sears Low Price
7⁹⁹ Sq. Yd.

Orlon 33 Acrylic Plush Pile

The tight, dense cut and loop pile provides you with excellent durability, resiliency and easy care. Choose your favorite from 4 trend tones and 8 bright solid colors.

New at Sears
9⁹⁹ Sq. Yd.

Wool Textured Plush Pile

The stylish pattern of this delightfully thick all-wool pile carpet blends elegantly with any decor. Natural fibers resist soil and stains. In 7 handsome colors.

Reg. 9.99
7⁹⁹ Sq. Yd.



Phone Your Nearest
Sears Store for a
Free In-Home
Carpeting Estimate

Open Monday, Thursday,
Friday, Saturday 9 to 9,
Tuesday, Wednesday 9 to 5:30

Sears
SEARS, ROEBUCK AND CO.

- Grand River at Oakman, WE 3-3300
- Lincoln Park, Southfield at Dix, DU 3-7000
- Pontiac, 154 N. Saginaw, FE 5-4171
- Gratiot at Van Dyke, WA 5-0100
- Livonia Mall, 7 Mile at Middlebelt, 476-6000
- Wyandotte, Biddle-Maple, AV 4-9000
- Woodward, Highland Pk., TO 8-1300
- Macomb Mall, Gratiot at 13½ Mile Rd., 293-8000
- Grosse Pte., 7 Mile-Mack, TU 4-6000
- Oakland Mall, 14 Mile Rd. at John R, 583-1000