

# Interest Lagging in Shelter Sales, Industry Spokesmen Say

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By REYNOLDS KNIGHT  
Fallout shelters are going out of style, if current sales of shelter-building firms are any indication.  
Interest in shelters drifted along uncertainly for several years until last summer, when international crises and government action brought a tremendous surge in sales. Many construction companies — anticipating a long-term building boom — set up well-staffed

subsidies or expanded their operations into the shelter field. Promotion was intensive and public interest soared. So did sales.  
BUT THE interest proved short-lived, and the so-called "shelter boom" turned out to be a bust. Sales have declined rapidly in past months. Among the reasons are lessening of international tensions, the emphasis on community rather

than individual shelters and the heated controversy over the psychological and moral implications of the shelters.  
In recent weeks dozens of large companies have shut down their shelter-building sidelines, and many more small firms have completely folded, as a result of public apathy. Some shelter manufacturers continue to have modest sales, most of them in the form of converting rooms in new

homes into combination shelter-family room structures.  
CO-OP TAX LOOPHOLE — Last year, and again this year, President Kennedy asked Congress to tighten the tax loophole enjoyed by farm cooperatives in a way that would be "fair and just" to both the co-ops and their tax-paying competitors.  
The bill that recently came out of the House Ways and

Means Committee, while making the co-op patron partially responsible for taxes on co-op earnings, still had in it features that would give the co-op an unfair edge on taxpaying firms. Now the bill is running the Senate gauntlet, and there reportedly are a number of senators who hope to remove some of the built-in tax advantages enjoyed by the multi-million-dollar co-ops.  
FOR ONE THING, they be-

lieve that the farmer who patronizes a co-op ought to be permitted to determine whether he may use as he wishes the money that is rightfully his—especially if he must pay a tax on it. These senators are expected to attack a provision by which the farmer must allow the co-op to retain his patronage dividends if he wants to remain a member.  
Businessmen who compete with the co-ops have long complained about this over-all subject. Their complaints have won many sympathetic ears from those who have watched the co-ops, using exemption from the corporation income taxes and anti-trust laws, grow from little enterprises to giant establishments operating in many fields.

TAKING THE PULSE—One sure sign of economic health is the pulse of late spring gift-buying, which this year promises to beat at a rate of nearly \$2 billion in gifts for moms and dads, in-laws, grandparents and mothers—and fathers-to-be; \$250 million for wedding presents and almost as much for anniversaries; and \$40 million for graduates.  
One manufacturer of popular gifts — capitalizing on the buying spree — now introduces its new models in spring. The firm, the Bulova Watch Company, recently disclosed some interesting facts about this year's watch styles.

WOMEN'S WATCHES, for example, will come in teardrop, shield, diamond and oval shapes or even more unusually styled models. Smaller dials will be marketed, and there'll be a greater selection of waterproof and self-winding sports models, and highly styled cases and bracelets decorated with diamonds for dress occasions.

The trend in men's watches is to conservatively thin cases, unadorned dials and round shapes, Bulova said. In addition, calendar and self-winding watches are expected to be popular.

THINGS TO COME—Disposable bath towels measuring 40 by 20 inches and made of highly absorbent cellulose are on the market; the towels can be wrung out and reused, the maker claims. . . . A folding bicycle that can be ridden by either children or adults, completely folded for storage or travel, has been developed by a California firm. . . . And a long-lived flashlight that reportedly lasts up to three years on a single battery charge is now being marketed.

SUNDAY SELLING—A behind-the-scenes battle is going on among the nation's merchandisers over the issue of Sunday retailing. Many retailers — including discount houses, drug stores, sundry shops, and gasoline stations — are already established Sunday sellers, and not eager to be joined by others in the lucrative Sunday field. Many giant merchandisers, on the other hand, while opposed to Sunday retailing, are being forced to favor it because of competitive pressures. While most signs point to a growing trend to merchandise on Sunday, strong opposition to the practice is expected to continue.

BITS O' BUSINESS — Auto insurance payments for bodily injury and property damage claims have risen steadily during the past two years, a leading insurance association reported last week. . . . Passenger traffic on local-service airlines for the first two months of the year was up 18.9 per cent from a like period last year, an industry report noted. . . . Spring beef bargains will be postponed until later in the year as a result of unseasonal shortages; lower prices are expected by late summer, however. . . . Machine tool orders declined sharply in February, but are still running ahead of the 1961 rate.

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**Thriftmart** **HORMEL'S HAMS** **HAMS** **SHANK END** **37<sup>c</sup>** **lb.**

**9 1/2 LB. TIN** **\$6.89**

**SUGAR 'N' SPICE FRUITED HAM GLAZE** 14-oz. Jar **39<sup>c</sup>**

**SWIFT'S PREMIUM SLICED BACON** 59<sup>c</sup> **HAM SLICES** 89<sup>c</sup> **BONELESS HAM FULLY COOKED** 89<sup>c</sup>

**U.S.D.A. GRADE 'A' FRESH CHICKENS** **FRYERS** 35<sup>c</sup> **ROASTERS** 49<sup>c</sup>

**FRESH EGGS** **LARGE** **35<sup>c</sup>** **Doz.**

**PINEAPPLE** 4 20-oz. Tins **\$1.00**

**POTATOES** 10 LB. CELLO BAG **39<sup>c</sup>**

**YAMS** 5 No. 2 1/2 Tins **\$1.00**

**ASPARGUS** **EXTRA LARGE FANCY** **ALL GREEN** **15<sup>c</sup>** **Lb.**

**YAMS** 2 1/2 lb. **25<sup>c</sup>**

**ICE CREAM** **HALF GALLON CARTON** **59<sup>c</sup>**

**TURKEYS** **FRESH YOUNG HEN** **NEW CROP** **39<sup>c</sup>** **lb.**

**FRANKS** **KING SIZE** **49<sup>c</sup>** **lb.**

**ORANGE JUICE** **6-oz. Tins** **29<sup>c</sup>**

**STRAWBERRIES** **EVERFRESH FROZEN** **15<sup>c</sup>** **Pkg.**

**LIMA BEANS** **EVERFRESH FROZEN BABY** **15<sup>c</sup>** **Pkg.**

**NYLONS** **3 PAIRS** **\$1.00**

**SEAMLESS** **2 PAIR** **\$1.00**

**FRESH EGGS** **LARGE** **35<sup>c</sup>** **Doz.**

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**U.S.D.A. GRADE 'A' FRESH CHICKENS**

**FRYERS** 35<sup>c</sup> **ROASTERS** 49<sup>c</sup>

**LANCASTER FARMS 4-6 LBS.**

**PINEAPPLE** 4 20-oz. Tins **\$1.00**

**POTATOES** 10 LB. CELLO BAG **39<sup>c</sup>**

**YAMS** 5 No. 2 1/2 Tins **\$1.00**

**TURKEYS** **FRESH YOUNG HEN** **NEW CROP** **39<sup>c</sup>** **lb.**

**POPPY or CALIFORNIAN** **8-12 Lbs. Average Weight**

**ASPARGUS** **EXTRA LARGE FANCY** **ALL GREEN** **15<sup>c</sup>** **Lb.**

**YAMS** 2 1/2 lb. **25<sup>c</sup>**

**ICE CREAM** **HALF GALLON CARTON** **59<sup>c</sup>**

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**Thriftmart**