

Hula Hoop Makers Turning Attention To Another Craze

Los Angeles —UPI— The manufacturers who started the hula hoop craze are saddened to announce its demise at an early age—but they're skipping the funeral to concentrate on starting a new boom in the spring.

A spokesman for the first hula hoopmaker said there is almost no demand for his stuff on the manufacturing level, although some sales are being reported by jobbers and

dealers. His firm, the Whamo Manufacturing company, of Gabriel, Calif., holds a trademark on the name "Hula Hoop."

"Part of the situation is cold weather," he said. Manipulating a hula hoop is apparently not much of an indoor sport.

But the spokesman said there's still "some demand" for the hoops in Europe, "and some demand domestically. We're putting out a four-foot hoop for adults—it's easier for them. Some people have trouble trying to do it as

well as their kids." Spring Activity

The Whamo man brightened up when he looked ahead. "We think that there will be some spring activity and also that people are looking for a new item. We have something coming out later which we'll call 'Wingding.'"

Meanwhile, though, an indication of what's happening to the hula hoop craze overseas came from Japan, where a TV network suggested that the hoops be cut up into segments and, by inserting a wire, be turned into coat-

hangers.

As for here at home, where millions of hoops had been sold since last spring, Rubin Klamer, head of Art Linkletter's Spin-a-Hoop, Inc., of Beverly Hills, Calif., said their firm quit making hoops in September.

He believes the whole thing was a fad and that any resurgence in the spring will demand a stable kind of product.

"Of course, we'll have to modify and refine this new kind of hoop," Klamer said. "Right now we're emphasizing a new product called 'Spin-a-Ball.'"

"We stopped making hoops, because it was obvious the market had become saturated. Sales were blank—probably because nearly every kid had one."

Easy To Convert

The Moore Manufacturing company, of San Francisco, was turning out 100,000 hoops a week at the peak of the craze. The firm's regular product is plastic garden hose, so it was relatively easy to convert. Miss Ann Ramsey, an administrative assistant to the

company president, said hoop production had been cut to a trickle of its former deluge—some of it going to Army bases overseas.

"We're convinced the demand hasn't died out completely," Miss Ramsey said. "There are a lot of repeat orders by youngsters whose hoops wear out or are run over when left in driveways."

"We also think kids can always enjoy the hoops and that there are other uses for them—such as buying them for physical education classes in high schools."

Interest Biggest Single Increase

Washington —UPI— The biggest single increase in the new Federal spending budget is the interest the government has to pay on the national debt.

Interest payments in fiscal 1960 are expected to rise by \$500 million to a grand total of \$8 billion.

Interest alone now accounts for 10 per cent of the entire government outlay. It is the second largest general item in the budget, ranking next to national defense.

Merrill Plant Destroyed by Fire

Merrill, Ore. —UPI— Damage was estimated at \$200,000 today from a fire which destroyed the commercial feed manufacturing mill here owned by Winema Elevators, Inc., Tulelake, Calif.

The fire broke out about 4 a.m., and took only an hour to level the big rambling frame structure, located about 24 miles south of Klamath Falls. The mill manufactured poultry and livestock feed.

Cause of the blaze was unknown. Fire departments from southern Klamath coun-

ty and Tulelake battled the flames. The fire produced such intense heat that one hose was burned into before water could reach the nozzle end, firemen said.

Gassy?

3 Times Faster Relief

Certified laboratory tests prove BELL-AMU tablets neutralize 3 times as much stomach acidity in one minute as many leading digestive tablets. Get BELL-AMU today for the fastest known relief. 35¢ at drugists. Send postal to BELL-AMU, Orangeburg, N. Y. for liberal free sample.

Court May Act On Negro Firemen

Washington —UPI— The Supreme Court may act today on a complaint by Negro locomotive firemen that they are denied membership in the railroad union which represents them.

The court meets to hand down opinions and announce cases it has accepted for review.

The Negro firemen, who started their lawsuit in Cleveland, lost in two lower courts. They challenged a provision in the constitution of the Brotherhood of Locomotive Firemen which limits the organization to white membership.

The Supreme Court has ruled several times that the railroad brotherhoods must represent both races without discrimination. But it has not taken up the membership issue specifically.

The firemen told the high court that the discrimination and hostility of their union has continued right down to the present day.

McMinnville Youth Gunshot Victim

McMinnville —UPI— A target shooting accident about four miles west of here Sunday afternoon in a heavily wooded area took the life of a star high school football player, Roy Jesperson, 16.

Yamhill county sheriff's office said the youth was target shooting with a companion, Kenneth Weston Murray, 15, when the accident occurred.

Police said the Murray boy was twirling the gun in TV Western fashion when the .22 caliber single shot pistol accidentally discharged. The bullet struck Jesperson in the stomach.

He was dead on arrival at McMinnville hospital.

Roy Jesperson was the son of Mr. and Mrs. Fred Jesperson, McMinnville. The boy's father is employed at an Oceanlake dry-cleaning establishment.

Bonneville Given Budget Increase

Washington —UPI— The President's budget today called for appropriation of \$35,000,000 for the Bonneville Power Administration of \$35,000,000 for the Bonneville Power Administration in fiscal 1960.

The figure represents an increase of nearly \$5,000,000 over the amount appropriated for construction, operation and maintenance of BPA transmission facilities in fiscal 1959.

Biggest item in the president's Bonneville program is a request for \$25,000,000 for additional transmission facilities to transmit power from new federal generators being installed at the Dalles, Cougar, Hills Creek and Ice Harbor dams in the Pacific Northwest.

Budget Dollar Spending Figured

Washington —UPI— How Uncle Sam will spend the federal budget dollar in fiscal 1960:

National security... 59.5 cents
Interest on debt... 10.5 cents
Farm programs... 7.8 cents
Veterans' programs, 6.6 cents
Labor and welfare... 5.4 cents
General government, 2.2 cents
Other activities... 8.0 cents

Where Uncle Sam will get the budget dollar:

Indiv. income taxes... 53 cents
Corp. Inc. taxes... 28 cents
Excise taxes... 11 cents
Other revenues... 8 cents

National Budget On Fiscal Basis

Washington —UPI— Most Americans budget on a calendar year—that is, Jan. 1 through Dec. 31.

Uncle Sam budgets on a fiscal year—from July 1 through the following June 30.

Thus, President Eisenhower's fiscal 1960 budget is for the period starting July 1, 1959, and ending June 30, 1960.

EX-Y SECRETARY DIES

New York —UPI— Miss Helen L. Thomas, 91, former secretary of the national staff of the Young Women's Christian association, died Sunday at her home here after a long illness.

invites you to taste this delicious NEW

Lucerne Party Pride

Butter - Pecan Ice Cream

Here's a new, delicious "Party Pride" ice cream. It's smooth texture and distinctive flavor will be welcomed by your family.

1/2 gal. brick **89¢**

A Monday, Tuesday, Wednesday Feature:

Best Foods Whole Egg MAYONNAISE

Here's an outstanding value! The wonderful "whole egg" mayonnaise with the finer texture and flavor is featured at Safeway. It adds that "spark" to sandwiches and salads.

qt. **59¢**

TUNA

SEA TRADER BRAND — CHUNK STYLE

4 1/2 Cans **\$1.00**

ROYAL SATIN

The SHORTENING for BETTER BAKING EVERY TIME

3-lb. can **79¢**

FINEST NU MADE MAYONNAISE

Safeway's own fresh mayonnaise! Made with the finest ingredients that delicate as homemade flavor. You'll enjoy its rich goodness.

qt. **57¢**

PEANUT BUTTER

REAL ROAST brand in a cookie jar

50-oz. Jar **\$1.69**

Pillsbury Packaged

Angel Cake

Wonderful results! So easy! The white of 13 country fresh eggs are right in the mix.

16-oz. Pkg. **49¢**

For the finest meats . . . just remember Safeway

Armour Star Thick Bacon

Deep smoked; wonderful flavor; thick sliced for a real "he man" breakfast. Armour and Company will mail you a 50¢ REFUND on your purchase. Get the details at your Safeway store.

2-lb. pkg. **\$1.15**

MANOR HOUSE Frozen

Veal Steaks

For a quick, tasty meal, serve tender, quick-frozen veal steaks. Two to a package.

8-oz. Pkg. **49¢**

For the finest produce . . . just remember Safeway

Sunkist Navel Oranges

19-lb. box **\$1.59**

38-lb. box **\$2.98**

Full of juice . . . easy to peel and segment. There medium size Sunkist Navels are great for fresh eating, sliced, salads, or dessert. Get a bag full today.

per lb. **9¢**

California Sunkist

LEMONS

Large size juice-laden fruit. Treat your cold with lemon juice and Bufferin.

Bufferin, pkg. of 36 59¢

Each 5c doz. **49¢**

California New Crop

CABBAGE

All green new crop cabbage —Delicious flavor — serve it with Safeway Corned Beef.

lb. **10¢**

Chunk Tuna White Star No. 1/4 can 33c	Party Crackers Sunshine Hi Ho 1b. pkg. 35c	Mustard Morehouse Old Style 20 1/2-oz. jar 25c	Soda Crackers N.B.C. Snowflake 2-lb. pkg. 55c
Frozen Juice Dole Pineapple 6-oz. can 25c	Boraxo Powdered hand soap 1b. tin 37c	Buttermints Vernell candy 7-oz. pkg. 29c	Borax 20 mule team 32-oz. pkg. 45c
Cat Food Kitty Brand 15-oz. cans 10¢	Clam Chowder Snow's 15-oz. can 29¢	Minced Clams Snow's No. 1/2 can 31¢	Roman Meal Hot Cereal 28-oz. pgs. 37¢
Ajax Cleanser 2 14-oz. cans 35¢	Wisk Liquid Detergent 20c Off pack 1/2 gal. \$1.35	Surf Detergent 10c Off pack 51-oz. pkg. 77¢	Dry Trend Detergent 33-oz. pkg. 53¢
Borene Soap Granules 23-oz. pkg. 37¢	Dial Soap Pink — Gold — Aqua 2 reg. bars 29¢	Modess Sanitary Napkins 2 pgs. of 12 89¢	Fluffy "All" For automatics 3-lb. pkg. 89¢

Lipton Soup Mixes Chicken Noodle 3 pgs. 43¢	Beef-Vegetable 2 pgs. 35¢	Tomato Vegetable 3 pgs. 43¢	Table Syrup Lumberjack 5-lb. can 93¢
Detergent Vel — Instant suds 37 1/2-oz. pkg. 87¢	Starch Niagra 12-oz. pkg. 21¢	Beads O' Bleach Laundry Bleach 18-oz. pkg. 43¢	Margarine Blue Bonnet 1b. ctn. 31¢
C-20 Detergent 4-lb. pkg. 99¢	Powder Room Toilet Tissue 4-roll pkg. 53¢	M-D Tissue For the Bathroom 4-roll pkg. 45¢	Trend Liquid Detergent 2 12-oz. cans 59¢

SAFEWAY

Prices in this advertisement are effective through Wednesday, Jan. 21, at Safeway in Medford.