

College Personnel Chief To Attend April Sessions

Merl F. Sloan, director of student personnel, will represent El Camino College at a personnel program conference April 12 through 17 at the Kellogg Center, University of Chicago.



MERL F. SLOAN To Attend Workshop

Central goal of the project, which will be attended by delegates of 50 selected junior colleges, is to establish guidelines for appraisal and development of the junior college student personnel programs in the next decade. The study is made possible by a Carnegie grant.

El Camino was chosen for representation from approximately 635 colleges in the American Association of Junior Colleges, and is one of 10 chosen from California's 74 two-year colleges.

"This is actually an exploratory meeting to determine where real improvements can be made in junior college work, and where outstanding programs are already in operation," Sloan explained.

The doctor should be called immediately when a stroke occurs so that he can determine the proper individualized treatment for each patient, your Los Angeles County Heart Assn. says.

Beatle T-Shirts, Wigs Selling Big In Wake of Visit

By REYNOLDS KNIGHT

The recent visit to the U.S. by those English rock-and-roll singers is having its effect in overnight development and marketing of special teen-age merchandise tying in with their meteoric fame (or notoriety, if you prefer).

Beatle T-shirts, wigs and dolls are being rushed to the market place to capitalize commercially on the hirsute quartet. And their recordings are enjoying an upsurge in sales to a level well up in the millions of dollars per week.

Business observers say that specialty manufacturers have moved unusually fast to capitalize on the Beatles' fad value. In one case, a maker of T-shirts and pullover sweaters in 10 short days obtained the needed license and manufactured and sold almost \$1.5 million dollars worth of Beatle clothing. Another firm's plant is working seven days a week turning out wigs. Stationers are doing rush business in soft-

cover "books" about the quartet's innermost secrets.

However, warns one experienced executive in the specialty field, "anything that goes up big comes down big." He cites the Davy Crockett fad some six years ago, which collapsed and left retailers with piles of unsellable coonskin caps and similar knickknacks.

While the fastest moving specialty makers may cash in handsomely now, there probably will be others singing the red-ink blues a month or two hence.

SURPLUS WHEAT—at times great mountains of it, has been a major problem in this country during most of the years since World War II. But now, it's entirely possible that we could have a wheat shortage in a year or so, according to one expert. He is M. H. Middents, assistant vice president of Cargill, Inc., the Minneapolis grain firm. Middents says that during

the present crop year ending June 30, the U. S. may have consumed or sold as much as 1.6 billion bushels of wheat, leaving a carryover of some 725 million bushels. He then observes that if 1964 wheat production is close to the present estimate of 1.15 billion bushels, and further, if we dispose of 1.6 billion bushels again in 1964-65, the U. S. would have less than 300 million bushels on hand in mid-1965.

This 300 million bushels would be about half our own normal domestic wheat needs and well below what is widely considered as a prudent reserve. Middents concludes that, under such circumstances, a season of poor growing weather might well put Uncle Sam face to face with a wheat shortage 18 months from now.

POWER POLISHING — A weapon against unnecessary work that is attracting an army of users is the electric floor

polisher. Only six years ago, floor machines were used regularly in less than one of eight homes. Today, polishers are used by about one of every four families.

More than half of these users own their machine. The others rent or borrow. Renting is increasingly easy as many hardware and food stores will provide a polisher for about a dollar a day.

Johnson's Wax, a leading maker of floor waxes, recommends use of polishers made by any reputable manufacturer. The firm also makes light-weight machines available for rental through stores.

A clue to the growth in polisher use is provided by Johnson's. The company notes that waxes such as Beautiflor that require buffing have long been recommended for wood floors. And wood has lost little appeal, still accounting for about half of all home flooring.

THINGS TO COME—A new

twist in baby feeding is a non-refrigerated, ready-to-feed infant formula marketed in a disposable glass bottle; mother needs only warm the unit and affix the rubber nipple.

The home gardener can gain extra excitement from a portable greenhouse unit that comes with pre-planted Venus fly-eating plants — the kind that literally snaps shut and devours household flies. . . . A giant food firm has added to its frozen line a series of exotic boil-in-the-bag fish dishes; the butter sauce is flavored with lemon and wine.

CIGAR SURGE — Figures are now coming in to document the public's reaction to the government's report on dangers of cigarette smoking (particularly), published in January. And it appears that cigar makers are the chief beneficiaries. One big firm reported its sales of small-size cigars in January soared 250 per cent over the previous January;

other firms agree that the smaller types of cigar are leading the sales advance. On a truly novel note, another firm has introduced in one Eastern city a menthol-flavor filter-tip cigar, packaged like regular cigarettes. No word as to whether it will expand distribution of the item.

BITS O' BUSINESS—Prices of products made with tin are heading upward because of a shortage in world supplies caused by political or labor disorders in Southeast Asia and Bolivia, important supplying countries. . . . U. S. railroads put 5,253 new freight cars into service in January, more than double the number of new cars received in the like 1963 month. At Feb. 1, backlog of cars on order was 37,636, versus 31,111 a year earlier. . . . Americans ate less lamb in 1963, when the national "crop" was 19.3 million head, down five per cent from the previous year, according to government figures.

FOOD FAIR

FAMOUS FOR FRESHNESS

4411 W. SLAUSON, LOS ANGELES

FOOD FAIR

FAMOUS FOR NATIONAL BRANDS

5472 CRENSHAW BLVD., LOS ANGELES

FOOD FAIR

FAMOUS FOR SERVICE

2121 W. 182nd ST., TORRANCE

<p>PORK LOIN ROAST FULL 7 RIB BLADE PREPARED EASY TO CARVE</p> <p>37¢ lb.</p> <p>McCoy's BOTTOM ROUND BONELESS BRISKET 69¢ FRESH - DECKEL OFF WHOLE OR POINT CUTS 69¢ FULL CUT - 4-5 LB. AVG. SAVE 22c POUND 47¢ CENTER RIB CUTS SAVE 19c POUND 69¢ FARMER COUNTRY STYLE FRESH - SAVE 20c LB. 49¢ SAVE 10c LB. 59¢ 6 LB. AVG. - SAVE 10c 49¢ A. GRADE "A" CALIF. GROWN</p>	<p>FRESH FRYER CHICKEN USDA GRADE "A" WHOLE BODY Cut Up or Halves 33¢</p> <p>29¢ lb.</p> <p>FRESH CHICKEN 69¢ FRESH CHICKEN 69¢ BEST-O-FRYER NO BACKS, NECKS OR GIBLETS ONLY THE MEAT PORTION SAVE 20c LB. 49¢</p>	<p>GROUND BEEF FRESH GROUND HOURLY • McCoy's BEEF SAUSAGE 1 LB. ROLL • BULK SAUSAGE Mildly Seasoned</p> <p>3 POUNDS</p> <p>99¢</p> <p>LEGS - DRUMSTICKS - THIGHS SAVE 26c POUND 49¢ BREASTS - HALF or WHOLE SAVE 20c POUND 59¢ SAVE 20c LB. 49¢</p>
<p>LENTEN SPECIALS</p> <p>SLICED HALIBUT Fancy Northern CENTER CUTS SAVE 20c LB. 59¢ GREEN SHRIMPS MEDIUM SIZE 41-50 COUNT (5 LB. BOX \$3.98 EACH) 87¢ FRESH FILLET of RED SNAPPER SAVE 20c LB. 69¢</p>		

CRISCO OIL

SAVE 10c

OIL 29¢

24-OZ. BOTTLE ALL PURPOSE

MORTON FROZEN 14 OZ. CREAM PIES SAVE 10c **29¢**

FRESH PRODUCE

ORANGES SWEET - JUICY **4** LB. BAG **33¢** SAVE 16c

NAVELS **4** LB. BAG **33¢**

TOMATOES FIRM - FRESH SAVE 21c **2** 1/2 **29¢**

CABBAGE FIRM SOLID HEADS SAVE 3c POUND **5** c **5¢**

APPLES OREGON PIPPINS SAVE 18c **3** 1/2 **29¢**

PUREX BLEACH - 1/2 Gallon Plastic SAVE 4c **39¢**

PERSONAL SIZE IVORY SOAP SAVE 2c 4c OFF **4** bars **21¢**

WILSHIRE CUKE CHIPS - 58 OZ. JAR SAVE 20c **69¢**

AJAX CLEANSER 2c OFF LABEL SAVE 4c **2** REG. CANS **25¢**

SALAD BOWL DRESSING Chef's Style or French 8 OZ. BOTTLE - SAVE 6c **19¢**

KOTEX SANITARY NAPKINS SUPER or REG. 24 COUNT - SAVE 18c **69¢**

FAB Detergent Giant 79c	PALMOLIVE SOAP Reg. 3/29c	SOAKY Bubble Bath 6 oz. 69c	VEL LIQUID Detergent 12 oz. 35c	ACTION INSTANT DRY BLEACH Giant 79c	HEINZ BABY FOOD 4 1/2 oz. 4/45c
DISHALL DISHWASHING DETERGENT 20 oz. 45c	LUX TOILET SOAP Reg. 3/29c	LUX TOILET SOAP Bath 2/29c	JOY LIQUID DETERGENT... 22 oz. Size 65c	SPIC 'N SPAN all purpose cleaner, lb. Pk. 31c	ZEST TOILET SOAP, Bath Size... 2 for 39c

SALE DAYS

FOOD FAIR

WE GIVE GREEN STAMPS

PORTA-FILE

FOR HOME or OFFICE DURABLE BAKED ENAMEL FINISH COMPLETE WITH INDEX FOLDERS, LOCK AND KEY

\$1.69 SAVE 80c Regular \$2.49

DELICATESSEN

MILD CHEDDAR CHEESE SAVE 26c Melts for Delicious Lenten Dishes **49¢** lb

ENGLISH MUFFINS CASEY'S 3 MUFFINS 6 OZ. PKG. SAVE 9c **2** FOR **29¢**

OSCAR MAYER SMOKIES 12 OUNCE PKG. SAVE 10c **59¢**

BALLARD or PILLSBURY BISCUITS 8 OZ. CAN SAVE 3c **3** FOR **27¢**