

of savings in this ad!

THE FIGURE WOULD BE MUCH HIGHER IF YOU INCLUDED THE DISCOUNT SAVINGS ON MEAT AND PRODUCE WHICH ARE NOT INCLUDED IN THIS COMPUTATION

CANNED FOODS

300 CAN
Gebhardt's Tamales 33¢ 25¢

GLORIETTA TOMATO JUICE

12-OZ. CAN
11¢

SOME STORES CHARGE 14¢

303 CAN
CHILI CON CARNE WITH BEANS 37¢ 33¢

8 OUNCE CAN
TOMATO SAUCE 11¢ 10¢

300 CAN
CASE SWAYNE CHILI BEANS 15¢ 12¢

CASE SWAYNE • SLICED POTATOES • 300 CAN 17¢ 12¢

LIBBY'S FRUIT COCKTAIL

303 CAN
22¢

SOME STORES CHARGE 27¢

303 CAN • HALVES & SLICES
Diet Delight PEACHES 27¢ 23¢

HUNT'S • 300 CAN
KIDNEY BEANS 20¢ 17¢

CHUN KING • 2 1/2 CAN
CHOW MEIN NOODLES 33¢ 25¢

MISCELLANEOUS

1 LB. CAN • REG. with CHICKORY
LUZIANNE Coffee 69¢ 65¢

LUZIANNE • 6 OZ. JAR • W/CHICKORY
INSTANT Coffee 84¢ 57¢

GARNATION • 11 OUNCE JAR
COFFEE MATE 79¢ 71¢

10 OZ. JAR • HOT TEA MIX
NESTEA Instant 59¢ 49¢

SPRING GARDEN SALE

LARGE SELECTION OF FERTILIZERS and BARK PEAT MOSS at DISCOUNT PRICES

SENSATIONAL VALUE!

HARDY EVERGREEN SHRUB FOR FULL SUN—
GOLDEN DWARF ARBORVITAE 69¢

1-GAL. SIZE
AVAILABLE ONLY IN THIS STORE
1726 CARRILLO AVENUE, (at Sepulveda) TORRANCE

MISCELLANEOUS ITEMS

BETTY CROCKER • 16 1/2 OZ. PKG.
POTATO BUDS 73¢ 59¢

BORDEN'S • 16 1/2 OUNCE PACKAGE
INSTANT POTATOES 59¢ 55¢

BORDEN'S • 2 OUNCE PACKAGE
WHIPPED POTATOES 10¢ 9¢

CHUN KING • 5 OUNCE BOTTLE
SOY SAUCE 25¢ 22¢

CHUN KING • DIVIDER PAK
CHICKEN CHOW MEIN \$1.05 95¢

BEEF CHOP SUEY & PORK CHOP SUEY \$1.05 85¢

MAIN DISH LIPTON DINNERS

• BEEF STROGANOFF
• CHICKEN LA SCALA
• CHICKEN BARDONNET
• TURKEY PRIMAVERA

69¢

SOME STORES CHARGE 79¢

8 OUNCE BOTTLE
SAXON APPLE JUICE 13¢ 12¢

BETTY CROCKER • 28-OZ. PKG. • BUTTERMILK
PANCAKE MIX 43¢ 41¢

FROZEN FOODS

WILPHR BETH • FROZEN • 24-OZ. • 45¢ VALUE
BAGGED VEGETABLES 39¢

MIXED • CUT CORN • PEAS • 20-OZ. BAG GREEN BEANS

FROZEN • 9 INCH FAMILY SIZE
JOHNSTON FRUIT PIES 79¢ 64¢

• STRAWBERRY-RHUBARB
• BOYSENBERRY
• BLACKBERRY
• CUSTARD
• APPLE
• CHERRY 79¢ 69¢

FROZEN • ALL VARIETIES
Nabisco Cookies 49¢ 44¢

FROZEN BANQUET DINNERS

ALL VARIETIES
37¢

SOME STORES CHARGE 43¢

TREESWEET • FROZEN • 6 OUNCE CAN
ORANGE JUICE 23¢ 22¢

12 OUNCE CAN... 45¢ 43¢

IDEAL • FROZEN • 10 OZ. PKG. • 39¢ VALUE
Broccoli Spears 33¢ 33¢

FROZEN • 13 OUNCE SIZE
JOHNSTON Pie Shells 39¢ 35¢

WONG'S • FROZEN • 12-OZ. PACKAGE
EGG FOO YOUNG 69¢ 56¢

WONG'S FROZEN • 16 OZ. PACKAGE
EGG ROLL 69¢ 56¢

WONG'S • FROZEN • 10-OZ. PACKAGE
Fried Rice/Pork 59¢ 56¢

WONG'S • FROZEN • 16 OZ. PACKAGE
Sweet-Sour Pork 98¢ 84¢

MORTON'S • FROZEN • 20 OUNCE PACKAGE
MACARONI & CHEESE 43¢ 38¢

HALF GALLON • FAMILY PACK • 69¢ VALUE
ALPHA BETA ICE CREAM 59¢

ONLY THE PRICES AT ALPHA BETA HAVE GONE DISCOUNT!

The products and the service are still the same. You get the same fine foods, fresh fruits and vegetables, and high-quality meats. And we have the same big variety of brands... the same sizes you've always bought, but we have no costly games, no costly stamps. Just the best quality products... and the friendly service you've come to expect from Alpha Beta. We'll never discount that.

About Our Double Discounts

They mean extra savings for you. Made possible by special purchases with the cost reductions passed on to you. Look for them throughout the store.

DELICATESSEN & CREAMERY

MARCONI • 13 OUNCE CHUB
ITALIAN SALAMI \$1.49 \$1.35

6 OUNCE PACKAGE
BUDDIG SLICED BEEF 69¢ 59¢

TUBE OF 10 • HOME STYLE or BUTTERMILK
ALPHA BETA BISCUITS 8¢

1-LB. PACKAGE • CERTIFIED • ALL MEAT
WILSON FRANKS 69¢ 59¢

ALL MEAT ALPHA BETA FRANKS

1-LB. PACKAGE
49¢

59¢ VALUE

ALPHA BETA • 6 OUNCE PACKAGE
COOKED SALAMI 36¢

ALPHA BETA • PROCESSED • 8 SLICE PACKAGE
AMERICAN CHEESE 35¢

BLUE BONNET • 1-LB. CARTON
Soft MARGARINE 39¢ 36¢

HALF PINT CARTON
IMO DRESSING 23¢ 19¢

PINT CARTON 39¢ 35¢

TREESWEET • 48 OZ. DECANTER • REAL
ORANGE JUICE 69¢ 59¢

HOUSEHOLD ITEMS

27 OUNCE CAN • FLOOR WAX
Johnson Glo Coat 89¢ 77¢

14 OUNCE CAN • 13¢ VALUE
ALPHA BETA CLEANSER 10¢

HEFTY • PACK OF 15 • HOUSEHOLD
PLASTIC BAGS 49¢ 39¢

PACK OF 20 • HALF GAL. BAGS 49¢ 39¢

7 OUNCE CAN • WITH LEMON
JOHNSTON FAVOR SPRAY WAX 89¢ 72¢

PACKAGE OF 6 ENVELOPES • CHOC. or VAN.
DIET BREAKFAST 59¢ 49¢

5-LB. BAG
HOLLY SUGAR 58¢ 57¢



"Another checker, please," calls Alpha Beta's Man in Blue

Alpha Beta's Man in Blue—the man in charge—makes sure the lines of shopping carts are long, when you come in. And he keeps the check-out lines short, when you go out. He keeps everything rolling smoothly, because he wants your shopping visit to be easier, more enjoyable and faster, too—so you can get home sooner, happier.

You will find Alpha Beta's Man in Blue at the Alpha Beta near you. He takes pride in his store and in its products. And his genuine interest in his customers is shared by every member of his staff—the friendly, courteous, helpful people who make Alpha Beta the nicest place in your neighborhood to shop. You'll like it.

BAKERY & CONFECTIONS

NABISCO • 1-LB. BOX
GRAHAM CRACKERS 39¢ 36¢

9 OZ. PKG. • CARAMEL NUT or SIERRA
BURRY ECLAIRS 39¢ 29¢

2 LB. BOX
STA CRISP CRACKERS 57¢ 49¢

22 VARIETIES
RIPPIN' GOOD Cookies 29¢ 27¢

10 OUNCE TWIN PACK • 69¢ VALUE
ALPHA BETA DIP CHIPS 54¢

ALPHA BETA FLUFFY BREAD

15-OZ. LOAF
22¢

REG. & SANDWICH WHITE or WHEAT
25¢ VALUE

ALPHA BETA • 12-OZ. • 49¢ VALUE
DANISH APPLE RING 39¢

ALPHA BETA • 1-LB. 6 1/2 OUNCE LOAF
FRONTIER BREAD 34¢

THE COLUMBIA ENCYCLOPEDIA

"THE BEST ONE VOLUME ENCYCLOPEDIA"... SAYS LIFE!

SECTION NO. 1
FREE NO COUPON REQUIRED HERE

Sections 2, 3 & 4 Now Available
ONLY 99¢ ea.

6 OZ. CAN • BITS OF BEEF or MEATLIME
KAL KAN CAT FOOD 18¢ 16¢

TUNA & CHICKEN 6 OZ. CAN 17¢ 15¢

KENDALL • 10-LB. BAG • INCL. 10¢ OFF
BURGER BITS \$1.39 \$1.19

KENDALL KIBBLER DOG FOOD 20-LB. BAG \$2.99 \$2.49
INCLUDES 20¢ OFF

STORE HOURS

MON. THRU FRI. 10 A.M. TO 9 P.M.
SAT. AND SUN. 10 A.M. TO 7 P.M.

ALPHA BETA
Best for Less!

Your Nearby Alpha Beta Markets Are Located at:

TORRANCE
2726 Cabrillo Ave. at Sepulveda
2128 190th St. at Anza

DOMINGUEZ HILLS
1908 St. at Avalon

REDONDO
1882 S. Pacific Coast Hwy.

LOWE BEACH
1506 S. Willow at Carson

COLLEGE REPORT

By ROBERT M. BERSI
Assistant to the President
California State College, Dominguez Hills

Young people today are similar to all other generations of young people in that they are rebelling against those in authority, or the "Establishment." However, there is a startling difference in this generation of young Americans. They are questioning beliefs, assumptions, and behavior patterns of our society.

To be sure, each new generation of young people has rebelled against its elders. Look at American youth in the 1920 and the 1950s. In the 1920s, the behavior of young people was often considered shocking. Girls bobbed their hair, wore scandalously short skirts and, worst of all, smoked in public. The new music, jazz, was thought to be morally degenerating, and young people actually listened to it together and even danced to it. We are all familiar with the dim view established society took towards the wild antics of youth in the twenties.

Students in the 1950s were called the "silent generation." While students in other societies were deeply involved in politics, exerting pressure upon their respective governments even to the point of causing them to fall, American students seemed apathetic and conformist.

AND YET the typical "flings" existed. There were fraternity beer busts, midnight panty raids, and over-enthusiastic football rallies. Teenagers listened to rock and roll and went wild over Elvis Presley, whose hip-swiveling style frightened parents. Adults asked the old question, "What is the younger generation coming to?" However, in the 20s and again in the 50s, everyone knew that youth would eventually come to resemble their parents.

And here is the startling difference: today they're not so sure. Previously, adulthood was considered desirable; it was something to be achieved after the painful apprenticeship of adolescence. It was expected that a young man would have a few—not too many—shameful, rebellious flings during this apprenticeship. And then, after a few drunken parties, a love affair, or even an idealistic march on a picket line, he would take his place in the family business.

Many young people today, however, tend to distrust adulthood and the basic values of society that adults represent. Among some of the beliefs being challenged are the right of parents and schools to make all decisions, the traditional adage "my

One thing is for certain. Our culture is undergoing remarkable change, and probably no one will ever be able to determine the indirect titillates of youth's campaign to change its world.

Redondo Councilman To Run for Congress

David K. Hayward, a Redondo Beach City Councilman and self employed independent insurance agent, has announced he will seek the Democratic nomination for Congress in the 17th Congressional District.

Hayward, first elected to the Redondo Beach City Council in 1961, was re-elected in 1965. A member of the Los Angeles County Democratic Central Committee and the Democratic Volunteers of California, Hayward has worked in previous campaigns for Democratic nominees. He served as the Southern California field representative for the Citizens for Johnson in 1964.

A STAFF sergeant in the Army during the Korean War, he also has served in the Merchant Marine. Hayward is a member of the American Legion, vice

101 Citations Given by APCD

Inspectors of the Air Pollution Control District checked out 163 new locations in Los Angeles County and issued 173 permits during January.

A total of \$1,993 in fines were paid by 101 firms or individuals cited while 12 cases were dismissed in court.



DAVID K. HAYWARD In Congressional Race

president of the Navy League, and was president of the Inter-City Highway Committee from 1963 to 1966. He was recognized in 1959 as Baseball Man of the Year and was named Young Man of the Year in 1960 by Redondo Beach. He also was among the Outstanding Young Men of America in 1965. Hayward was awarded a life membership in the PTA in 1966. He and his wife, Margaret, are parents of two children and live at 2118 Huntington Lane, Redondo Beach.

es every single day!

ICE LEADER TOO!

SALE!

SAVE ON THESE BIG VALUES

MEN'S TENNIS SHOES REG. \$3.98 **\$1.79**

BOY'S TENNIS SHOES REG. \$2.49 **\$1.29**

MEN'S SOCKS 4 PAIR **\$1.00**

BEACH or POOL CHAIRS REG. \$2.98 **\$1.49**

SIDEWALK SALE

EFFECTIVE ONLY AT
ALPHA BETA-TORRANCE

190th STREET at ANZA
Fri. and Sat. MARCH 1 and 2

HOURS:
FRI. 10 A.M.-9 P.M. SAT. 10 A.M. 5 P.M.