

Fair Goers to See Panorama of Los Angeles County Education

A panorama of Los Angeles County school activities, a city block in size, with some 4000 individual displays, should be of interest to visitors of all ages at the Public School Exhibit in the Los Angeles County Fair opening Friday at Pomona.

"Education in a Changing World" is the theme the Steering Committee selected for the 1961 schools exhibit. Dr. C.C. County Superintendent of Schools, announced that 74 school districts are participating in this vast display.

TELLING THE STORY of education from kindergarten through junior college and adult education has been a challenge to Hal Hodge, coordinator, and a small staff of "artist-builders." "New concepts in education have brought about modernization of the curriculum and advancements in teaching methods," Hodge said, "that stem from the needs of the individual

child." The schools exhibit will graphically portray four major phases in the refinement of teaching as reflected in school plants, (past, present, and future) which may be described as follows:

- Individual instruction for survival (father-to-son)
- Group academic teaching to improve communication (little-red-schoolhouse)
- Urban super-schools with super-classes (lost-in-a-

crowd)
• Re-emphasis on individual instruction (school-in-round)

THE SCHOOL plant itself is a reflection of modern concepts "not only architecturally beautiful, but designed with regard to problems of administration and the functional aspects of the individual classroom."

Businessmen Have Mixed Emotions About Economy

With Labor Day 1961 now just a memory, business and industry officials are getting down to the task of examining the outlook for the remainder of the year, when business conditions traditionally are at their best.

Although there are some optimistic forecasts, there also is concern in some quarters about inflation, cautious consumers and possible wartime controls.

A leading New York bank, among more optimistic prognosticators, feels that "the bus-

iness community is entering the fall season with confidence." It foresees "stepped-up buying" in all major sectors of the economy, including consumers, business and government.

IT FEELS the recovery is an accomplished fact, in one sense noting that gross national product, personal income, industrial production, construction expenditures and many other economic measures have recovered all their recession losses and are moving higher.

However, there appears to be concern among many top executives concerning higher wages, particularly in the auto and steel industries, which would set off another round of inflation, a trend which might cause the consumer to exercise greater caution in his spending.

PAY AS YOU STUDY — Instalment financing of tuition and other college fees and costs is one of the dominant facts of academic life on U. S. campuses this fall. According to Robert J. Keir, president of The Tuition Plan, Inc., the number of parents financing their children's education with instalment credit during the 1961-62 academic year should break all prior records.

Keir's firm, a subsidiary of CIT Financial Corp., is the nation's largest organization specializing in the instalment financing of students' academic expenses. Parents make monthly payments to The Tuition Plan which, in turn, pays the students' tuition and other approved fees directly to the colleges associated with it.

By mid-August of this year Mr. Keir said, "we processed twice as many Tuition Plan contracts as we handled in the same period of 1960. Thus it appears that more parents of incoming freshmen are using tuition financing than ever before."

TASTE TRENDS — Tastes of the American consumer change constantly—often suddenly. Everyone is familiar with this phenomenon in automobiles, breakfast foods, cigarettes, toothpaste, etc.

Now a study of sales figures reveals new consumer preferences in liquors. Vodka in just a few years has come from nowhere to become one of America's favorite beverages. Aged bourbon has shown a similar rise in popularity, and currently brandy seems to be catching the public fancy.

In 1960 brandy sales in the U.S. rose 11 per cent over the 1959 level, and last year's consumption was twice the 1950 volume. Much of brandy's newfound popularity is attributed to the fine quality of domestic blends, carefully produced in the famous California grape-growing district. One of the leading domestic brandies, Coronet VSQ, received top awards at two major wine judgments held on the West Coast in recent weeks.

THINGS TO COME — Fires can now be detected before they have an opportunity to spread, through a device that detects them when temperatures reach 135 to 140 degrees Fahrenheit, sounding an alarm that can be heard one-fifth of a mile away . . .

. . . Old books, leather, cloth or paper-bound, may now be restored with a clear, non-dye solution absorbed into the surface, which can be waxed or polished . . . A four-ounce meter, a practical aid for gardeners, tells instantly when and how much to water lawns, house plants and shrubs . . . A new automobile models set features a computer that enables the user to design and build over 25,000 different plastic automobile models.

SMALL BUSINESS AID — The Small Business Investment Program in Washington reports that too few small businessmen are taking advantage of long-term financing available to them through small business investment companies licensed by the Small Business Administration.

"Half a million or more small businesses are in need of equity financing or long-term loans which can be supplied by the more than 380 licensed SBICs throughout the country," Phil D. Fine, who heads the agency, says.

To date, fewer than 3000 businesses have obtained needed financing through these SBICs, "which supply for small businesses the kind of financing which securities underwriters supply for big business."

BITS O' BUSINESS — The drive to reduce air pollution caused by automobile exhaust fumes apparently is having its effect. Automobile manufacturers are reportedly taking heed of warnings that such equipment may be mandatory as standard equipment on all vehicles made in 1964 . . . Builders of fallout shelters are forced to work in secrecy or disguise to protect their customers from nosy neighbors because owners don't want their shelters jammed with neighbors in a real alert.

FEATURING VAN DE KAMP'S BAKERIES

KHJ RADIO 93-NEWS HOUR

Thriftmart
THURS., FRI., SAT., SUN.,
SEPT. 14, 15, 16, 17



U.S.D.A. GRADED
"CHOICE"
or "GOOD"

BEEF SALE

"WESTERN
FED"
STEER BEEF

SIRLOIN TIP, BONELESS ROUND,

CUBE
OR RIB

STEAKS

BLADE CUT
CHUCK ROAST



39^c
lb.

FRESH LEAN
GROUND BEEF
39^c
lb.

89^c
lb.

SEVEN BONE
ROAST
45^c
lb.

ROUND BONE
ROAST
49^c
lb.

GROUND
ROUND
69^c
lb.

GROUND
CHUCK
59^c
lb.

PORTERHOUSE
\$119
lb.

SPENCER
\$149
lb.

BONELESS
TOP SIRLOIN **\$139**
lb.

BONELESS
ROASTS
79^c
lb.

RUMP,
CLOD or
BRISKET
59^c
lb.

FOUR FISHERMEN
FROZEN
FISH
STICKS
8-oz. Pkg. **33^c**

STREAM FRESH
FROZEN
RAINBOW
TROUT
12-oz. Pkg. **59^c**

BONELESS
CORNED
BEEF
55^c
lb.

JERSEYMAID CATERING
ICE CREAM
59^c
HALF GAL.



HYDROX
COOKIES
REG. 49c
SIZE **39^c**

DUBUQUE CANNED
HAMS
TEN LB. TIN
\$6.98
EACH

GINGER BREAD
BETTY CROCKER MIX
5c DEAL
141-oz. PKGS. **49^c**

HOFFMAN'S SLICED

BACON...65^c
lb.

TAILS OFF
T-BONE
OR CLUB STEAKS
\$109
lb.

TENDERLOIN FILLER
STEAKS
\$189
lb.

FAMILY
STEAKS
BONE
LESS **79^c**
lb.

**CHUCK
STEAK**
49^c
lb.

ARMOUR STAR GRADE "A" FROZEN JUNIOR SIZE
STUFFED "READY TO COOK"
TURKEYS...55^c
lb.

BANQUET FROZEN
BEEF-CHICKEN-TURKEY
**MEAT
PIES**
6^c
8-OZ. PKGS. **\$1.00**

LARGE SOLID
RED RIPE
TOMATOES
2^{lb.} 29^c

LYON'S SEEDLESS
RAISINS 10 1 1/2-oz. PKGS. **37^c**

LAKE COUNTY BARTLETT
PEARS 2 LBS. **25^c**

STAR VALLEY
NATURAL SLICED
**SWISS
CHEESE**
4^{lb.} 1⁰⁰
5-OZ. PKGS.

WHITE **SCOT** COLORS
TISSUE



10^c
800 CT. ROLL



SUNDERLAND
GIN
OR JANOY
VODKA
\$3.69
FULL QUART YOUR CHOICE

SNOW CROP FROZEN
**ORANGE
JUICE**

6^{lb.} 1⁰⁰
6-oz. TINS