

\$2.8 Million Goal Announced

Biggest goal in United Crusade history, \$28,200,000 has been announced by Daniel J. Haughton, 1968 United Crusade chairman.

Haughton, who is chairman of the board of Lockheed Aircraft Corp., told a press conference at Children's Hospital that United Crusade "offers concerned citizens the opportunity to help meet the social crisis of our time." Proven programs and innovation programs of 244 voluntary United Way agencies and 12 chapters of American Red Cross are supported through

the joint annual appeal. "Urban ills are being met through our vast network of voluntary services and co-operatively with government-financed programs. The knowledge of experienced United Way agencies is helping to cut the burden on the taxpayer," Haughton said.

HAUGHTON stressed the breadth of organization for the 1968 campaign saying, "We have thirteen top community leaders serving as commerce and industry chairmen. These chairmen have

130 vice chairmen who will contact directly the heads of 650 corporations. This way we hope to get top level support. Community campaigns are successful when we get top level support."

This year's United Crusade will kick-off Sept. 26 and will finish Nov. 26. Victor M. Carter, newly elected president of United Way and chairman of the 1967 United Crusade, said "It's vital to the stability of the entire community that all community forces, industry, labor, business, education, government and reli-

gious—unite to make this campaign a great success." Carter directed last year's effort, the most successful in history, which raised \$23,022,919.

GORDON C. YOUNG, representing the American Red Cross, spoke of increased demands for Red Cross blood programs, disaster relief and aid to military families.

The three executives were surrounded by children from Children's Hospital, which is supported by the United Crusade.

Garden Checklist

1. Roses should be treated every seven to ten days when aphids are present. Your nurseryman has the dust or spray for you to use, including the new systemic.
2. Anticipate summer bare spots in the garden by filling them with annuals now.
3. When starting a hanging basket of fuchsias use two or three small plants to the basket for a real spectacular show.
4. For a bright-blooming shrub that can take the hottest sun of summer, plant Oleanders in pink, white, red or salmon. They'll thrive on minimum water after they're established.
5. Lawns under trees need frequent feedings since the tree takes so many nutrients from the soil for itself.

WEDNESDAY MAY 22, 1968

PRESS-HERALD

B-7

Around the World

with Stan Delaplane

MENDOCINO, Calif.—Men from Maine bypassed the California gold rush for this blue sky redwood country of the north coast. Their logs built San Francisco. In the days of concrete, the gingerbread houses were deserted. The winter storms peeled the paint. Nails worked loose, and shutters flapped in the wind.

Summer travelers should come on Highway 1. The narrow, winding road follows the rim of the continent, and the blue Pacific splashes in white foam at the base of 300-foot cliffs. It's leisurely, lovely land.

For the most part, you can stay on Highway 1 from San Diego to the Canadian border. (The get-there-quick traffic is on the inland freeways.) Best places to stay: Timber Cove Inn, just north of Fort Ross of the Russian fur trade days; Heritage House, just south of Mendocino. "Baby Face" Nelson hid out here.) Best book: "Beachcombers Guide to the Pacific Coast," \$1.95 from Lane Magazine and Book Co., Menlo Park, California. Best maps: California State Automobile Assn. (AAA).

"We are having a car delivered to us in Germany. Is there anything we should know about driving in Europe?"

All Europe (except Spain and Portugal and Ireland) has high-speed freeways. And European drivers kill themselves and each other at double the rate for American drivers on American highways. Fast and reckless driving is the only way to go in their book. The man on the right has the right of way in France. A Frenchman will kill you and himself to prove it.

For me these freeways have no charm or character. If you're in a hurry, why not fly? But the back roads! There's nothing like the country lanes of England and Ireland. The back roads of France and the old highways of Italy that follow the Roman consular roads—you see pieces of the Roman paving as you drive.

Europe's roads are well-marked with direction signs. Caution signs are visual—the little car with zig-zag skid marks mean "slippery road." The auto clubs make a deal of these signs to fit in the corner of your windshield. Your car dealer should put one on for you.

It's a prestige thing—like American menus written in French.

"We have never been around the world but intend to take a cruise. I have heard some customs like shaking hands are different . . ."

Except in England and Ireland, Europe always shakes hands—men and women—on meeting and saying goodbye. In the Far East, hand shaking is rare. The Oriental dislikes body contact and uses some form of bow. (Japanese businessmen when smashed on liquor often go in for hand-shaking, back slapping and so on. But I think this is like the TV—it's "western style.")

"... a fish cocktail we had in Acapulco the ysaia was raw fish. But it didn't taste that way."

That's ceviche (say vichee). Take any firm white fish (they use red snapper) and cut it into bite-size chunks. Cover it with lemon juice and let it sit in the refrigerator for an hour. That "cooks" it—takes the raw taste out of it. Serve it cold with a dash of hot tabasco sauce, chopped onions and green olives. You can experiment with this. Put or anything that has a salty or hot flavor.

Tahitians use coconut cream instead of hot sauce. (You can buy this canned.) In Japan they don't put it in lemon juice first. Get raw beef-red tuna and cut it in bite-size chunks. Bed it ice cold on shredded white radish. Dip it in a side dish of soy sauce and dried horseradish. Or you can mix soy sauce and dried English mustard. The idea is to get it salty and fiery, biting hot. You eat the shredded radish with this.

"... a recommended restaurant for friends in London—a real English restaurant. And how can I pay for this as a present?"

Let me give you Locketts in Marsham Street. It dates back to 1696, has an elegant menu and fine atmosphere. To pay for it, I'd go to a bank and change \$20 into English pounds. Package it and write the name of the restaurant on the envelope.

Speech Contest

Curt Alton, Redondo Union High School sophomore, has qualified as one of the five finalists in a speech contest sponsored by Phi Rho Pi, speech club at El Camino College. The contest was open to all area students.

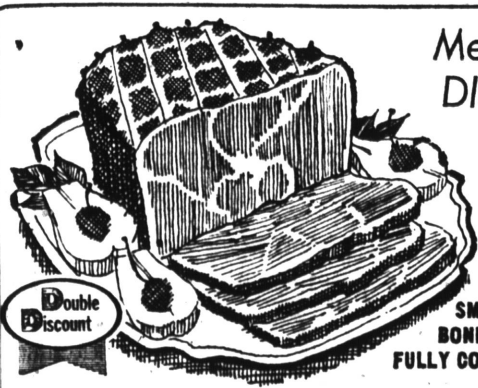
TORRANCE YMCA SPORTS 25 CAMPS

Types/Camp	Name of Camp	Age	Dates
GIRLS RESIDENCE CAMPS			
Ocho (Big Pines)		9-12	July 20-27
Mozumdar		9-12	Aug. 3-10
Big Pines		9-12	Aug. 10-17
BOYS RESIDENCE CAMPS			
Nitchy Wahoo (Big Pines)		9-10	Aug. 3-10
Round Meadow		10-11	Aug. 10-17
Sherwin Forest (High Sierra)		11-12	Aug. 17-24
GIRLS CARAVAN/BASE ETC.			
Early Base Camp		12 & up	June 15-22
Jumping Frog Caravan		15 & up	June 28-Jul. 7
Mammoth Lakes Base		13 & up	Aug. 17-24
Girls' Muir Back-Pack		16 & up	Aug. 17-24
BOYS CARAVAN/BASE ETC.			
High Sierra Caravan		12-13	Jul. 13-20
Shadow Lake Base		12-13	Jul. 13-20
Hilton Lakes Pack-In-Base		13-14	Aug. 3-11
Palisades Glacier Pack-In-Base		13-14	Aug. 17-24
John Muir Back-Pack		14 & up	Aug. 26-Sep. 6
Water-Ski Trip		15 & up	Jun. 22-30
COED CAMPS			
H. Sierra Caravan (Nagoya Group)		H.S.	Aug. 12-19
Leadership Development		H.S.	Sep. 9-13
REMEDIAL READING			
			Jun. 16-Jul. 29
FAMILY CAMPS			
Calaveras Big Trees			Aug. 8-16
Yosemite Valley			Jul. 13-Aug. 15
Yosemite Camper Truck Trek			Jul. 15-Aug. 15
Big Pines Week-end			Sep. 14-15

***** FOR CAMP INFORMATION *****
Youngsters who lack money to go to camp can raise it by selling peanuts. For further information about camps or money, call the Torrance YMCA, 325-5885, or stop by at 2900 W. Sepulveda.

discount of savings in this ad!

ALL ALPHA BETA STORES WILL BE OPEN MEMORIAL DAY 10 A.M. to 7 P.M.



Meat you can trust and at DISCOUNT PRICES too!

DUBUQUE "ROYAL BUFFET"

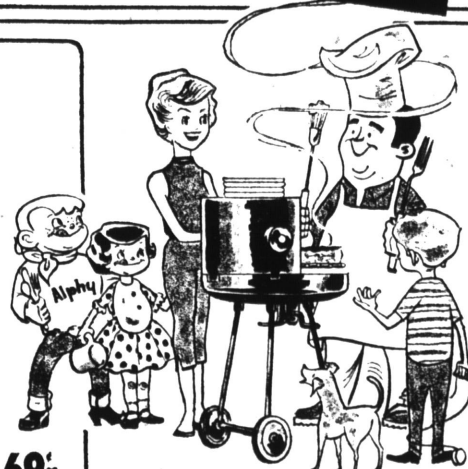
CANNED HAMS

SAVE \$1.89 EA.

SMOKED BONELESS FULLY COOKED

10 LB. CAN

69¢ LB.



Double Discount
Fresh Fryer Parts
LEGS AND THIGHS
BREAST 59¢ lb.
BONE-LESS

ALPHA BETA WESTERN Family-Style BEEF
CHUCK STEAK 49¢ lb.
ALPHA BETA WESTERN Family-Style BEEF
FAMILY STEAK 89¢ lb.
ALPHA BETA WESTERN Family-Style BEEF
STANDING RIB ROAST 89¢ lb.

ALPHA BETA Family-Style BEEF
7-BONE ROAST 87¢ lb.
ALPHA BETA Family-Style BEEF
SHOULDER CLOD 89¢ lb.

ALPHA BETA Family-Style BEEF
BONE-LESS
BONE-LESS
BONE-LESS
WILSON'S CERTIFIED • FROZEN • EASY TO CARVE
BONELESS TURKEY ROAST 2-LB. 85¢
WILSON'S CERTIFIED • FROZEN • EASY TO CARVE
BONELESS TURKEY ROAST 2-LB. \$2.49

THESE PRICES EFFECTIVE THURSDAY THROUGH WEDNESDAY MAY 23 THROUGH 29

PAPER NEEDS SOME STORES CHARGE ALPHA BETA DISCOUNT PRICE

PACKAGE OF 150 • ASSORTED COLORS
VIVA NAPKINS 39¢ 29¢
AS FEATURED ON KHL-TV
SCOT TOILET TISSUE 14¢ 13¢
GIANT ROLL • ASSORTED COLORS
GALA TOWELS 32¢ 30¢
BOX OF 12
CONFIDETS 38¢ 38¢
CONFIDETS • BOX OF 24 73¢ 71¢

FROZEN FOODS
HALF GAL. • CATERING QUALITY • 79¢ VALUE
ALPHA BETA ICE CREAM 75¢

Double Discount
MORTON'S
CREAM PIES 25¢
14-OZ. FROZEN ALL VARIETIES
SOME STORES CHARGE 34¢

Double Discount
VAN DE KAMP'S • FROZEN 8-OUNCE PACKAGE
HALIBUT 79¢ 72¢
ALPHA BETA • FROZEN • 24-OZ. BAG • 49¢ VALUE
SHOESTRING POTATOES 38¢
THRESHOLD • FROZEN • 6-OUNCE CAN
ORANGE JUICE 25¢ 24¢
THRESHOLD • FROZEN • 6-OUNCE CAN
GRAPEFRUIT JUICE 27¢ 24¢
ALPHA BETA • FROZEN • PACKAGE OF 6 EARS
CORN on the COB 68¢

Double Discount

Double Discount

Double Discount

Double Discount

Double Discount

Double Discount

Double Discount

WILSON FESTIVAL or HORMEL "CURE 81" • FULLY COOKED
Double Discount
BONELESS HAMS \$1.29 lb.

PENNYWISE • 1-LB. PACKAGE
SLICED BACON 49¢

Double Discount
SLICED EASTERN QUALITY
IOWA MAID BACON 54¢
FROM NEBRASKA • REG. & THICK
ALPHA BETA BACON 59¢
WILSON'S "CORN KING" BACON 59¢ lb.
U.S. GOVERNMENT INSPECTED
FOR COOKTAILS OR SALADS
Fresh COOKED SHRIMP 78¢
U.S. GOVERNMENT INSPECTED
PAR READY
Fresh FILLET of ROCKFISH 69¢

THESE PRICES EFFECTIVE THURSDAY THROUGH WEDNESDAY MAY 23 THROUGH 29

FROZEN FOODS SOME STORES CHARGE ALPHA BETA DISCOUNT PRICE

BRIDGEMAN • FROZEN • UNBAKED
BREAD 59¢ 49¢
FROZEN • 6-OZ. CAN
HAWAIIAN PUNCH 10¢
REGULAR OR LO CAL
SOME STORES CHARGE 20¢

11-OUNCE SIZE • FROZEN
SWANSON DINNERS 59¢ 48¢
• BEEF • SWISS STEAK • CHICKEN • TURKEY
FROZEN • PACK OF 6
FUDGESICLES or POPSICLES 29¢ 25¢
JOHNSTON • FROZEN • 9-INCH SIZE
FRUIT PIES 79¢ 69¢

PET FOODS

1-LB. CAN
CALO DOG FOOD 17¢ 12¢

Double Discount
FRISKIE • 3-LB. PACKAGE
PUPPY FOOD 69¢ 49¢
24-OZ. PACKAGE • INCL. 10¢ OFF 36¢ 27¢
25-LB. BAG DRY DOG FOOD
FRISKIE OUBES 27¢ 21¢
25-LB. BAG DRY DOG FOOD
FRISKIE MIX 27¢ 21¢

Double Discount

Double Discount

Double Discount

Double Discount

Double Discount

Double Discount

Double Discount

Double Discount

Double Discount

Double Discount

Double Discount

Double Discount

OSCAR MAYER • 12-OZ. PKG.
SMOKIE LINKS 69¢
EASTERN QUALITY • SMOKED
PORK CHOPS 98¢

ALPHA BETA • DEPENDABLE QUALITY • FRESH
GROUND BEEF 39¢ lb.

ALPHA BETA • DEPENDABLE QUALITY • FRESH
GROUND ROUND 73¢
U.S. GOVERNMENT INSPECTED
PAR READY
Fresh FILLET of ROCKFISH 69¢

THESE PRICES EFFECTIVE THURSDAY THROUGH WEDNESDAY MAY 23 THROUGH 29

DELICATESSEN ITEMS SOME STORES CHARGE ALPHA BETA DISCOUNT PRICE

ALPHA BETA • 15-OZ. CARTON • 39¢ VALUE
POTATO SALAD with EGG 37¢
2-LB. CARTON • 69¢ VALUE
14-OUNCE CARTON • 39¢ VALUE
ALPHA BETA COLE SLAW 37¢
2-LB. CARTON • 69¢ VALUE
FIESTA JELL-O SALAD 37¢
2-LB. CARTON • 69¢ VALUE
7½ OUNCE CARTON • 39¢ VALUE
ALPHA BETA CHIP DIPS 29¢
GARLIC • FRENCH ONION • BLUE CHEESE • CLAM

ALPHA BETA • WISCONSIN
MILD CHEDDAR CHEESE 79¢
89¢ VALUE

ALPHA BETA
FRANKS 49¢
ALL MEAT 1-LB. PACKAGE
59¢ VALUE

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

ALPHA BETA • 14-OUNCE PACKAGE
LARGE SLICED BOLOGNA 59¢
89¢ VALUE

ALPHA BETA • 6-OUNCE PACKAGE • 59¢ VALUE
NEW ENGLAND SAUSAGE 54¢
ALPHA BETA • 6-OZ. PKG. • 59¢ VALUE
HONEY LOAF LUNCH MEAT 54¢

ALPHA BETA • 10-OUNCE PACKAGE
POTATO CHIPS 54¢
10-OUNCE PACKAGE
DIP CHIPS

ALPHA BETA • 6½-OUNCE PACKAGE
TORTILLA CHIPS 32¢
39¢ VALUE
BERRY • 7 OUNCE PACKAGE • 4 VARIETIES
FIDDLE FLAKES 33¢ 25¢
ON KHL-TV

ALPHA BETA • 10-PACK • 45¢ VALUE
SLICED HAMBURGER BUNS 45¢

ALPHA BETA • 12-PACK • 45¢ VALUE
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ALPHA BETA • 12-PACK • 45¢ VALUE
SLICED HAMBURGER BUNS 45¢

Double Discount
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.

HEAR THE CALIFORNIA ANGELS
ON KMPG • 710
HOME GAMES THIS WEEK
THURSDAY thru MONDAY—MAY 23-26—CLEVELAND
TUESDAY & WEDNESDAY, MAY 27, 28—DETROIT

CREAMERY ITEMS SOME STORES CHARGE ALPHA BETA DISCOUNT PRICE

Double Discount
TRESWEET • 48-OZ. • REAL
ORANGE JUICE 69¢ 63¢

ALPHA BETA • HALF GALLON CARTON
HAPPY DAY FRUIT DRINKS 25¢
29¢ VALUE
GRAPE ORANGE FRUIT PUNCH

8-OUNCE SIZE
REDDI-WHIP CREAM 59¢ 55¢
1-LB. CARTON MARGARINE
SOFT PARKAY 45¢ 39¢

BAKERY & CONFECTIONS
ALPHA BETA • 14-OUNCE SIZE • 69¢ VALUE
LARGE ANGEL FOOD RING 49¢
CHIPPERS • 12-OUNCE SIZE
MIXED NUTS 79¢ 69¢

ALPHA BETA
BREAD 22¢
15-OZ. LOAF
REG. & SANDWICH WHITE OR WHEAT
25¢ VALUE

ALPHA BETA
POTATO CHIPS 54¢
10-OUNCE PACKAGE
DIP CHIPS

ALPHA BETA • 6½-OUNCE PACKAGE
TORTILLA CHIPS 32¢
39¢ VALUE
BERRY • 7 OUNCE PACKAGE • 4 VARIETIES
FIDDLE FLAKES 33¢ 25¢
ON KHL-TV

ALPHA BETA • 10-PACK • 45¢ VALUE
SLICED HAMBURGER BUNS 45¢

ALPHA BETA • 12-PACK • 45¢ VALUE
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ALPHA BETA • 12-PACK • 45¢ VALUE
SLICED HAMBURGER BUNS 45¢

every single day!

LEADER TOO!

Your Nearby Alpha Beta Markets Are Located at
Torrance: 2728 Cabrillo at Sepulveda
5150 190th St. at Aves
Domestic Hills/Carson: 190th at Avalon
Redondo: 1880 S. Pacific Coast Hwy.
Long Beach: 1880 S. Willow at Carson

