

# COLLEGE REPORT

By ROBERT M. BERSI

Assistant to the President  
California State College, Dominguez Hills

There is a startling difference in this generation of young Americans. They are, as never before, questioning the 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's and the 1950's. In the 1920's, youth's behavior 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 1950's 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 noncommittal. And yet the typical "flings" existed. There were fraternity beer busts, midnight party 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 twenties and again in the fifties, 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 country right or wrong," and the accumulation of wealth.

Many young people display their pervading irreverence to established society by denying the right or even competence of parents and schools to make all the important decisions affecting them. They deny that parents should decide what behavior is acceptable; they have created their own and, to them more honest mores.

AND HERE is a crucial distinction. Youth of this generation don't hang their heads in shame when caught in what others consider to be peccadilloes. They insist that what they are doing is right for them. Even more, many youths show their profound disrespect for the established more by not even bothering to take a defiant attitude. No cause is pushed, many of society's inviolable rules are simply dismissed.

Colleges and universities have come under widespread criticism by students. There has been agitation for more freedom in school, ranging from the Free Speech Movement in Berkeley to a recent lawsuit by a high school student who wants to keep his beard.

Students are also demanding an active role in the decision-making process in colleges and universities. They demand to be consulted on important matters such as campus regulations and curriculum planning. Students are asking that basic changes be made in higher education, and they want a part in making them.

ANOTHER basic goal that is being questioned today is the accumulation of wealth

tend to substitute either a hippie style of living, or turn to idealistic activity, such as working in the Peace Corps, the civil rights movement, or even just tutoring slum children.

The present generation of young Americans is experimenting—creating new value systems and new life systems. Whether their expenditure of time and energy will result in a revitalization of our society, as they claim it will, remains to be seen. One thing is for certain. Our culture is undergoing remarkable change, and probably no one will ever be able to determine the indirect distillates of youth's campaign to change their world.

## State Considers Reduction In Minimum Price of Milk

County Supervisor

SACRAMENTO—Milk distributors and retailers in Southern California have been given until early July to show that the minimum retail store price of milk should not be reduced by 4 1/2 cents per half gallon, following hearings in Los Angeles at which distributors asked a time extension to present their case.

The state department of agriculture has proposed this reduction in the minimum retail price for milk in stores in the Los Angeles metropolitan milk marketing area, which includes Los Angeles, Orange, San Bernardino, and Riverside counties.

THE PROPOSAL would lower the minimum retail price in stores from 49 1/2 to 45 cents per gallon. The department, following an investigation, has contended that refinements in marketing practices have made it possible to sell milk in stores at lower prices and the public should be given the advantages of these savings.

The proposal would have no effect on the price of milk delivered to homes in the area. However, it was expected that lowering of the minimum price in the stores by as much as 4 1/2 cents per

half gallon could have a disastrous effect on home delivery firms. At such savings, many people would discontinue the home deliveries.

THE DEPARTMENT'S proposal also would have no effect on the prices paid by distributors to the dairy producers.

This is the first time at least in recent history that there has been a proposal to decrease the minimum price of milk, as the trend generally has been to increase it. Stores do not have to sell as cheaply as the minimum price but they may not sell for less than that.

Hearings to consider re-

ductions in the minimum retail store prices for milk throughout the rest of the state are expected to be held this summer.

Pvt. Susanna C. Dyer, daughter of Mrs. Audrey L. Sellan, 131 Paseo de la Concha, Redondo Beach, completed eight weeks of basic training at the Women's Army Corps Center, Ft. McClellan, Ala., May 31.

Pvt. Eddie H. Archibeque, 20, son of Hermine Archibeque, 20610 S. Catalina St., completed reconnaissance training May 31 at the Army Armor Center, Ft. Knox, Ky.



## Fantastic \$10.82\* discount savings in this ad

\*Total Savings Figure is Computed On Single Unit Purchases. The Figure Would Be Much Higher If You Included The Discount Savings On Meat & Produce Which Are Not Included In This Computation.



DUBUQUE • BONELESS • SKINLESS  
**CANNED PICNIC**

FULLY COOKED 4 3/4 LB. CAN  
**\$2.98**  
SOME STORES CHARGE \$3.98  
NORMEL-CURE 8 1/2 LB. BONELESS HAM  
**\$1.39**

IOWA MAID BACON 52¢  
EASTERN QUALITY 1-LB. PKG.  
SWEET SMOKED • FROM NEBRASKA  
ALPHA BETA BACON 58¢  
REAL • THICK SLICED 1-LB. PACKAGE  
FARMER JOHN BACON 58¢  
1-LB. PKG.  
LIVEN QUALITY • PURE PORK  
SKINLESS LINKS 28¢  
WILLIAMS • MILD CURED  
CORNED BEEF ROUNDS 88¢

Meat you can trust and at DISCOUNT PRICES too!



ALPHA BETA • DEPENDABLE QUALITY  
**GROUND BEEF**

Fresh ECONO-PAK 3-LBS. OR OVER  
**39¢**  
Fresh EXTRA LEAN  
GROUND ROUND 73¢



PLUMP & TENDER  
USDA A GRADE  
**FRESH FRYERS**

WHOLE BODY  
**29¢**  
Fresh FRYER PARTS • LESS • THIGHS • BREASTS... 63¢

BONELESS SHOULDER CLOD ROAST... 89¢  
1-LB. PKG.  
BARBECUE FAVORITE  
BONELESS RIB STEAKS... 109¢  
BLADE CUT • BARBECUE FAVORITE  
CHUCK STEAKS... 49¢  
FULL CUT  
ROUND STEAKS... 88¢

ALPHA BETA TENDER • FLAVOR AGED  
T-BONE STEAKS... 127¢  
TENDER • FLAVOR AGED  
DELMONICO STEAKS... 109¢  
BONELESS FAMILY STEAKS... 89¢  
ECONOMY FAVORITE  
CHUCK ROAST... 49¢

U.S. GOVERNMENT INSPECTED • NORTHERN  
FRESH WHOLE OR HALF  
RED SALMON 89¢  
CENTER SLICES \$1.49 LB.

CERTIFIED • FROZEN  
FISH • 2-LB. CAN  
PUFFS 4¢  
A FISHERMAN • FROZEN  
FISH • 2-LB. CAN  
STICKS 89¢

THESE PRICES EFFECTIVE THURSDAY THROUGH WEDNESDAY JUNE 20-26

Better Produce at DISCOUNT PRICES!

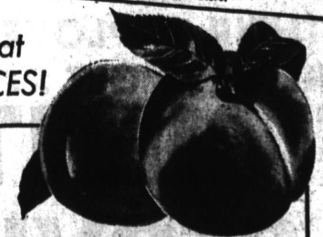
HAWAIIAN GROWN  
**PINEAPPLE**  
FIELD RIPPED  
**29¢**

IMPERIAL VALLEY  
**WATERMELON**  
RED RIPE WHOLE  
**5¢**

GARDEN FRESH • CHERRY  
**RHUBARB**  
**2 LBS. 25¢**

FLORIST QUALITY  
FLOWERS at  
DISCOUNT PRICES!

Fresh Cut  
POM PONS  
ASSORTED COLORS  
**68¢**  
BUNCH



SWEET-JUICY • RED HAVEN • FREESTONE  
LARGE SIZE  
**PEACHES**  
**6 LBS. \$1.00**



PLUMP and JUICY  
LARGE SIZE  
SANTA ROSA  
**PLUMS**  
**6 LBS. \$1.00**

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.

THESE PRICES EFFECTIVE THURSDAY THROUGH WEDNESDAY JUNE 20 THROUGH 26

HOUSEWARES & BEAUTY AIDS  
SOME ALPHA BETA STORES DISCOUNT CHARGE PRICE  
IMPORTED FROM MEXICO  
LINED TOTE BAGS \$1.69 \$1.39  
6 1/2-OUNCE AEROSOL CAN  
OFF Insect Repellent 98¢ 88¢

ALPHA BETA  
VITAMINS  
WITH MINERALS  
BOTTLE OF 100 TABLETS  
\$3.29 VALUE  
**99¢**

2 CORN HOLDERS  
2 BUTTER BRUSHES 39¢ 19¢  
PACKAGE OF 10 • 6-OUNCE  
PAPER CUPS 88¢ 78¢  
PACKAGE OF 10 • 8" DIAMETER  
PAPER PLATES 88¢ 69¢  
ECONOMY SIZE CAN DEODORANT  
ARRID EXTRA-DRY \$1.79 \$1.49

GIANT SIZE TUBE • INCL. 6 OFF  
VOTE Toothpaste 69¢ 48¢  
ALPHA BETA FEATURES  
10% DISCOUNT  
ON ALL  
MAGAZINES, BOOKS & GREETING CARDS

SUPER • DOG & CAT • Kitten Fleas for 3 Mos.  
Pulver Flea Collars \$1.98 \$1.39  
4-OUNCE LIQUID HAIR GROOM  
Mennen Protein 28¢ 88¢ 72¢

DISCOUNT PRICES AT ALPHA BETA  
SUNTAN PRODUCTS  
• COPPERTONE • TANYA • SEA • SKI  
LARGE TUBE • PROMOTER HEALING  
Desitin Ointment \$1.49 \$1.19  
CARYL RICHARDS • 13 OUNCE CAN  
JUST WONDERFUL 88¢ 63¢  
REGULAR • HAND TO HOLD • UNSCENTED

GIANT ROLL OF 180 SHEETS  
TOWELS  
25¢  
SOME STORES CHARGE 29¢

3 ROLL PACK • PRINT • ART • D. COLORED  
Delsay Toilet Tissue 27¢ 24¢

BOX OF 24 • ASSIST. D. COLORED & WHITE  
KLEENEX FACIAL TISSUE 37¢ 29¢

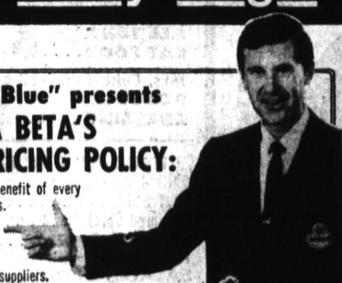
BOX OF 24 • REGULAR  
MODRESS 73¢ 69¢

8-LB. SIZE  
CNS APRICOT-PINEAPPLE JAM 67¢ 55¢  
Strawberry or Blackberry 75¢ 58¢

## Alpha Beta discounts all prices every single day!

The "Man in Blue" presents  
ALPHA BETA'S  
DISCOUNT PRICING POLICY:

• We pledge to give you the benefit of every cost reduction in lower prices.  
• We pledge not to increase any prices except on those products raised in cost to us by our suppliers.



KING-SIZE CARTON  
CIGARETTES PLUS TAX \$2.99 \$2.29

40-OUNCE CAN  
CHUN KING BUNNERS \$1.05 95¢  
Beef or Pork Chop Sausage • Chic. Chow Main  
5-OUNCE BOTTLE  
CHUN KING SOY SAUCE 25¢ 22¢

CHUN KING • 2 1/2 CAN  
Chow Main Noodles 33¢ 26¢  
40-OUNCE SIZE  
Nalley's Lasagne 78¢ 59¢  
NALLEY'S • 40 OZ. SIZE  
CHICKEN RAVIOLI 88¢ 59¢

NO. 1 CAN  
CAMPBELL'S SOUP 23¢ 22¢  
Hot Dog Sauce • Stock Pot • Chic. Dumping  
QUART BOTTLE • INCL. 6 OFF  
SONA SAFFLOWER OIL 65¢ 49¢

No. 10 Can • Giant • Light Meat  
STARKIST TUNA 33¢ 30¢  
Solid Light Meat • No. 10 Can 33¢ 30¢  
Solid White Meat • No. 10 Can 33¢ 30¢

10-LB. BAG • CHARCOAL  
KINGSFORD BRIQUETS 98¢ 83¢  
ORLEANS • 4 1/2-OUNCE SIZE  
COCKTAIL SHRIMP 55¢ 50¢

40-OUNCE CAN • 6 VARIETIES  
M-C FRUIT DRINKS 33¢ 29¢  
6-OUNCE CAN • 3 VARIETIES  
PETUNA CAT FOOD 13¢ 12¢

4-LB. BOX • DRY CAT FOOD  
LITTLE FRISKIES • FISH 83¢ 88¢  
30-OZ. BOWL CLEANSER  
VANISH 33¢ 29¢

QUART SIZE • Incl. 6 Off • Liquid  
WISK DETERGENT 78¢ 68¢  
22-OUNCE SIZE • INCL. 10¢ OFF  
DOVE LIQUID 88¢ 48¢

22-OUNCE SIZE • DETERGENT  
TREND CLEAR 48¢ 42¢  
KING SIZE • INCL. 15¢ OFF  
PALMOLIVE LIQUID 81¢ 74¢

3-LB. PACKAGE • DETERGENT  
FLUFFY ALL INCL. 12¢ OFF 81¢ 68¢  
QUART SIZE 22.2 • INCL. 10¢ OFF  
RINSO DETERGENT 81¢ 71¢

10-1/2 OZ. SIZE • INCL. 30¢ OFF  
ADVANCED ALL \$2.19 \$1.71  
Pack of 2 • Bath Size • Incl. 6 Off  
DIAL BAR SOAP 42¢ 34¢

NEW SIZE BAR • INCL. 3¢ OFF  
SNO DEODORANT SOAP 13¢ 9¢  
Bath Size Box • Incl. 3¢ Off  
40-OUNCE SIZE • INCL. 50¢ OFF  
AJAX LIQUID CLEANSER 73¢ 63¢

GOLD MEDAL • 1-LB. PACKAGE  
MACARONI • SHEET 25¢ 21¢

ONE GAL. LIQUID  
PUREX BLEACH  
**49¢**  
SOME STORES CHARGE 59¢

HILLS BROS. • DRIP, REG., ELEC.  
COFFEE 1-LB. CAN 71¢ 69¢  
HILLS BROS. • 10-OZ. JAR  
Instant Coffee \$1.10 \$1.17

7-OUNCE PACKAGE  
KRAFT • MACARONI & CHEESE  
DINNERS • ITALIAN 21¢ 19¢

TROPICANA  
32 OZ. BOTTLE  
ORANGE • GRAPE • FRUIT  
PUNCH  
**25¢**  
SOME STORES CHARGE 29¢

5-LB. BAG • GRANULATED  
C&N Sugar 88¢ 53¢

VEL LIQUID  
DETERGENT  
SOME STORES CHARGE 84¢  
ALPHA BETA  
DISCOUNT PRICE 84¢  
SAVE 30¢  
ALPHA BETA  
DOUBLE DISCOUNT PRICE 63¢

DELICATESSEN & CREAMERY  
SOME ALPHA BETA STORES DISCOUNT CHARGE PRICE  
ALPHA BETA • 4-OZ. PKG. • BOHEMIO  
CHOPPED HAM 45¢  
ALPHA BETA • 4-OZ. PKG. • IMPORTED  
PORK SHOULDER 45¢

ALL MEAT  
BOLOGNA  
ALPHA BETA 14 OZ. PACKAGE  
59¢  
50¢ VALUE

ALPHA BETA • 8-OZ. PACKAGES  
LUNcheon MEAT 36¢  
Cooked Hamlet • Muenster • Cheese Loaf • Spiced

40-OZ. PACKAGE • SLICED • IMPORTED  
DANOLA HAM 69¢ 65¢

3-OZ. PACKAGES • SLICED  
LEO'S MEATS • BEEF 39¢ 35¢  
2-CORNERED • SLICED BEEF • DE TURET • HAM  
2-OZ. PACKAGES • White Turkey • Chicken etc.

UNIVERSAL • 12-OZ. PKG. • PROCESSED  
INDIVIDUALLY WRAPPED  
AMERICAN CHEESE 69¢ 64¢

MILK WISCONSIN • 4-OZ. PKG. • Shredded  
CHEDDAR CHEESE 39¢ 35¢

64-LB. VALUE  
ALPHA BETA Monterey  
JACK CHEESE 79¢

1-LB. CANTON • INCLUDES 4¢ OFF  
SAFFOLA Margarine 39¢ 34¢

LEBENMANN • 1-LB. CANTON  
SOFT MARGARINE 49¢ 42¢

7 OUNCES • WHIP TOPPING  
ROD'S WHIP-O 49¢ 37¢

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

1 1/2 GINCE CAN • PLANTEN  
MIXED NUTS 88¢ 79¢

FROZEN FOODS  
SOME ALPHA BETA STORES DISCOUNT CHARGE PRICE  
CHUN KING • FROZEN • 17-OZ. PACKAGE  
CHOW MEIN 88¢ 70¢

CHUN KING • FROZEN • 8 OUNCE  
EGG ROLLS 73¢ 64¢

CHUN KING • FROZEN • 10 OZ. PKG.  
Fried Rice/Pork 52¢

CHUN KING • FROZEN • 10 OZ. PKG.  
Waffles 39¢ 33¢

TREASURY • FROZEN • 8 OZ. CAN  
ORANGE JUICE 28¢ 24¢

ARRIVEDENT • FROZEN • 14 OZ.  
CHEESE PIZZA 69¢ 58¢

SAUSAGE • 10 OZ. CAN  
PEPPERONI PIZZA 88¢ 74¢

HALF GALLON • FAMILY PAK • NO. 27N  
ALPHA BETA ICE CREAM 59¢

Prize • 5 OZ. • Chicken • Turkey • Beef  
BARBECUE MEAT PIES 23¢ 18¢

ONE 10A • FROZEN • 12 OZ. PACKAGE  
HASH BROWNS 21¢ 19¢

40-OZ. PACKAGE • SLICED • IMPORTED  
POPSICLES • CHERRY 29¢ 25¢

40-OZ. PACKAGE • SLICED • IMPORTED  
FUDGE SICLES 29¢ 25¢

MORTON'S • FROZEN  
CREAM PIES  
12 OZ. SIZE  
25¢

NEAR THE CALIFORNIA  
ANGELS  
ON KAMP • 710  
HOME GAMES THIS WEEK, JUNE 21, 22, 23  
JUNE 24, 25 & 26 • MON., TUE., WED. • OAKLAND

ALPHA BETA  
BONNETTES VALUE 34¢  
ALPHA BETA • 10-OZ. LOAF • 25¢ VALUE  
BREAD 32¢  
AS FEATURED ON KUTV  
2-OZ. PACKAGES • FROZEN SNACKS  
FIDDLE FADDLE 39¢ 36¢  
FROZEN • 1-LB. BOX  
Honey Treat Graham 35¢ 31¢

STORE HOURS  
MON. THRU FRI. 10 AM TO 9 PM  
SAT. 10 AM TO 7 PM  
SUN. 10 AM TO 7 PM

Your Nearby Alpha Beta Markets  
Are Located at  
TERRACE 1725 California at Southview  
2120 190th St. at Arroyo  
Dominguez Hills/Carson 190th at Avalon  
Redondo 1400 S. Pacific Coast Hwy.  
Long Beach 1500 S. Willow at Carson



THE QUALITY LEADER—THE PRICE LEADER TOO!