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TRANSIT TOPICS

News and information about your public-owned transportation system, published in this newspaper as a community service from the Southern California Rapid Transit District.

by
ARTIE DEE
Transportation Editor

As I promised last week, here s the scoop on the New Year's Parade service.

SERVICE FROM SAN FERNANDO VALLEY will start at Tarzana (Ventura and Reseda) at 4:13 a.m., Sherman Oaks (Ventura and Van Nuys) 3:45 a.m., Studio City (Ventura and Laurel Canyon) 4:03 a.m., Van Nuys (Van Nuys and Sherman Way) 3:06 a.m., North Hollywood (Chandler and Lankersheim) 3:26 a.m., and Hollywood (Hollywood and Highland) 3:45 a.m. Frequent service will continue until approximately 7 a.m Return buses will leave Pasadena shortly after the parade. SERVICE FROM THE BELLFLOWER AREA will be as follows: Bellflower .Bellflower and Flower Street) 6:10 a.m., Downey (Firestone and Downey) 6:35 a.m., Bell Gardens (Florence and Eastern) 6:50 a.m., Compton (Willowbrook and Compton) 6:30 a.m., Lynwood (Long Beach and Fernwood) 6:40 a.m., and also Long Beach and Imperial 6:43 a.m. and Huntington Park (Pacific and Clarendon) 7:05 a.m. Return from Pasadena will be shortly after the parade.

SERVICE FROM THE REDONDO BEACH AREA will begin at Redondo Beach (Catalina and "I") 5:45 and 5:50 a.m. and also (Torrance and Catalina) 5:45 and 5:5; a.m., Hermosa Beach (Hermosa and Peer) 5:55 and 6 a.m., Manhattan Beach (Manhattan Beach Boulevard and Highland) 6:01 a.m. and 6:06 a.m., El Segundo (Ricjmond and Grand) 6:12 and 6:17 a.m., Westchester (Sepulveda and Manchester) 6:22 a.m. and 6:27 a.m., Torrance (Hawthorne and Torrance) 5:54 a.m. and 5:59 a.m. also (Hawthorne and Artesia) 6:07 a.m. and 6z;12 a.m., Lawndale (Hawthorne and Rosecrans) 6:12 a.m. and 6:17 a.m., Hawthorne (Hawthorne and Brodway) 6:17 a.m. and 6:22 a.m., Lennox (Hawthorne and Century) 6:22 a.m. and 6:27 a.m., Inglewood (Manchester and Market) 6:30 a.m. and 6:35 a.m.

FROM THE SANTA ANA AREA, (Santa Ana Station) 5:30, 5:35, 6 and6:12 a.m., Orange (Orange Station) 5:45 anu 6:35 a.m., Anaheim (Anaheim and Broadwya) 5:30, 5:55 and 6:45 a.m., Buena Park (Manchester and Beach) 5:42, 6:10 and 6:57 a.m., Norwalk (Firestone and San Antonio) 5:50, 6:20, and 7:05 a.m. Return shortly after parade.

FROM POMONA AREA, (Pomona Station) 6:30 a.m., Walnut (Valley and Grand and Valel and Lemon) 6:40 and 6:43 a.m., El monte (Valley and Garvey and El Monte Station) 7:05 and 7:15 a.m. Return service shortly after parade.

FROM POMONA VIA BALSWIN PARK, (Pomona Station) 6:30 a.m., La Verne (Bonita and "D") 6:40 a.m., San Dimas (Bonita and San Dimas) 6:43 a.m., West Covina (Eastland) 6:57 a.m., Covina (Citrus and Badillo) 7:01 a.m., B.ALDWIN Park (Ramona and Main) 7:11 a.m., El Monte (Station) 7:30 a.m. Return shortly after parade.

FROM RIVERSIDE AREA, Colton (Eighth and "I") 5:30 a.m., Riverside (Station) 5:45 a.m., San Bernardino (Station) 5:50 a.m., Rialto (Foothill and Riverside) 5:59 a.m., Fontana (Sierra and Spring) 6:09 a.m., Etiwanda (Foothill and Etiwanda) 6:18 a.m., Cucamonga (Foothill and Orchibols)6:2 a.m., Upland (Arrow and Euclid) 6:31 a.m., Claremont (Indian Hill and First) 6:41 a.m., Ontario (station) 6:20, 6:30, 6:35 a.m.

FROM LONG BEACH AREA, Long Beach (Ocean and Pacific) seven trips starting at 5 a.m., (First and Long Beach) seven trips starting at 5:05 a.m., North Long Beach (Atlantic and Artesia) seven trips starting at 5:27 a.m., Compton (Atlantic and Compton) seven trips starting at 5:31, Lynwood (Atlantic and Fernwood) seven trips starting at 5:34 a.m., South Gate (Atlantic and Firestone) seven trips starting at 5:1 a.m., Bell (Atlantic and Gage) seven trips starting at 5:45 am., Maywood (Atlantic and Slauson) eight trips starting at 5:59 a.m., East Los Angeles (Atlantic and Whittier) eight trips starting at 5:59 a.m., Monterey Park (Garfield and Garvey) nine trips starting at 6 a.m., and Alhambra (Garfield and Valley and Garfield and Main) nine trips starting at 6:0 and 6:08 a.m.

COLLEGE REPORT

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

Trustee and faculty committees seeking to find college presidents for their campuses usually emphasize the developmental function more than any other. Those from private colleges and universities want presidents who can develop new courses of income; those from state institutions often want presidents who among other thing, can develop and maintain good relations with legislatures.

The discovery of new financial fountains and the improvement of existing ones is clearly a paramount kind of development whose crucial importance no sane person would deny, but the developmental function includes a good deal more than raising funds. Everyone but psychopathic misers know that money is only a means and that preoccupation with finding and exploiting means to the neglect of the ends for which they are to be spent constitutes veritable folly.

No college president with even a vague understanding of his office would think of limiting nis developmental activities to money raising and the best presidents engage in the enterprise with specific ideas about operations that need improving and about new programs that need initiating.

THE PRESIDENT of a college is the only person who has a total view of its work. The professor sees only his specialty and his glimpses of those of his friends; the department head concentrates upon his department, the dean upon his college; and the trustees primarily give their attention to financial and material matters.

No one but the president sees the whole, and hence he has the best opportunity and the most insistent obligation to plan for the future. To be equal to this opportunity and to this obligation he must be asstudent of social and educational trends and apply his scholarship to the development of his college.

The day has passed when a college president can continue to be a scholar in the academic discipline of his teaching years. Today he must be a student of higher education and of American society. In his "Autogiography" William Lyon Phelps described the difference between the old-time college president and his modern successor. When Phelps went as a young man to the office of President Noah Porter of Yale, he usually found him reading Kant. When he went later to see President Timothy Dwight, who followed Porter in the Yale presidency in 1886, he almost always found him reading the balance sheet.

REMARRIED WIDOWS

Children of deceased servicemen may continue to receive Veterans Administration benefits after their mothers remarry.

ALPHA BETA Best for Less!

ALL ALPHA BETA STORES WILL BE CLOSED WED., NEW YEAR'S DAY.
NORMAL STORE HOURS
MON., thru FRI. 10 A.M. to 9 P.M.
SAT. and SUN. 10 A.M. to 7 P.M.

Housewives of Southern California tell us that with our TOTAL DISCOUNTS Every Single Day
we're underpriced
$10.34* worth of 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.

Best Wishes to all for a Very Happy New Year

Double Discount
DUBUQUE "ROYAL BUFFET" BONELESS, READY TO EAT CANNED HAMS 5 LB. CAN 3.94 EA.
SANDWICH STYLE CONVENIENT LESS WASTE 3 LB. CAN $2.98 EA.

FREE NEW BUTCHER'S PRIDE 'POT ROAST' RECIPE AVAILABLE AT THE MEAT COUNTER THIS WEEK

Your ALPHA BETA Neighborhood Butcher (the Man in the Red Apron) Proudly Offers
BUTCHER'S PRIDE MEATS
MEATS YOU'LL BE PROUD TO SERVE
• DISCOUNT PRICED • QUALITY & SATISFACTION GUARANTEED
• U.S. GOVERNMENT INSPECTED COLORADO BEEF

LARGE END STANDING RIB ROAST 89¢ lb.
BONELESS 7-BONE ROAST 89¢ lb.
BONELESS FAMILY STEAK 89¢ lb.
ALPHA BETA BUTCHER'S PRIDE • DEPENDABLE QUALITY FRESH GROUND BEEF ECONO-PAK 3 LBS. OR OVER 43¢ lb.
LEAN AND FLAVORFUL FRESH GROUND ROUND 78¢ lb.
GENUINE EASTERN QUALITY • 1-LB. PACKAGE FARMER JOHN BACON 56¢
IRISH BRAND— BY "THE REAL McCOY" CORNED BEEF BRISKET GREAT FOR SANDWICHES 69¢ lb.
SWEET SMOKED FROM NEBRASKA ALPHA BETA BACON REG. OR THICK SLICED 56¢ lb.
GENUINE EASTERN QUALITY • 1-LB. PACKAGE IOWA MAID BACON REG. SLICE 52¢
HORMEL RED LABEL • 1-LB. PACKAGE SLICED BACON 56¢
WILLIAMS • SUPERIOR QUALITY CORNED BEEF ROUNDS 89¢ lb.
ALPHA BETA BRAND FROZEN VEAL CUTLETS PLAIN or BREADED 79¢ lb.
CERTIFRESH • FROZEN BREADED SHRIMP 1½ LBS. 1.89
FARMER JOHN • ½-LB. PKG. SKINLESS-PURE PORK LINK SAUSAGE 29¢
Fresh COOKED & PEELED SHRIMP ½ LB. 89¢
McCOY • 1-LB. ROLL BEEF SAUSAGE 49¢
McCOY • 8-OZ. PACKAGE BEEF LINK SAUSAGE 37¢
McCOY • 12-OZ. PACKAGE BEEF BACON 69¢
ROUND STEAK FULL CUT 88¢ lb.
CHUCK ROAST BLADE CUT 49¢ lb.
THESE MEAT PRICES EFFECTIVE THURSDAY through TUESDAY, DECEMBER 26 through 31

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.

TOTAL DISCOUNTS EVERY DAY	SOME STORES CHARGE	ALPHA BETA DISCOUNT PRICE
1¼ OZ. SIZE • STROGANOFF • TACO • SLOPPY JOE LAWRY'S SEASONING MIX	25¢	23¢
1½ OZ. SIZE • GOULASH MIX	27¢	[illegible]
4 OZ. SIZE • MEAT LOAF MIX	[illegible]	[illegible]
12 OUNCE NURSERY JAR VASELINE	98¢	78¢
11-OUNCE CAN • LIME MENTHOL Rise Shaving Cream	1.19	96¢
12 OUNCE BOTTLE MOUTHWASH COLGATE '100'	1.15	85¢
ALL BOXED CHRISTMAS CARDS ½ PRICED!		
ROMILAR • 3 OUNCE BOTTLE 8-HR. Cough Formula	1.39	$1.27
7 OUNCE CAN Breck Hair Set Mist	1.39	$1.18
15 c.c. DRISTAN NASAL MIST	1.29	$1.03
ADULT • MEDIUM & HARD Pepsodent Toothbrush	69¢	55¢
BOTTLE OF 100 TABLETS • 98c VAL. ALPHA BETA ASPIRIN		27¢
PACK OF 10 • SUPER STAINLESS GILLETTE BLADES	1.45	$1.18
RAY-O-VAC 2-PAK 'C' or 'D' Batteries	50¢	39¢
9 VOLT TRANSISTOR BATTERIES	[illegible]	[illegible]
7 OUNCE FOAM CUPS PACKAGE OF 20 SOME STORES CHARGE 39c		19¢
PACKAGE OF 100 PAPER PLATES	89¢	69¢
HEREFORD • 12 OUNCE CAN CORNED BEEF	59c	53¢
12-OZ. PKG. • INCL. 5c OFF BAKERS CHOCOLATE CHIPS	51c	43¢
NO. 1 CAN • VEGETARIAN VEGETABLE • VEGETABLE • BEAN WITH BACON CAMPBELL'S SOUP	15c	14¢
1-LB. CAN • ALL GRINDS YUBAN COFFEE	79c	73¢
8-OZ. JAR COFFEE YUBAN INSTANT COFFEE	1.24	$1.24
1-LB. CAN • REG. & DRIP IDEAL COFFEE 85c VALUE		57¢
MAXWELL HOUSE • 1-LB. CAN COFFEE Drip, Reg., Elec.	71c	69¢
MAXWELL HOUSE • 10-OZ. JAR INSTANT COFFEE	1.59	$1.49
CHEF BOY AR DEE • 15-OZ. SIZE CHEESE PIZZA	57c	53¢
CAL FAME • 46 OUNCE CAN FRUIT DRINKS 7 Flavors	30c	27¢
32 OZ. BOTTLE • INCL. 8c OFF WESSON BUTTERY OIL	69c	58¢
Betty Crocker • 28-oz. • Incl. 4c Off COMPLETE PANCAKE MIX	47c	39¢
FRANCO AMERICAN • 10½ OZ. CAN GIBLET GRAVY	20c	16¢
NO. ¼ CAN • CROSS PACKED BRISLING • OLIVE OIL KING OSCAR SARDINES	37c	34¢
ORE-IDA • FROZEN • 1-LB. PKG. CRINKLE CUT POTATOES	33c	28¢
STOUFFER'S FROZEN ENTREES • Spinach Souffle • Noodles Romanoff • Cauliflower Au Gratin	45c	41¢
MORTON • FROZEN • 8-OZ. MACARONI & CHEESE	25c	22¢
FROZEN • ALL VARIETIES ROSARITA DINNERS	48c	43¢
FROZEN • ALL VARIETIES • 8-OZ. BANQUET MEAT PIES	23c	18¢
FROZEN • 17 OUNCE ARRIVEDERCI CHEESE PIZZA	69c	63¢
FROZEN • 8-OZ. PACKAGE VAN DE KAMP HALIBUT	79c	77¢
2 LB. 4 OUNCE BAG PARTY ICE	25c	23¢
ROSARITA • FROZEN • 7-OZ. GREEN CHILI BURRITO	48c	46¢
1-LB. PACKAGE • 59c VALUE ALPHA BETA ALL MEAT WIENERS		49¢
WILSON • CERTIFIED • 1-LB. PKG. ALL MEAT FRANKS	69c	59¢
GALLO • 3-OZ. PACKAGE • SLICED ITALIAN SALAME	48c	45¢
10 OUNCE TILLAMOOK SNACK BAR	69c	65¢
4 oz. Package • Imported • 69c Val. ALPHA BETA COOKED HAM		59¢
ALPHA BETA • 6-oz. Pkg. • Domestic SLICED SWISS CHEESE 49c Val.		47¢
½ Gal. Fruit Punch, Grape, Orange HAPPY DAY DRINKS 29c Val.		25¢
QUART CARTON • 59c VALUE ALPHA BETA EGG NOG		47¢
Carnation • Pak of 10 Envelopes INSTANT BREAKFAST Choc. or Choc. Malt Incl. 20c Off	1.19	81¢
Del Monte • 11½-Oz. Bottle Kosher Dill Spears	35c	30¢
Del Monte • 26-Oz. Bottle POLISH DILLS	55c	44¢
303 CAN • SEASONED FRENCH STYLE DOLE GREEN BEANS	27c	19¢
TREESWEET • 46-OUNCE CAN GRAPEFRUIT JUICE	49c	39¢
STRAINED • IN GLASS JARS GERBER BABY FOOD	11c	11¢
12 OUNCE CANS 6-PAK APPLE BEER	99c	89¢
FRANCO AMERICAN • 15-OZ. CAN SPAGHETTI-O'S	20c	19¢
3 OUNCE PACKAGE • ALL FLAVORS ROYAL GELATIN	10c	9¢
ENVELOPE • 4 FLAVORS NESTA ICE TEA MIX	10c	9¢
FOLGERS • 6 OZ. JAR INSTANT COFFEE	90¢	75¢
FREEZE DRIED • INSTANT • 4 OZ. JAR MAXIM COFFEE	99c	89¢
HUNT'S • 2½ CAN TOMATO SAUCE	39c	32¢
FRENCH'S SALAD MUSTARD 24-OZ JAR SOME STORES CHARGE 41c		33¢
14 OZ. BOTTLE • CHILI PEPPER Snider's Catsup	21c	16¢
46-OZ. CAN HAWAIIAN PUNCH • ORANGE • GRAPE • RED SOME STORES CHARGE 39c		32¢
ALBER'S • 2 LB. PACKAGE FLAPJACK MIX	39c	29¢
ALPHA BETA ORANGE JUICE FROZEN 6 OZ CAN RICH IN VITAMIN C 25c VALUE		23¢
12 OZ. CAN 49c VALUE		45¢
GOLD MEDAL • 2-LB. PACKAGE LONG SPAGHETTI	45c	43¢
REGULAR SIZE • INCL. 3c OFF DUTCH CLEANSER	18c	12¢
1-LB. CAN • CHOCOLATE FUDGE or CHOCOLATE BANANA NESTLES QUIK	49¢	39¢
BETTY CROCKER • 22 OZ. PKG. Walnut Brownies	67¢	55¢
50 OUNCE PACKAGE • INCLUDES 20c OFF CASCADE DISH DETERGENT	$1.05	79¢

ALPHA BETA PARTY DIP & CHIP SPECIALS
ALPHA BETA • 7½ OZ. CARTON CHIP DIPS • FRENCH ONION • GARLIC • CLAM • BLUE CHEESE 33¢ 39c VALUE
ALPHA BETA SOUR CREAM
NEW! 89c VALUE ECONO PAK THREE INDIVIDUAL BAGS ALPHA BETA • 15 OZ. BAGS POTATO CHIPS or DIP CHIPS 74¢
ALPHA BETA TORTILLA CHIPS TWIN PAK 59¢ 69c VAL.

IVORY or JOY DETERGENT 22 OZ. BOTTLES 49¢ SOME STORES CHARGE 59c

ALPHA BETA • BIG CHOCOLATE BARGAINS!
• BRIDGE MIX • MALTED MILK BALLS • SOLID CHOCOLATE STARS
2 LB. BAG $1.19 YOUR CHOICE $1.60 VALUES

CITRUS DISCOUNTS
Fight the Flu With Vitamin C
NAVEL ORANGES 8 LB. BAG 57¢
FLORIDA INDIAN RIVER • RUBY RED GRAPEFRUIT THIN-SKIN LOADED WITH JUICE 8 FOR $1.00
LARGE LIMES OR LEMONS FRESH AND FULL OF JUICE 3 FOR 10¢
HAWAIIAN • EXTRA LARGE PAPAYAS EACH 38¢
CRISP • EXTRA FANCY APPLES GOLDEN DELICIOUS 3 LB. BAG 49¢
GRADE NO. 1 • CALIFORNIA GROWN BAREROOT ROSES 2 YEAR OLD 77¢
THESE PRODUCE PRICES EFFECTIVE THURS. thru TUES., DEC. 26-31

DOUBLE DISCOUNT COUPON
SAVE 10c WITH THIS COUPON ONE ONLY
LA PINA FLOUR 10 LB. BAG 67¢
OUR PRICE WITHOUT COUPON 77c SOME STORES CHARGE 89c
One Coupon per Family • Adults Only
COUPON GOOD THRU DEC. 31

Your Nearby Alpha Beta Markets Are Located at:
TORRANCE—2720 Cabrillo Ave. at Sepulveda
5130 190th St. at Anza
DOMINGUEZ HILLS/CARSON—190th St. at Avalon
REDONDO—1880 S. Pacific Coast Hwy.
LONG BEACH—1500 S. Willow at Carson

ALPHA BETA Best for Less!

THE QUALITY LEADER—THE PRICE LEADER TOO!