

Dream House May Become A Nightmare This Spring

By REYNOLDS KNIGHT

If you're planning to buy your dream house this spring you might run into some nightmares.

First, of course, is that of 'debil' inflation. The price for an existing home in the middle of the nationwide house range rose \$1,390, to \$21,080 — a jump of 7.1 per cent in the past year.

The next spook is soaring interest rates, which have scared away some buyers from committing themselves to long-term mortgages. Along with this is tight money — which means you

might have a rough time getting a bank to give you a mortgage even if you're willing to pay bloated interest charges. Banks frequently can get higher returns on other investments than those allowed legally on mortgages.

ANOTHER bogeyman is the rising price of lumber. Just the lumber costs alone of a new home that cost \$23,000 in 1967 would be \$1,268 higher today.

Small wonder that, with a booming economy and surging demand for homes, the housing

shortage is the worst in 30 years, according to one survey. The government is wrestling with these problems but it looks like a long fight. Mr. Home Buyer, of course, is right in the middle.

ALTHOUGH it may be a little rougher to buy a home these days, keeping the one you have clean seems to be getting easier all the time.

Pushbutton aerosol products have been developed for virtually every room, wall surface, floor, and piece of furniture in

the house. These easy-to-use aerosols have just about taken the backbreaking sting out of spring cleaning.

Until recently, about the only real hard job in housework was cleaning rugs and carpets at home. Then the Johnson Wax Co. introduced an aerosol rug cleaner, called "Glory," which it says will allow the homemaker to begin cleaning her rug at noon and have it cleaned and dried in time for dinner that evening.

THE ENTRY of Johnson into

the rug-cleaning business, after more than 80 years of experience in other home care areas, was said to reflect the rapidly growing acceptance and use of carpeting throughout the house. In addition to carpets in living rooms, dining rooms and bedrooms, carpeting is now appearing more and more in bathrooms, recreation rooms, and even outdoor patios.

And with all that carpeting around, no wonder the homemaker keeps looking for easier ways to keep it clean.

BITS O' BUSINESS — Are you a tiger at your job? You work 60, 70, or 80 hours a week? Maybe you're heading for a case of executive "flameout." That's why some companies have bought rest homes where go-go executives and their families can escape the corporate battle for a few days.

OVER-ALL demand for glass-packed foods and juices continues to increase at a faster rate than the total U.S. population.

So reports the Glass Container

Manufacturers Institute, which quotes market analysts as predicting that shipments of jars and bottles to the food processing industry will increase approximately 8 per cent this year — from 11.1 billion units in 1968 to nearly 12 billion.

These gains are significant, the Institute says, because they are being achieved despite an increase in per capita consumption of frozen foods, which are packaged in other materials.



COLLEGE REPORT

By ROBERT M. BERSI

Assistant to the President
California State College, Dominguez Hills

A little-known fact about most summer sessions, including our own, is that the only requirement for entrance is that the applicant be either a high school graduate or over 21 years of age. This means that such courses as those listed below are available to almost any interested citizen.

A good portion of this summer's program at Cal State Dominguez Hills has been designed to be of interest to a wide cross section of the surrounding community. For example, many people are concerned about the social issues of the day, as well as new developments in the behavioral sciences which help us better understand one another.

To this end, the following courses, which will begin on June 2 for a 6-week period, should be of interest:

The Urban Community. Examination of the metropolitan community. Urbanization as contemporary social process; consideration of urban areas, institutions values, and problems; social, demographic, and ecological characteristics of urban areas; urban and suburban change and planning. Four lectures and one field studies per week.

Minority Racial and Ethnic Relations. Investigation of current American racial and ethnic problems in world-wide and historical perspective.

The City in History. The rise of the city from earliest times to the present, tracing the establishment and growth of cities as institutions and the development of the process of urbanization; comparison of selected cities. About half the course will be devoted to cities

other than those in the United States, and about half to the rise of urban America.

Public Opinion and Propaganda. A study of the factors, forces and pressure groups that shape and mold public opinion. An analysis of the impact and effect of pressure groups and the mass media on American government and politics. A review of political image making and political propaganda campaigns.

Economic Policy and Social Values. Consideration of the alternative social and personal values implied by different policy judgments on significant public issues, such as distribution and taxation of income, consumer sovereignty, freedom of enterprise, and social welfare programs.

Urban Geography. The concerns of urban geographers and town-planners have been more tightly meshed in Britain than have the two disciplines in the United States, although the associations of the two groups in America now seems to be growing closer. This urban course bridges the national similarities and the varying approaches by using two paperback sources — the first, a British urban geographic text; the second, a paperback on planning, urban architecture, and the changing awareness of city environmental problems by an American. The latter source contains a series of readings in original documents dating from Jefferson to aspects of Urban Renewal. One of several assigned exercises in the course is the devising of a freeway route through a heavily built-up area.

New Concepts and Innovations in the Teaching of Elementary Geography. Focuses upon recent teaching innovations originated at the college and secondary level and then adapted by experienced teachers for the younger child. The course will consist of three parts: a look at the sequential use of several geographic topics at the college, high school, and elementary level; scrutiny of experimental British school curriculum ideas authored by geographer John P. Cole; and work on individual projects to develop field approaches that coordinate with the 'New' geography.

Basic Studies History. An introduction to historical understanding and interpretation, including analysis of the various forces and circumstances which produce historical developments and of the means by which historians evaluate causes and effects. This process is illustrated by a study of major themes in the history of the American people, and the interaction of forces contributing to an American culture.

20th Century Europe. A study of the political, economic and intellectual foundations of two world wars on European institutions. The rise of totalitarian movements, attempts at collective security, and the problems of the post-World War II period.

History of American Thought. A study of the ideas which have shaped American intellectual life, as they have been expressed in economic and political thought, philosophy, theology, literature and science.

Basic Studies Political Science. A study of contemporary political institutions, with emphasis on the philosophy, structure, and behavior of the American political system, including the State of California.

Social Psychology. The study of how individuals and groups influence one another, with emphasis on the development and importance of self. Jointly offered by the faculties in psychology and sociology.



* Total savings figure is computed on single unit purchases. The figure would be much higher if Meat & Produce savings were included.

ALPHA BETA
Best for Less!

Golden Queen Brand • USDA Grade A
TURKEY HINDQUARTERS
FANTASTIC ECONOMY SPECIAL!
26¢ L.B.
FRESH FROZEN

ALPHA BETA BUTCHER'S PRIDE • LEAN
FRESH GROUND BEEF
ECONO PAK—
3 LBS. OR OVER
47¢ L.B.
PRE-SEASONED • READY TO BAKE
FRESH MEAT LOAF 65¢

ALPHA BETA BUTCHER'S PRIDE BEEF
BONELESS FAMILY STEAK 98¢
Shoulder Clod 98¢
Boneless Roast 98¢
BONELESS STEW BEEF 89¢
BEEF SHORT RIBS 43¢

NORTHERN HALIBUT STEAKS
CENTER CUT
89¢ L.B.
CERTIFIED FRESH FISH
STICKS
1 1/2 L.B. PKG.
89¢
KAPPA BISTROT FISH
BREADED SHRIMP
PIECES
1 1/2 L.B. PKG.
\$1.39

WILSON'S • 1-LB. PKG.
CORN KING SLICED BACON 59¢
ARMOUR • PAN SIZE SLICES
MIRA CURE
12-OZ. PKG.
59¢
1-LB. PACKAGE • SLICED
OSCAR MAYER BACON 69¢
OSCAR MAYER • 1-LB. PACKAGE
LINK SAUSAGES 79¢
JUST HEAT N' EAT • 12-OZ. PKG.
OSCAR MAYER SMOKIE LINKS 69¢

MEAT PRICES EFFECTIVE THURS. THROUGH WED., MAY 17

College To Hold Fiesta

A five-day festival celebrating Cinco de Mayo will be held May 5 through 9 at Los Angeles Harbor College.

Sponsored by the College's United Mexican American Students, the festival entitled "Los dias de los hijos" meaning the Days of the Sons, or the second generation, will feature mariachi bands, folklore ballet dancers, speakers and exhibits of Mexican art. A Mexican dinner will also be served Monday, May 5 from 7:30 to 8:30 p.m.

Entertainment will be provided Monday by a mariachi band and a group of dancers from LaPaz. The band and dancers will perform from 11 a.m. to 1 p.m. The dancers will perform again during the evening while the mariachis will play at the dinner in the cafeteria.

The Ballet Folklorico-Dominguez will perform in the Quad Tuesday, May 6 from 11 a.m. to 1 p.m.

UMAS will conduct a food sale on campus Wednesday, May 7 at noon. Mexican art will be exhibited at various places on campus with the main display in the Seahawk Center showcase.

Thursday, May 8, Phillip Montez, western regional representative of the U.S. Civil Rights Commission will speak at noon in Seahawk Center. That evening another mariachi band will perform and the Folklorico group will again appear from 7 to 9 p.m. in Seahawk Center.

Richard Chenoweth, a local attorney, will pair with a representative of the United Farm Workers to present a lecture on the grape boycott Friday at noon in Seahawk Center.

LOOK! 24 Del Monte DOUBLE DISCOUNTS!

DEL MONTE • 303 CAN
WHITE CREAM CORN 26¢ 24¢
DEL MONTE • 303 CAN
FRUIT COCKTAIL 26¢ 23¢
3 1/2 CAN
DEL MONTE • 3 1/2 CAN
PEAR HALVES 37¢ 44¢
14-OUNCE BOTTLE
DEL MONTE CATSUP 22¢ 20¢
30-OUNCE BOTTLE 31¢ 27¢
DEL MONTE • NO. 1/4 CAN
PINK SALMON 53¢ 47¢
NO. 1 TALL CAN 80¢ 77¢
DEL MONTE • Quaker Bran
PRUNE JUICE 53¢ 45¢
DEL MONTE • BUFFET CAN
TOMATO SAUCE 11¢ 10¢
303 CAN 18¢ 17¢
DEL MONTE • CALORIES REDUCED
TOMATO SAUCE 11¢ 10¢
303 CAN 18¢ 17¢
DEL MONTE • CALORIES REDUCED
FRUIT COCKTAIL 18¢ 17¢
303 CAN 20¢ 18¢
DEL MONTE • CALORIES REDUCED
SLICED PEACHES 17¢ 14¢
303 CAN 27¢ 23¢
DEL MONTE • 303 CAN
STEWED TOMATOES 31¢ 23¢
1 1/2 CAN • CHUNK
BRUSHED OR SLICED
Del Monte PINEAPPLE 29¢ 25¢

DEL MONTE • 303 CAN
ITALIAN CUT GREEN BEANS 31¢ 28¢
7 1/2 CAN
DEL MONTE SPINACH 33¢ 29¢
DEL MONTE LIMA BEANS 35¢ 33¢
14-OUNCE BOTTLE
HEINZ KETCHUP 25¢ 22¢
26-OUNCE BOTTLE 43¢ 38¢
PINT BOTTLE • WHITE
HEINZ VINEGAR 20¢ 18¢
2 1/2 • APPLE CIDER 31¢ 28¢
QUART • WHITE 35¢ 32¢
QUART • CIDER 35¢ 32¢
GOLD MEDAL • 1-LB PKG
LONG SPAGHETTI 23¢ 21¢
AUNT PENNY'S • 8-OUNCE CAN
HOLLANDAISE SAUCE 29¢ 27¢
2 1/2 OZ. • Sliced • Chopped • Whole
DELUXE MUSHROOMS 29¢ 28¢

DEL MONTE • 303 CAN
SEASONED PEAS 27¢ 23¢
DEL MONTE • SLICED GREEN
SEASONED BEANS 29¢ 23¢
DEL MONTE
CORN
303 CAN
FIRM
STYLE OR
KNEEL
19¢
SOME STORES CHARGE 25¢
DEL MONTE • 303 CAN
TOMATO WEDGES 33¢ 29¢
DEL MONTE
GREEN BEANS
303 CAN
CUT OR
FRENCH
SLICED
22¢
SOME STORES CHARGE 27¢
DEL MONTE • 303 CAN
GREEN PEAS 23¢ 20¢
DEL MONTE • 303 Can • Solid Pack
TOMATOES 33¢ 27¢
DEL MONTE • 2 PLY
TOILET TISSUE
2 ROLL
PACK
ASSORTED
COLORS OR
WHITE
22¢
SOME STORES CHARGE 26¢
We have it!
Welcome Check
THE EASY WAY TO
CASH CHECKS... Apply for your
new card now... IN ANY ALPHA
BETA STORE.
SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED

DEL MONTE • 303 CAN
ZORIES ASSORTED COLORS 29¢ 26¢
TERRY PRINT • 35" x 50"
BEACH TOWELS 24¢ \$1.00
OFF • 8-OUNCE SPRAY CAN
INSECT REPELLENT 98¢ 88¢
14-OUNCE BOTTLE
TAME CREME RINSE 11¢ \$1.29
SHAMPOO IN HAIR COLOR WITH
CONDITIONING • 12 GRADES
BREEK HAIR COLOR 20¢ \$2.00
BOX OF 48 STERILIZED
Q-TIPS SWABS 59¢ 47¢
CAT LITTER
JONNY CAT
10 LB. BAG
57¢
SOME STORES CHARGE 61¢
ADULT OR CHILDREN'S SIZES
SWIM CAPS 98¢ 78¢
Fancy Swim Caps • Adult Size 1.98
\$1.98
ARRID EXTRA DRY 17¢ \$1.37
PACK OF 5 • SUPER STAINLESS
GILLETTE BLADES 79¢ 65¢
LAVORIS • 17oz • SOUSSE BOTTLE
BREATH SPRAY 69¢ 57¢
BOX OF 40 PLUS 4 FREE
REGULAR OR SUPER
KOTEX TAMPONS 17¢ \$1.38
NO RUGS M-LADY • 18 INCHES x 26 FEET
SHELF PAPER 89¢ 62¢
22 OUNCE BOTTLE • INCLUDES 13¢ OFF
VEL LIQUID DETERGENT 45¢
SOME STORES CHARGE 59¢
1-LB. BOXES
G&N SUGAR 18¢ 17¢
3-LB. BAG • GRANULATED 30¢ 28¢

SAVE WITH ALPHA BETA'S 12,876 TOTAL DISCOUNTS
Save even more with 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
ALL COLORS DIAL BATH SOAP	21¢	20¢
REGULAR SIZE • ALL COLORS DIAL TOILET SOAP	15¢	14¢
32-OUNCE BOTTLE CHIFFON LIQUID DETERGENT 49¢		39¢
35-OUNCE BOTTLE • INCLUDES 13¢ OFF DISHWASHER ALL	75¢	57¢
JUMBO SIZE COLD LIQUID ALL	27¢	\$2.21
HALF GALLON • INCLUDES 30¢ OFF WISK DETERGENT	14¢	\$1.21
18-OUNCE BOTTLE DOVE LIQUID DETERGENT	33¢	32¢
GIANT SIZE PACKAGE FLUFFY ALL DETERGENT	81¢	79¢
GIANT SIZE PACKAGE COLD WATER ALL	81¢	79¢
JUMBO SIZE PACKAGE ADVANCED ALL DETERGENT 21¢		\$2.17
GIANT SIZE PACKAGE • INCLUDES 10¢ OFF VIM DETERGENT TABLETS	68¢	55¢

RINSO DETERGENT
INCLUDES 10¢ OFF
SOME STORES CHARGE 81¢
69¢

Americana Plastic PLACEMATS
17 1/2 INCHES x 11 1/2 INCHES
CHOICE OF 4 FULL COLOR WESTERN SCENES
WASHABLE • LAMINATED PLASTIC
FAVORITE RECIPES ON EACH OF THE
DIFFERENT MATS
SOME STORES CHARGE UP TO \$1.00 EACH
44¢

32-OUNCE BOTTLE
TOP JOB LIQUID CLEANER 73¢ 66¢

33-OUNCE BOTTLE
DOWNY FABRIC SOFTENER 89¢ 79¢

40-OUNCE BOTTLE
MR. CLEAN LIQUID CLEANER 99¢ 93¢

GAJAX CLEANSER
SOME STORES CHARGE 25¢
18¢

GIANT SIZE CAN
INCLUDES 7¢ OFF
18¢

KING SIZE PACKAGE
BIZ PRESOAK DETERGENT 11¢ \$1.02

WE RESERVE THE RIGHT TO REFUSE SALES TO COMMERCIAL DEALERS

THE QUALITY LEADER — THE