

Harbor Area Man Named To Head USC Homecoming

John R. MacFaden, Hermosa Beach resident and public relations counsel maintaining offices in Los Angeles, was appointed general chairman of the 1961 University of Southern California homecoming committee this week.

Appointment was announced by Bruce W. McNeil, president of the USC General Alumni Association and one of the University's three alumni trustees.

MacFaden is a member at large of the board of counselors of the alumni association.

Homecoming will be celebrated on campus beginning at 10 a.m. Saturday, November 11.



JOHN R. MACFADEN
... heads homecoming

PICNICS

Alumni will take picnic lunches to eat in front of the library where special reunions will be held.

Circus will be the theme for the homecoming, featuring campus parades of bands and clowns and queen Helen of Troy and her five princesses.

The old grads will follow the bands from the campus to the Coliseum for the USC-Stanford football game at 1:30 p.m. Special tickets may be purchased in advance for the alumni section.

MacFaden, who lives in Hermosa Beach, was graduated from USC in 1931.

He served in World War II as a lieutenant colonel in the Air Corps in the Mediterranean and with an infantry division in Korea.

PR AGENCY

He has operated his own public relations agency in Los Angeles since 1941. He is a director of the Los Angeles area council of Boy Scouts and has been chairman of special enrollment drives in

the South Bay Harbor area and in Los Angeles.

He also has been active in the March of Dimes, Los Angeles Orphanage and Community Chest campaigns and the South Bay YMCA.

MacFaden is active in the American Legion, Reserve Officers Association, Society of Colonial Wars and Sons of the Revolution.

He is a member of the Chapparal, Commonwealth, Kiwanis, Los Angeles Athletic Club, Town Hall, Work Affairs Council and the Los Angeles Chamber of Commerce.

Name Change

On a motion by Supervisor Burton W. Chace, the Board of Supervisors this week agreed to change the name of Dominguez Hills Parks to Victoria Regional Park.

Chace said he was sponsoring the change on the request of people in Supervisor Kenneth Hahn's Second District.

Southland Auto Dealer Earle Ike Opens Area's Newest Dodge Agency

Earle Ike, well-known Southland auto dealer, recently purchased the Van Wyck Motors, 1175 South La Brea Ave., Inglewood, and will form a new company to be known as Earle Ike Dodge.

Ike, president and general manager of the new dealership, has been connected with

Dodge dealerships for several years. For the past six years he was sales manager for the J. E. Water Company. His knowledge of customer relations and ability to increase sales was the reason given by the Dodge Motor Company that selected him for this dealership.



EARLE IKE, president and general manager of Earl Ike Dodge, shows off one of the beautiful new 1962 Lancers now on display in his showrooms. Ike's recent purchase of the agency and his selection as a franchised dealer by the Dodge Company is a tribute to the firm's dependable service and excellent customer relations.

HAYDEN, STONE & Co.

Members of the New York Stock Exchange is pleased to announce

"INVESTMENT NIGHT AT THE MAY COMPANY"

a series of four lectures

on investments to be given by SHIRLEY R. CHILTON

Resident Manager of the Palos Verdes Estates Office of Hayden, Stone & Co.

beginning tonight, Wednesday,

October 4, 7:30 to 9:00 p.m.

at the May Company South Bay, Tea Room

Lecture Topics Are:

"ABC'S OF INVESTING," OCTOBER 4

"YOUR INVESTMENT OBJECTIVES," OCTOBER 11

"BULLS, BEARS AND HOGS," OCTOBER 18

"SETTING UP YOUR OWN PROGRAM," OCTOBER 25

Tickets may be obtained at the Service Desk of the May Co South Bay Store, FR 6-6911

or Hayden, Stone & Co., Palos Verdes Office,

FR 8-8421 — SP 2-1438

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COMPLETE DISCOUNT DEPARTMENT STORES

THE BIGGEST DISCOUNT PRICES IN TOWN ARE AT...

MEN'S DRESS SLACKS

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More they are, sir! Finely tailored slacks for the man of distinction. A distinguished variety of fabrics and patterns await your choice in pleated, traditional and continental models. Size 29-42 in a bevy of colors.

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