Emergency Numbers Will Be Listed on Mayfair Milk Cartons Starting Monday

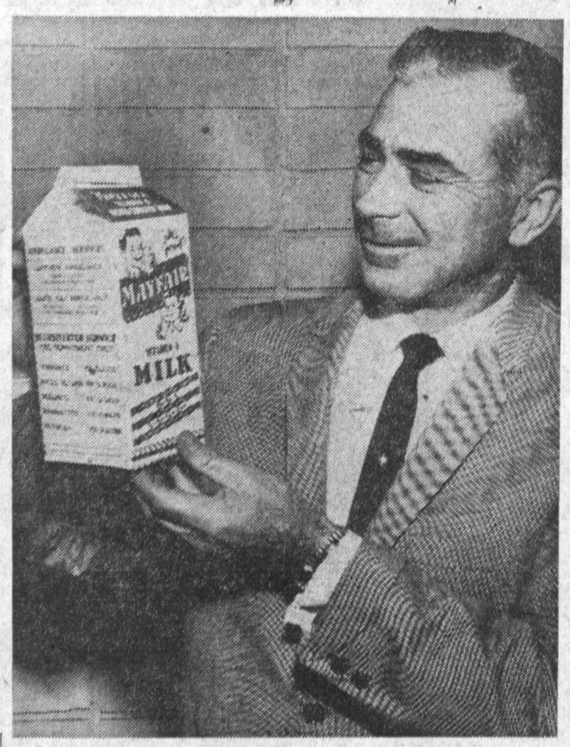
Time was when a milk container was glass and just a plain old milk container. Then someone added a little color to the container and decided disposable cartons were a much handier idea.

Now Mayfair Creamery has come up with an even more unusual idea—they've made the carton a place on which to print important civic information.

Starting Monday, Mayfair will distribute its cartons of milk with telephone numbers of places such as hospitals, schools, police, fire departments, post offices, and so on.

According to C. W. "Tip" Lackey, sales manager for Mayfair, the company is also distributing aerial photograph maps of Torrance to the various city schools.

Periodically, Lackey said, the information on milk cartons will be changed and will eventually include descriptions and answers to questions about key community buildings. The part played by "blue chip" industries in the area will also be discribed on the cartons.



C. W. "TIP" LACKEY, sales manager for Mayfair Creamery, displays new milk containers his company will begin distributing Monday. Information, including emergency area telephone numbers, will be printed on the outside of each carton.
—Press Photo

WALTERIA PTA

Dr. Fitzhugh Dodson, clinical psychologist, will address Walteria School PTA Thursday at 7:30 p.m. in the school cafetorium.

District Head of Standard Brands Now Makes His Home in Torrance

A top ranking executive of one of the nation's largest food marketing corporations has moved his home to Torrance after looking over most of the residential areas of Southern California.

Roy Gilliam, district manager for Standard Brands, Inc., and his wife, Loretta, have purchased a home at 23310 Anza St.

Gilliam, in his capacity of district manager, controls and designs promotional activities for the huge concern in his own district and is in charge of recruiting the firm's army of sales personnel.

His district includes Southern California, the majority of Nevada and all of Arizona.

Both he and his wife hail from San Antonio, Texas.

A qualified pilot in his own right he now travels by commercial airliner in directing the activities of his district. Entire 50 states have been divided into just 16 such districts by the corporation.

ROY GILLIAM
. . . District Head

Use classified ads for quick results. Phone DA 5-1515.

Speech Director Elected to Office

Lehr Mushrush, head speech coach at North High, was recently elected president of Southern California's Debate League.

Mushrush will serve as president and as a member of the California State Speech Council for two years.

All members of the California State Speech Council meet twice a year; once at Fresno, and once at Santa Barbara. Mushrush will be attending a council meeting at Fresno this month.

Use classified. Call DA 5-1515

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FR 1-6134 . . . SEE MANAGER

Rolling Hills Man Named Regional Head For Corporation, Sets Torrance Office

A new Defense Products Group regional manager for the western region of the United States was announced today by John P. Lawler, vice president of marketing for Aeronca Manufacturing Corporation.

Lawler said that Dean N. Ninteman was promoted to the position effective immediately. Prior to his recent promotion, Ninteman was a corporate representative and director of technical services for Aeronca. He joined Aeronca when the firm purchased the Longren Aircraft Corporation.

In his new position, Ninteman will be responsible for the management, planning, organization, direction and control of Aeronca's Defense Products sales organization in the eleven western states. Ninteman's office will be located at 24751 S. Crenshaw Blvd. here in Torrance. Aeonca has defense divisions located in Baltimore, Maryland, and Middletown, Ohio, as well as the local division. These organizations are currently involved in research, development and production of high temperature structural components, electronics, ground support equipment, as well as other sophisticated items for the fast changing space age, Lawler said.

A native of Southern California, Ninteman was educated in that area and received his Bachelor of Science degree from USLA.

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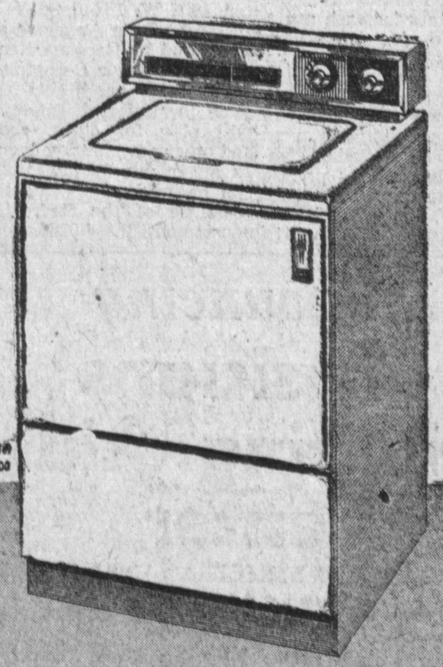

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