

COMMERCE AND INDUSTRY TEAMS PLAN RED FEATHER CAMPAIGN

Thirty money-hungry men—and one money-hungry girl—met in Torrance last week to discuss ways and means of getting their hands on \$7,000. Drawn from a widely-diverse range of business and professions, they were united in one important particular: zeal for a common cause—the cause of more than half a million people, many in dire distress, who will be helped by Community Chest agencies in the coming year.

The men—all volunteers—are the newly-appointed chairmen and committee workers of the Chest's commerce and industry section who will be calling on Torrance business firms throughout the coming months for contributions to Chest funds.

The girl—also a volunteer—is an attractive blonde from Massachusetts, Michalda Connors.

MICHALDA, who is personal manager of Aronca Manufacturing Corp., is in no way apprehensive at the prospect of being pitchforked into what is normally regarded as a male domain. She had done it

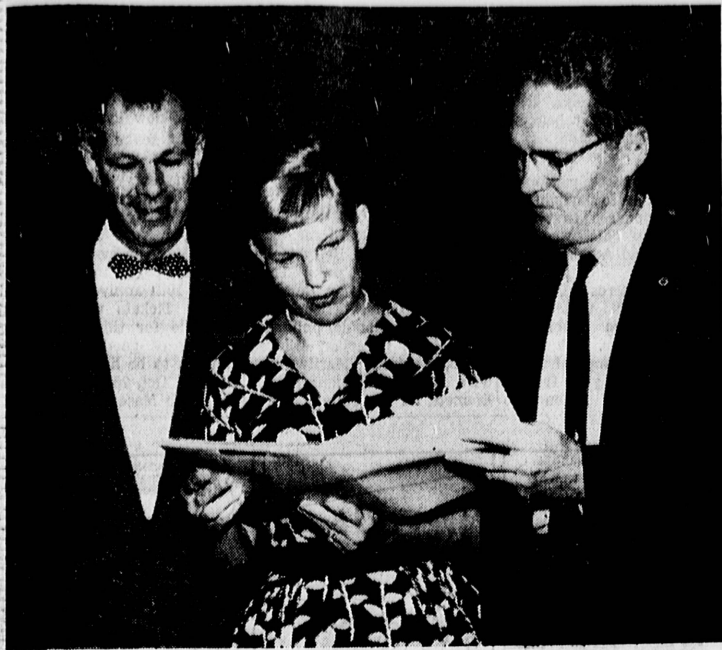
all before. Back in Taunton, Mass., which was her home before coming to California three years ago, she was a "veteran" of more than one Community Chest campaign. Commerce and industry was her particular oyster and she is looking forward to providing some healthy competition for her male colleagues in the next few weeks. Michalda has been assigned to division chairman Scott Albright's group and is trying for a quota of \$460.

AT A BRIEFING session and kick-off meeting held at The Palms and attended by top leaders of the Harbor Area campaign, the volunteers were given their goal for 1959-60, and were briefed on the fund-raising drill. Each committee member was issued with a campaign kit—a folder containing explanatory booklets, details of each firm to

be visited, subscription agreement forms, and the individual money quota set. Harbor Area leaders present at the meeting included Jim Becker, Area campaign chairman; Bert Lynn, commerce and industry chairman; and Harold Frenz, Torrance city chairman.

OVERALL QUOTA for Torrance in the commerce and industry section this year is higher than ever before. The figure the volunteers will shoot at is \$7112, which will come in donations from small-

er business firms employing from 10 to 150 workers. Larger firms are the responsibility of the Chest's Los Angeles office. The men on whose shoulders will fall the burden of raising the bulk of the money will work in three teams under the direction of division chairmen George Post, Scott Albright, and George Vico. Division quotas announced are: Post, \$1900; Albright, \$2295; and Vico, \$649. In addition, Jim Becker and Bert Lynn have been set quotas of \$1028 and \$1240 respectively.



BRIEFING SESSION . . . Studying instructions to Community Chest volunteer workers in Torrance commerce and industry campaign are Bert Lynn, Harbor Area commerce and industry chairman; Michalda Connors; and Jim Becker, Harbor Area campaign chairman. Miss Connors is the lone woman among the Chest's commerce and industry volunteers.

Michael Mullen Enters Carleton College Classes

Michael Mullen, son of Mr. and Mrs. Charles Mullen, 1519 Post Ave., has enrolled at Carleton College in Northfield, Minn., as a freshman on a William Carleton Scholarship which recognizes outstanding qualities of scholarship, character, and promise of achievement as an entering student. Mullen was graduated from Torrance High School, where he was active in student government, clubs, and music. He is an accomplished pianist and has made many appearances before local audiences.

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