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## **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 councilors of the alumni association.

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

PICNICS

lunches to eat in front of the and in Los Angeles. library where special reunions will be held.

and clowns and queen Helen the South Bay YMCA. of Troy and her five prin- MacFaden is active in the

Stanford fooball game at the Revolution. 1:30 p.m. Special tickets may He is a member of the Chabe purchased in advance for parral, Commonwealth, Kithe alumni section.

ated from USC in 1931.

- He served in World War II merce. as a lieutenant colonel in the Name Change Air Corps in the Mediterranean and with an infantry di- On a motion by Supervisor vision in Korea.

He has operated his own public relations agency in Los Angeles since 1941. He is a

director of the Los Angeles Chace said he was sponsorarea council of Boy Scouts ing the change on the request and has been chairman of of people in Supervisor Ken-special enrollment drives in neth Hahn's Second District.

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

Earle Ike, well - known | Dodge dealerships for several Southland auto dealer, re- years. For the past six years cently purchased the Van he was sales manager for the Wyck Motors, 1175 South La J. E. Water Company. His Brea Ave., Inglewood, and knowledge of customer relawill form a new company to tions and ability to increase be known as Earle Ike Dodge, sales was the reason given Ike, president and general by the Dodge Motor Company manager of the new dealer- that selected him for this hin has been connected with dealership.



JOHN R. MACFADEN . . heads homecoming

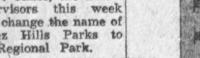
Alumni will take picnic the South Bay Harbor area He also has been active in

the March of Dimes, Los An-Circus will be the theme for the homecoming, featuring campus parades of bands munity Chest campaigns and

American Legion, Reserve Of-The old grads will follow ficers Association, Society of the bands from the campus to the Coliseum for the USC- Colonial Wars and Sons of

wanis, Los Angeles Athletic MacFaden, who lives in Hermosa Beach, was gradu-ated from USC in 1931

Burton W. Chace, the Board of Supervisors this week







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.

