

Convention Gatherings Hold Attention of Torrance Clubwomen During Past Week

MR. AND MRS. ANDRE CELEBRATE ANNIVERSARY

Mr. and Mrs. Jules Andre, 2425 227th street, celebrated their 29th wedding anniversary with a family dinner in their home Sunday. Covers were placed for Mr. and Mrs. Albert Andre and daughter Shir-

ley, Jules Andre Jr. and Mrs. Andre.

Mr. and Mrs. Albert Andre presented the couple with a lovely wedding cake topped with wedding bells and the family gave Mr. and Mrs. Andre cutlery to match their pottery dinner wear.

'Tis Quickly done, thoroughly and cleverly...



There's a handsome gift copy here of Miss Courtney's 1939 Bride's Book for each newly-wed or soon-to-be.

★ When the 1939 Bride announces her marriage with Art Point Wedding forms, she knows she has done the right thing, smartly, with a minimum expense or waste of time. ★ Informal... or just a bit stately, as you may prefer, definitely right either way. Like so many other ultra-ultra items nowadays, they're surprisingly inexpensive.

Torrance Herald

1336 El Prado Phone 444

Beauty Better Than Battleships

State Contributes Bill to Improve Beauticians' Standards

Unlike most beautiful women, Miss Loreta Young of movie fame passes along the credit for her loveliness to her beauty shop. There it was, Miss Young admits, that she spent most of the first six months of her Hollywood career, being molded and modeled, clay-packed and hennaed, fitted with new complexion, lip contours and eyelashes. There the experts labored to materialize one of the most charming ladies of the screen today. No one will deny they succeeded.

Demonstrating a refreshingly unselfish devotion to the cause of beauty, Miss Young now proposes a "Federal Bureau of Public Beauty"—a government project to help women to patchwork. "I honestly believe," she declares, "the turning of, say, ten million homely women into beauties is a lot

more important to the well-being of this country than the building of one medium-sized battleship! And it wouldn't cost nearly as much."

So far federal authorities have failed to consider Miss Young's proposal seriously, and nothing's been done. But California—foremost always in her appreciation for loveliness, whether scenic or feminine—may contribute something to beauty's cause.

Higher Standards
A bill in the Legislature now, designed to heighten the beauty market—to step up the ability and finesse of beauty operators generally. It clears the field to some extent of under-trained and misfit beauty workers by lengthening training periods and tightening license restrictions. Whatever it may propose, the rank and file of women whose dollars sup-

port the beauty salons undoubtedly will feel that is enough.

More Finesse

For every woman who has paid well for her beauty work and then had her hair fizzed by an incompetent operator, had an indifferent facial slapped on and rubbed off, leaving her skin dry and harsh as sunburn, or had her cuticles cut into hangnails by a careless young woman who has not learned to respect her profession sufficiently to give her best to it—will welcome the assurance of better trained, more dependable beauty operators.

Obviously, competent and conscientious operators will be equally glad to see the vocational standards of cosmetology raised in keeping with the vast importance of their million-dollar profession.

That, in all probability, approaches about as near to accomplishment of Miss Young's beauty project as it's possible to come—anyway until the day arrives when we don't need our money to buy battleships.

THIMBLE CLUB PLANS NEEDLEWORK SALE

The Thimble Club of the Missionary Society of the Central Church met Thursday, April 13, with Mrs. Elizabeth Brod at her home at 1001 Sartori. After the business meeting, at which plans for the future sale were

SOCIETY WRITER SPURNS SOCIETY

"I've given the best years of my life to Society," says Inez Galloway Robb. "Would I, after eleven years of constant association and observation, like to be a full-fledged bonafide member of it. No, no, a thousand times no! If I must tell all, Society has always seemed a pretty dull club to me."

With this observation, the famous society reporter, sums up her attitude toward the social set in her Cosmopolitan's revealing story, "A Pair of White Gloves."

Society is changing and being changed, Miss Robb goes on to say, by outside and inside influences. State and Federal taxes make the vast fortune heir to multiplied hazards. Yachts, mansions, private cars, racing stables and other monuments to wealth are becoming a drug on the market because few families can maintain them. The servant problem is increasingly difficult and the day of the great hostess and social leader is at an end.

The younger generation prefers a more direct and simple approach to amusement and the decline of inherited wealth is making this approach necessary.

The fabulous success of Eliza Maxwell has grown out of the inability of society to entertain itself. Inez Robb is convinced that the acquisition of wealth is usually accompanied by the loss of two of mankind's most precious boons: imagination and a sense of humor. Miss Maxwell has supplied society with these two things.

"Persons who can lighten for one moment that annal induced by too much money and too little imagination are worth their weight in gold to a group which long ago gave up all effort to hide its yawns when face to face with itself," Miss Robb says in discussing Eliza Maxwell.



ELISA MAXWELL

Society in 1939 is showing a few encouraging signs, the writer believes. There is no longer such a thing as a social arbiter. The throne is vacant because none of the younger socialites have thought it worth bothering about. Class lines are being broken down to admit exponents of various talents. But society still needs to get more for its money. Miss Robb says in conclusion, "Riches ought to be good for something beside a ringside table and a Winchell footnote."

Organized Groups Center State Meets in Southland

Conventions have claimed the limelight during the past week with practically every state group in the community gathering in some part of the Southland. Local organizations represented in convention were Woman's Benefit Association, National Business and Professional Women, Parent Teacher groups and the Federated Women's Clubs.

Eighteen Attend Party at Quaggin Home

Mrs. Frank Paour and Mrs. Margaret Guttenfelder, shared honors as hostesses, when they entertained at a shower honoring Mrs. Fred Quaggin, 1809 Anapola avenue.

The affair a complete surprise to Mrs. Quaggin was attended by Mrs. Quaggin, Mrs. Mary Lou Kelly, Mary Jacobs, Marion Carpenter, Fan Wilkes, Harry Atwood, Leah Brown, Lucille Thompson, Dulcie Brooks, Dorothy Rojo, Cicely Perkin, Mildred Probert, Emma Appenzeller, Maxine Smith, Miss Alice Dodge, the honorees and hostesses.

The guests showered Mrs. Quaggin with a bevy of lovely gifts. Games furnished diversion during the evening with prizes captured by Mrs. Brown, Perkin and Carpenter.

discussed, a delightful luncheon was served.

Those present were: Mrs. Phillips Rupp, Mrs. Geo. Dotson, Mrs. Laura Pisel, Mrs. Victor Baker, Mrs. Marie Benson, Mrs. Marjorie Geer, one guest Mrs. Quigley, Miss Hermine Oertkin, and the hostess.

Federation In Session

National Business and Professional Women of the Los Angeles District in convention at Pasadena's Hotel Huntington Saturday, confined its entire program to interests of women.

The district voted to send Carolyn Weber, past state president, to personally intercede for business women at hearings of bills when they come up before assembly committees in Sacramento. Delegates from the Torrance club were Mrs. Bettina Miller, Lola Hoover and Addie Parks. Other local women attending were Lute Fraser and Dorothy Kenyon.

Los Angeles District Federated Women's Clubs opened its three-day party at Glendale yesterday. Mrs. John Stearns Thayer, president, will conduct all sessions and many vital interests will be discussed.

The most important program was presented this morning, when people of public prominence participated in a symposium on unemployment. Delegates from Torrance club are Mrs. H. C. Barrington, W. J. Neelands, with alternates, Mrs. Paul Vonderhage, Mrs. Raymond Rogers and Mrs. E. A. Miles.

AUXILIARY TO ENJOY SPANISH FEEL

Lucille Lewellen and Marie Martindale will entertain for the ladies of the Legion Auxiliary at an enchilada dinner in the Legion hall Tuesday evening, April 25.

Reservations not later than Saturday, April 22. Dinner will be served at 6:30 p. m. with regular meeting to follow.



A SUZY hat of pale yellow cotton organdy with a bunch of white flowers in front—a feature in April's Harper's Bazaar. The blouse is of white linen trimmed with frilled lace.

LOMITA-SAN PEDRO TO ELECT OFFICERS

Lomita-San Pedro Council Parents and Teachers will hold their next meeting in the Point Fernin school at San Pedro, April 27. Mrs. Vera Murray will preside at the session, which will have as its featured program a discussion on "Importance of the Ballot."

Mrs. L. C. Mimmo, first vice president of the Tenth District will conduct the annual election. A report of the Tenth District 40th annual convention will be given.

Fern Avenue and Elementary Associations will send representatives to this session.

P. T. A. FACULTY TEA

Special music by the school orchestra and glee club will be featured on the program at the regular meeting of the Elementary Parent Teachers Association to be held in the school auditorium Tuesday, April 25, at 2:00 p. m.

Officers will be elected. Members of the executive board with the school faculty will act as hosts and accompany parents on a tour of inspection thru the various school rooms.

WOMEN INTERESTED IN FLORAL DISPLAY WORK

Much interest has been manifested in the class on floral arrangements conducted each week at the Fern Avenue school under the direction of Richard Allen of Los Angeles.

Mr. Allen was one of the committee of ten in charge of the Pasadena Flower show. Local folks, who attended the show at Laguna Beach included Misses I. C. Rous, Sylvia Nelson, Nell Peterson and Misses Betty and Marcia Rous.

NEWS OF TORRANCE

WOMEN OF MOOSE

Zoe Deitrich, ritualistic chairman, and the senior regent's escort will assist in installation ceremonies at the Compton Loyal Order of Moose, according to Augusta Barnett, chairman for Women of the Moose Torrance chapter No. 44.

Monthly card party will be held in the hall, 1801 Carson street, Friday, April 28. Committee in charge is as follows: Carrie Nelson, Ruth Kidd and Irene Vincent.

JOE'S DAUGHTERS

INITIATE TWO

Misses Jean Ormand and Shirley McVicar were initiated into membership by Joe's Daughters Torrance branch at the regular meeting held in the Masonic temple Tuesday evening. Bethel honors were conferred on Mary Ann Taylor Bradford, past honored queen of the Bethel.

Sixty attended the meeting and enjoyed light refreshments served in the banquet hall at the close.



Raw Milk Is a He-Man's Drink

Working men need the energy supplied by MILK... most of them prefer the rich, delicious flavor of RAW milk, produced in our clean, healthful dairy. Phone RE. 5129 (reverse charges) for daily delivery.

MEADOW PARK DAIRY
22601 Hawthorne Blvd.
Wilbur Hornsby, Prop.

★ NO DUNKING When We Do Your Dry Cleaning

There's a big difference in dry cleaning. Dunking is cheap, but dunking is not enough if you want perfectly cleaned and sanitary apparel and household items.

Send your dry cleaning to the Torrance Laundry where scientific equipment and the best cleaning fluids money can buy assure a perfect job. It costs no more to get the best, so why not phone 141 for swift laundry and dry cleaning service today?

SAVE 20% CASH and CARRY
It's Like New When We're Thru

Phone 141

LAST CHANCE

TO BUY AN AUTOMATIC

WHITEHEAD MONEL GAS WATER HEATER

AND RECEIVE A NEW

Sprayfoam Dishwasher AT NO EXTRA COST!

OFFER POSITIVELY EXPIRES SATURDAY, APRIL 29

Guaranteed AGAINST RUST for 20 Years AND CORROSION

- A Whitehead Heater cannot create dirty, rusty water. Rusty water is caused by tanks made of rustable metal. Every galvanized tank rusts—begins to rust a few months after it is connected to your hot water system. MONEL METAL, on the other hand, cannot rust. For over 25 years it has proven its corrosion-resistant qualities on the toughest industrial jobs in the country. Clean water stays clean in a MONEL METAL TANK—and Whitehead Water Heaters are equipped with Monel Tanks guaranteed in writing against rust and corrosion for 20 years.

\$80 INSTALLED (and Your Old Heater)

Complete Sprayfoam Unit at No Extra Cost

- Includes chromium-plated dishwasher; baskets for dishes and silver, with adjustable rack; hoses, nozzle and circular brush—nothing further needed but hot water and soap! Remember, this unit regularly sells for \$19.50.

Torrance Plumbing Co.
F. L. PARKS, Proprietor
1418 Marcelina Avenue Phone 60

Easy Monthly Terms from Gas Co., Bank of America or FHA

Opposite Post Office

Optometrist Alden Smith Installs Latest Precision Instrument—The BAUSCH & LOMB PHOROMETER

The Phorometer makes possible exact measurements of errors in the eyes of people commonly afflicted with muscular imbalances.

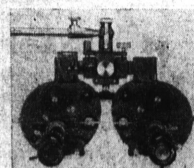
The Phorometer makes possible any one of over 94,000 lens combinations—merely by the flick of a finger.

The Phorometer makes possible a degree of satisfaction with glasses never before attainable.

The Phorometer is the latest and finest precision instrument used in examining eyes.

The Phorometer makes more positive the discrimination between those who need glasses and those who do not.

The Phorometer is another addition to Dr. Smith's equipment making it the most modern and accurate available.



ALDEN W. SMITH, O. D. Optometrist with

1503 CARRILLO

HOWARD'S JEWELERS TORRANCE

PHONE 411