

Y-TEEN GROUPS ELECT NEW HEADS

Twelve shore years ago, the sport and afternoon costumes those models displayed were the last word in style. Today they are definitely passe. What makes the difference? A designer gets a new idea, sots a new style, and hun-dreds of women discard hast year's costumes and begin all over again the race to be "in the mode." The amount and offort expended by Miss and Mrs. Average America to continue the race has never been calculated. Odds are that if caloris burned along the course were counted, the figure would reach the million-billion mark. What is it worth? Economy-wise, style is a million dollar industry. For the consumer, fashion costs run high. But the dollars-and-cents value seems relatively unimportant in ratio to the "personal appéarance", quotient. The sense of self-to dress up a good but old costume gives a woman has never been matched.

Time Changes All'

The only thing certain about life is that it will change. That oft-repeated phrase is well-illustrated in the above p of "latest" women's fashions. Twelve shore years ago, the sport and afternoon costume is models displayed were the last word in style.

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"Simply wonderful weather --no smog or fog-" greeted Mrs. R. Carol Brown, 1004 Crenshaw Bivd., when she made a fourday visit to Elsinore last week. While at Lakeland Village there she was a guest of her sister and brother-in-law, Mr. and Mrs. C. B. Sundbert, and her daughter and son-in-law, Mr. and Mrs. John Burke and Chil-dren, Dennis and Gayle.

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STYLES AND SMILES . . . This quartet of modishly-garbed Torrance matrons modeled the latest fashions in sports and afternoon wear at the garden tea given by St. Cecilia's Guild in the beautiful Willis M. Brooks' garden in June, 1940. They are, left to right, Margaret Guttenfelder, Helen Moore, Grace Hinshaw, and Dorothy Ann Jones. The styles presented were from the J. C. Penney store here and "Their excellent de-sign attracted much favorable comment among the 50 or more ladies present."





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