

The LOS ANGELES Soroptimist

Service
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Tolerance



Vol. II

MARCH 23, 1926

No. 28

SOROPTIMIST CLUB LUNCHEON BALL ROOM AND FOYER—THE BILTMORE—12 SHARP President Gertrude C. Maynard, Presiding

Business and Style Show

Program and Style Show Under Direction MARION LOIS
Exhibits Under Direction ADA S. WATSON

PROGRAM

Opening of Show.....MAYOR GEORGE E. CRYER

MARY E. ABBOTT, *Announcing*

1. MISS MARY M. RUSSELL, L. A. Council Camp Fire Girls, 630 Security Bldg. Presents "The Camp Fire Girls."
2. DR. LILLIAN M. GRANDMASON, Optometrist, 714½ So. Hill Street. Presents—The Latest in Spectacles, Miss Marie A. Roberts.
3. MRS. GERTRUDE C. MAYNARD, Vice-President, Treasurer, Jones Book Store, 426-28 W. Sixth St. Presents—Miss Melva Cornell, in Fiction
Miss Bene Venuta, The Classics
"The Grauman Girls"
Jasper Douthit, Little Black Sambo
Lynn Moody, The Gingerbread Man
Shiela Richbourg, Fairy Tales
Miriam Bellah, Mother Goose
Pupils of Norma Gould
4. MISS GRACE S. STOERMER, Manager Women's Dept. Bank of Italy. Presents—Banking.
5. MRS. MADGE B. CONNELL, Funeral Director, 1239 So. Hope Street. Presents—Nell Lockwood, Singer. Helen C. Dale, at the piano
6. MISS MARION LOIS, Manager Business Sales Service Company, Successors to Abbott-Lois Company, 632 Sun Finance Bldg. Presents—"We Tell the World and Increase Your Sales." Miss Willette Lois Gregg.
7. NETTIE TAFF, Educational and Demonstration Bureau of Food and Household Products for the Manufacturer, 1416 W. 55th Street. Presents—"The Horn of Plenty."
8. NORMA GOULD, Dancing Director, Norma Gould School for Dancing, 460 No. Western Ave. Presents—"The Moth and Flame," (Delibes) Virginia Slaughter.
"Minuet L'Antique (Paderewski)—Margaret Case and Sada Hindman.
9. AGNES WOODWARD, School of Whistling, 428-30 Music Studio Bldg. Presents—Esther Campbell, "The Whistling Newsboy."
10. ROSE W. HENDREE, Tax Lecturer, 641 Pacific Mutual Bldg. Presents—"The Overburdened Taxpayer."
11. FRANCES E. SHANER, Marinello Shaner Shop, 3037 W. 7th Street. Presents—"In Make-ups for M-LADY."
12. ODA FAULCONER, Attorney-at-Law, 808 Porter Ave., San Fernando. Introducing—"Modern vs. Ancient Law."
13. ADA S. WATSON, Manager William Watson, "Golf," 8th Floor Knickerbocker Bldg. Presents—"Golf for All"
James A. Sinclair, at the Pipes
Mary E. Watson, Highland Fling
Mrs. Watson is the only woman in the U. S. catering exclusively to GOLF in every department of the game.
14. VIOLET TURNER SEARCY, Searlin Studios, Brack Shops. Dr. Della Hubbard, Chiropodist, 200 Ferguson Bldg. Norma Gould, Dancing Director, 460 N. Western Ave. Present—"Art in the Making."
15. ESTELLA M. LE SAGE, Multigraphing, Stenographic Service Bureau, 718 Pershing Square Bldg. "The Multigraph Girl."
16. ESTHER M. BUTTEL, General Manager, Harvard Shoe Co. and System Shoe Co., 413 So. Main and 528 So. Spring St. Frank Sherrard—"Different."
17. PHOEBE ARA WHITE, Voice Teacher, 711 So. California Music Bldg. Presents—Charlotte Bull (9-year-old soprano). Georgiella Lay at the piano.
18. MRS. B. B. HARRIS, Dist. Manager Neville Book Co. "My Book House." Presents—"My Book House."

(Program Continued on Next Page)

19. ALBERTA GUDE LYNCH, Sec. and Treas. Gudes' Inc., 725 So. Bdwy. and 625 W. 7th Street. "The Little Lady in the Shoe," Jane Hulsman (pupil of Norma Gould.)
20. ANNE HARE HARRISON, Writer and Producer of Children's Plays and Pageants, 1854 Montiflora Ave., Eagle Rock. Presents—"Her Own Writings."
21. LOUISE HELEN KRAMER, Kramer School of Dancing, 460 N. Western Ave. Louise P. Kramer, Instructor. Presents—"The Merry Widow Waltz," Marion Olds, Donald Tuttle.
22. ALETHA GILBERT, City Mother, 116 Temple Street, Room 213—"Our City Mother a Modern Mother, Our Soroptimist Mother."
23. MRS. MABELLE L. DEWITTE, National School of Cosmeticians. Presents—"Presenting the School."
24. MAYME V. MATTHAY, Hospital and Sick Room Supplies, 809 So. Hill—"A Knight in Armor."
25. ROSE LATHROP, Florist, The May Company. Our Rose. Newest Creations in Corsage Bouquets."
26. CORA BEE SHEFFIELD, Art and Gift Studio, 1124 Fair Oaks Ave., South Pasadena—Presents "Art."
27. KATE M. MYERS, Uniforms, Nurses and Students, 1030 W. 7th St. Our Soroptimist Sisters—Academic Degrees.

SOROPTIMIST STYLE SHOW

MUREL KNIGHT, *Announcing*

SPORTS

- M. Z. ELLISON, 1928 W. Seventh St.—*Sports Dresses and Coats.*
 VOLA DE GRAFF ROENTGEN, 1512½ Reid St.—*Sports Dresses and Coats.*
 ANNIE L. COLBURN, Vice-Pres. and Designer, Colburn's Inc., 716 So. Flower St.—*Sports Furs.*

- AGNES REUPSCH, Buyer and Manager Neckwear and Scarfs, Bullocks—*Scarfs.*
 MATILDA OLSEN, 701 Brack Shops—*Millinery.*
 ALBERTA GUDE LYNCH, Gude's Inc.—*Shoes.*
 ADA S. WATSON, Knickerbocker Bldg.—*Golf Accessories.*

STREET WEAR

- M. Z. ELLISON, 1928 W. Seventh St.—*Dresses, Coats.*
 ANNIE L. COLBURN, 716 So. Flower St.—*Furs.*
 AGNES REUPSCH, Bullock's—*Scarfs.*
 MATILDA OLSON, 701 Brack Shops—*Millinery.*
 ALBERTA GUDE LYNCH, Gude's Inc.—*Shoes.*

AFTERNOON AND DINNER

- M. Z. ELLISON, 1928 W. Seventh St.—*Gowns.*
 VOLA DE GRAFF ROENTGEN, 1512½ Reid St.—*Afternoon Gown and Coat.*
 ANNIE L. COLBURN, 716 So. Flower St.—*Furs.*
 MATILDA OLSON, 701 Brack Shops—*Millinery.*
 ALBERTA GUDE LYNCH, Gude's, Inc.—*Shoes.*
 MARGARET C. GILMORE, Broadway Dept. Store—*Lace Gowns.*
 LOUISE MALSTROM, New Rosslyn Hotel—*Artificial Flowers.*

EVENING WEAR

- M. Z. ELLISON—*Gowns*
 MRS. ANNIE L. COLBURN—*Furs*
 AGNES REUPSCH—*Shawls*
 ALBERTA GUDE LYNCH—*Shoes*
 All models are through the courtesy of our Soroptimist Members who have displayed in this Style Show
 Special Model—Our Member,

MRS. KATHERINE FREDERICKS

And Now—Good Night

- MRS. M. Z. ELLISON, Presents—"The Pajama Parade," the newest in Pajamas.

EXHIBITS

MARION LOIS, *Manager Business Sales Service, Successors to Abbott-Lois Company*

- | | | | |
|--|---|--|--|
| Dr. Veturia C. Armstrong
Physician | Cora B. Fithian
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Multigraphing, Steno. Ser.
Bureau | Alvis L. Rourke
Deposition Notary |
| Hulda Burke
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Hotel | Alberta Gude Lynch
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Lecturer Music Appreciation |
| Adelaide B. Brewer
Pianist and Teacher | Lillian M. Grandmason
Optometrist | Edith Iona Moon
Chiropractor | Paula Steinen
Cutlery |
| Harriet L. Connor
Osteopathic Physician | Aletha Gilbert
City Mother | Addie L. Marks
Gowns | Violet Turner Search
Interior Decorator |
| Claud A. Campbell
Insecticides | Norma Gould
Dancing Director | Laura L. Mitchell
Hospital Owner | Izora N. Scott
Actuary |
| Alice E. Cross
Corsets | Dorothy E. Hall
Lighting Fixtures | Peggy Mills
Junior Accountant | Cora Bee Sheffield
Art and Gift Studio |
| Charlotte Clark
Crackers | Rose W. Hendee
Tax Lecturer | Isabel Forsythe Moses
Advertising Agency | Frances E. Shaner
Cosmetician |
| Haydee B. Clarkson
Coffees and Teas | Lydia Knott Hillyer
Actress—Screen | Louise Malstrom
Artificial Flowers | Elizabeth Bowman Tomlinson
Insurance, Fire |
| Franc N. Dillon
Publicity | Mrs. B. B. Harris
Subscription Sets, Books | Mayme V. Matthay
Hospital and Sick Room
Supplies | Mme. Anna Till
Psycho-Analyst |
| Charlotte Brown, M. D.
Anaesthetist | Dr. Della H. Hubbard
Chiropodist | Gertrude C. Maynard
Book Store | Addie Mae Thomas
Nettie Taff |
| Olga McNeile
Surgeon | Elva E. Hixon
County Clerk Deputy | Matilda Olson
Millinery, Retail | Mattie N. Wallace
Lamp Shades, Pillows;
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| Dr. Nannie C. Dunsmoor
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Writer | Marcia A. Patrick, M. D.
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School for Girls |
| Alida Dyson
Shades | Amelia F. Johnson
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Insurance Broker | Phoebe Ara White
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| Alice Mavor Edwards
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| Georgia Friedman
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Inheritance Tax Appraiser | Helen Parke
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Big Sister's League |
| Mrs. Lena E. Foster
Mail Advertising Service | Frances R. Knox
Court Reporter | Evangeline N. Percival, D.O.
Obstetrician | Bertha M. Pearce
Auto Tours |
| Mabelle L. DeWitt
National School of Cosmeticians | Hilda A. Kohr
Weight Reduction | Harriet Pahl
Clinic Supt. | Winifred M. Hausam
Vocational Director |
| Anthanette Foster
Information | Louise Helen Kramer
Dancing Teacher | Margaret B. Quinn, R.N.
Electro-Therapy | Agnes Reupsch
Neckwear and Scarfs |
| Oda Faulconer
Attorney-at-Law | Clara Lewis
Bakery | Estella C. Roath
Physicians Office Asst. | |
| | Ethel Lee
Printer | | |

(Continued on Page 5)

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Alice Mavor Edwards
Journalist

LOS ANGELES SOROPTIMIST

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THE SOROPTIMIST CLUB
of Los Angeles, Calif.

426-428 West Sixth Street
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BACKWARD!

Mother: "What made the teacher
scold you this afternoon?"

Harold: "I was the only guy in
class who couldn't suggest a way to
stop the crime wave."

Oda Faulconer.

ANNOUNCEMENT

The Abbott-Lois Co.

Is now re-organized and has turned
over all interests to

The Business Sales Service Company

Office 632 Sun Finance Bldg.
Sixth and Olive

Fred A. Ballin, Jr., Pres.
Marion Lois, Mgr.

Father: "Smoking, hey?"
Son: "No sir, tobacco."

—Ruth Sapp.

"Everything was swimming
around me."

"Mercy, where were you—in an
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"No, Palm Beach."

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DRESSMAKER BY THE DAY—Roentgen, Vola De Graff, 1512½ Reid St.; BEacon 1942.

E

ELECTRO-THERAPY—Quinn, Margaret B., R. N., 611-D S. Coronado; DUNKirk 1832.

ELECTRONIC DIAGNOSIS—Wise, Sara E., M.D., 532 Auditorium Bldg.; FABer 0748. Residence, Bible Institute of Los Angeles, Metropolitan 6701.

ENGRAVER—Chipman, Emma L., 817 S. Los Angeles St.; TRinity 6441.

EXTENSION SECRETARY, SOUTHWEST MUSEUM—Dacier, M. Barbara, S.W. Museum; GARfield 4358. Residence, Angelus 6721.

F

FLORIST—Lathrop, Rose A., May Company, 8th and Broadway; BROADway 3940. Residence, Angelus 4801.

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FURNITURE—Fredericks, Katherine, President and Manager, Los Angeles Furniture Co., 720-722 South Hill; TRinity 0325. Residence, 1508 Victoria Ave.

FURS—Colburn, Annie L., Vice-President and designer, Colburn's, Inc., 716 S. Flower St.; TUCKer 2818. Residence, 510 S. Normandie; DUNKirk 6212.

G

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GLOVE CLEANER—Phipps, Eva R., 611 E. Santa Barbara Ave.; AXridge 2482. Residence, Sunset Canyon Country Club.

GOLF ACCESSORIES—Watson, Ada S., 802-810 Knickerbocker Bldg.; VANDike 6172. Residence, HEMPstead 5879.

GOWNS—Marks, Addie L., 235 S. Gramercy Place; FITzroy 4545.

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H

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I

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J

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L

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M

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MUSIC PUBLISHER—Taylor, Stella Dennis, 423 Consolidated Bldg.; METropolitan 4554. Residence, Belvedere Apts., Ocean Park.

N

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O

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P

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PROSECUTOR, DEPUTY CITY—Johnson, Amelia F., 409 International Bldg., Temple and Spring Sts.; TRinity 6261. Residence, 147 N. Harvard Blvd.; WA 9281.

PSYCHO-ANALYST—Mme. Anna Till, 709-710 Pantages Theatre Bldg. TUCKer 2501. Residence, Hotel Knickerbocker, BROADway 8085.

PUBLICITY—Dillon, Franc N., United Studios; HOLlywood 4080. Residence, 126½ N. Swall Dr., Beverly Hills; OXFord 3464.