

The LOS ANGELES Soroptimist



Service
Loyalty
Co-Operation
Tolerance

Annual Business & Style Show Program

BALLROOM—BILTMORE HOTEL

Tuesday, March 6, 1928—12 Noon Sharp

President MAYME V. MATTHAY, Presiding

HOSTESSES FOR THE DAY:

Dr. Nannie Dunsmoor, Adelaide B. Douglas, Adeline Fraser, K. Anthenette Foster, Lydia Hillyer, Bertha Just, Bertha Pearce, Grace Stoermer, Elizabeth Tomlinson, Agnes Woodward

SELECTION.....*The Irene Franklin Orchestra*

Official Opening.....*Mr. Seward Simon*
Representing the Los Angeles Chamber of Commerce

Official Announcer.....*Murel Knight, Soroptimist*
Classification—Public Speaking

Pages.....*Louise Kramer, Betty Wilkinson*

Whistling Specialty Act.....*"Spring"*
Miss Ruth Dougherty—Pupil of Agnes Woodward
(California Schol of Artistic Whistling)

First Division of Style Show—
Chairman Mrs Maude Louise DeCoursey
(Carlton Style Shop)

Presents—Sports Wear, Business Dress, Afternoon Frocks, Gowns, Evening Gowns.

Club Members as Models—Enid Beck, Aletha Gilbert, Franc Dillon, Ada Watson, Murel Knight.

Dr. Lillian Grandmason.....*Optometrist*
Presents—Miss Dorothy Huddleson
"The Dance of the Thousand Eyes"
("See Us and See Better")

Second Division of Style Show—
Chairman, Miss Agnes Reupsch

Ada S. Watson.....*Golf Accessories*
(Visit the only West Coast store with all departments of the game of golf)

Miss Martha Weaver.....*Elliott School for Girls*
Mrs. E. B. Myers.....*Uniforms*

Presents—"Elliott School Girls at Play"
(Send your daughter to the Elliott School for Girls and buy your uniforms at the E. B. Myers Company)

Margaret Stuber.....*Manufacturer*
Maude Bezze.....*Distributor*
of Byrdland Dresses
(You DO want your little girlie to look nice!)

Madame Georgene.....*Style Designer*
Offering Fashion Creations
(Georgene Frocks and Gowns are worn by the elite)

Mme. Theodora Balsbaugh—
Studio Manager, Southern California Music Co.
Presenting—Jean Marie Swift
("There is no substitute for Music")

Madame Anna M. Bergeron.....*Manufacturer*
Presents—"Permanent Beauty"
(The "Key to Beauty" toilet preparations are reliable)

Addie L. Marks.....*Dressmaker*

Offers "The LaMarque Gown"
(You look your best in gowns made to individual requirements)

Nettie Johnson Lux.....*Permanent Waving*

Presenting "My Lady's Coiffure"
(The Lux Permanent Wave Shop will care for your hair)

Miss Frances Shaner.....*Cosmetician*

Illustrating "Science and Beauty"
(The orben Beauty Treatment imparts radio-activity to the human skin)

Mrs. Nell Dougherty.....*Buyer of Notions*

Presenting—"The Notion Girl"
(Step in some time and say "hello" to Mrs. Dougherty at Bullock's)

Mrs. Hulda Burke.....*Wholesale Jewelry*

Presents—Helen Feinberg in "Correct Jewelry"
(There is jewelry for all occasions; for sport wear, for afternoon wear, for evening wear)

Mrs. Vola de Graff Roentgen.....*Dressmaker by the Day*

Presents—Mrs. Rex Nowell "The Bride," with attendants, wearing gown of Duchess Lace
(The gowns of the bridesmaid are furnished through the courtesy of Mme. Georgene)
(Bridal Bouquet furnished by Rose Lathrop)

Annie L. Colburn.....*Furs*

Presenting—Three Models

Miss Agnes Reupsch—
Presents—Bullock's Shawls and Scarfs

Mrs. Louise Malstrom.....*Artificial Flowers*

Presents Jean Marie Swift in "The Corsage Girl"
(Look out for the Patented Labels)

Miss Margaret Gilmore.....*Laces and Ribbons*

Mrs. Louise Malstrom.....*Artificial Flowers*

Offer—"Laces and Flowers"
(You cannot go wrong with the Malstrom Indestructible Flowers, or laces and ribbons from Miss Gilmore at The Broadway)

All hats shown are from the Matilda Olsen Millinery Shop.

The furs from Annie L. Colburn

Gude's good shoes furnished by Alberta Gude Lynch

Miss Norma Gould.....*Dramatic Dancing*

Appearing in "THE SARABANDE," a 17th Century French Court Dance
(Miss Gould's gown is of her own designing)

BUSINESS AND PROFESSIONS GROUP

ENID BECK, *Chairman*

- Enid Beck.....*Photographic Publicity*
 Photographs that Please
- Mrs. Isabel Moses, "Advertising Agency"—
"Advertising With a Meaning"
 (Most Results Because Most People Read Them)
- Mrs. Franc Dillon.....*Publicity, Screen*
 "We Make the Famous More Famous"
- Fern Dell Hunt.....*Investment Bonds*
- Peggy Mills.....*Accountant, Junior*

AMERICAN HOME

- Charlotte Clark.....*Crackers*
 "We Feed the World"—(Pacific Coast Biscuit Co.)
- Haydee B. Clarkson.....*Coffees and Teas*
 Ben Hur Coffee and Tea
- Margaret D. Reordan.....*Candy, Retail*
 "Sweets for the Sweet"
- Ida Schmadel and Assistants.....*Meats*
 "Meats That Are Real Meat"—(H. G. Chaffee)
- Alida Dyson.....*Swem "The Shade Man"*
 "The House of Better Shades"
- Dr. Marie McGill Corby.....*Tapestry Painting*
 Shown by Adeline Fraser
- Bessie Abbott Ochs.....*Oriental Furniture*
 "Appreciation for the Oriental"
- Katherine Fredericks-Davis.....*President and Manager*
 Los Angeles Furniture Company
- Christine Strang.....*Orange Tea Shop*
- Violet Turner Searcy.....*Interior Decorator*
 Simank Studio
- Miss Anna T. Schiebusch—
City Scheme Clerk, U. S. Post Office
 "Fly Your Mail"
- Mrs. Paula Steinen-Grath.....*Cutlery*
 "Cutlery That Cuts"
- Mattie Wallace.....*Designer, Lamps and Pillows*
 Presents—Peggy Montgomery in "The Lamp Lady"
- Helen Roberts Rankin.....*Real Estate*
 Residential Properties

AUTOMOBILES

- Flossie Hagenbaugh.....*Oil Lubricant*
 (Wholesale)
- Helen M. Parke.....*Auto Finance*
 "We Must Have Money to Have the Car"
- Frosta W. Pasley.....*Auto Dealer*
 "The Best in Cars and Prices"
- Mrs. Lena R. Pepperdine.....*Western Auto Supply Co.*
 Presenting—"Service With a Smile"
 ("Stores all Over the West")

ARTS AND MUSIC

HELEN LOUISE KRAMER, *Chairman*

- Mrs. Phoebe Ara White.....*Voice Teacher*
 Presents Her Daughter Miss Francia White
- Mae Carvell—
Industrial Engineer, Broadway Dept. Store
 Presents—"The Shop Girl of Yesterday"
 and
 "The Business Girl of Today"
- Louise Helen Kramer.....*Ball Room Dancing*
 Presents—Louise Phyllis Kramer
- Mrs. Cora Bee Sheffield.....*Art Studio*
 Presents—Elaine Lavingino
 (A Distinctive Studio)

EDUCATIONAL GROUP

MRS. GERTRUDE MAYNARD, *Chairman*

OUR CITY SCHOOLS—

- Susan M. Dorsey, Supt., Los Angeles City Schools
 (Honorary Member)
- Monette O. Todd, Supervisor of Salesmanship
- Laurine G. Broadwell, Ass't. Vocational Supervisor
- Eunice Knupp, Part Time High School
- Mme. Anna M. Till.....*Vocational Psycho-Analyst*
 "Are You a Square Peg in a Round Hole"
- Mabelle DeWitt.....*National School of Cosmeticians*
 "Training Makes Women Beautiful"
- Rose Hendee.....*Taxation Lecturer*
- Agnes C. Mahoney.....*Representative Tax Payers Assn.*
 "Education for the Tax Payers"
- Gertrude C. Maynard.....*Vice-Pres. Jones Book Store, Inc.*
 "Books are Tools"
- Blanche B. Harris.....*Subscription Sets for Children*
 "My Book House for Children"
- Mary E. Smith.....*Campaign Manager*
 "Putting Over Big Projects"

HEALTH AIDS—Hospitalization

ESTELLA ROATH, *Chairman*

- Dr. Olga McNeile.....*Surgeon*
- Dr. Charlotte Brown.....*Anaesthetist*
- Dr. Veturia Armstrong.....*Physician*
- Dr. Minnie Proctor.....*Children's Dentist*
 Presenting Paulette Steinen in "A Molar"
- Ann Hare Harrison.....*Writer and Producer*
- Sarah Reed (Associate).....*Children's Plays and Pageants*
 Presents—Rosebud Binkley in Popular Songs

INSURANCE—

- M. E. Clairemont.....*Marine Insurance*
- Dr. Nannie C. Dunsmoor—
Medical Examiner, Life Insurance
- Izora M. Scott.....*Actuary, Fraternal Insurance*
- Elizabeth Bowman Tomlinson.....*Fire Insurance*

LEGAL GROUP

AMELIA JOHNSON, *Chairman*
 (Portraying Justice)

- Mrs. Oda Faulconer, Miss Elva Hixon, Mrs. Amelia F. Johnson, Miss Elizabeth Kenney, Mrs. Francis Knox, Miss Marjorie Quigley, Miss Avis Rourke, Ida Viola Wells, Miss Florence Woodhead, Peggy Halloran.
- Represented by—Peggy Halloran

PUBLIC OFFICES

- Minnie Barton.....*Training Home*
 Caring for Girls Placed on Probation by Municipal Court
Bide-a-wee Home
 Caring for Deserted Mothers and Babies
- Aletha Gilbert.....*City Mother*

THE PRESS

- Grace Fry.....*Los Angeles Saturday Night*
- Estelle Lawton Lindsay.....*Los Angeles Evening Express*
- Gene Loughborough.....*Los Angeles Examiner*
- Ruth McClintock.....*Los Angeles Evening Express*
- Frances Morrin.....*Los Angeles Examiner*
- Myra Nye.....*The Times*
- Gertrude M. Price.....*Los Angeles Record*
- Kate Brew Vaughn.....*Los Angeles Evening Express*
- Caroline Walker.....*Los Angeles Evening Herald*

Members not participating in exhibits owing to unavoidable circumstances:

ADVERTISING—

K. Anthenette Foster.....*"Ask Mr. Foster"*
 Marion Lois.....*Business Building Service*

AMERICAN HOME—

Claude Campbell.....*Insecticides*
 Minnie Grogan.....*Lumber, Retail*
 Dorothy Hall.....*Lighting Fixtures*
 Alberta P. Hinson.....*Social Director*
 Grace Hanson.....*Stucco Manufacturer*
 Clara Lewis.....*Bakery*
 Nettie Taff.....*Food Demonstration*
 Addie Mae Thomas.....*Building Construction*
 Golda Madden Wright.....*Towel Supply Co.*

REAL ESTATE—

Mary Jean Henley.....*Realtor, Business*
 Rose Walker.....*Office Building Manager*

AUTOMOBILES—

Bertha M. Pearce.....*Auto Tours*
 Alberta P. Wilson.....*Garage Owner*

INSURANCE—

Cora B. Fithian.....*Life Insurance*
 Delphine Sutcliffe.....*Associate*
 Georgia L. Pickrell.....*Insurance Broker*

FINANCE—

Marie Hass.....*Banking*
 Grace Stoermer.....*Banking, Woman's Dept.*
 Lina D. Willis.....*Trust Company*

COMMUNITY ACTIVITIES—

Rose C. Bryant.....*Crippled Children's Clinic*
 Winifred M. Hausam.....*Vocational Director*
 Beatrice Lantz.....*Vocational Research*
 Elizabeth Hare Harrison.....*Board of Relief Investigator*
 Mary M. Russell.....*Camp Fire Girls*

STYLE—

Edna M. Kinney.....*Hosiery*
 Minnie H. Watson.....*Hemstitching, Pleating*
 Mary H. Wipperman.....*Hair Goods*
 Esther Buttel.....*Men's Shoes*

EDUCATION—

Mary Sinclair Crawford.....*Dean of Women*
 Lydia Crossley.....*Corsetiere Instructor*
 Mme. Louise Savant.....*Music Appreciation Lecturer*
 Edith Weir.....*Appointment Secretary*
 Madge B. Burnham.....*Law Course, Correspondence*

HEALTH AIDS—

Hildegard D. Cramer.....*Dental Hygienist*
 Harriet L. Connor.....*Osteopathic Physician*
 Etta Gray.....*Gynecologist*
 Genette Harbour.....*Orthodontist*
 Della Hubbard.....*Chiropodist*
 Edith Iona Moon.....*Chiropractor*
 Sarah L. Murray.....*Obstetrician*
 Evangeline N. Percival.....*Pediatricist*
 Alice Hay.....*Physical Exercise*

HOSPITALIZATION—

Gertrude C. Griffith.....*Hospital Organizer and Adjuster*
 Harriet W. Pahl.....*Hospital Superintendent*
 Marie Compton.....*Ambulance Service*
 Madge H. Connell.....*Funeral Director*
 Margaret B. Quinn.....*Electro-Therapy*

PRESS WOMEN AND WRITERS—

Alice Mavor Edwards.....*Journalist*
 Nina M. Richardson.....*Literary Critic*

ARTS AND MUSIC—

Adelaide Brewer-Douglas.....*Piano Teacher*
 Sylvia Harding.....*Violinist and Teacher*
 Lydia Knott Hillyer.....*Actress, Screen*
 Harriet Kenyon.....*Choir Director*
 Edith Hartley.....*Singer*

COMMERCIAL ARTS—

Emma L. Chipman.....*Engraving*
 Bertha M. Just.....*Photo Engraving*
 Ethel W. Lee.....*Printing*
 Stella Dennis Taylor.....*Music Publisher*

MEMBER-AT-LARGE—

Minorah Z. Ellison
 Margaret Filkins

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A Book for Every Taste
A Book for Every Purse**

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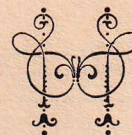
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