

Women

*of the Communities of
Northeast Los Angeles*



MRS. KENNETH PETERSON
Homemaker 1964

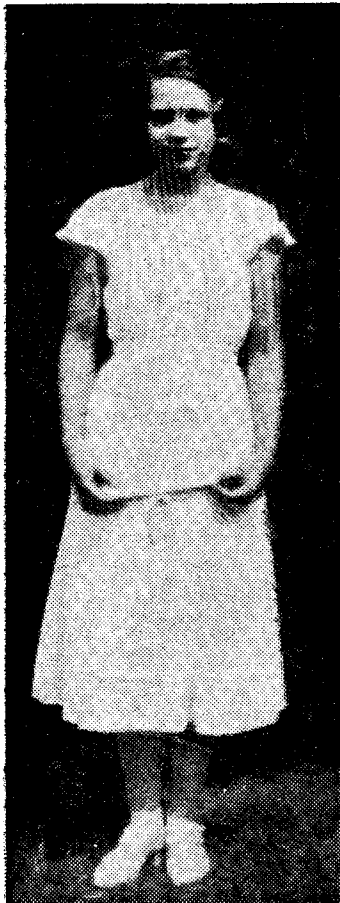
*A 48 page Pictorial and Feature Review... of the Women's Organizations
of the Communities of Northeast Los Angeles, what their activities mean
to the social and cultural structure of Our Communities; with the spotlight
on those women leaders who have contributed to the development of our special
way of life.*

NORTHEAST NEWSPAPERS

November 8, 1964

Mrs. Homemaker of 1964

We salute.... Clara Peterson!



"CLARA"

Once upon a time there was a pretty little girl who lived in a big two-story house in San Antonio, Texas.

Full of sugar and spice as all little girls are supposed to be, little Clara Koscielski was the apple of her daddy's eye, and holding hands, the two of them went for long walks through the cornfield in the early morning under those extra-big, extra-blue Texas skies.

0-0-0

"She's the sweetest daughter anybody ever had, but maybe I'm prejudiced..." said her mother, Mrs. F. M. Koscielski.

Clara, now grown up and the mother of nine, finds that a lot of people agree with her Mom... especially the five judges in Northeast Los Angeles who just this week decided that Clara (now Mrs. Kenneth Peterson) was the best "Homemaker" in this town.

She may be the best one in the United States, too, but nobody will know about that until after she competes for the national title in Chicago next week.

0-0-0

Clara's nine happy, healthy children adore her and the three grandchildren sing her praises, too. Just about her best fan of all is her husband, Kenneth Peterson, a tool coordinator for Pendleton Tool Industries.

He and Clara were married shortly after her graduation from high school. Clara grew up right here in Highland Park and graduated from St. Ignatius. She likes living in a suburban community and wouldn't change locales for the world.

0-0-0

"There is a close feeling to everyone around. You can walk down the street and always meet someone you know," she explains.

And everyone she meets has something to say about Clara Peterson...

"She is a model of efficiency in everything she undertakes..." so says her neighbor Mrs. Therese Marshall.

"If more families were raised like the Peterson children, we wouldn't be having delinquency today..." Mrs. J. R. Trotter, another neighbor, who also remarks, "The neighbors all wonder how can she do so much and still look so sweet and happy all the time."

0-0-0

"The Peterson's family religion is something they live every day... not only on Sunday..." notes Mrs. Dorothy Anderson.

"A wonderful cook... and at times on a tight budget... always self possessed and attractively dressed... a fine manager... a wonderful disposition... a tireless worker for all philanthropies... a leader who has assumed the presidency of many civic, church and social organizations."

But home comes first to Clara.

"While there are children at home I believe a woman's place is in the home. It is important to be at home when they



CLASSMATES AT ST. IGNATIUS KNEW SHE'D SUCCEED.



CAP AND GOWN DAY
HIGH SCHOOL DAYS WERE OVER.

return from school with all their pleasures or their problems. If you are not present at that time, the memory of it all wears off and later it is completely forgotten and sometimes it is too late to be of help."

0-0-0

Mrs. Peterson puts a lot of emphasis on "listening." As a wife she strives to be a constant companion, have meals on time and her husband's clothes in good condition and is always "ready to listen to his problems of the day."

To be a good listener is a big part of being a good mother. The same thing was true of Clara's "borrowed girls" of her Girl Scout Troop which she headed for ten years.

"Problems always seemed smaller after they'd been told to Mrs. Peterson."

0-0-0

A perfect Homemaker, kind, sweet, community minded but providing the heart of the home... this is Mrs. Clara Peterson, the little girl from "San Antonio" whom we salute in this magazine... all about women.



SHE MUST HAVE BEEN A
BEAUTIFUL BABY!



DADDY'S GIRL
... BACK HOME IN 'SAN ANTONE'

Hurry!
Hurry!

FINAL DAY!

Today
10 a.m.-6 p.m.

TRUCK LOAD

SALE

NEW
1965

RCA VICTOR

New Vista[®]
MARK 10

COLOR TV

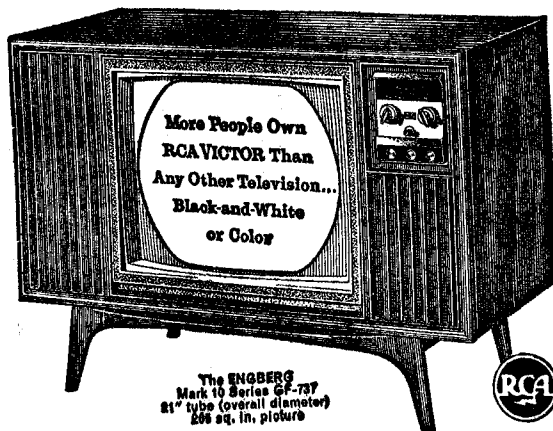
WITH 82 CHANNEL VHF-UHF TUNING



VIRGIL GAITHER, OWNER OF TELEVISION CENTRAL RELAXES IN RCA FACTORY WAREHOUSE AFTER MAKING DEAL ON TRUCKLOAD WITH THE COMPANY. MR. GAITHER'S VOLUME BUYING ASSURES THE LOWEST PRICES EVER.



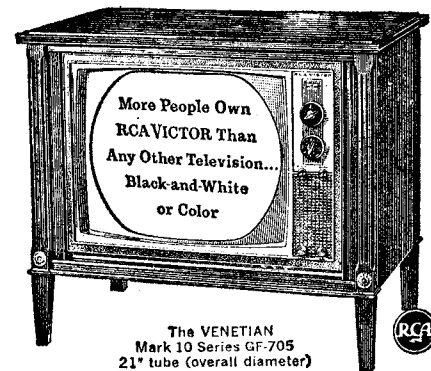
The MARTINIQUE
Mark 10 Series GF-743
21" tube (overall diameter)
265 sq. in. picture



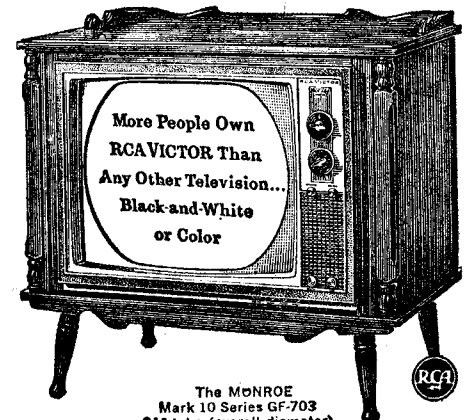
The ENGBERG
Mark 10 Series GF-737
21" tube (overall diameter)
265 sq. in. picture

TELEVISION
CENTRAL
maintains
a complete
color television
service dept.
All technicians
are
factory trained
to keep your
new color
television
in perfect
color balance.

"HOME OF BLUE
RIBBON SERVICE"



The VENETIAN
Mark 10 Series GF-705
21" tube (overall diameter)
265 sq. in. picture



The MONROE
Mark 10 Series GF-703
21" tube (overall diameter)
265 sq. in. picture

WE BOUGHT IN VOLUME
AND PASS THE SAVINGS ON TO YOU

TERMS AS LOW AS 3⁵⁰ WEEK

Truckload Discount

ON ALL RCA VICTOR COLOR SETS

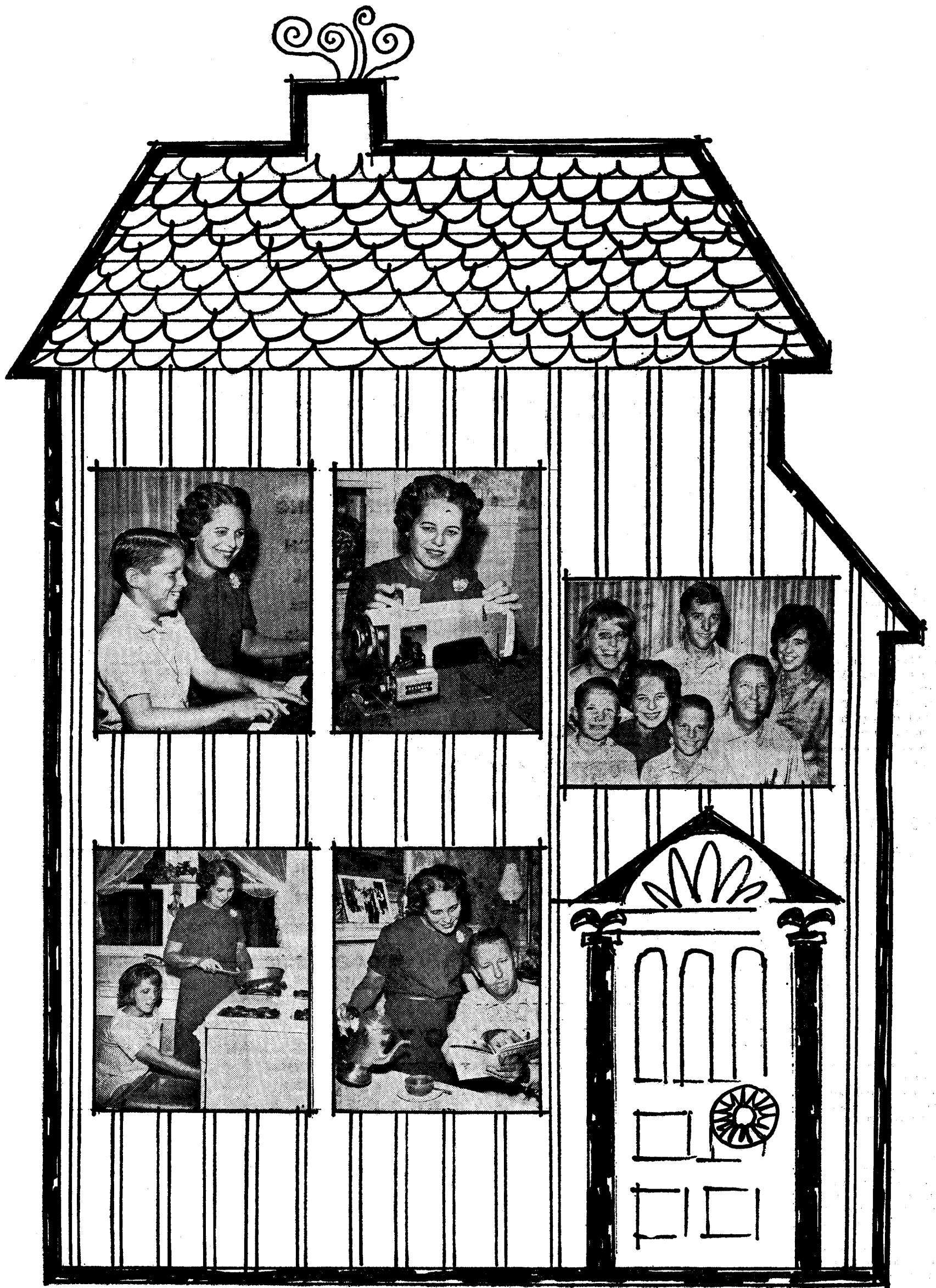
TELEVISION CENTRAL

4305 EAGLE ROCK BLVD.

LARGE PARKING LOT IN REAR

ONE BLOCK OFF YORK





*This is the home where Clara lives
full of love and life that she always gives
With children nine and a husband there
is it any wonder we chose her with care?*

Grandmas are part of PTA

Grandma doesn't sit in her rocker and knit any more. Good heavens no! She's off to PTA, manning festival booths, serving hot dogs, kicking up her heels at the Founders' Day program . . . or just about anything.

At Rockdale Elementary, for instance, there are no less than eight grandmas very active in affairs.

There's Mrs. James Bettini, ways and means and hospitality committee; Mrs. Joseph Cooper, who was treasurer, auditor and holds many chairmanships; Mrs. Margaret Peltier and Mrs. Emma Starks, always offering their services.

There's Mrs. Donald Stephenson, a past president, who's starting in on the second generation this year, serving as a room representative.

Mrs. Charles Wells, who now has her Grandma degree, has been vice president, parliamentarian, chairman of health and program. She also serves with the Highland Council and is a member of the Mothersingers.

Mrs. D. E. Chenault has had charge of flowers, press and inspiration and is always on the go, taking part in youth activities.

Love of Bach set stage for club

Early in 1919 Mrs. Aida Ludlow noted a newspaper announcement of Bach programs which her pupils were attending and became very interested. She felt that in teaching Bach one must have a knowledge of music.

She phoned Mrs. Constance Braasch of Eagle Rock and agreed to meet her at the Carnegie Library (now the City Library).

It was a cold and rainy day, but against that drab background the two ladies laid the plans for a very colorful music club in the community of Eagle Rock, where much musical interest had been noted. Dedicated to the continuance of the study of music, the Thursday Morning Club was formed, boasting just five members at the start.

The club's motto was established as "Harmony" and the colors, green and gold.

The object of the club is to promote the love and knowledge of music in all its phases, thereby developing within us a larger capacity for work along these lines and to promote musical interest in Eagle Rock.

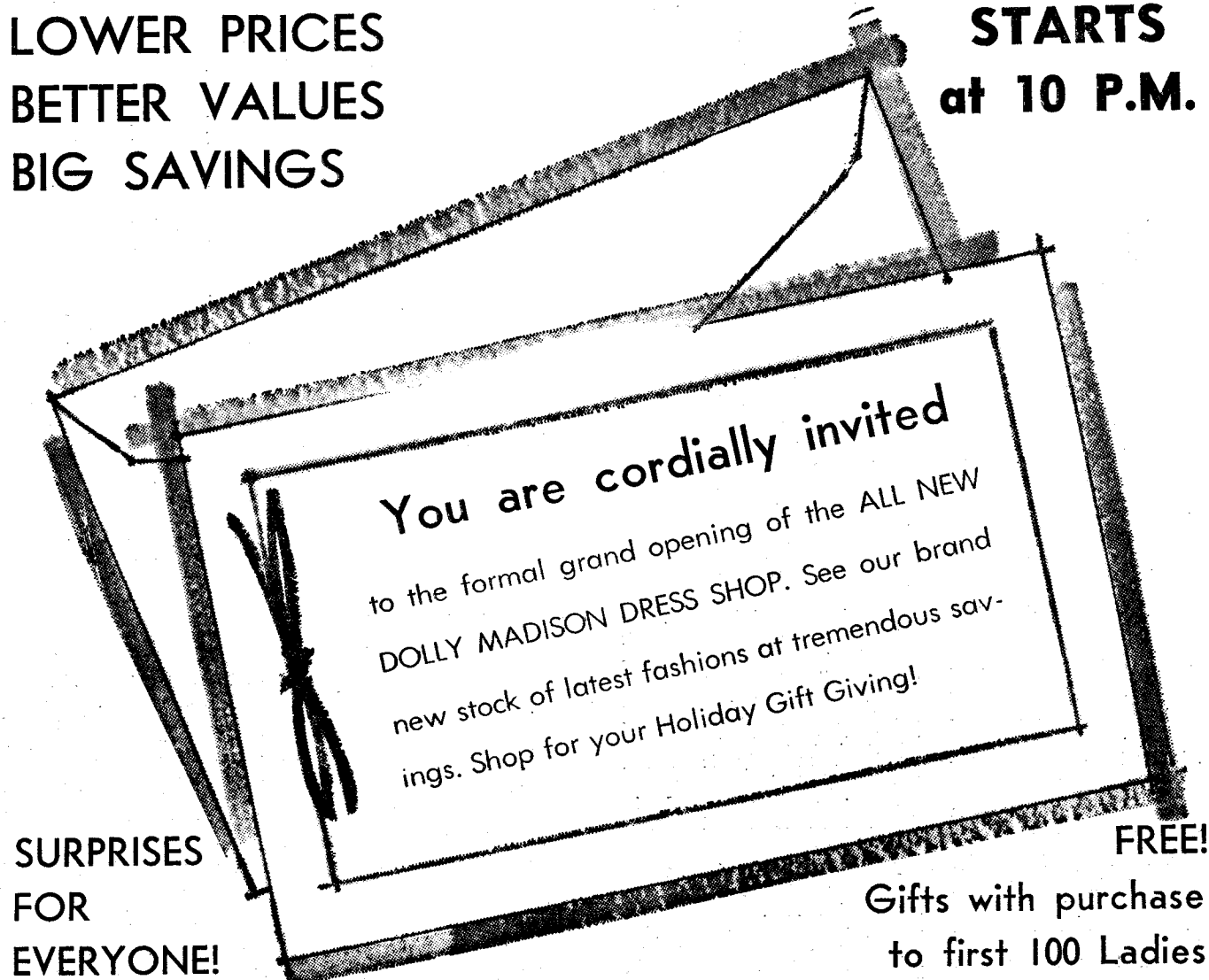
The club meets twice a month in the members' homes, where musicales featuring vocal, piano, harp, cello and violin selections.

There are now 24 active members and six associates.

GRAND OPENING SALE!

LOWER PRICES
BETTER VALUES
BIG SAVINGS

STARTS
at 10 P.M.



SURPRISES
FOR
EVERYONE!

FREE!
Gifts with purchase
to first 100 Ladies

SWEATERS

Italian Mohair
Hand Knits
Values to \$17.98

8⁹⁸

Hand Embroidered
Acrylic in White
and Holiday Colors

4⁹⁸ - 5⁹⁸

Many More

SPECIALS WILL
BE FEATURED IN

OUR STORE

DURING OUR

**GRAND
OPENING
SALE!**

DRESSES - JUMPERS

\$5

\$8

\$10

SKIRTS

Pleated - A - Straight
New fall Styles and Colors.

Values to \$6.98

3⁹⁸

CAPRIS

Cotton Twill

1⁹⁸

Just Arrived
Beautiful Lace
PANTIES

NOW
FOR **1⁰⁰**

SUITS

Excellent for fall
and Holiday Wear

Values now to
\$16.98

\$8

\$10

BLOUSES

Long Sleeve
Print & Solid Colors

1⁹⁹

TERRY ROBES

Beautiful Gold,
Blue and Pink Prints

At Low

6⁹⁸

NEW **Dolly Madison**

5621 N. FIGUEROA

USE BANKAMERICARD AND OUR LAYAWAY PLAN

**OPEN FRIDAY
TILL 9 P.M.**

CL 7-2582

'Philanthropy First' say Juniors

The Junior Women of the 20th Century Club of Eagle Rock are young women between the ages of 18 and 35 who are of service to the community and who believe in promoting cultural and philanthropical activities. The motto of the club is purpose and achievement, this has been true since 1933 when the Junior Club was organized.

The Junior Women have been affiliated with the California Federation of Women's Clubs and the Verdugo-Metropolitan District since 1934 and with the General Federation of Women's Clubs since 1943.

Mrs. Bryant Noakes, president, has set as her theme for the year, "Keys of Opportunity," and through service to youth the Junior Women fulfill this theme. Last March, Mrs. Noakes was head of the Women's Telephone Committee for the new northeast YMCA. Junior Club Women and board



members were on the committee and attended most of the fund raising dinners along with Jean.

The regular club year runs from September through June, but the Eagle Rock Juniors are active all year. During the summer months the night meetings were cancelled and instead the Juniors met once a week for a social hour. Each member held the coffee hour at her home and a charge of fifty cents for coffee and donuts was collected by Mrs. Ray Seligman, ways and means chairman.

The money collected will be used for the Juniors' philanthropies which include the Hathaway Home for Children, Orthopaedic Hospital, the Remedial Reading Center of Eagle Rock, Campership Coordinating Council, a needy family and three elementary school libraries. The Juniors are also working hard to find a way to help curb drop-outs among high school girls.



Eagle Rock. Money made from the sale of tickets will go to the youth of this community.

Mrs. Ward Hogan, a past junior president and now senior coordinator, along with Mrs. George Normington, associate coordinator, attend all meetings and help guide the Juniors. Projects that include both Senior and Junior Women's Clubs are: in December, the Senior White Christmas Breakfast; in January, the Junior-Senior Husbands Night; and in February, the Senior Camellia Fashion Show.

ER Business and Professional Women

Working Gal's best friend

The Business and Professional Women met in St. Louis in 1919 to form a Federation. In 1923 the Eagle Rock Club was formed. It was one of the first in California.

Dr. Mary Le Clere, now retired osteopath physician who still resides on Rockland Ave. in Eagle Rock, was one of the founders. Mrs. May Snow, who now resides in Santa Cruz, was its first president.

The Eagle Rock Business and Professional Women is a club in the Sunset District, which is made up of 27 separate clubs.

The Eagle Rock Club meets on the first Monday of every month for its business meeting and the third Thursday for the dinner and program meeting. Business meetings are held in members' homes and the dinner meetings are at well-known restaurants.

The Federation objectives are:

1. To elevate the standards for women in business and in the professions.
2. To promote the interest of business and professional women.
3. To bring about a spirit of cooperation among business and professional women of the United States.
4. To extend opportunities to business and professional women through education along lines of industrial, scientific and vocational activities.

The Business and Professional Women have a mature women's program, also a small business program.

The Emblem

The flaming torch symbolizing leadership — lighting the way for all to follow — is the emblem. The ship of commerce — progress carrying our message into all lands; the scroll of learning — knowledge recording our ideas and our faith; the winged victory of "Samothrace" — success representing the efforts of all members to bring the honor of achievement to all womankind; held together in the endless circle of shining gold — comradeship, denoting that spirit of friendship which binds all members to-

gether in mutual interest.

The theme of the Eagle Rock Club is, "Togetherness in Cooperation." Delegates attend fall and winter conferences, district, state and national conventions. The paper which is published monthly is called, "The Eaglette."

Sister club sponsored in April, 1964 is the Highland Club.

A scholarship is given every year to an Eagle Rock high school girl. A new program is called, "Youthpower U.S.A."

BPW is a participant in the Friendly Library Club whose president is Miss Lela Frances Bailey, a past president of the Eagle Rock BPW. Another past president, Dr. Lula Marie Jenkins, is president of the Weavers' Association.

The Eagle Rock Business and Professional Women are members of the Chamber of Commerce and attend Coordinating Councils. Three members work on the YMCA project which the BPW donates to and to which the BPW donates and on other civic projects.

If you are a working girl or woman or are in business and want to know more about

our organization, call membership chairman Mrs. Violet Christian at CA 1-9427 or president, Esther Waggoner at CL 7-6889.



Esther Foster Waggoner
"A Leading Lady"

Eleanor was the first

Northeast Los Angeles' first entry into the Homemaker USA contest in 1962 was Eleanor Degenkolb, an ardent community worker who feels that "her home comes first."

Always on the go, always ready to lend a helping hand wherever is needed, Mrs. Degenkolb enlarged her family circle of three children to make room for her two orphaned nieces.

And what a happy home it is where there is always a family project under way; something cooking in the oven . . . even if Mom is usually on the phone making plans for PTA, YMCA, March of Dimes, Red Cross or a civic betterment committee meeting.

Mr. Degenkolb, a former Los Angeles fireman, is mighty proud of Eleanor and she's proud of him, making for a harmonious union. The youngsters have never been hampered with over-formality in the home and theirs is a family circle where everyone's rights are important.

She represented our area in 1962, taking the trip to Chicago where she participated in panel discussions with homemakers from all over the United States and gave a fine accounting of herself.

Community salutes its oldest 'girl graduate'

Gracie Booher Shepard waited until she was 74 years old to graduate from college, and takes real pride in being one of the oldest "grads" in Northeast Los Angeles.

It took a long time for Mrs. Shepard, a bright-eyed, brilliant "coed" to get that coveted sheep skin, but she was determined.

Gracie lost her mother when she was just four years old and as "the middle one" in a family of seven there was much to do to help her Texas Daddy in rearing his family.

When her older sister married at a young age, it was up to Gracie "to bake the biscuits." "There wasn't anybody else to do it," she chuckles. "So I had to."

But through sheer necessity she became the most famous biscuit baker in the Lone Star State. She doesn't say so. Those who ate them said that. She didn't have any particular recipe . . . just took flour and salt and baking powder, lard, buttermilk and a pinch of soda. "Don't roll them too thick. Get them brown and crunchy and when you open them up . . . wow!" she explains.

She also became famous for her turkey dressing, using Texas corn meal.

Maybe it was her expert cooking that attracted Mr. Shepard to the Texas ranch . . . or it might have been her big blue eyes and cheerful smile . . . Anyway Gracie married and went with her spouse to Arizona where they built on government ground a school and community center for the Navajos.

Starting out with eight pupils, Gracie began her stint as a schoolteacher, and found the Indian youngsters eager to learn.

"They learned to read slowly, but they could count up to a hundred when they were very young. This came as a result of counting their sheep and goats, keeping track of them on the range."

They seldom presented any behaviour problems and were extremely well behaved.

Mr. Shepard's health began to trouble him and the family (now including three children) moved to Highland Park.

It was many years later when Mrs. Shepard decided to finish her schooling which had ended at a Tennessee finishing

school for young ladies.

Last June she made it, and stood on the platform with some 943 graduates at Los Angeles City College, proudly accepting her diploma.

Mothers' Club tripled membership

The Mothers' Club of St. Dominic's School was started in 1946, with Mrs. Lawrence Dixon as the first president. At that time, the membership was 125. Today the Mothers' Club, under the presidency of Mrs. Marion Kemp, has 375 members.

The Mothers' Club has three aims — spiritual advancement, financial aid to the school, and social advantages for the members.

The Mothers' Club was founded for the spiritual benefit of its members. One Sunday each month the members attend Mass and receive Holy Communion in a group. A mass is offered each month for all members, both living and dead. Study groups are held and each year a special committee is formed to encourage all Catholics in the area to subscribe to the Archdiocesan paper, "The Tidings."

Many Projects

As would be expected, one of their primary objectives is the raising of funds to help the children and the Sisters of St. Dominic's School. Throughout the school year they sponsor various projects to obtain these funds. Some of the projects are a Halloween Festival for the children, a parish dinner in October, an enchilada dinner in May, a fashion show and concerts.

The community of Eagle Rock also benefits from the Mothers' Club. Brownies, Girl Scouts, Cub Scouts and Boy Scouts are sponsored by the organization. We send a representative to the monthly meetings of the Eagle Rock Coordinating Council and to the Archdiocesan Council of Catholic Women. Each year members of the Mothers' Club make their quota in the annual United Way Fund Drive.

Catherine Ivers...busy mother, successful career

Mrs. Catherine Ivers...hers is a real success story and a saga of what a woman with determination and the love of hard work can do when she's

put to the test.

It was 51 years ago that Mr. and Mrs. Ivers went into business in a tiny eight-foot area drygoods store, part of the La

Mode Shop, then located on Pasadena Ave. (now Figueroa) and N. Ave. 26.

Although endowed with a lot of ambition and energy, it is doubtful that Mrs. Ivers ever dreamed at that time to what extent their tiny dry goods store would grow and GROW!

Born Catherine Rose Rogers, Mrs. Ivers came to Los Angeles in 1908 with her mother and sisters. Here she attended college and graduated with a teaching credential. She met and married Ivers in 1912, and became the mother of six children: Jesse Jr., John, Bill, Jane (Atckison), Betty (Atckison) and Mary (Bartlett).

Here is a real family venture in business where the youngsters helped to build and shared in the founding of what is the largest department store in the area.

Combining the rare virtues of homemaking and business know-how, Mrs. Ivers represents 51 successful years on both scores and has become a truly great community leader.



MRS. CATHERINE IVERS

Highland Poets

Only one lone poet showed

The Poets of the Highlands was founded by Imojean Earl Younger in January, 1940. That Fall she called at the Arroyo Seco Library to ascertain the names of local poets, that poetry lovers in this area might meet together and help each other in the study and writing of poetry.

That first meeting only one lone poet met with Mrs. Younger because of the heavy rain that afternoon.

In 1941, at the invitation of one of the charter members, they were invited to join the State organization, The California Federation of Chzparal Poets, in which they have ever since taken an active part.

Their present officers are: Lenore McLaughlin Link; president; Margaret L. Youngblood, vice president; Imojean Earl

Younger, secretary; Peggy Horn Hawkins, treasurer; Clara Sloan Parrish, chaplain; Naoni A. Dallas, analyst; Mrytle Ritter, social chairman, and Margaret L. Youngblood, publicity.

Poets of the Highlands hold monthly meetings in each other's homes and now have a membership of 13. They are a creative-study group, including artists, composers, along with all members writing all kinds of poetry. Through the years several have published books and many fine poems have been published in leading magazines.

They will celebrate their 25th anniversary in January, 1965.

'LA Beautiful' started in Eagle Rock

The community of Eagle Rock proudly points to Mrs. Valley Knudsen, who started her "Los Angeles Beautiful" program right here in this area, and since that time has spread the gospel of beautifying mundane city appointments all over the country.

Almost single-handedly, this little lady approached hard-headed executives who once thought that beautification was an unnecessary frill, and showed them how it actually paid off in dollars and cents.

Most significant was her research which proved that tree-lined streets are more frequented by eager shoppers than the plain asphalt and concrete.

She is still a member of Eagle Rock Twentieth Century Club and often returns to her old home on speaking engagements for which she is so famous.

She serves in the women's division of the Los Angeles Chamber of Commerce and was president from 1947-49. She is also on the Los Angeles Board of World Affairs Council and was its vice president from 1955-59.

In 1962 she received an honorary degree of law from Loyola University.

An avid traveler she has spent much time abroad, comparing our ways of beautification with those of other cities throughout the world.

Win by losing

You win by losing when you join the Dieteers of El Sereno, chapter of the famous TOPS reducing club.

One plump lady lost 125 pounds in a year. Woe be to those who gain. They must wear a "pig bib" . . . All a lot of fun and a lot of losing.

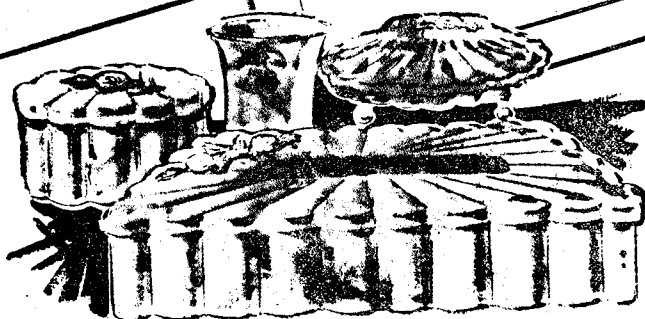


Highland FURNITURE

You're Invited

We cordially invite you to visit
our newly remodelled Highland Furniture!
You'll enjoy shopping for home furnishings in the
spacious, bright atmosphere that we
have created for you . . .

In the following pages, we present a truly sensational
"Parade of Bargains" of carefully selected
furniture and appliances . . . famous name brands . . .
All drastically reduced as we introduce our new
"Home". Do come in and pay us a visit . . . soon!
5615 North Figueroa



Free!

5 Piece LADY'S VANITY ENSEMBLE
FREE WITH PURCHASE OF \$39.95 or more.
Perfect for the bath, boudoir or vanity table.
Tissue box, shell soap dish, tumbler and puff 'n
powder box . . . decorated with tiny roses.
Comes completely gift boxed!

Council of Churchwomen

Twelve million women can't be wrong

By Helen Clifford Peters

Eagle Rock Council of Church Women, an affiliate of United Church Women of Southern California - Southern Nevada, was re-organized in

1949, largely through the interest and preliminary work of Mrs. Samuel H. Sayre, wife of the then rector of St. Barnabus Episcopal Church.

It had formerly been affiliated with the Los Angeles Council of UCW, but with less local church participation due to traveling and time problems.

At present, there are 10 churchwomen's organizations in the Eagle Rock Council, some actually outside the community boundaries. (Because a congregation of Methodists and Congregationalists called United Church of Eagle Rock, the Council slightly altered the usual term, United Church Women, to avoid confusion.)

The Council's purpose is stated thus: "The purpose shall be to unite churchwomen in their allegiance to their Christ, through a program looking to their integration in the total life and work of the church and to the building of a world Christian community."

The year-round theme of national and local United Church Women is "Unlimited Christian Witnessing."

Churchwomen's organizations, missionary societies, associations, fellowships (or whatever term is used) may become a part of the Eagle Rock Council by the donation of an annual \$5 (minimum) gift, and the appointment of one or more "keywomen" to the council meetings. Most of the present membership put in larger donations in their own budgets for council projects.

Officers and committee chairmanships are chosen from the membership-at-large of the affiliated churches and are elected annually, though many serve the office more than one year.

The following groups are in the Council: Women's Missionary Society of the Glassell Park and Highland Park Baptist Churches; Christian Women's Fellowship of Eagle Rock and Cypress Park Christian Churches; Episcopal Church Women of St. Barnabus Church; Women's Association of Eagle Rock, Occidental, Mt. Washington and Highland Park United Presbyterian Churches (the latter two coming into the Council this Fall); and the Women's Fellowship for Christian Service of United Church of Eagle Rock.

All UCW councils throughout the nation are inter-denominational, inter-racial. More than 12 million women in over 3200 local councils (with 84 in our state organization) represent a "voice and a power" to get needed things done unitedly, and to prevent civic and national evils to flourish. "Never underestimate the power of 12 million women!" might be a welcome adage in our day and time! United Church Women are "color blind," Good-Samaritanly Inclined and stress and practice and work for education for all who desire it, a commitment to the Christian way of life, and definite service to others of any nation and people.

Eagle Rock Council president is Mrs. Jack F. Topping (254-5357) member of United Church. She will be succeeded in January 1965 by Mrs. Shelby T. Reid (221-2698), member of Cypress Park Christian Church. Meetings are held monthly, or on call, in homes or church social halls.

The Council sponsors annually the "3 Great Days" of national United Church Women: World Day of Prayer, always the first Friday in Lent; May Fellowship Day, always the first Friday in May; World Community Day, always the first Friday in November. Also, to foster and expand local inter-church fellowship the Council puts on social events, all open to the public, some with admission fees, or other fund-raising occasions to carry on the home and other lands projects. It's "Salvation Army Christmas Cheer Fund" on Dec. 13, when our women "become S.A. Lassies" and ring the bells on Colorado Blvd., that one day, will for the 4th consecutive year be its most helpful local service project.

As homemakers, as the household's purchasing agent and manager, as civic leaders and guardians of our cultural values, Jim Madrid toasts the women of Northeast Los Angeles.

"The Women" God Bless Them

What would the communities of Lincoln Heights and others of Northeast L. A. be without those women and women's organizations that have done so much to make them better places in which to live. Western Auto is dedicated to serving their homes and gardens needs at greater savings every day!



HOMEMAKERS SALE! FOR WOMEN ONLY

• MEN WILL BE ADMITTED WITH NOTES FROM THEIR WIVES •

Coffee Table Stereo with AM/FM Radio



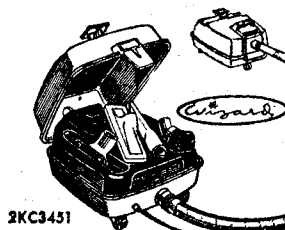
Drift-free
FM/AM radio!
•
4-speed
automatic
changer!
•
8" and 4"
speakers in
each end!

No Money Down

Lustrous fruitwood finish
vener! Top treated to
resist burns, scratches!
Turntable-drawer pulls
out! Matches any decor!

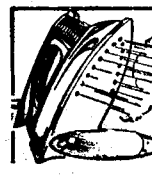
ADC5436

\$149⁸⁸ Reg.
169.95



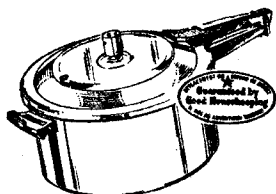
2KC3451
**Super-Jet
Vacuum Cleaner \$39⁹⁵**

Fan jet motor! Built-in
tool caddy! Toe switch!



G.E.
**Steam and
Dry Iron
\$10⁴⁹**

Reg. 14.95

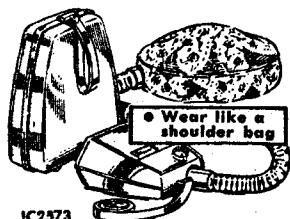
Automatic Fabric
selector dial!

8, 10, 15 lbs. pressure!

**Mirro-Matic
Pressure Pan**

Prices
Start at
9.49

Indestructible gauge!
Top safety fuse!



JC2573

**Portable
Hair Dryer**

\$15⁷⁷

Reg. 17.45

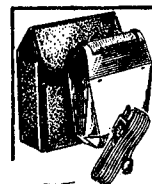
Precontrolled safety heat!
"Tote 'n Travel" case!

**Be Sure to
COME IN**

And Pick Up

Your Catalog

With Over

12,000 Items

**Electric
Shaver
FOR HIS GIFT**
All Leading Brands
AS LOW AS
\$9⁹⁹

Micro-thin head!
Smooth shaving!**JIM MADRIDS****WESTERN AUTO****2122 N. BROADWAY****CA 2-0171**

It started with Shakespeare

On Jan. 26, 1898, Mrs. Chester P. Dorland invited the women from the community to the Church of East Los Angeles, now known as "Lincoln Heights," to meet with her to form a class for the purpose of studying Shakespeare's plays; about 20 responded.

The interest in this new line of work was soon so manifest in the community that "The Wednesday Morning Club" was at once organized, with Mrs. A. D. Clark as its first president, and Mrs. Dorland conducting the study class. The Congregational Church at 2440 Daly St. opened its Assembly Hall as a meeting place. This was, with the exception of

three years when Campbell and Schleicher Halls were rented, the home of the club until it moved into its Club House Jan. 4, 1911.

The Wednesday Morning Club has from its inception held to the purposes of its founder, and is essentially a study and philanthropic club.

The club has had many of its members called to responsible positions in the Los Angeles District Federation. The club joined the Federation in 1900, and has participated actively in all matters pertaining to the District, State and General Federations, keeping in touch through club chairmen appointed by the president, who present reports on the subjects assigned to them.

In addition to Shakespeare,

sections were soon added for the study of current events, music, history, physical culture, French and Spanish. In 1910 a Rambler's section was formed: in 1914 the "Dickens Fellowship" united with the club and the Dickens section was added.

It was felt the club would not progress as it should until it had a "home." On May 25, 1909, the Wednesday Morning Club Building Association held their first meeting with Mrs. F. E. Prior as president. With loans, carnivals and life memberships the building fund grew rapidly. Miss Martha Thompson offered the lots located at the southeast corner of Sichel and Avenue 28, upon condition they erect a club house at an expense of not less than \$4000. The club house was erected at

a cost of \$5500 with a mortgage indebtedness of \$3000 which was paid by Jan. 9, 1918. In May, 1918, the building association sold and transferred all real estate to the Wednesday Morning Club, a corporation. On July 8, 1924, a loan of \$11,000 was made to enlarge the dining room, build a new kitchen, office and make other improvements. Finally on June 3, 1942, after years of hard work by every president and her board, the mortgage was burned.

Through the years since 1942, including the present administration, it has been the aim of each president and her board to live up to the high cultural and moral standards set by the officers during the previous years. Sections have been add-

ed from time to time to meet the requirements of the membership. At the present time, the active study sections are Shakespeare, music, drama and handicraft and literature.

Wednesday Morning Club affiliated with the Los Angeles County California Federation of Women's Club in the year 1948 and is now a member of the Verdugo District.

While no new structural work has been required on the building, some inside remodeling has been done and the building maintained in a most satisfactory manner. Furnishings have been replaced as necessary and new ones purchased in keeping with the trend.

Today the Wednesday Morning Club is the oldest woman's club in the area.

Widow of VFW commander stays active

By Catherine Zalibra

A Highland Park woman who has been prominently active in veterans' organizations for more than 25 years is Julia Mikeska. She first joined the American Legion Auxiliary in whose activities she participated for several years.

At the institution of a Veterans of Foreign Wars Auxiliary in Highland Park 20 years ago Mrs. Mikeska was chosen for charter secretary then became the third president of the unit. Subsequently, she was elected to this office again for a two year term.

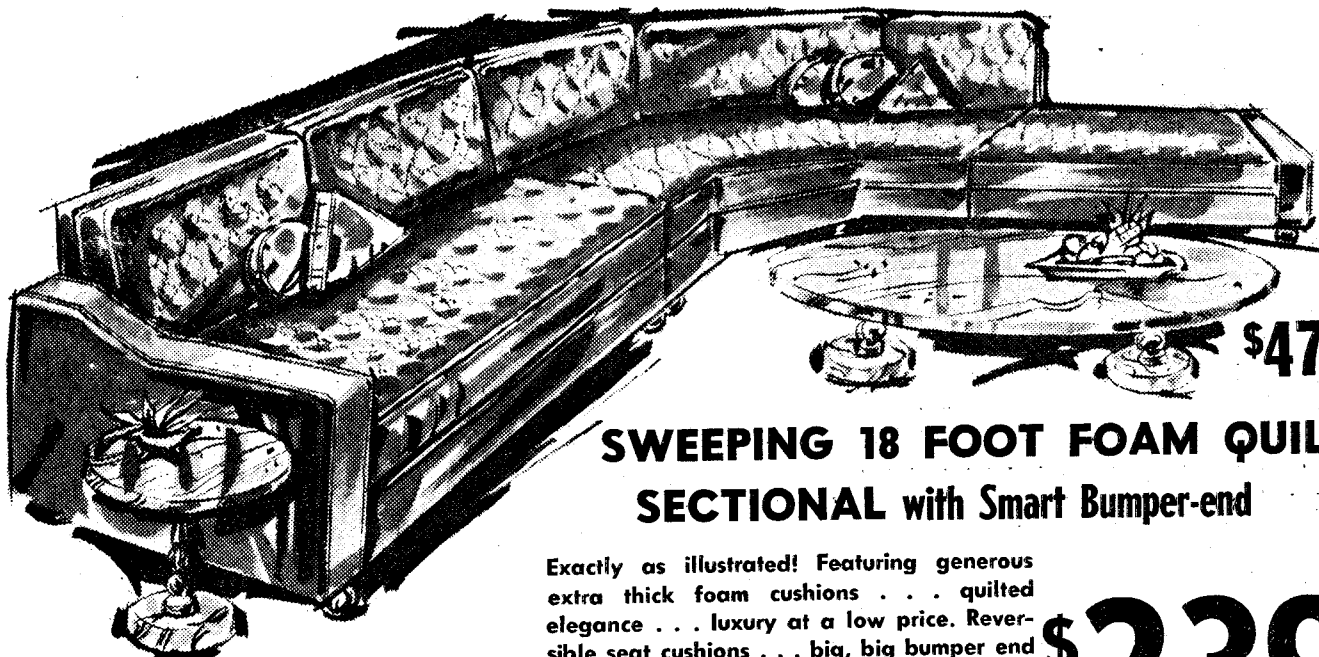
Mrs. Mikeska was very active in this organization for 15 years, not only on the local level but also in the higher branches of this order, in which she had the honor of holding a state office.

After the loss of her husband several years ago, Mrs. Mikeska gave up her activities in the VFW, of which he had been commander, and in his memory she then joined the newly-organized Veterans of World War I in Highland Park, since he had served in this war for two years.

Mrs. Mikeska is versatile and talented and besides several other interests and hobbies she enjoys journalism and history. For the past six years she has been active in Arroyo Auxiliary 600.



Highland FURNITURE



SWEEPING 18 FOOT FOAM QUILT SECTIONAL with Smart Bumper-end

Exactly as illustrated! Featuring generous extra thick foam cushions . . . quilted elegance . . . luxury at a low price. Reversible seat cushions . . . big, big bumper end and a 90 degree curved center. Rich quilting detail. Shepard castors for easy moving. A great value. Large selection colors. Reg. \$299.

\$239

Decorator accent table with cultured marble top and base

18-inch filigreed marble base. Heat & stain resistant, perfect accents anywhere. Reg. 24.95

\$15⁹⁵

52-INCH OVAL COCKTAIL TABLE. Regular 69.95

\$47.00

2 PIECE LIVING ROOM GROUP

Divan and matching chair in beautiful long wearing Tweed . . . (Your choice of a wide color range.) Reg. \$169.

\$99

USE YOUR CREDIT

3 PIECE MAGNIFICENT 100% NYLON FRIEZE SECTIONAL WITH KING SIZE BUMPER!

Save on the most fabulous foam packed Sectional we've ever offered. Luxurious foam for deep comfort, covered with decorator long wearing nylon fabric. Complete 3 piece sectional with bumper at a great low price. Reg. \$269.

\$199

2 PIECE LUXURIOUS QUILTED LIVING ROOM GROUP

Custom quilting and thick foam reversible cushions on sofa and matching chair. Comfort and glamour at a budget price. Regular \$249.

\$178

FOAM CUSHION SLEEPER With INNERSPRING MATTRESS (Med. Firm)

A handsome dual-purpose sofa-sleeper . . . makes up for night duty in a minute. Sturdy tweed fabrics (your color choice). See this great buy at our Value Parade.

\$129

Special!

EASY TERMS

5615 North Figueroa — LAY-AWAY FOR XMAS — OPEN FRIDAY TILL 9 P.M. — CL. 5-1518

You're
needed,
my
friend



THE UNITED WAY &
AMERICAN RED CROSS

Library needed help . . . Frances Bailey acted!

Friends of the Eagle Rock Library began last year under the leadership of Miss Frances Bailey. Its purpose is to assist the local Library in maintaining high standards in serving the community; to recruit sufficient members to stimulate more intelligent use of the library on the part of adults, children and adolescents. Specifically the organization will encourage gifts of money to the library from the community, also art objects or books as may be considered by the Library Board as usable in the Library.

The Friends of the Library closed its first year (1963-64) with well over 100 members. Now in its second year there is evidence of the organization's being approved for its service as a library auxiliary by the high percentage of membership renewals and the

new memberships as well.

Credit for the organization's achievements as a civic group is due not only to the founders but also to other individuals and groups. Convincing talks in favor of an auxiliary to the library were made by Mrs. C. E. Clouse, a board member of the South Pasadena Friends of the Library and Miss Fitz, Eagle Rock librarian, during a preliminary meeting held in 1962.

Additional Help

The 1962-63 Community Improvement Committee of the Twentieth Century Club gave effective service during the formative period of the Friends.

The Business and Professional Women's Club holds the only group membership, begun last year and renewed for 1964-65, and with continuing interest.

Jack Topping has made eve-

ning meetings possible by having arranged for the use of the Community Room of the California Federal Savings Building.

The citizens of Eagle Rock and their friends are welcome to attend programs offered by the Friends. Membership application blanks may be obtained at the Eagle Rock Library or from Mrs. Carl D. Basler, 5021 Argus Dr. Phone: 255-0633.

Governor's Meeting

At the meeting in Los Angeles called by Gov. Brown in regard to library services, the organization was represented by Mrs. Cecil Davis and the president.

The Eagle Rock group worked toward the passage of the bill to provide \$850,000 in state aid to public library systems in 1963-64. A letter from Mrs. Mary Grier of the Administra-

tive Department of the Los Angeles Public Library System states: "The success of 'AB 590' owes, in large measure, its passage to letters written by groups such as the Friends of the Eagle Rock Library."

The Friends had its beginning back in the summer of 1961. Two Eagle Rock women had gone to the library to do research in separate fields, finding a dearth of material in her line of special interest, too few books for children at all levels and the library understaffed.

Not a New Idea

Miss Bailey resolved to organize a local library auxiliary. Mrs. Farwell, one of the library's profound patrons, joined in the plan. The idea was not new. Such organizations have been in existence over the country for years. The plan



FRANCES BAILEY

for bringing the idea to fruition in Eagle Rock was new. Among individuals contacted and in local meetings only a highly favorable attitude was shown.

The plan received strong approval when it was presented by Miss Bailey and Mrs. Karnes at a specially arranged meeting of Los Angeles City Library officials held at the main library in December.

In February, 1963 a meeting preliminary to organizing was held at the library with nine present: Mmes. Fred Sinclair, Basler, Karnes, Fitzwater, Farwell, Nicholas and Misses Barbara Smith, Fitz and Bailey.

A meeting at the library in March found the Friends of the Eagle Rock Branch Library fully organized with some 30 members pledged to carry out the aims adopted.

Officers Named

Current officers and chairmen are president, Miss Frances Bailey; vice president, Miss Margaret Hickman; recording secretary, Mrs. Carl D. Basler; corresponding secretary, Mrs. Mary McNair Johnson; treasurer, Mrs. Ruby Rich Bugar; directors, Miss Beulah Fitz, local librarian, and Mrs. Lillian Nicholas, regional librarian; parliamentarian, Mrs. Bertha Fitzwater; historian, Mrs. Gerald Q. Farwell. Chairmen: program, Miss Hickman, Mmes. Fitzwater and Farwell; membership, Mmes. Basler and Eugene Karnes; ways and means, Mrs. Bessie Krupar; telephone, Miss Sarah McKay; representative to the Coordinating Council, Miss Edith Alberts.

Philanthropies

This organization has supplied the library with a four-volume science reference set through a fund raising project, headed by Mrs. Krupar; children's books from the offerings at a silver tea held at the home of Mrs. Rosalie Ammerman; a history of the Eagle Rock Library compiled by Dr. Mary LeClere; and will soon add a copy of Ruth Anne Megahey's "The Valley of the Eagle is Founded."

Individual donations by members include magazine subscription, copies of magazines; books, some of which have been given in memory of a friend or relative. A letter of acknowledgement with commendation by the president of the Board of Library Commissioners has been received.

"HOUSE of EWALD"

Sybil Ives

COLD PERM

"INTRODUCTORY OFFER"

REG. \$30.00—NOW \$17⁵⁰

A SUPER PERMANENT . . .



what's better than just a permanent?

The Sybil Ives cold perm makes life so beautiful for your hair. SUPER CURL CONTROL—Not too loose, not too tight. SUPER CONDITIONING! THE "DRY HAIR PROBLEM" SOLVED ONCE AND FOR ALL—Never a frizz or a frazzle. SUPER BODY YOU NEVER ENJOYED BEFORE!—Even if your hair is baby fine Sybil Ives perm will give it body and fullness. SURPRISE!—YOUR PRECIOUS HAIRCOLOR IS IN GOOD HANDS TOO—Plan to have your Sybil Ives about one week in advance of your next haircoloring.

Make Your Appointment for Sybil Ives Cold Perm—Now

OFFER GOOD THROUGH NOVEMBER 14th

Open Monday thru Saturday

Thursday & Friday Evenings

by Appointment

phone: 257-7588

5210 York Boulevard

Philanthropy, honor, patriotism

B'nai B'rith has taken upon itself the mission of uniting persons of the Jewish faith in the work of promoting the interests of humanity, and so the B'nai B'rith Women is formed to promote these same interests through educational, charitable and religious programs that develop and elevate mental and moral character, inculcate the purest principles of philanthropy, honor and patriotism, and give guidance to youth on the broadest principles of humanity.

This organization shall also devote its efforts to the support of science and art, the rescue of victims of persecution, and the care of the sick and aged.

B'nai B'rith Women, a Jewish women's service organization with 135,000 volunteer members in 870 chapters in the United States and Canada and 59 additional groups in 18 countries abroad, engages in educational, philanthropic, civic and religious programs of community, national and international scope.

Citizenship, Civic Affairs

B'nai B'rith Women through this program provides education and social action geared toward sustaining the democratic way of life through an informed citizenry. Locally,



MRS. HENRY LUTZ
President of B'nai B'rith.

BBW members work toward alleviation of basic community problems. A representative of BBW has observer status at the United Nations and accredited representatives serve on U. S. Department and Conference Planning Committees.

Homefront Peace Corps

An awareness of the need for hospitality and assistance to people from other lands living in our own communities inspired the BBW Homefront Peace Corps.

Every chapter member has the opportunity to participate on a person-to-person basis in this special program which encompasses home hospitality and information on schools, housing, and cultural and recreational facilities.

Women's, Children's Home

B'nai B'rith Women's Children's Home in Israel, a modern treatment center for emotionally disturbed children between seven and 13 years of age, is a permanent project of the B'nai B'rith Women of America.

The Service Committee for the Armed Forces and Veterans is a program of non-sectarian service to disabled veterans in hospitals, and men

and women in the armed forces. BBW certified representatives and alternates serve on V.A. Voluntary Service Boards of each V.A. hospital. Also included in this program is close cooperation with our government's nationwide civil defense program.

Under the auspices of its ADL program, BBW promotes conferences to further inter-group understanding as it affects the family, the church and synagogue, the school and the community. These conferences dealing with significant human relations issues are held in major cities throughout the country and bring together representatives of as many as 80 women's organizations at one time.

Author of best-seller lives high up on Mt. Washington

She's school girl slim and as informal as an ice cream cone, this little Ruth Mulvey Harmer who created all this fuss about "dying and the high cost of it" when she came out last year with her best seller "The High Cost of Dying."

People all over the world read about the shenanigans going on in the country's mortuaries via Mrs. Harmer's frank frontal attack. She became a world-renowned author overnight.

It hasn't made any difference in the mode of living for the Harmers, though, who like their sky-high glass-fronted home on Mt. Washington just as it is.

It was here that Ruth penned the famous work, with a great assist from her husband, Lowell Harmer, a journalism instructor at Lincoln High and whom Ruth describes as "the most encouragiest husband." Their 11-year-old daughter helped too. The proofs were "spread all over the house" and everybody did his bit to help. **Off for Mexico**

Mrs. Harmer teaches English at California Polytechnic which keeps her busy nine months of the year. During the summer she and her teacher-husband always take off for Mexico.

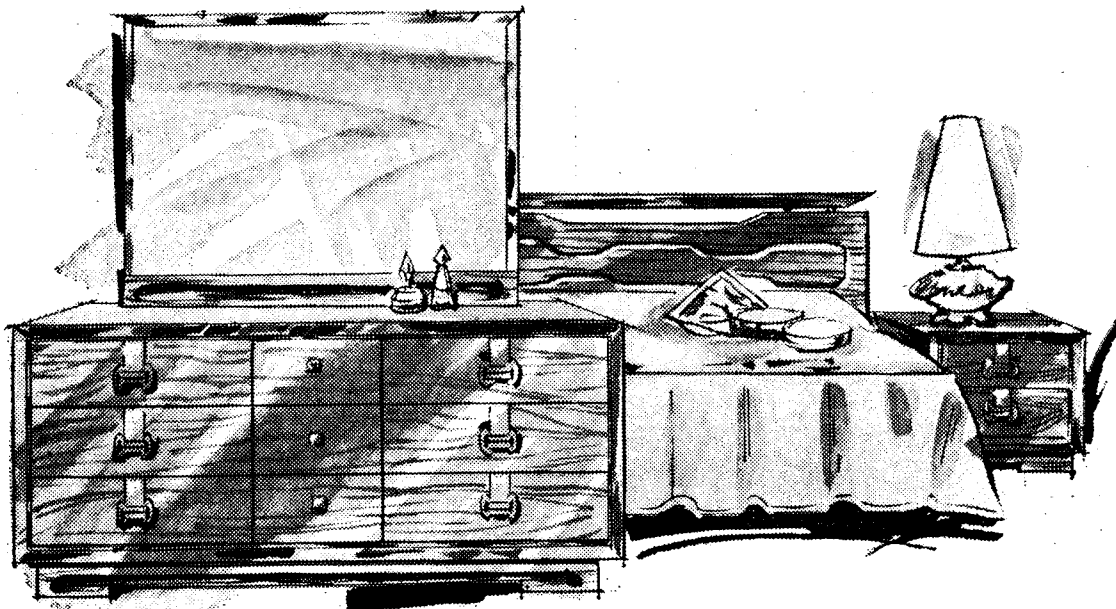
There's more than one reason for the same destination each year. It was in Mexico

City where the two met. It was here too where Ruth Mulvey had just published her first book, all about Mexican Cookery, about which she's somewhat of an authority. More than a cook book, it is a clever delightfully written treatise about the truly elaborate and gourmet type dishes of old Mexico . . . not just a tortilla and beans pamphlet.

On their annual (or oftener) excursions into Mexico, the Harmers not only live over the days of their courtship, but are always busy collecting rare Mexican art and artifacts that adorn the walls and shelves of their hilltop home in Highland Park.



Highland FURNITURE



5 PIECE CONTEMPORARY BEDROOM GROUP

Exactly as illustrated. Rich grained walnut with handsome hardware. You get a spacious triple Dresser . . . 2 matching Nite Stands and popular headboard . . . all at an almost unbelievable low price at Highland Furniture's Parade of Values. Regular \$189. Yours now for only

\$122

5 Piece Popular "Cape Cod" Maple Bedroom Group

Satin Salem Maple finish, custom designed hardware. Charming and practical. Group includes 10-drawer Mr. and Mrs. Triple Dresser, framed mirror, headboard and 2 matching commodes. Reduced now from \$199.

\$153

3 Piece Top Quality Danish Bedroom Group

Clean lines in soft oil-walnut finish, cane detailing plus custom hardware. Stunning simplicity! You get a spacious Triple Dresser, Framed Mirror and matching headboard. Regular \$199 group now for only

\$129

3 Piece Bedroom Group

A whole lot of fine furniture and the price will amaze you! You get a 6-Drawer Dresser, Mirror and popular bookcase headboard . . . all in smart walnut finish. See this to appreciate the value! I

\$59⁹⁵

Here's A Super Super Value! Charming 4 Poster Bedroom Group In Pearl White and Gold Trim

Set includes Canopy Bed . . . Big Double Dresser neva-mar topped and delicately styled hardware. Open stock pieces to build the set on. Reg. \$249

\$178

9 Piece Corner Lounger . . . Almost 15 Foot Converts Easily to Sleep Two In Comfort!

Includes all this: . . . 2 Hotel-type mattresses, 2 matching box springs, 2 tailor fitted bedspreads, 2 upholstered bolsters . . . PLUS a walnut plastic Corner Table! . . . Now drastically reduced from \$249. USE YOUR CREDIT — EASY TERMS

\$169

5615 North Figueroa — LAY-AWAY FOR XMAS! — OPEN FRIDAY TILL 9 P.M. — CL. 5-1518

MAYTAG SPECIALS! MAYTAG

BILL NEAL SALUTES THE WOMEN

With these Great Maytag Values!

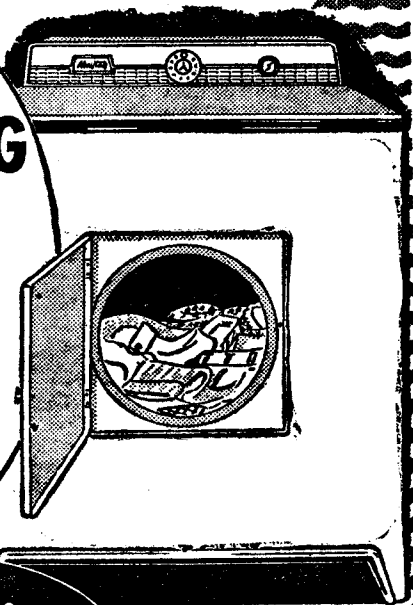
WOMEN NEED THESE TWINS!

- Pushbutton Temperature Selectors!
- Wash 'n Wear button for automatic de-wrinkling!
- Dynamic Disc Lint Filter takes out lint!
- Zinc-coated cabinet guaranteed not to rust!
- Automatic Safety Door!

DEPENDABLE
MAYTAG
AUTOMATICS

THIS WEEK'S
MAYTAG
SPECIAL

FAMOUS
MAYTAG
HALO-OF-HEAT
DRYER
LOW
LOW
PRICE



Fast Dries
Clothes at SAFE,
Low Temperatures

FULL OPENING
DOOR

LARGE
SIZE LINT
TRAP
• FULLY
automatic

Buying a Washer?

feature for feature... dollar
for dollar you get **MORE** from

BRAND NEW MAYTAG

MORE Work Saving Features...
MORE Performance and Dependability

MAYTAG
the dependable automatics

Low Low
Price
CARLOAD
SALE
NOW ON

Pushbutton Controls

- Big-family load capacity • Push-button water temperature control
- Perforated tub for cleaner rinsing • Maytag agitator action • Zinc-coated cabinet guards against rust • Porcelain enamel top and lid • Virtually indestructible pump • New rust-proof lid hinges

*This time insist on
dependability... insist on Maytag*

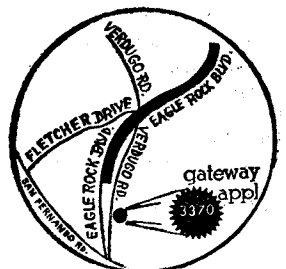
"Get the Best Deal from Bill Neal!"

GATEWAY APPLIANCE

— Your Community Volume Dealer

3370 VERDUGO ROAD, LOS ANGELES 65

CL 7-6502



OES . . . What does it mean?

The Order of the Eastern Star is one of the oldest organizations founded for women. Early writers confirm the fact that the "Eastern Star"



FLORENCE SOVJAK

Opti-Mrs. emphasis on youth

The Breakfast Opti-Mrs. Club organized in 1958, is comprised of wives of the Breakfast Optimist Club of Highland Park. Its members work earnestly to help and encourage the youth of the community.

During the past seven years, the Opti-Mrs. have annually sponsored a girl at Franklin High School and at the close of the last school year, two nursing scholarships were granted to girls wishing to further their education in this field.

Under the guidance of their newly-installed president, Mrs. Florence Sovjak, the members partake in many community projects and fund raising activities such as socials, rummage sales and dinners.

Anyone wishing to inquire about this club is asked to call Mrs. Sovjak, 255-6588 or Gloria Kretschmer, 254-6226.

Kids around the world read her music magazine

A woman who involves herself in anything worth doing and devotes herself to the hilt is Miss Frances Bloom, who publishes a musical magazine for children which boasts a national circulation.

Strictly non-profit, the delightful, fully illustrated book is a product of many hours to which Frances devotes herself with pride.

In addition to teaching music, violin and doing a sharp job of writing, Miss Bloom this year blossomed out into politics, running for State Assemblyman and made a good showing.

is of French origin and was presented in America during the Revolutionary War by French officers — volunteers in the cause of America during the Revolutionary War by French officers — volunteers in the cause of American liberty. Many organizations claiming relationship to the Masonic Fraternity were introduced from time to time with varied success; but none possessed elements of permanency until the year 1850 when Robert Morris compiled his first ritual.

This was the real foundation for a lasting order for women having Masonic affiliation. This ritual was revised many times before the General Grand Chapter was established in 1876. Grand Chapters and Subordinate Chapters quickly sprang into existence in all States. To-

day the Grand Chapter of California has 850 subordinate chapters with a total membership of 160,000 members.

The Order of The Eastern Star is dedicated to charity, truth and loving kindness. It is not a religious order or sect; however its principles, precepts, symbols and teachings are all built upon the Holy Scriptures and will be found in the Bible. With this in mind, the lessons become alive and as the member becomes more familiar with its symbolism and teachings a higher ideal of life is exemplified and a higher standard of living is enjoyed.

Wives, daughters, mothers, widows and sisters of Master Masons are eligible for membership—and those who desire admission to the order must seek membership. What Does It Do?

The Grand Chapter of California, Order of the Eastern Star, through Eastern Star Homes of California, a non-profit California corporation, maintains a home at 11725 Sunset Blvd., Los Angeles, California, for aged and dependent members of the Order in California Chapters. The Home is a shelter and a shield against the adversities and infirmities which are to often the heritage of advancing years.

The following Youth Organizations are sponsored, Job's Daughters, Rainbow for Girls and Order of DeMolay. All these groups meet at the Highland Park Masonic Temple at 104 N. Ave. 56. Local Masonic Lodges and Order of the Eastern Star Chapters welcome this opportunity to serve the youth of Highland Park.

The J. Clifford Lee Memorial

Cancer Fund was established to give financial aid to sisters and brothers suffering from this dread disease. Last year 120 members received assistance through this fund. Cancer dressing stations are set up throughout the state. Members of local chapters cooperate with the American Cancer Society in maintaining supplies. This group meets each Tuesday morning at 10 a.m. in the Temple to make dressings, bed pads etc., which are available to any cancer patient free of charge. They would welcome more helpers for this worthy cause.

The Order of the Eastern Star also has a scholarship fund which assists high school students in furthering their education and college or graduate students who wish to study for the ministry or religious work.



Highland FURNITURE

5 PC. WALNUT DINETTE

Handsome group includes smart Oval Mar-Proof Extension Table in Walnut or Bisque, plus 4 well upholstered chair in decorator colors. ALL FOR ONLY

\$64

7 PC. DINETTE GROUP

In the new Bisque or Walnut finish. Tapered leg table (oval or rectangular) with ext. leaf. Gay floral patterned chairs. Yes, 6 chairs! Reg. \$129. Sale!!

\$99



"ORTHO-SLEEP" INNERSPRING MATTRESS

1000-coil for the "rest of your life." Quilted both sides. Rich damask cover. 20-year guarantee. Reg. \$69.95. Sale!

\$44

(Box Spring to match at same low price.)

"VITA QUILT" SLEEP SET

Quilted to eliminate button-feel. Insulated with double loomed sisalator. Medium firm. Innerspring mattress & matching box springs. Was \$99.95!

NOW BOTH PIECES **\$69**

"THE DUCHESS"

Innerspring mattress and box springs. Guaranteed 5 years. Posture-poise construction. Covered in fine floral ticking.

BOTH PIECES **\$49**

Featuring Beauty Rest, Simmons, Health-Rest, Sealy and Reliable Mattresses.

SUPER VALUE 5 PC. DINETTE

Choice of Mar-Proof table tops. Choice of colors . . . matching seat. Table extends to seat company. Reduced now from \$69.00 — VALUE PARADE PRICE

\$48

RECLINER LOUNGER CHAIR

Deeper, comfort. Diamond tufted cover in soft Vinelle, 3-way tilt. Deluxe features throughout. Lay-away now! SALE PRICED

\$63

LOUNGER CHAIRS...2 for 1

Fit decor of any room. Comfort, utility and beauty. Hardwood legs. Choice of 3 popular colors. YOU GET BOTH CHAIRS FOR ONLY

\$29⁸⁸

3-IN-1

DESK OUTFIT

You get a Big Desk, Upholstered Chair, adjustable Lamp and shade. Space for everything. Heat resistant top and shelves.

Must see to appreciate! SALE! **19⁸⁸**

BIG 40-inch MODERN DESK

Nevamar plastic top. 4 drawers and big file drawer. Your choice of walnut or maple finish. Special hardware . . . Drastically reduced!

34⁸⁸

TABLE LAMPS

Up to 40 inch tall . . . fabric shades included. Outstanding collection. Grand variety of styles. Magnificent. Specially priced at this low sale price!

10⁸⁸

3-DOOR 54 INCHES WIDE DECORATOR CHEST

Fabulous decorator piece in antique colors or white, red, green or gold. See it to believe the low price! **44⁸⁸**

Use Your Credit EASY TERMS

PLATFORM ROCKERS

So pretty, so comfortable. Covered in long wearing, lovely fabrics. Greatly reduced. Lay away now

49⁹⁵

DANISH MODERN SURFBOARD TABLE GROUP

Correlated group in smart Mar-proof oiled walnut finish. Step, end or cocktail table.

8⁰⁰

BUNK BEDS

Solid hardwood, Maple-styled. Sturdy, rigid and kid-proof. Complete with ladder and guard rail. Special

\$36

LARGE

BREAKFRONT

Hold linens, glassware, silverware, etc. etc. Rich grained walnut. Reduced now from \$90 On display at our "New" store . . . ONLY!!

\$46

METAL

KITCHEN CABINET

Really holds everything. Sliding glass door, tilt out bin. Grand utility for your kitchen. SALE!

29⁸⁸

★ 5615 NORTH FIGUEROA

Lay-Away for Christmas

Open Fridays 'Till 9 p.m. CL. 5-1518★

ROGERSON'S CARPET LANE

5016 EAGLE ROCK BLVD.—Phone 254-4438
FREE ESTIMATES—INSTALLATION GUARANTEED 1 YEAR



EVERYTHING YOU EVER WANTED IN A CARPET

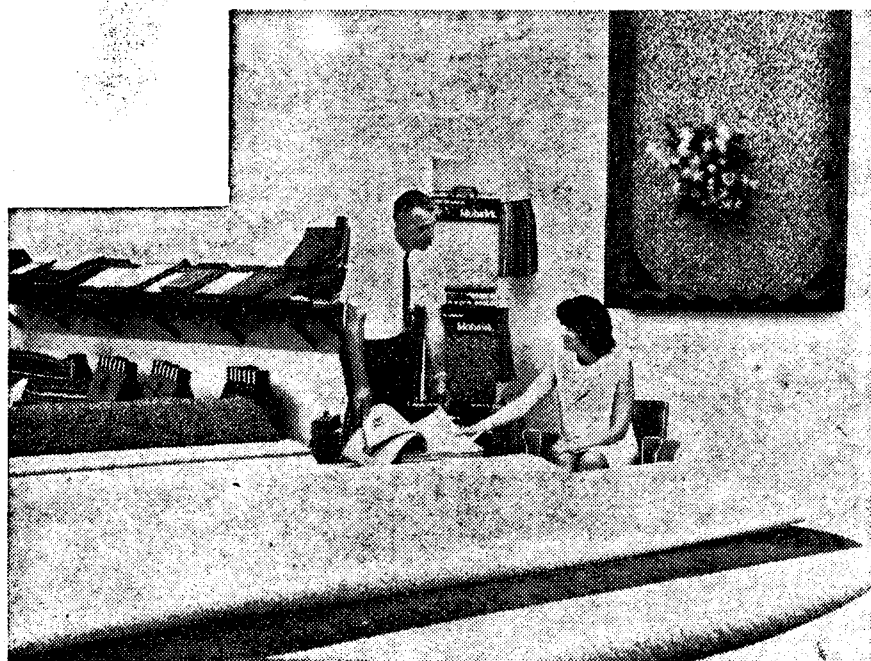
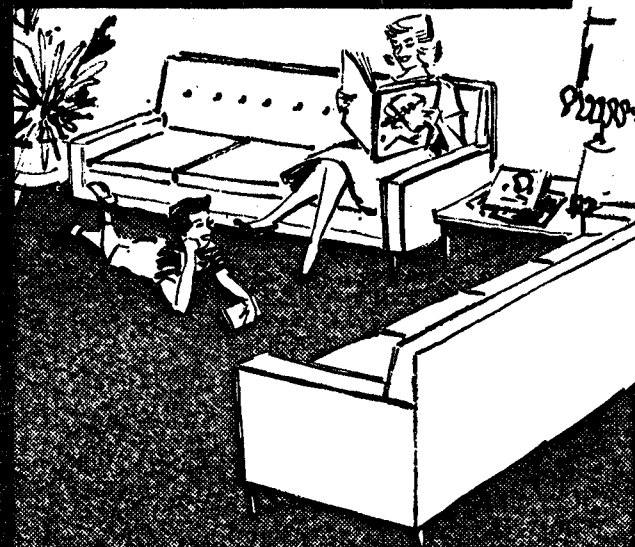
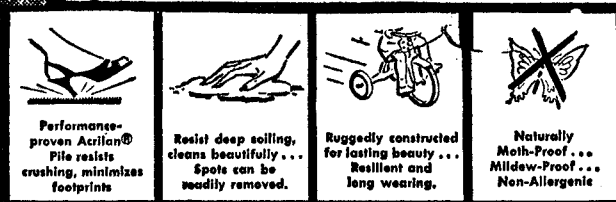
POPULAR TWEED COLORS—EASY CARE—LONG LIFE—BIG VALUE!

ATTICA

made with 100% Acrilan® Acrylic Pile
From the looms of MOHAWK

FOR ONLY **\$9⁹⁵** Sq. Yd.
Installed

- ★ New from world famous Mohawk . . . the perfect long wearing carpet for the active family on a budget!
- ★ Resilient pile of performance-proven 100% ACRILAN® acrylic to withstand all the punishment your family can give it . . . never needs pampering!
- ★ Broad line of versatile 2-color tweed effects to make your task of choosing the right colors to go with your furnishings as easy as can be!
- ★ See this great carpet value in our store today. Let us show you how easy it is to have this perfect family carpet in your home . . . easy payment terms available!



After seventeen successful years in the carpet service business, as a resident of the Eagle Rock Area, this new carpet store was conceived and established with a single purpose . . .

- to bring you the best floor coverings available . . .
- to advise and counsel on purchases and plans . . .
- to assist you in obtaining carpet—

at a price you can afford to pay — and — render personal service before purchase, during and after installation!

And — since one can no more develop integrity in a community by talking than he can learn to spell by sitting on a dictionary . . . I welcome your call. Dial CL 4-4438 or drop by the store. It is my personal desire that ROGERSON'S become your favorite carpet shopping center!

Sincerely,
G. W. (Bill) West, Owner



MAKES EVERY MINUTE COUNT . . . never saw anyone who could get so much done . . . they say about Betty Owen, who was "almost" Honorary Mayor of Eagle Rock. A real community leader who maintains that "home comes first."



ALWAYS ROOM for one more . . . says Leora Coberly who has just adopted a family to double the size of her family . . . and on a limited budget too. A wonderful wife, mother and homemaker.



'IDEAL HOME' . . . American Field Service (foreign exchange student program) named Marie Wirsching's home as "Ideal American home." In addition to the traditional home making skills, Marie is also a talented musician.



A FAMILY that "plays together . . . stays together" and Gretchen Page, a soft ball pro player herself and Little League coach is a very active young mother with a wealth of versatility. She's always on hand for community ventures.



"YOU CAN LEARN a lot from children," says Doreta Tillman who serves school yard duty at Buchanan Street School and is recognized as a glorious cook, exemplary homemaker and a "friend in need" whenever the occasion arises.

Mr. Homemaker startled the judges

This little magazine is supposed to be for "ladies only" but the rules had to be broken for a certain James Taylor, who astonished the country when entered in the Homemakers Contest.

Suggested by his teen-age daughter, Darlene, Taylor threw his Fedora into the ring along with the dainty chapeaux of the ladies.

Taylor has raised his two children single-handedly ever since they were tiny tots, and kept the family together when everyone said a "mere man couldn't do it."

"POP IS TOPS"

He proved he could and won the esteem and gratitude of his children who admit that Pop can cook and keep house in grand style.

Civic-minded he took the lead in the appeal for better ambulance service in Northeast Los Angeles and pounded the pavement securing the necessary signatures.

No, Taylor wasn't crowned "Homemaker" but since his case was so special he certainly deserves an honorable mention.

Good Samaritan of the Heights

Edith Lavine has earned her reputation as the "Good Samaritan" of Lincoln Heights by thinking of others on a large scale.

Owner of a dress shop, she sometimes forgets she's in business and loans out her own clothes or "trusts people" until they get a job. She knows that a girl must look as if she doesn't need a job in order to get one.

Community wise, she donates, contributes and participates in every drive; serves on the Board of Directors on Child Study at Mt. Sinai Hospital and raises funds for handicapped children.

She's one of the sponsors of the annual queen contest and sees to it that a score of girls are able to attend Charm School.

She's never been known to turn down anyone or anything with a good cause . . . Her motto is, "kindness, consideration, friendship and honesty to all."



Highland FURNITURE

Presents

RCA VICTOR

GET OUR SPECIAL LOW INTRODUCTORY OFFER!

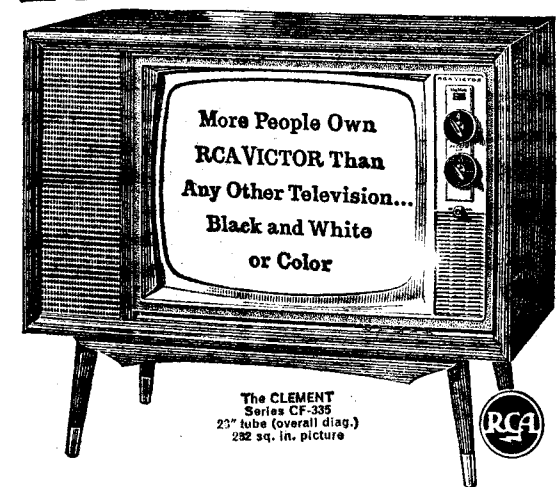
SUPERB COLOR TV



RCA VICTOR *New Vista* COLOR TV

- All-channel (VHF and UHF) tuning
- Glare-proof RCA High Fidelity Color Tube
- Improved 25,000-volt (factory adjusted) chassis
- Automatic Color Purifier
- Super-powerful New Vista Tuners
- Big 6" x 4" duo-cone speaker

23" TV LOWBOY



RCA VICTOR *New Vista* TV

- All-channel VHF and UHF tuning
- Powerful New Vista Tuners
- Improved 22,500-volt chassis (design average)
- New RCA tinted Pan-O-Ply picture tube
- Big 6" x 4" duo-cone speaker
- One-set VHF fine tuning
- Lighted channel indicators



Compare! RCA VICTOR
New Vista TV
AGAINST ALL OTHERS... ANYWHERE
... ON ANY CHANNEL

RCA VICTOR *New Vista* TV

★ Unsurpassed all-channel VHF and UHF reception ★ Powerful New Vista Tuners ★ New Vista Sportabout chassis with 18,000 volts for picture power (design average) and three I.F. signal-boosting stages ★ Tinted RCA Pan-O-Ply picture tube ★ Front-mounted speaker ★ One-set VHF fine tuning



ALL CHANNEL TUNING

5615 NORTH FIGUEROA

Open Fridays 'Till 9 p.m.—Lay-Away for Christmas!

CL 5-1518

New Chapter shows rapid growth

Highland BPW, baby of club land

In January 1964, Eagle Rock Business and Professional Women's Club, spearheaded by Esther Waggoner, president, decided to sponsor a new club in Highland Park.

In February, Mrs. Norene Daly and Mrs. Ruth Bradbury, Los Angeles-Sunset District officers, visited the group, encouraging them and answering many questions. It was at this time that officers and chairmen were elected and/or appointed. Betty Brake was elected president. By March the by-laws were completed and sent to Sacramento for charter.

Finally, on April 8 at the Highland Park Ebell Club, the charter was officially presented to President Betty Brake by Mrs. Ruth Church Gupta, state president of California BPW, who flew from Sacramento especially for the ceremony, with over 100 guests including many social and civic dignitaries.

Initiation of members was conducted by Ruth Bradbury, district membership chairman, who presented each new member with a charm bracelet. Special guest of the evening was Mrs. Dorothy Ford of the Miracle Mile Chapter who is now national president of the Federation.

The outstanding event soon after initiation was the membership drive and fashion show held at Ivers in May, under the leadership of Highlander Betty Gould.

A business and a social meeting is held each month. Social events have been held at the Barristers Inn and Old Virginia Restaurant. During the summer patio potlucks at members' homes were enjoyed.

In August the Highlanders joined their sponsor, the

Eagle Rock BPW, in a "dime a dip" picnic at Brookside Park. It was at this picnic that Betty Brake bade farewell and was presented with a "money nosegay" from her Highlanders who hated to see her leave. However, she is still one of the group although she has transferred to a club in Nevada.

It was also at this picnic that the new president, Eloisa Grijalva was presented to the sponsors. At the regular business meeting in October, Highlander Dolores Hamilton presented slides and lecture on Mexico. Future plans include a legislative program, in international festival, a theatre party, dinner at Eagle Rock Lanes, all planned and developed by talented Highlanders.



Community-wise the club has contributed to the Highland Park Symphony orchestra fund, and cooperated with Chamber of Commerce in the celebration of Highland Park's 76th birthday, by selling tickets to the dinner and operating a fun booth at the carnival. Also, we

operate a booth for the Highland Park Recreation Center on Halloween.

Although the Highland Business and Professional Women's Club is still in its infancy, it had representatives at the L.A.-Sunset District spring conference, Long Beach; organization and board meeting, Five Horsemen Inn Burbank; membership workshop, L.A. Athletic Club; fall district conference, International Hotel, L.A.; "Welcome Home" party at the Palladium for National President Dorothy Ford. (This event was the Lawrence Welk radio show for the benefit of "Youth Power, U.S.A.", which is Dorothy Ford's project for 1964-65.) Youth Power Chairman Marion McKibben represented the club at the Business Education Conference at Union Oil Center, L.A. and last but not least, two members are enrolled in the L.A.-Sunset District leadership program which is a seven month course.

Officers for the club are Eloisa M. Grijalva, president; Bessie T. Weston, president-elect; Dolores Hamilton, vice president; Marjorie M. Conroy, secretary; G. Kirby, treasurer; Marion F. McKibben, parliamentarian and Joncie L. Clyde, historian.

Chairmen are Joncie L. Clyde, hospitality; Evelyn K. DeNyse, world affairs; Edna Fitzsimmons, finance; Josephine M. Harris, sunshine; Mary Misterly, reservations, bulletin and publicity; Dr. Maude Rousey, civic participation; Gloria Smith, legislation; Bessie T. Weston, membership; and Marion F. McKibben, youth.



We women talk back

Women, bless them, have devious manners of getting their own way and of making their wants known. Increasingly a potent force in this world of ours, they have expressed their opinions on improvements they'd like to see made.

Their views are the result of a panel discussion held by the Homemakers of last year meeting in Chicago plus a local poll:

1. Women (admittedly non-mechanical) wish that durable goods were made "durable." Their particular resentment is toward automatic washers (average life expectancy between 2 and 3 years).
2. They detest pointed shoes. Not only do they hurt but they make feet look bigger. A good percentage say they would rebel, but can't find any others in stock. A smattering said they liked them.
3. Women, increasingly weight conscious, would appreciate caloric counts on canned goods.
4. Women loathe TV commercials advertising expensive short-lived toys.
5. Women wonder why engineers can lay fool-proof cables for mammoth bridges, but can't devise a clothes line that won't sag in the middle.
6. Women like contour sheets, but would like a little instruction on how to fold them.

Don't ever underestimate a woman

"Strength United Is Stronger" is the motto of the California Federation of Women's Clubs, junior membership. The Verdugo Metropolitan District consists of 12 clubs with a membership of nearly 400, Sunland to Monrovia and the Metropolitan area. The purpose of this organization is to unite Junior Clubwomen and to promote educational, civic and philanthropic work in the local club's community.

Mrs. Lynn Stites (Marilyn), is currently serving as president of the Verdugo Metropolitan District. She is a resident of Highland Park and member of the Arroyo Vista Junior Women's Club. Marilyn has been active in her club for the past seven years, serving as president for two years and holding many other offices.

She has served the district as third vice president-ways and means, director of philanthropy (at which time a check from the district for \$2500 was presented to Booth Memorial Home and Hospital) and first vice president-dean of chairmen.

Many Activities

Mrs. Stites is active in other areas of community life. She is currently serving as parliamentarian for the Bushnell Way PTA and has represented her club at the Highland Park Coordinating Council. She and her husband served as youth directors of the Hermon Free Methodist Church for several years.

They have five children: Steven, 12, a student at Luther Burbank; Cheryl, 11, and Lucinda, 8, are students at Bushnell Way; Kirk, nearly 5 and Trisha, 6 months, are keeping things going at home.

When asked how she finds time for her club work she replied, "It takes careful planning and organization, a Junior is first a homemaker and second a clubwoman." Her duties for the district are many. She is a member of the executive board of the state organization and attends three meetings in this capacity. In June they met in San Francisco, in January they will travel to Palm Springs and in May the state will convention at the Hilton in San Francisco. She will visit each of the 12 local clubs during the year, conducting initiations, installations and Federation workshops. She will attend many of their social events. A monthly report is required and given in person to the Verdugo District, C.F.W.C. and Los Angeles Metropolitan District, C.F.W.C.

Spoke at Conference

Last month (October) Mrs. Stites was the afternoon speaker at the San Bernardino District Fall Conference held in Apple Valley; her subject "The Value of Juniors" was not only informative but down to earth.

The Verdugo Metropolitan District is eight years old and has looked to this area for leadership on several occasions. Mrs. De Forest Cutler, member of the Arroyo Vista Juniors served as president 1958-59 and Mrs. Robert T. Smith, member of the Twentieth Century Juniors of Eagle Rock, served as president 1963-64.

BAKER'S Feature:

NEW MATERNITY DEPT.

Capris, Weskits, Shifts, Suits, Blouses, Dresses, 2-Piece Suits, Bras, Girdles, Half Slips, Lounge-wear, etc.

HOLIDAY DRESS UP GOODIES

FLANNEL GOWNS AND PAJAMAS

Sizes 32 to 46. **\$3.98**
Best Quality

DRESSES

From \$29.00 **\$3.00** ea.

Special Rack from our own stock. Sizes 5 to 22½ . . . While they last.

CAR COATS

SOME WITH HOODS

Fleece lining, water repellent. All sizes. Black, Olive, Beige.

HALF SLIPS

\$1.98

100% Nylon. S-M-L Average. S-M-L Petite. Black and white. No limit.

Lingerie and Foundation Dept.

Famous brands
Bras, Girdles, Panties
Garterbelt
Elaine, Gossard, Cheer's
Playtex, Sarong, Renee
Holly Bra, Magic Form
Charmfit, Olga
Lillyette, Maidenform
Confessa
Nemo, Exquisite Form
Magic Lady Fortuna
Flexnit, Silfskin
Beverly Vogue

Accessories

Jewelry, Necklaces,
Earrings, Bracelets,
Hand Bags, Patent
Leather, Calf,
Needlepoint
Gold, Silver, Beaded,
all colors, Hong Kong
Belts—All colors
Scarves—All colors
Handkerchiefs

Entire Ladies Wardrobe

Hosiery, Gloves
Cocktail Dresses
Evening Wraps
Fur trimmed Sweaters
Coats, Suits, Jackets,
Robes, Loungewear
Capris, Sweaters,
Pencil Sets
Bridal Pencil Sets
Bridal Garters
Catholic Bibles for
the Bride

DAILY HOURS: 9:30 A.M. to 6 P.M.
Fridays 9:30 A.M. to 9 P.M.

Phone CA. 5-6662

Bankamericard—Diner's Club

BAKER'S DRESS SHOP

2425 NORTH BROADWAY
BAKER'S CHARGES

San Rafael DAR offers awards to worthy high school girls

San Rafael Hills Chapter of the Daughters of the American Revolution in Eagle Rock was organized in 1920. It is one of 141 chapters in the state. Dr. Mary LeClere, the only living charter member of the local Chapter has given continuous and loyal service, and remains active. The San Rafael Hills Chapter projects the national programs locally.

The National Society of the DAR was organized Oct. 11, 1890. Mrs. Benjamin Harrison, wife of the President of the United States was the first President-General NSDAR. Inauguration of the 18 month "75th Diamond Jubilee" celebration of their founding, commencing now, is national in scope.

The program of the DAR is three fold, historical preservation, promotion of education, and patriotic endeavor.

Their historical activities include the acquisition and protecting of historical spots, the erection of monuments, encouraging historical research, and the promotion of patriotic anniversaries.

Educational Project

Their educational programs include publishing patriotic materials, presenting awards in schools, honoring outstanding naturalized citizens, giving R.O.T.C. medals, maintaining 200 scholarships, owning and operating two schools in southern mountain areas, supporting seven others, presenting "Manuals for Citizenship" to prospective applicants for naturalization, and conducting many essay contests of a patriotic sort.

Many facts about DAR are little known. For many years, Constitution Hall which they built and own for their own meetings, was the only place of its kind in Washington. There was NO racial segregation in the audience. Marian Anderson has performed there many times, as have others of her race. At one time when she wanted it, the hall was previously rented.

Public Document

Study Club supports community

The Garfield Study Club was founded by Maude E. Butler in March of 1924 for the benefit of its members along civic and cultural lines and to raise funds for charities and community projects.

Meetings are held in the homes of members the third Thursday of each month, September through June. The present club membership is limited to 25. Officers are elected every two years.

The elected officers for 1964 and 1965 are: Mrs. Meta Moore, president; Mrs. Minna Langdale, vice president; Mrs. Louise Martin, recording secretary; Mrs. Reine Wride, corresponding secretary; Mrs. Esther Scribner, treasurer.

Committee chairmen are: Mrs. Ethel Wallace, transportation; Mrs. Minna Langdale, friendship; Mrs. Reine Wride, English; Mrs. Dorothy Critser, current events; Mrs. Mabel Harrison, press and program. Telephone 221-1326.

The year-book of this chapter is filed annually with the "NSDAR Report to the Smithsonian Institute." Their report to Congress is printed as a public document.

The DAR started the service of women in the armed forces, certifying about 1,000 trained nurses for accepted service during the Spanish-American War. They paid pensions to all survivors as long as they lived.

The San Rafael Hills Chapter meets the third Monday of each month (Oct.-June), at the Yosemite Playground. Membership is by sponsorship of two members, plus proof of direct descent from a patriot of the Revolutionary period, who aided American Independence. The Chapter contributes to state and national programs, working

on many of these in our local area. They give awards in Eagle Rock High, Washington Irving, Garfield High, and Occidental College and participate in local endeavors.

The philosophy of the San Rafael Hills Chapter DAR is summed up, in the last paragraph of the "American's Creed (Wm. Tyler Page) "I therefore believe it is my duty to my country to love it; to support its Constitution; to obey its laws; to respect its Flag and defend it against all enemies."

Officers of San Rafael DAR are Mmes. J. Russell Zimmerman, regent; F. I. R. Moore, vice regent; Charles Erwin, chaplain; Thomas W. Sering, recording secretary; Metta Baisch, corresponding secretary; John H. Oliver, treasurer;



MRS. RUSSELL ZIMMERMAN
Regent of San Rafael DAR

er; Harold E. Carr, registrar; Dr. Mary L. LeClere, historian; Mrs. Floyd Patterson, librarian.

Poet creates her own illustrations

Northeast Los Angeles, with its picturesque hill country and rural atmosphere appeals to many writers, and many well-known scribes and poets make their home here.

Among them is Constance Walker, a poet listed in "Who's Who In America" who specializes in poetry about the desert. Her "Courage of Joshua" is perhaps her best known work, one which inspired a comment from Poet Laureate John McGroarty.

Miss Walker (Mrs. J. Burns in private life) is the winner of many contests for poetry. She has one son who is a practicing attorney.



Highland FURNITURE

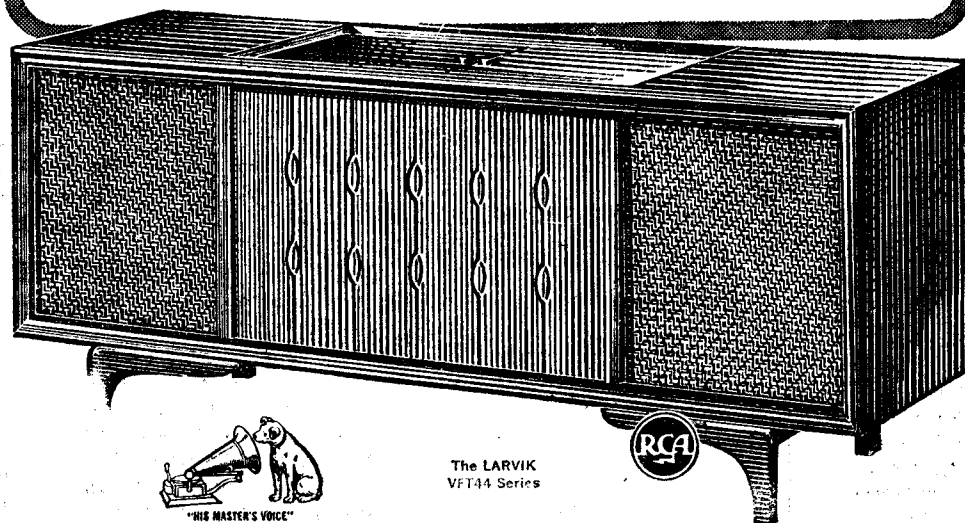
Proudly Features

RCA VICTOR

GET OUR SPECIAL LOW INTRODUCTORY PRICES

RCA VICTOR *New Vista* Solid State Stereo

*for Stepped-Up Power...More
Natural Sound...Utmost Dependability*

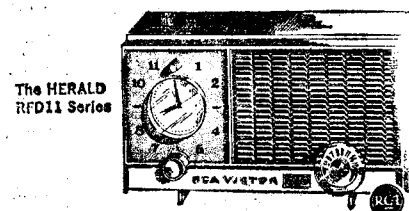


The LARVIX
VFT-44 Series

The styling is irresistible, the listening pleasure unlimited in this beguiling Danish-styled lowboy. All the exciting sound pressed into modern stereo and monophonic records is vividly reproduced by a new cool operating Solid State Stereo Amplifier with 120 watts peak power (60 watts EIA Standard). Precision Studiomatic 4-speed changer features amaz-

ing Feather Action Tone Arm that protects records against audible needle scratch. Sensitive, highly selective FM-AM Radio includes FM Stereo. And the sound comes brilliantly alive from six acoustically matched speakers (two 12" Diaphonic duo-cones, four 3 1/2" tweeters) provide brilliant stereo sound. Come in for a thrilling demonstration today!

RCA VICTOR CLOCK RADIO

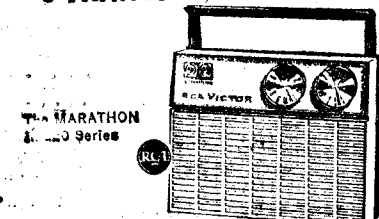


The HERALD
RFD11 Series

★ Automatic "wake to music" ★ Large electric clock—easy to set, quiet, dependable ★ Rich "Golden Throat" tone ★ Built-in loop antenna

See the
**Complete
Line at**
Highland Furniture

RCA VICTOR 8-TRANSISTOR PORTABLE



The MARATHON
RFD Series

★ All-new RCA Victor 8-transistor radio priced sensationally low ★ Strong pulling power from 8 transistors plus two crystal diodes ★ "Golden Throat" tone ★ Uses two long-life, low-cost "D" cells

5615 North Figueroa

Open Fridays 'Till 9 p.m.—Lay-Away for Christmas

CL 5-1518

'Women's Nite Out'

● M'LADIES' FAVORITE DINING PLACES ●

A Choice of Restaurants where YOU may enjoy delightful Luncheons, Dinners and Cocktails suited to your particular tastes.



**She'll Love You
Even More!**

An Evening at the Barristers,
is the ultimate compliment!

Men learn fast, how to survive
a domestic crisis. It's simple,
they tell us . . . just bring the
little lady to the Barristers Inn
and all is forgiven. No ques-
tion about it, a dinner chosen
from Barristers tempting range
of entrees is the quickest way
to a woman's heart!



HANK DALLY'S

The Barristers Inn

2324 COLORADO BLVD.

EAGLE ROCK

CL 6-8602

The Loveliest Ladies

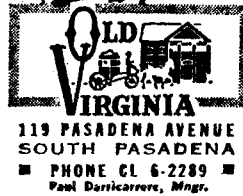
Come to the O.V.

The Old Virginia's
Urbane atmosphere,
Its sophisticated cuisine
Is designed to please
The ladies! . . . and
The men too,
of course.



***PARISIAN
THURSDAY**

Join your friends
where San Gabriel
Valley's most
important people
gather!



119 PASADENA AVENUE
SOUTH PASADENA
PHONE CL 6-2289
Paul Darricarrere, Mngt.



dine graciously
in an
atmosphere of
medieval charm!

**a Toast
to the Ladies**

A toast to the ladies who add grace
and charm to our surroundings . . .
the warmth of Crossbow's hospital-
ity, its exceptional cuisine and rom-
antic setting—all are designed with
the woman of taste in mind.

Wes Delroy's evening music . . . Fashion
Shows Thursdays. Luncheons, Dinners
Cocktails . . . the choicest eastern beef.



1400 Huntington Dr.

South Pasadena

SY. 9-0758

**AIRLINER
STEAK HOUSE**
2419 N. BROADWAY



Fine Wines and Liqueurs
Cocktails and Banquet Room

**SPECIAL
SMORGASBORD**

ALL YOU CAN EAT . . . \$1.50
CHILDREN, under 12 . . . 75¢

Served Every Week Day
4:00 P.M. to 8:00 P.M.

**SPECIAL EVERY NIGHT
PAN FRIED CHICKEN**

We extend a special invitation to the won-
derful ladies of Northeast LA to visit us
soon.

**BILL KNOX
DOM PALERMO**

THE
"NEW"
CHILE-VILLE
Cordially
Invites
"The Women"

BRING THE WHOLE FAMILY
FOR A DINING DELIGHT

★ Breakfast ★ Lunch ★ Dinner

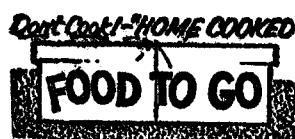
Chef's Special Steaks

Spaghetti . . . a specialty

DROP IN ANYTIME FOR A
SNACK OR A COMPLETE MEAL!

FAMOUS
CHILE-VILLE

CHILE



CALL CL 6-1673

PLENTY OF FREE PARKING

**LUNA'S
SPANISH INN**

"SALUTES THE LADIES"

of Northeast Los Angeles

**Spanish
FOOD**

Genuine Mexican Food
Served In True Old
Traditional Style

**FOOD TO TAKE OUT
WINE AND BEER**

We Extend Our Warmest
Invitation to the Ladies!



2706 N.
BROADWAY

Phone
225-0088

HOURS: TUES.-WED.-THURS.-SUNDAY
11:30 A.M. to 10 P.M.
FRI. & SAT. 11:30 A.M. TO 12 P.M.

Pythian Sisters' ritual based on old Biblical characters

Miramonte Temple No. 41 of the California Pythian Sisters was instituted in Highland Park on April 10, 1910, with Gertrude Smith installed as most excellent chief.

Rose Cedarstrom had the position of sitting past chief. Alice Goodhue, known as "mother", sponsored the new temple at its institution.

There were 26 charter members, all of whom have since passed away.

The institution and installation ceremonies were held in the Masonic Hall, where Miramonte Temple conducted their meetings for three years and then changed into the Ebell Clubhouse for a while until they bought their own hall at the corner of N. Ave. 64 and Ruby St.

Old Library

This building was the original library in the community known as Garvanza more than 50 years ago. It served the people of five districts, until they merged into "Greater Highland Park" and a new library was built to meet the needs of the growing population in this area.

It was at this time that Miramonte Lodge No. 79 of Pythias and their Ladies' Auxiliary, Miramonte Temple No. 41 purchased the old building, which they repaired and remodeled. It is still used as their meeting hall and is rented to various clubs and lodges for their business and social activities.

The primary object of fraternal organizations is to promote friendship among men and to relieve suffering. Each order adopts some outstanding principle as its objective. The distinguishing principles of the Pythian Order are Friendship, Charity and Benevolence.

Damon and Pythias

It bases its lessons and builds its ritual largely on the familiar story of the friendship of Damon and Pythias, who were historical characters living about 400 years before the beginning of the Christian era.

On their altruistic program Miramonte Temple No. 41 contributes toward the youth camp sponsored by the California Pythians at Sequoia National Park, which gives two weeks' vacation each year to a number of under-privileged children.

Donations are also made to some of the public charities; a cash contribution is made each month to a ward in the Orthopaedic Hospital for maintaining a bed in the name of the Pythian order.

Child Welfare

They also help to support the child welfare clinic sponsored in Los Angeles by the Knights of Pythias.

Added to their philanthropic projects last year the temple "adopted" a group of elderly and lonely women in one of the Highland Park rest homes, and they also sponsor a junior bowling league team.

Dorothea Hurt has headed Miramonte Temple No. 41 as most excellent chief this year for the second time. She was first elected to this office in 1953 and was followed into the chair by her oldest daughter, Mary-Eva Harmon. The following year her youngest daughter, Patsy-Ann Astin, now of Lancaster, ascended to the same position.

Mrs. Hurt has also had the honor of serving as district

deputy grand chief of the California Pythians.

Youngest Chief

Florence Picou, now of Temple City, joined Miramonte Temple 41 in 1916. She had the distinction of being the youngest most excellent chief when she was elected a few years later.

Four other past chiefs who have been members for many years are Lillian Cannel, now living in Rosemead; Olive Bratt, Pasadena; Helen MacKay, Montrose; and Cora Strickland, Eagle Rock.

Business meetings, followed by a social hour, are held at 8 p.m. on the second and fourth Tuesday of each month in the Pythian Hall, 6401 Ruby St. Most excellent chief Dorothea Hurt extends a cordial welcome to those who are eligible to join this order.



We have our own Beatles

Highland Park Senior Citizens "Kitchen Band" wearing wigs and making music washboard style don't get quite the reception accorded the shaggy boys from England, but they come close. Many TV and entertainment spot appearances crowd their calendar.

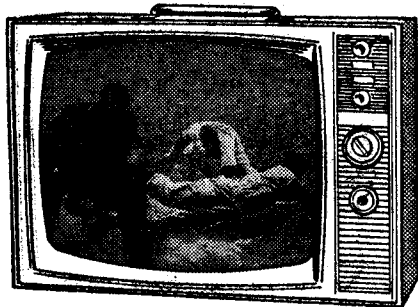


Highland FURNITURE

Features . . . Packard Bell.

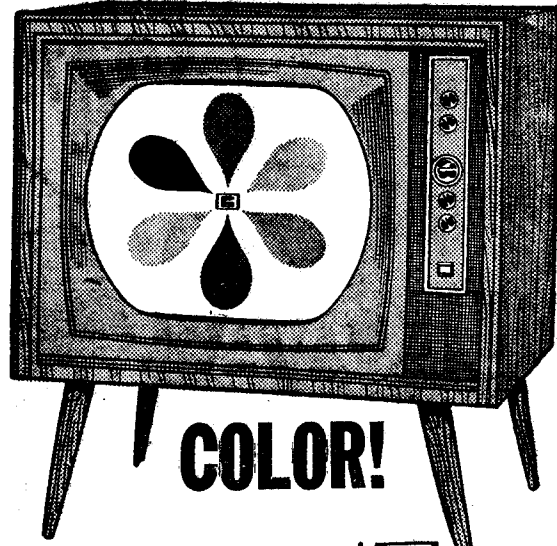
GET OUR SPECIAL LOW INTRODUCTORY PRICES

19" Portable TV



you can tell it's a Packard Bell.

It's the best buy in custom hand-wired portable TV. Tough hi-impact case. Crisp clear console picture — thanks to custom hand-wired chassis, power transformer, circuit-breaker protection. Telescope antenna. All-channel VHF-UHF, of course.



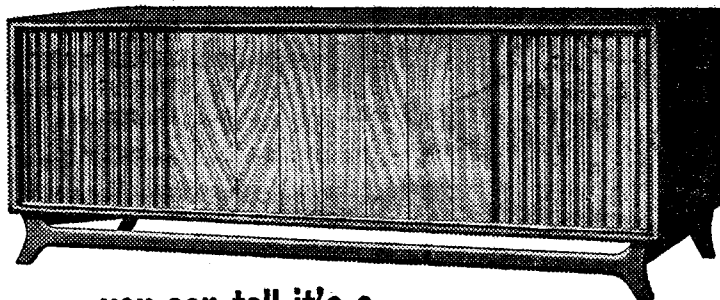
COLOR!

Packard Bell.

PACKARD BELL
CUSTOM QUALITY COLOR TV

A "new image of color" comes to you through Packard Bell color television. The most advanced custom hand-wired color brings true to life scenes with beautiful fidelity.

SOLID STATE STEREO IN SCANDIA® WALNUT



you can tell it's a

Packard Bell.

Furniture-styled handrubbed hardwood cabinet with out-front sound. AM-FM & FM stereo radio. Garrard record changer. Eight speakers, solid state amplifier, 300 watts peak power. Exclusive new Computer® Control Panel for most accurate tuning shown in Scandia® Walnut. Also available in 6 additional furniture styles.

5615 NORTH FIGUEROA Open Fridays 'Till 9 p.m.—Lay-Away for Christmas CL. 5-1518

Ruth Hare—Mrs. Republican

Mrs. Harold (Ruth) Hare is sometimes known as "Mrs. Republican" in this end of town. Many years of activity in GOP circles have found Mrs. Hare serving as charter member of Eagle Rock Republican Women; California alternate county, central and state committees. She has headed the California Republican Assembly, Eagle Rock chapter, and

was recently elected to the GOP Central Committee. In non-partisan activities, Mrs. Hare is a life member of PTA, president of Occidental Faculty Women and also head of the Interfraternity Mothers Club of USC. She is an active member of the Women's 20th Century and served as a leader in both Boy Scout and Girl Scout organizations.

OPEN Your Christmas Charge Account Now!



Elizabeth — Modern youthful styling — precision Bulova quality. 17 jewels. In yellow or white.

Surf King — A fine 17 jewel waterproof* with famous Bulova quality and craftsmanship. Shock-resistant, unbreakable main-spring.

Senator — A handsome watch he'll wear with pride. 17 jewel precision movement, shock-resistant. Expandable band, in yellow or white. \$35.75

Sunburst — Watch with a shape as dazzling as its golden multicolors. Adjustable matching mesh bracelet. 17 jewels. \$59.95

Diamond Dream — Exquisitely carved end-pieces hold two shimmering diamonds; 17 jewels, in yellow or white. \$39.95

Jet Clipper "C" — Masculine styling, 17 jewels, self-winding, waterproof*, shock-resistant. Also with charcoal dial. \$49.95

YOUR CHOICE
\$24⁷⁵
Only

Give BULOVA
the gift-quality watch

AS LITTLE AS \$1 A WEEK

Come in and see our complete selection of Bulova watches.
from \$24.75



★ **Budget Terms!**
or BankAmericard
Open Evenings till 9 P.M.
GARBE
JEWELERS
5806 N. Figueroa
CL. 6-2922

DAR born in 1911

The Daughters of the American Revolution was founded in Washington, D.C., on Oct. 11, 1890, by four prominent ladies: Eugenia Washington, niece of George Washington; Mary Lockwood, head of a press club and author of an article in the Washington Post of July, 1840 which aroused colonial descendants to found the D.A.R.; Ellen Harding Walworth, of Jackson, Ill. (the daughter of an attorney, she was head of a private school and was a practicing lawyer in New York); and Mary Desha, an assistant director in the hospital corps during the Spanish American War, and later, a government employee.

Caroline Harrison, wife of President Harrison, was the first president-general. During the first year there were 18 members.

Tierra Alta Chapter of the Daughters of the American Revolution was organized in Highland Park May 24, 1911, with 15 members. The first officers were: Louise Brier Stratton, regent; Katharine Thompson, vice regent; Rebecca Jane McComb, treasurer; Harriett Davis, recording secretary; Carol Ordway Baker, corresponding secretary; Ella Miller Searle, registrar; and Sara A. Merrill, historian.

In 1912, there were 25 members. The chapter has had a fluctuating membership of 25-90 members over the years. The fluctuation was the result of members moving away,

deaths and transfers. In 1964, there are presently 44 members.

The aims of D.A.R. are: To promote, as an object of primary importance, institutions for the spreading of knowledge; to cherish, maintain, and extend the institutions of American freedom; to foster true patriotism and love of country; and to aid in securing for all mankind the blessings of liberty.

The D.A.R. contributes to a scholarship fund, student home fund, girl's homemaking ward, and a Good Citizens Pilgrim's Club.

The D.A.R. sponsors two schools which are fully supported by them. They are: Tamasee, in South Carolina, and Kate Duncan Smith, in Grant, Alabama. In addition to these, the D.A.R. also helps to support 15 other colleges, most of which are in the South.

This organization is also interested in conservation, both human and natural resources. More than \$100,000 is spent in one year in agencies for human conservation such as the Red Cross, the Salvation Army, ROTC, and the USO. They establish aid for ex-service men, women and children. Also boys and girls in need receive help and encouragement through their gifts of clothing, food, medical care and scholarships. Their interest in natural resources is expressed in the preservation of National Forests, game, birds and his-

torical land marks. Members have been instrumental in having thousands of trees and bushes planted.

Locally, the responsibility for continuing this work will be in the hands of this year's officers, who are; Mrs. Caroline Salkeld, regent; Mrs. Lillian Shrewsbury, vice regent; Mrs. Laura Bruce, chaplain; Mrs. Carrie Dillman, recording secretary; Mrs. Bess Brown, corresponding secretary; Mrs. Nina Maple, treasurer; Mrs. Ione Hafadorn, registrar; Mrs. Annette Goodale, historian and Mrs. Marie Wischman, librarian.



MARGARET KORONDI

Miss Korondi keeps ladies in good shape

A petite blonde with an enviable record in Olympic competition is helping the ladies of Northeast Los Angeles to keep in shape.

She is Hungarian born, Margaret Korondi, who says that "anyone can have a beautiful figure" and results of her classes prove that she means what she says.

Teaching regular classes at the local YMCA, Miss Korondi gives the ladies customized service just for her own particular problem, including exercise and diet.

Hungarian born, Miss Korondi makes her home in Highland Park.

Fridays assist hospital project

One of the major philanthropies for El Sereno Friday Morning Club is furnishing of a room at Booth Memorial Home for unwed mothers in Lincoln Heights.

The Friday Morning Club, member of San Gabriel CFWC, stresses philanthropy and community betterment.

Mrs. Jack Von Posch is this year's president.



Special!

Regular \$15 "Custom" PERMANENT WAVE \$7⁵⁰

INCLUDING HAIRCUT AND CONDITIONING TREATMENT

ALL MALE HAIRSTYLISTS

MR. FRED NERI
MR. JAMES YARNALL
MR. ROBERT GRESHAM
MR. LA MONTE

All "award winners" of the style shows and experts of the highest caliber. They will create for you, the most flattering, beautiful hair styles at moderate prices.

• HAIR CUT \$2 and \$2.50

CALL NOW FOR YOUR APPOINTMENT
2 SPACIOUS SALONS TO SERVE YOU

LA MONTE
HAIR FASHIONS

5403 1/2 N. FIGUEROA
6839 N. FIGUEROA

CL 4-5551
CL 5-4483

Formerly of SAKS 5th Ave., Antoine and Charles, of the Ritz

'Sociability with purpose' Junior creed

Arroyo Vista Junior Women's Club is affiliated with the Verdugo Metropolitan District California Federation of Women's Clubs junior membership, and are sponsored by the Arroyo Vista Women's Club and meet in the clubhouse located at 437 Redfield Ave.

Meetings are held twice monthly: The first Tuesday, a potluck luncheon, is held in various members homes; the third Tuesday, an evening meeting in the clubhouse at 8 p.m.

Federation provides the clubs with a diversified program from which they can pick and choose. It is primarily a service organization. What is Federation? "It is sociability with a purpose." Membership consists of young women between the ages of 18 and 36 who are interested in building a better community in which they may raise their families. The club believes that education is a continuing progress and tries to bring to members many useful and informative programs.

Credo of the Junior Women is that we are first wives and mothers and second, clubwomen."

Red Cross Class

The Arroyos co-sponsor a Community Red Cross class, held each Thursday evening at the Arroyo Vista Clubhouse, and are supporting a three year pledge to the YMCA building campaign, and participating in the "Little Bronze Bells" Care project.

Mrs. Raymond Arenz, currently serving as philanthropy chairman, has held many offices in the club. She is also recording secretary and very active with Hathaway Home, the club's philanthropy.

The club has "adopted" a cottage of 8 boys and are presently making plans for Christ-

mas. Each boy receives a cake on his birthday and a tree trimming party at Christmas.

Several members are making preparations at this time to clean the cottage and make new curtains, thus relieving some of the load of the house mother. Members will soon be helping at the office with the Christmas mail. It is their theory that "Building boys is better than mending men."

Several of the members are at present active in the Verdugo Metropolitan District. Mrs. Lynn Stites, who has held several offices and been very active in our local club, is now serving as District President. Mrs. Victor Dhillon, who is president of the local club, is

active not only in club, but in PTA and the various activities of her four children.

Single Step

Through her leadership, the club has accomplished many goals. Her theme for the year is "A journey of a Thousand Miles begins with a Single Step." Mrs. Dhillon is presently serving the district as amenities and ethics chairman.

Mrs. Kenneth Gustafson, who is district Americanism chairman, is active in her church, club, PTA. Mrs. Aldan Bell is serving as district youth chairman. Mrs. Bell is new to Federation, and is active in PTA and her church. Mrs. Wesley Wickman, member of Arroyo Vista Woman's Club, has been appointed junior coordinator for the Verdugo Metropolitan District. She is the liaison between the Juniors and their sponsoring clubs on the Junior District Board.



DISTINGUISHED GUESTS — When visiting dignitaries come to El Sereno, they're often met by Mrs. Arthur Crum (center), leading woman Republican and District PTA officer. She is shown here with Mrs. Barry Goldwater and daughter at a recent reception at the Huntington-Sheraton.



Highland FURNITURE

PHILCO Instant Cold

with RESERVE COOLING POWER... and so reliable, it's **GUARANTEED 5 FULL YEARS***

CHILLS foods faster
FREEZES ice cubes quicker
MAINTAINS cold better
AND IT'S QUIET

- Two Door NO FROST Refrigerator-Freezer eliminates defrosting in refrigerator and freezer
- Full 15.7 cu. ft. net NEMA storage
- New Split Level Dairy Bar Door
- Deluxe Freezer Door Storage with Tilting Metal Basket
- Freezer stores 165 lbs. Frozen Food
- Portable Ice Cube Keeper
- Twin Visa-Crispers plus convertible "Air Wrap" Meat compartment

*Philco warrants to original U.S. purchaser, for one year, after purchase, free exchange or at Philco's option repair (excluding transportation, service and labor charges and finishes) of any part defective in material or workmanship and returned through Philco's dealer-distributor organization. Sealed System (compression, evaporator, condenser and connected tubing) so warranted additional 4 years.

Only Philco has the **\$229**
All Fabric Washer
At This Low Price

Full Featured

- 12 lb. capacity; washes 7 sheets in a single load
- Exclusive Undertow Agitator
- 3-Way Agi-Spin Rinse
- Automatic Water Saver
- Automatic Filter Dispenser

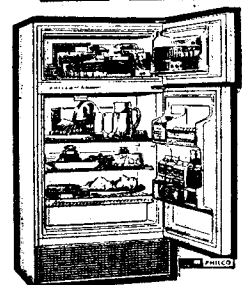
4 CYCLE—2 SPEED

5615 N. FIGUEROA—CL. 5-1518



PHILCO SUPERMARKETS.

PHILCO Turnover Time



2-DOOR AUTOMATIC REFRIGERATOR

REGULAR 319.95
LESS TRADE 101.95

Sale! 218.00



MRS. LYNN STITES

Mrs. Hulbert real friend in need

Mrs. Roscoe Hulbert, of 434 N. Ave. 51, has been suggested as a "Leading Lady" of the community.

"I have known Mrs. Hulbert for about 15 years," says Katherine C. Spooner, "and have never known her to turn down an opportunity to give a helping hand."

"She is an active worker in the Highland Park Presbyterian Church. She has been the head of about every Woman's Group and has been on call at anytime to drive those without cars. She also takes those that are shut-in to the doctor or shopping."

"She has made hundreds of yo-yo dolls for the children at General Hospital and lap robes for the patients at Olive View."

"If you need further information as to her qualifications you can get it from the office of the Highland Park Presbyterian Church."

She brought 'big league' music to the Highlands

Among the women who have put Northeast Los Angeles on the map is certainly Helen Cordell Terzo, who brought symphonic music to Highland Park in big league style.

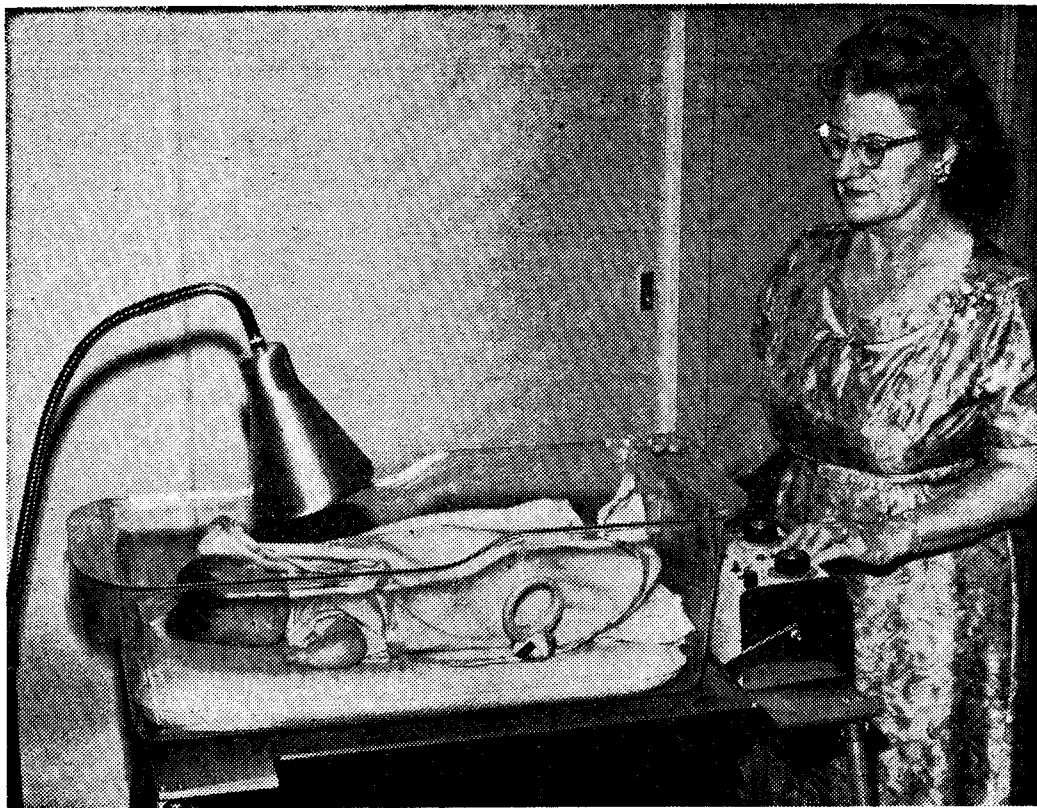
A former opera star herself, Mrs. Terzo (then Mrs. Cordell) decided back in 1946 that Highland Park needed a symphony orchestra . . . a truly professional organization with the big names in the musical world performing here in the community.

It sounded ambitious . . . but then so, was Mrs. Cordell. Teaming up with J. Arthur Lewis and Councilman and Mrs. John Holland, the Symphony Association was formed.

Mrs. Cordell was appointed "temporary chairman." And to show you how loosely that word "temporary" can be used — that was 18 years ago and she is still chairman.

Many are the world-known artists who have brought their talents to this area and many an extravagant performance, including opera, has been magnificently performed here.

Helen Cordell Terzo is also president emeritus of the Los Angeles County Music Commission.



NEVER TOO YOUNG. Dr. Ciwa Griffith demonstrates newest test for hearing of the newborn which can be performed while the baby sleeps. Dr. Griffith's research on deaf children has made her world famous.

Dr. Ciwa Griffith's contribution

Deaf now tune in on world of sound

There are several women in Northeast Los Angeles whose names are known around the world, and certainly foremost on the list would be Dr. Ciwa Griffith, who chose the community of Highland Park for her HEAR foundation center. After modest beginnings, the organization dedicated to helping deaf children lead a normal life, is now attracting attention from all quarters of the globe.

Dr. Griffith herself, an attractive unassuming lady with a dedicated purpose, knew as a child what it was like to be handicapped. Living in the Fiji Islands where her father published the Fiji Times, little Ciwa (which means ninth . . . she was the ninth child) was felled by diphtheria. Paralyzed and woefully incapacitated by the disease which took the life of her brother, Ciwa lay near death for many days.

The doctor told her parents it would be better if she didn't live. Fortunately for humanity in general, the medic was wrong. Ciwa lived . . . and lived magnificently, but never forgot what it was like to be frail and not to keep up with children of robust health.

After coming to the United States and studying for a teaching credential, she taught in a rural school in Northern California. In her class was a lit-

tle deaf girl. Hearing aids of that day did the child no good. It was then that Dr. Griffith started out on the campaign that was to mean so much to so many.

Together she and the child studied and toured in search of more knowledge on the subject of her handicap.

In trying to help her protegee through extensive research, Dr. Griffith came to the conclusion that the greatest aid for the deaf could be given by early diagnosis and proper fitting of hearing aids.

No one at this time had ever thought of testing a newborn baby's hearing and the idea of using hearing aids (with its old fashioned connotation of heavy equipment) was considered preposterous!

Dr. Griffith's theory of early diagnosis, although thought to be radical at the start, has now become standard procedure among the testing of newborns at several well known hospitals. And the Highland Park crusader in the field of audiology has recently returned from Sweden where she spoke on the screening of neo-nates (the newly born)—just one of her many world-wide speaking engagements.

One of Dr. Griffith's main crusades has been to equip the deaf child so that he may attend regular school classes and

eliminate a handicap-psychology. Some school systems have refused to allow youngsters wearing aids to attend such classes, but Dr. Griffith and associates are making progress.

Although HEAR Foundation claims no miracles, and does not pretend to perform medical feats, the success of the HEAR-ometer and new screening devices have been proved over and over again. Each time Dr. Griffith sees the face of a "deaf" child light up with despond, it is a new thrill for her.

HEAR Foundation at 4507 York Boulevard started in a little bungalow, donated by Mr. and Mrs. Bollinger of Sparklett's Water Co. They had met Dr. Griffith while abroad and were impressed by her work with deaf children.

DEPENDS ON DONATIONS

They were indeed modest beginnings . . . 10 years ago, with no "angels" and very little money, Dr. Griffith smiles when she remembers the struggle. It is still a "nip and tuck" process though. The Foundation is non-profit and depends entirely upon donations.

The deaf probably get less than their share of sympathy since their handicap is invisible. They look just like anybody else. But, the hopelessness of living in a world without sound (and often as a result, without speech) is one of the cruelest burdens to bear.

Women's Missionary Society

Their good works go round the world

Headed by Mrs. Marie Marsee as president this year, the Women's Missionary Society of the Highland Park Community Church of God has been doing missionary work for over 30 years.

National headquarters for these women's groups affiliated with the Church of God throughout the United States are at Anderson, Ind., where an international camp meeting is held every year.

The largest mission supported by this church is at Kenya Colony in East Africa, where there is a hospital and nurse's training school.

A smaller station was started several years ago at Conley Heights, near Sydney, Australia, and there are similar missions supported on every continent in the world.

Support had been given to a mission in Cuba, until the uprising there made it necessary to abandon this haven after the pastor in charge had to flee to safety. The many refugees who found shelter in Miami, Fla., are still receiving regular aid and a Church of God has now been started there.

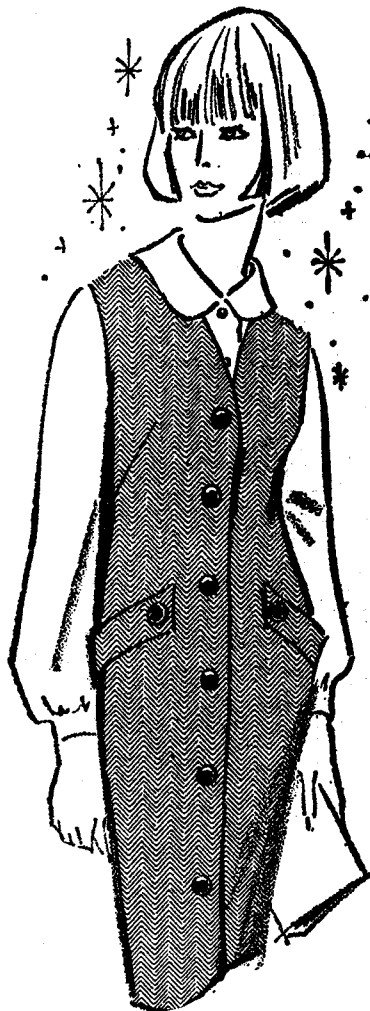
Contributions are also sent

to 14 missions in Mexico and to several in this country.

As an extra project of their own this year the local society adopted an infant girl whom they will support until the age of 18. There are now 70 little girls at "The Shelter" for unwanted baby girls, which is maintained at Cutback, India.

The Highland Park Women's Society also contributes through the national offices, a certain amount each month toward the sponsorship of "The Christian Brotherhood Hour," broadcast at 8 a.m. every Sunday over radio station KGER.

BUY IN NOVEMBER — PAY NEXT YEAR WITH
IVERS CHRISTMAS BUDGET ACCOUNT



fantastic! jumper-n-top, 5.00

ORIGINALLY 10.00

imagine — both pieces for what
you'd expect to pay for one alone!
herringbone tweed jumper
of wool/viscose rayon in brown
kelly or black with white acetate blouse;
hurry, these are truly great! 8-16.

IVERS
Sportswear

NO. FIGUEROA AT AVE. 58 • CL. 7-7504 • SHOP MON. & FRI. TIL 9

Know why they call her 'Angel'?

(In the search for Northeast Los Angeles' foremost "Leading Lady" where readers were asked to nominate women who had served their community best, Mrs. Irving Angel received the bulk of the votes.)



If there ever was anybody properly named it's Sophie Angel. Of course, she acquired that name when she married Irving Angel and he agrees with the entire community that here is an Angel-in-the real.

The word "impossible" is a dirty word to ambitious Sophie Angel who just can't understand that things can't be done. So she does them.

In the dim days when infantile paralysis was stalking through the community, killing and crippling as it went, Mrs. Angel wasn't a hand-wringer. She said . . .

"For goodness sakes, let's pitch in and find out what this dreadful disease is and find a way to conquer it."

She wasn't a doctor or a bacteriologist . . . just a woman with a heart as big as the occasion demanded. She rolled up her sleeves and worked and worked and worked for the March of Dimes, breaking quota marks for her district year after year. When Sophie puts on an appeal, nobody can ever resist her. And when the conquest of polio came, she didn't relax either . . . She went right on fighting for the birth defect and other cripples that put such a blight on mankind.

Many Activities

Angel also led the banners of the Red Cross, Community Chest; was given a life membership in the PTA and was active in the organization and building of Temple Beth Israel here in Highland Park and helped to establish and maintain the Highland Park Symphony; outstanding as all of these accomplishments have been, they were just a prelude to the real thing that made Mrs. Irving Angel, the leadingest "leading lady" in our community.

How About Oldsters?

It will be three years next January when Sophie Angel got to thinking about the old people in Highland Park. And, in this community a good proportion of the population is of retirement age.

Now, lots of people had "thought" about the elderly and they had voiced pity for them; their loneliness; their feeling of not belonging; their removal from the main current of life. Almost afraid to look old age and its inevitability straight in the eye, most of the folks looked the other way.

"Why don't we organize a club for them," suggested Mrs. Angel, deep in thought.

"Oh that's been tried. They don't want

to belong to clubs," said the opposition.

"Well I'm going to try anyway," said the busy Angel, who is only four feet eleven and tremendously full of spunk.

So she announced via the newspaper that Senior Citizens were invited to come to Highland Park Playground for a charter meeting to get things established.

Mrs. Angel had lined up about 50 coffee cups and the same number of chairs. Well, only four people showed up, and those who had shaken their heads, shook their heads again.

"See . . . We told you, Sophie. It just won't do any good!"

Not Discouraged

"I'm thinking" replied Angel, disappointed but far from discouraged. After some thought, her face brightened and she said. "Of course it won't work that way. We're treating them like old people. When I get to be that age, I don't want to sit around playing cards all day, making artificial flowers or having someone explain how to make my will and . . ."



"But . . . what else can old folks do?" they asked her.

"Now let me see . . ." Angel replied and then in a burst of inspiration exclaimed. "Go to Las Vegas and play the machines . . ."

have dances . . . maybe even charter planes and go to Hawaii or Europe or . . . why not?"

Well, they laughed, just like people laughed at Christopher Columbus. But Mrs. Angel went ahead with her plan, issuing the call to people who didn't want to "face" old age, but instead preferred to "forget it."

Fastest Growing Group

The next Monday morning she ran out of coffee and chairs. People were standing in the aisles. Some 120 had signed the roster and the big urge to get away and start traveling set in. Within three months, the Highland Park Seniors (a name to be reckoned with all over the world) had a membership of over 1000 and doubled that within the next two months, making it the fastest growing such group in the entire United States.

Serving as their fun-leader, mother-confessor, kid sister, song-leader, spiritual backer-upper and general counselor, Angel went through with her plan and led off with that promised trip to Las Vegas where they sang all the way there and all the way back. They put up at the most plush casinos, drank champagne, stayed up way way past their bedtime; discarded their diets. Some of them forgot to take their pills.

Like School Kids

They laughed and clowning their way through the city of Las Vegas, and boarded the homeward bound bus still giggling like school kids and feeling better than they ever had in all their lives. They had made fast friends and they were full of plans for more and more tours to somewhere. Melancholy and arthritis were forgotten.

That there were some older people not so well fixed that they could afford it was apparent to Angel, and very anonymously, she saw to it that a few non-paying guests always went along . . . and nobody ever knew who they were.

Short trips to Disneyland, POP, Knott's Berry Farm, Catalina, theaters, gourmet dinners on the town followed. In between times they bowled . . . with amazing scores (led by Dennis Scanlon) and Carrie Knick-rehm, a delightful retired school teacher assisted Mrs. Angel in her diverse roles.

Real live bands came to play for the Seniors at their monthly dances . . . and the Seniors formed their own "Kitchen Band" — now making command performances all over the city.

All to Europe

Last summer the most ambitious trip of all found Highland Park Seniors touring Europe . . . and it wouldn't surprise anyone to find Angel already making arrangements for the first booking to the moon.

The City Council of Los Angeles, taking note of the phenomenal Mrs. Angel awarded her a special citation last year, and presented it to her as a surprise gesture on her birthday last April.



Final proof that Angel's Seniors are a "permanent Institution" is the fact that three couples who met during the meetings at social events in Highland Park are now Mr. and Mrs. And Sophie (Cupid) Angel is always guest

of honor at those anniversary parties where older people have found such deep satisfaction in "the second time around."

Of all the leading ladies in Northeast Los Angeles, by far the most votes were cast for the "Angel of the Highlands."



ON CLUB DAY — Many are the important women who walked through the picturesque door to the Twentieth Century Club during the past 61 years.

Eagle Rock Club began when century was young

Eagle Rock's Twentieth Century Club, one of the largest and most active clubs in the area, had its beginnings with a small gathering on Valentine's Day in 1903.

Even in those days when a ladies place was definitely in the home, these crusaders had the idea of enlarging their scope of influence to include community problems.

They also set to work to avail themselves of a clubhouse. Starting from scratch their first fund raising activity was a Thanksgiving dinner in 1904 that cost the guests the enormous sum of 35 cents a plate.

It was a momentous day in 1915 when the clubhouse became a reality and the entire community turned out for the dedication that took place at Colorado Blvd. and Hermosa Ave.

Today the club boasts a membership of some 300 members, headed by Mrs.

Reserl Keen, serving her second year as president.

The interests of this leading club are so diversified that any woman can find a study group or section to her liking. Prominent on the list is the History and Landmarks section where local history is pursued. The Bible section, winner of many CFWC awards, is another favorite of the ladies.

Events featured by the Twentieth Century include programs with many famous speakers on diversified subjects; lavish fashion shows and a Christmas program of rare elegance.

Also on the club agenda is the spring camellia show and a festive Founders Day program at which the history of the club is reviewed and ladies appear in the old silks and satins of many decades back.

The club participates in all civic drives and projects and is an exemplar of influence in the community.

CARPETS BY "HOLLYTEX"

Featured at...

B & B CUSTOM CARPET

WOMEN

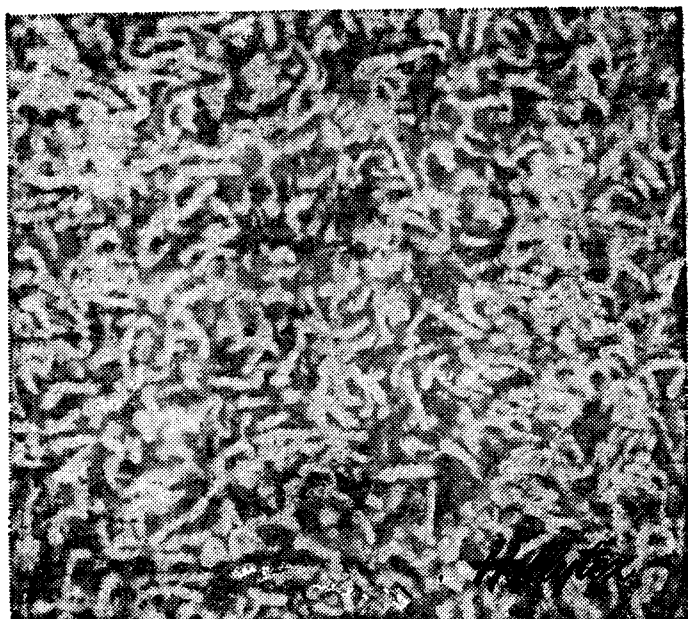
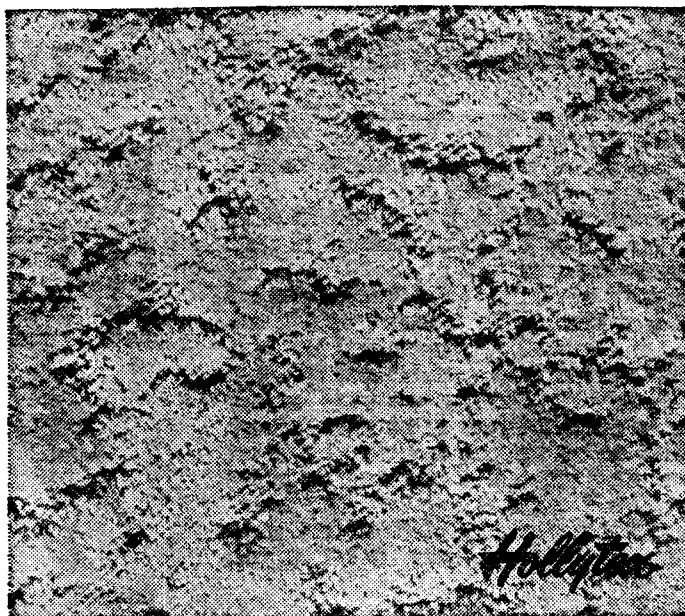
Of Northeast L.A.
Make Your Selections
FROM OUR
GRAND VARIETY

- "Hollytex"
- Decorator Colors
 - Popular Acrylic and Nylon Fibers

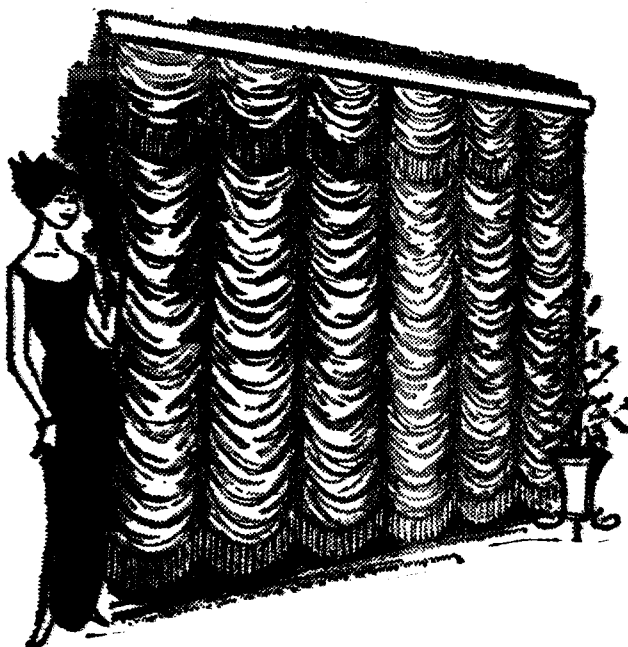


FASHION SQUARE

You will thrill to the sculptured elegance of this unique, three level, random sheared design. Loomed of 100% Creslan acrylic yarn to resist wear and abuse. Available in eleven exciting decorator colors.



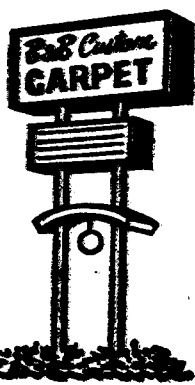
The mood and manner of the Caribbean makes this deep pile twisted texture suitable for either casual or formal room settings. Trinidad is the absolute ultimate in a man made fiber carpet. Long wearing, easy to clean, color fast. Available in fifteen enchanting colors of DuPont 501 Nylon.



LUXURY DRAPES

CUSTOM MADE

- ★ Free Estimates
- ★ Complete, Expert Installation
- ★ Decorator Fabrics



B & B CUSTOM CARPET

4557 York Blvd.

255-5107—CL. 5-1002

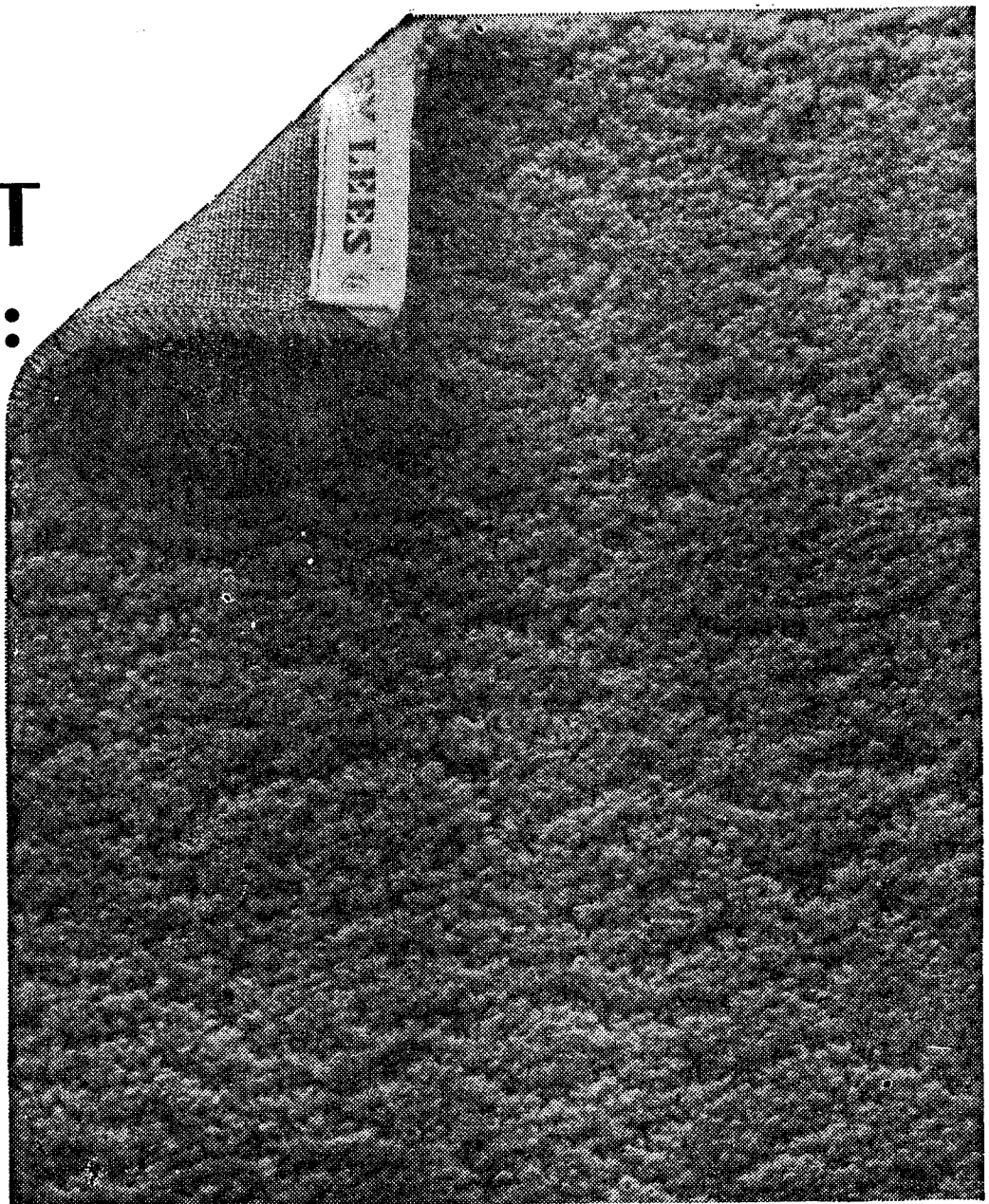
You spend too much money on carpet to make mistakes.

Make no mistake. Our special Lees carpets are extraordinary values.

B & B CUSTOM CARPET Proudly Presents:



*To "Women" in the
Northeast area!*

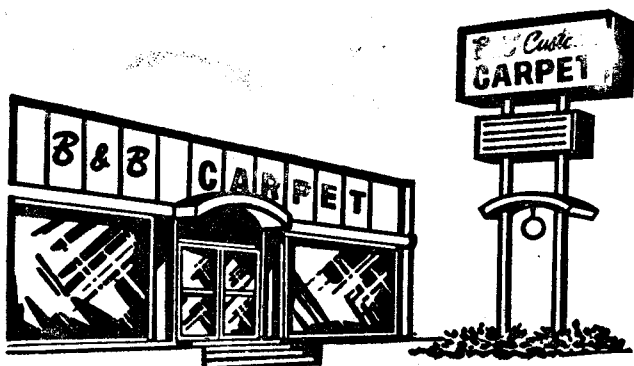


"PLAZA SQUARE" carpet by Lees
Beautiful, practical embossed texture, cut and loop pile.
100% Acrilan® acrylic face yarns. Resists crushing
and soiling. Sturdy, durable. 16 colors.



You can pay for a Lees carpet the same way you pay for your car. What's the big advantage?

For one thing, it's easier to pay by the month than to lay it all out in one fell swoop. But the real advantage goes deeper. When you can pay by the month, you have a little leeway. You don't have to settle for something you don't honestly want. You can get exactly what you want. A good carpet. Like Lees. Via monthly payments, a Lees will cost you a few dollars more than an economy carpet.



B & B CUSTOM CARPET

4557 YORK BOULEVARD

CL. 5-1002



Monarch Savings SALUTES

THE WOMEN OF NORTHEAST L.A!



4.85%

CURRENT RATE
PER ANNUM
COMPOUNDED QUARTERLY

- Funds received or postmarked by the 10th earn from the first of that month.
- Savings insured to \$10,000 by the F.S.L.I.C., an agency of the United States Government.
- Transfer your account. We handle all details.
- Save by mail — Postage paid both ways.
- Corporate, trust and institutional accounts welcomed.

ALL are invited to **OPEN**
a savings account **TODAY**
and **BECOME** a partner
in thrift with **Monarch Savings**

This thrift partnership will guarantee peace of mind in the assurance that the happiness and future of each member of the family will be secured — whether the savings be for a new home — just a little better vacation — a college education — or security in the fall of life.

Open your account today and watch it grow — grow — grow for the comfort, happiness and security of tomorrow.



MONARCH SAVINGS AND LOAN ASSOCIATION

2201 NORTH BROADWAY, LOS ANGELES 31, CALIFORNIA • CA 3-1164

Arroyo Vista women do serve

The Arroyo Vista Women's Club was organized in 1931 for the purpose of promoting cultural, civic and philanthropic interests among its members. They joined the General Federation of Women's Clubs in 1951, this is an international organization comprising a membership of approximately twelve million in over seventy-three countries.

Mrs. Claude Fordice, currently serving as president, has chosen for the theme this year "United in Service."

She has been very active in club affairs, serving as third vice president and ways and means, recording secretary, and Junior coordinator. She is vitally interested in civic affairs and is constantly searching for projects which will improve our community. In addition to club, she finds time to teach a Sunday school class and a class for Christian Release Time Education.

The officers are: Mrs. Louis Lessiak, first vice president; Mrs. Jack Lamb, second vice president; Mrs. Ralph Ward, recording secretary; Mrs. Ebon Marsh, treasurer; Mrs. Lynn Stites, program chairman; Mrs.



MRS. CLAUDE FORDICE

Wesley Wickman, press chairman and Mrs. Charles Wagner, coordinator.

Four members are serving as chairmen for Verdugo District CFWC: Mrs. Lesley Wickman, coordinator; Mrs. Alvin Smith, responsible citizenship; Mrs. Charles Wagner, gerontology; and Mrs. Richard Zahniser, crafts.

The club planted a deodor tree in the parkway at Monterey Road and South Avenue 60 in 1935. In the past few years the tree has been decorated for Christmas. This project was sponsored by the club and Boy Scout Troop 335 helped collect donations.

The Highland Park Fire Department volunteered to bring their ladder truck and put the lights on the tree. Last Christmas \$500 was raised and a permanent meter box was installed to insure the lighting of the tree for many years to come.

MEMBERSHIP DOUBLED

Arroyo Auxiliary No. 600, Veterans of World War I, was instituted in Highland Park on Feb. 16,

1957, with Ora Kitson as charter president. Mrs. Kitson was a past leader of another veterans' auxiliary and she was also acquainted with the rehabilitation and welfare program in the veterans' hospitals.

The charter membership has more than doubled since the founding.

Objects of this organization are fraternal and historical; to assist the veterans of World War I whenever possible; to practice a spirit of true Americanism in allegiance to the laws and constitution of the United States of America.

As a veterans' order, the auxiliary's main projects are to aid the hospitalized men and to endeavor through legislation to help the future security of these old soldiers of World War I.

As part of their hospital and welfare program the auxiliary "adopted" a ward of 45 patients at the San Fernando Veterans' Facility and they also remember the men of World War I at Sawtelle Veterans' Administration with gifts and contributions on special occasions.

Citations of merit were received by Alma du Crocq and Beatrice Claflin for outstanding volunteer hospital services. Others deserving of recognition for their work on the auxiliary's hospital program have been Grace Benn, Sadie Roberts, Ora Kitson and Laura Tilch.

Acting as Americanism chairman for the unit Maie Leverenz has given many informative and interesting talks on this subject, since it has always been stressed as an important part of the program in veterans' groups.

Currently serving as auxiliary president is Jeannette Bagenstose, very ably assisted by past president Dorothea Hurt acting as ways and means chairman and also holding the combination office of secretary and treasurer.

In the eight years of their activity the auxiliary has received a number of citations of merit in recognition of the large gain in membership; for work done on the hospital program and for outstanding publicity for the organization.

Julia Mikeska has been press chairman and historian for the past six years, besides serving on the legislative committee.

GARDEN SPECIALS

NOV. 8th to NOV. 15th

PYRACANTHA

CLUSTERS OF RED BERRIES
FOR THE HOLIDAY SEASON

GALLON SIZE—REG. \$1.50..... **\$1¹⁹**
5 GALLON SIZE—REG. \$4.50..... **\$3⁹⁵**

BULBS

DAFFODILS—Reg. \$1.25..... **98[¢] doz.**
FREESIAS—Reg. 75¢..... **59[¢] doz.**
RANUNCULAS—Reg. 75¢..... **59[¢] doz.**

REDWOOD COMPOST

BALES..... **\$2⁴⁹**

DECORATIVE BARK

3 CU. FT. SIZE..... **\$2⁸⁸**

SNAPDRAGONS

Reg. 50c Doz.

STOCKS

39[¢] doz.

PANSIES

USE YOUR BANKAMERICARD

Wharton NURSERY

Phone 255-8063

• 4958 EAGLE ROCK BLVD.
• EAGLE ROCK, California



Shelton Stroller®

has a holiday look . . .

a chelsea look in

carefree antron® nylon jersey

13.00

perfect for holiday visiting,
ideal on a carefree shopping spree,
and exquisitely tasteful for gifting!
this new jewel-tone stroller
is washable, of course, drip-dries
quickly and rarely needs ironing;
pink, blue or green;
sizes 10 to 20, 12½ to 14½.

IVERS

budget shop

NO. FIGUEROA AT AVE. 58 • CL. 7-7504 • SHOP MON. & FRI. TIL 9

MODERN CONVENIENCES FOR MODERN WOMEN

General Electric's New **P-7** oven
cleans itself .. electrically!

Fast, Flameless



MODEL J-756

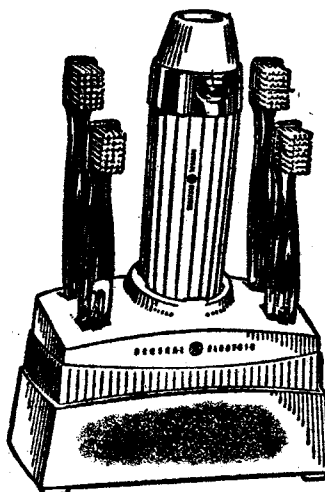
ALL YOU DO is set controls, latch the oven door, set the timer. In 2 to 3 hours oven is clean as new!

- 3-in-1 Sensi-Temp® Unit
- Built-in Styling
- Dark Copper-tone, Mix-or-Match Colors, or White

COME IN FOR A P-7 OVEN DEMONSTRATION!



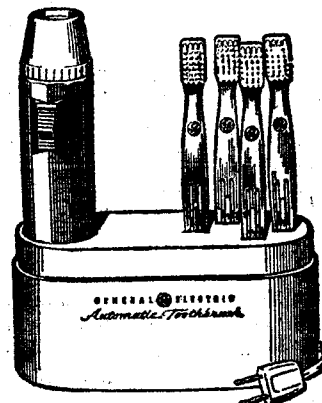
CLEANER TEETH, HEALTHFUL GUM-CARE WITH MIRACLE
General Electric Automatic Toothbrush!



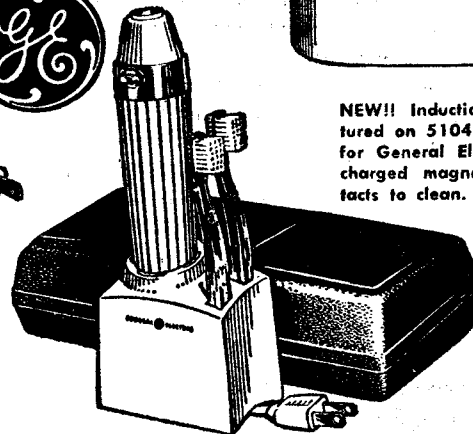
TRIP-MATE MODEL 5105: New travel model, ideal for gift giving. Use at home or away. Safe, cordless, battery operated power handle. Induction recharging, convenient push button switch. In attractive traveling case.

MODEL 5101: 40,000 dentists choose it! Cordless handle, rechargeable, completely safe. 4 personal snap-in brushes, engineered for long life!

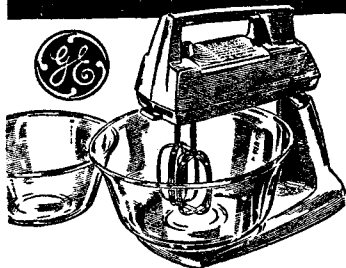
MODEL 5104: New! Model 5101 features with new induction type recharger, new push button on-off switch. Re-styled tapered cordless handle. Complete with 4 clear tinted brushes.



NEW!! Induction recharging, featured on 5104 and 5105. A first for General Electric—Battery recharged magnetic field; no contacts to clean.



GENERAL ELECTRIC
12 SPEED MIXER



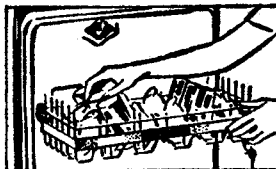
ALL PURPOSE MIXER: Model M35. A power stand mixer or a light-weight portable. 2 glass bowls of 1½ and 3 quart capacity fit snugly on revolving 2 position bowl pan. Speed selector gives 12 mixing speeds. Beater ejector and heel stand. In beige or white.

TOASTS ANYTHING!
BAKES TOO!



DELUXE TOAST-R-OVEN: MODEL T93. A toaster! An oven. It toasts both sides of bread at once, perfect for butter toast, or cheese sandwiches. It bakes cookies, frozen pastries, re-heats cooked foods! Special top browning feature.

LIFT-TOP RACK
CONVENIENCE

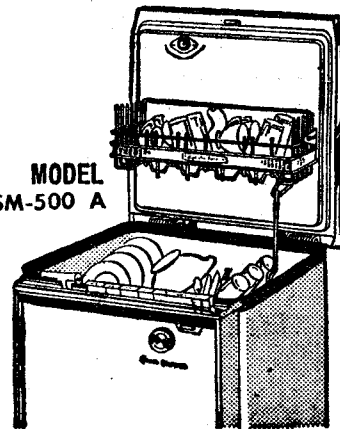


PERFECT DISHWASHING AT LAST! Convenient, trouble free. Makes loading and unloading dishes easy. Lift top rack lifts up with lid . . . almost hands you the dishes! See it demonstrated at Appel South Pasadena or Holland Electric, Highland Park.



**MOBILE MAID®
DISHWASHER**

MODEL SM-500 A

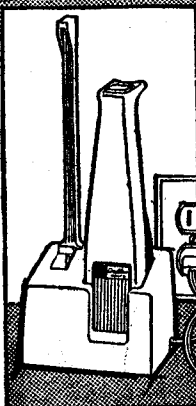


CORDLESS ELECTRIC SLICING KNIFE



Use it anywhere:

CORDLESS ELECTRIC SLICING KNIFE: Model EK-5. All you do is guide it! Use it anywhere . . . kitchen, dining room, even on a picnic. Truly portable. Lightweight—less than 2 pounds. Re-charger storage rack—charges completely overnight. Plenty of power to do a 10 pound roast or a 21 pound turkey as well as a normal day's slicing job. Hollow ground stainless steel blades for maximum sharpness.



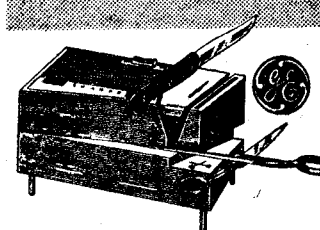
Model EK-5

STAINLESS STEEL PEEK-A-BREW
COFFEE MAKER by G.E.



MODEL P33. It's all stainless steel for peak coffee flavor and easy cleaning. Built-in PEEK-A-BREW® gauge tells how much coffee is left or how much water to add when filling. Distinctive oval styling. Signal light and brew selector. Makes 3 to 10 cups.

**NEW GENERAL ELECTRIC
SHARPENER**



KNIFE AND SCISSORS SHARPENER. Model NS2. Sharpens knives quickly, safely, expertly. Ceramic magnet positions knives at correct sharpening angle. Sharpens household scissors to hold ground edge. In odor, heat resistant plastic case; cordset storage.

Quality Merchandise at Competitive Prices

IN HIGHLAND PARK

HOLLAND ELECTRIC

5632 N. FIGUEROA

CL 5-0149

IN SOUTH PASADENA

A. A. APPEL

813 FAIR OAKS

SY 9-2289 - MU 2-1597

Times change but Ebell's ideals remain

The Highland Park Ebell Club was born in the home of Mrs. Howard Lunt, 111 S. Ave. 53, on Dec. 7, 1903. Mrs. Robert H. Tripp was elected the first president. Thirty-one presidents have taken a turn in this office since the beginning of the club. At that time North Figueroa Street was a dirt road with horse-drawn conveyances the popular mode of travel and was known as Pasadena Avenue.

New club off to 'roaring' good start

Highland Park Lioness Club, one of the youngest in the area, was formed just 12 months ago. It grew from the desire of the wives of Lion's Club members to share in service to their community.

In its short history, the club has already served in two of the annual Chamber of Commerce anniversary celebrations by running a game booth at the three-day affair.

The ladies also chartered a bus to take underprivileged children to the circus. Then included all the "trimmings" — hot dogs, cotton candy popcorn, etc.

The Lionesses just completed their first rummage sale and it was a big success.

The thirty-nine founders of this club were dedicated to cultural, civic, philanthropic, and social betterment of their own lives and the community. These are the same lofty principles to which the members subscribe to this day. Many changes have taken place in our community since those "horse and buggy days": world wars, automotive, atomic, and space age eras; still the organization continues upon the firm foundation those 39 far-sighted charter members laid for our operation.

The name of the club was chosen in honor of Dr. Adrian Ebell who spent his years encouraging the establishment of clubs for women that would give opportunities for higher education in all lines. Since his time many Ebell clubs have been organized with the name

of the founder being their only connecting link.

Building Fund

In those early days, women of the community worked diligently on many projects to accumulate the building fund to erect a home for the club. Plays, minstrel shows and musicals were produced and enjoyed by members and friends over the years. Many illustrious speakers have been heard during the years, such as: California Poet Laureate, John Steven McGroarty, Carrie Jacobs Bond, Estelle Lawton Lindsay, Dr. Von Kleinschmid, and many others. May-

ors and other leaders of our city have been guest speakers.

The main building, housing the auditorium, was dedicated Feb. 4, 1913 and hundreds of local citizens helped celebrate. The building housing the large dining room and kitchen was dedicated in September, 1938. Hanging from the center of the beautiful beamed ceiling in the dining room is the glittering chandelier that was used originally in the silent movie, "The Hunchback of Notre Dame."

None of the original charter members are still with us, but Mrs. Ida May Kennedy can boast of the longest term of membership of any of the present group for she joined the club in 1914.

Multiple Aims

The aims of the club today are very much the same as those adopted by the founders: to provide educational, inspirational, cultural and sometimes just entertaining programs for the members and friends; to raise the necessary funds to maintain the clubrooms as a meeting place and do what we can to help in all community needs and worthwhile activities.

To lead the membership in carrying out their activities

for the year are the following officers: Mrs. Vernon Steen, president; Mrs. John W. Neuser, first vice president; Mrs. Asa C. Burbidge, second vice president; Mrs. Lucille Brown, recording secretary; Mrs. Margaret Mackay, corresponding secretary; Mrs. Lawrence Branson, treasurer; Mrs. Richard Keeler, general curator; Mrs. Edward G. Ward, public affairs chairman; Mrs. Burton H. Wilber, house chairman; Mrs. Harold Oefelein, rental chairman; and Mrs. Clarence B. Judson, ways and means chairman.

Additional chairmen are: Miss Eunice Stormont, program; Mrs. Donald F. Richards, hospitality; Mrs. Herbert Swanson, printing and year book; Mrs. George Pool, membership; Mrs. Rudolph Krueger, youth welfare; Mrs. R. P. Arvedson, philanthropy and Mrs. Alfred J. Wischman, courtesies.

This is a federated club and works in cooperation with the District, the State, and the General Federation of Women's Clubs in promoting and aiding in their many worthwhile projects of nationwide importance, and some that have been of even worldwide influence.



MRS. VERNON STEEN

FALL

mode o'day
Fashion
IN
SWEATERS



MODE O'DAY IMPORTS
magnificent mohairs
ALL THE WAY FROM ITALY!

10.99

Hand knit pullovers and
cardigans in brilliant pastel
hues... fully fashioned in
luscious mohair/wool yarn.
Decidedly 'in' this fall.
Sizes S/M/L

MODE O'DAY
of Eagle Rock

2208 Colorado Blvd.



only \$10.95

...and look who makes 'em!

Fresh idea. New Hush Puppies® dressy
casuals. Best of stacked heel styling com-
bined with soft, comfortable Breathin'
Brushed Pigskin® leather uppers. Stay
fresh. Brisk brushing keeps natural nap
deep and rich looking. Stays soft even after
soaking. Look fresh. Office, campus, shopping
center... anywhere in dressy casual wear,
you'll look comfortable in the new Hush Puppies®
stacked heels. Fresh colors in your size. Let us
fit you soon.



We Have HUSH PUPPIES for the \$7.50
Entire Family Starting at.....

JOIN ROBERTS LUCKY 13 FAMILY CLUB

SHOES

Roberts

• SHOES FOR THE ENTIRE FAMILY •

2141 Colorado Blvd.

CL. 5-5147

Billies

FASHION CENTER

5629 NORTH FIGUEROA

★ We Now Feature...
Large Selections!



★
Dresses

For All
Occasions

★
Sportswear

★
Lingerie

★
Robes

★
Costume

Jewelry

★
You Are Welcome
To Come In
and Browse!

★
Layaway For Xmas
BankAmericard
and
Charge Accounts

★
CL. 7-0042

Home Makers - Home Buyers and Home Sellers

PRESENTING: The Lady Real Estate Brokers of Northeast Los Angeles

Let the man boast about the "head of the house." As long as the girls are "the heart of the home," we have nothing to worry about.

And what is more important than the American home where tomorrow's generation is cradled, trained and given the keys to maturity.

The selection of the family home is probably the biggest decision that is ever made by the group, and do you know that statistics prove that's it's usually the woman who makes that choice? Mainly because we women have more savvy about convenience, comfort and the all-around liveability of the place that will house our children.



ALICE CARROLL
CARROLL REALTY
5526 Monte Vista St.
256-1268



MARTHA THOMPSON
THOMPSON REALTY
203 No. Ave. 64
255-0339



ALMA STUBBLEFIELD
STUBBLEFIELD REALTY
6321 No. Figueroa
255-5179



MABLE L. AVIGNON
MABLE L. AVIGNON, RLT.
4110 Verdugo Rd.
256-0133



IRENE A. SCHLOTMAN
IRENE'S REALTY
1950 Colorado Blvd.
255-1521



NADINE BOLM
NADINE REALTY
4855 York Blvd.
257-7555



HILDA BUTTRESS
with
CARROLL REALTY
5526 Monte Vista
256-1268



DONNA GROBEL
CHATEAU REALTY
800 N. Ave. 50
256-3135



EVELYN M. JENS
EVELYN JENS REALTY CO.
6608 No. Figueroa
254-4395



EVELYN E. GARRETT
L.A. KEY REALTY
1661 Colorado Blvd.
254-2271



ANNA NELSON
ANNA NELSON REALTY
5252 York Blvd.
254-4361



HELEN STEIDEL
with
PAT GRAY REALTY
5834 York Blvd.
256-2217



PAT GRAY
PAT GRAY REALTY
5834 York Blvd.
256-2217



MADELEINE JACKSON
L.A. KEY REALTY
1661 Colorado Blvd.
254-2271



CONNIE NEYREY
NORTHEAST PROPERTIES
5231 No. Figueroa
257-5213

Home Makers - Home Buyers and Home Sellers

PRESENTING: The Lady Real Estate Brokers of Northeast Los Angeles

So what is more logical than to have a woman assist in that decision . . . a highly trained professional woman who knows how to find just the right spot for you and arrange everything from fitting the key in the front door lock to all the intricacies of escrow.

The Real Estate Women of Northeast Los Angeles really have their "heart in their work." If you want advice on any property problems drop in and chat with any of the lovely ladies whose pictures appear on these pages.



NELLE G. HOOD
NELLE G. HOOD REALTY
4970 Eagle Rock Blvd.
256-7739



MARY ANN JUSTICE
L.A. KEY REALTY
1661 Colorado Blvd.
254-2271



ELZADA HAWLEY
with
WARD REALTY CO.
4623 Eagle Rock Blvd.
254-6181



MRS. LIL GENTRY
GENTRY REALTY
1515 Colorado Blvd.
255-2112



MELVA E. MAHAFFEY
MAHAFFEY REALTY
5605 N. Figueroa
254-3466



LOIS WARIAS
LOIS WARIAS REALTY
4217 N. Figueroa
225-1156



JANET ELLIOT
JANET'S REALTY
6117 York Blvd.
254-3219



ROSE MOSSO
MOSSO REALTY
4916 York Blvd.
254-7321



MARION DARLING
DARLING REALTY
5623 1/2 York Blvd.
254-4369



MARIE N. WALKER
with
GATES REALTY
5727 York Blvd.
256-4200

PUT YOUR TRUST IN THE WOMEN REAL ESTATE BROKERS OF NORTHEAST LOS ANGELES

You can for a number of reasons. They have a special talent for finding the home that fits your dreams. They have proven themselves sharp experts in the art of bringing the buyer and seller together for both their profit. They are dedicated to their own home communities and the interests of the people who live in them.



RUTH CARTER
CARTER REALTY
6556 N. Figueroa
256-4103

THE WHO'S WHO OF SUCCESSFUL REAL ESTATE WOMEN GIVES THE HOME SEEKER A SURE GUIDE TO THE HOME THEY WANT

The successful women shown on these pages should be the clue to satisfaction for home-seekers. For these women have a knack of finding the right home at the right price — a feel for happy living. Each of these women are leaders in their profession, respected for their knowledge, trusted for their earnest endeavor to please.

Margaret Hulin

Mrs. Homemaker of 1963

Mrs. Homemaker from Los Angeles for the year of 1963 was 30-year-old Margaret Hulin, the vivacious wife of a Presbyterian minister.

Chosen from a slate of some 40 women throughout the area, Mrs. Hulin carried the standard of the community to Chicago where the Suburban Press Foundation conducted the national finals.

"Maggie" as she's known to her friends isn't the "staid and proper" minister's wife in the cold concept of the word. She's part of this new, informal fast-thinking generation.

Husband Nominated Her

It was her husband, the Rev. James Hulin of Mt. Washington Presbyterian Church who suggested her name in a letter that won the approval of the

judges for her to enter the finals. She reassured them of her qualifications in the personal interview that followed, and Maggie was on her way to Chicago, leaving behind "dad" Hulin and the three little Hulin, Margie, Frances and Pete.

Maggie, a graduate of Wilson High where she met Jim, a hefty football player who doesn't look like the typical reverend either, was interested in sports, too, and majored in physical education at Los Angeles State College.

Personality Gal

Last year's Mrs. Homemaker could have won a personality contest in any locale. Gifted with a rollicking sense of humor, she makes every chore into fun for the whole family who think "their mom is the most wonderful gal in the world."

When the family moved to Highland Park three years ago,

Maggie went down to enroll in the nearest PTA and found to her surprise that there wasn't going to be any PTA next year because "nobody wanted to be president" and interest in the organization had waned.

"Well, I'll be president," said Maggie in her blythe but efficient way. And within a few weeks she had PTA back rolling again, better than ever.

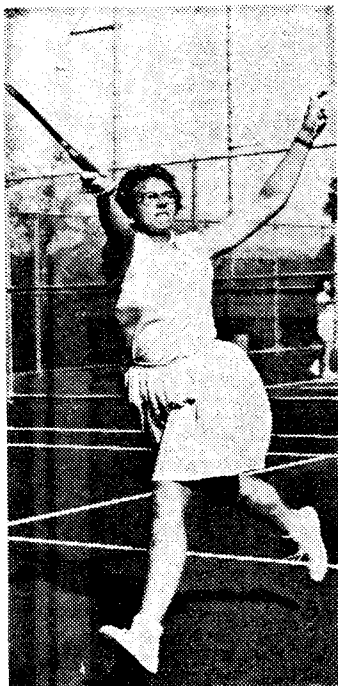
Always a Leader

She's always leading something—Brownies, Indian Scouts any youth group that needs motherly attention.

However, Highland Park lost the Hulin last August. A minister is always potentially mobile and Rev. Hulin and family were transferred to Vallejo, Calif., where he now serves as assistant pastor of one of the largest Presbyterian Churches in the city. There they are working with church youth groups, their own specialty.



A HAPPY MOMENT — Mrs. James Hulin, Mrs. Homemaker of Northeast Los Angeles 1963 got hugs from her delighted family when they heard the news.



TOPS AT THE NET—Miss Joan Johnson of El Sereno — three times public parks national singles tennis champion. She won women's event in 1960, 1961 and 1962. She teaches at California State College in El Sereno where her star pupil Billie Jean Moffitt is rated among the top three U.S. women's players.

Stained glass artist active in community

A study in courage and skill is Mrs. George D. Merrill, who courageously took up her husband's stained glass business after she was suddenly widowed some three years ago.

A highly exacting field and one which demands rare skill in addition to the usual intricacies of business and finance, Mrs. Merrill has amazed her friends with an outstanding accomplishment. Many notable commissions have been completed under her supervision.

In addition to her profession, Mrs. Merrill is active in Grace Presbyterian Church and the Breakfast Opti-Mrs. Club of Highland Park, where she is immediate past president.

Mrs. Merrill has one son who is an assistant professor at Long Beach State College.



Eagle Rock Office of California Federal Savings Association

Every Day Is Ladies' Day To Us

We'll go as far as anyone, even farther, to make our service exemplary for males. But we're especially proud that it pleases the ladies. The ladies, we find, appreciate the beauty of our office decor more than men do. The large and growing number of savings accounts opened in feminine names continues to delight us. (Confidentially, far more than half of all our customers are women!) And when it comes to a head for figures like our 4.8% current annual rate or our \$1 billion assets, the lasses are as quick as the lads to know good things when they see them. So, here's to the ladies — the young and the not so, the careermakers, and the home makers, the helpmates and the helpless — bless 'em all!



EAGLE ROCK OFFICE: 5015 EAGLE ROCK BOULEVARD • 256-2241

HEADQUARTERS OFFICE: 611 WILSHIRE BLVD., L.A. 17
OUR BILLION-DOLLAR BUSINESS IS THE BETTERMENT OF PEOPLE

There are 34 PTAs going strong in NE Los Angeles areas

Northeast Los Angeles is well represented by Parent Teacher Associations, with 24 elementary schools, six junior highs and four senior high schools in the area.

Grouped into three Councils (Highlands, La Sierra and Griffith) the organizations cover all phases of child welfare and constitute the backbone of community-family life.

Highlands Council includes the elementary schools in Eagle Rock, Highland Park and the Mount Washington and Glassell Park area while La Sierra Associations are located in the Lincoln Heights and El Sereno communities (also at elementary school level).

Griffith Council is composed of PTA groups in the secondary schools, locally: Luther Burbank, Washington Irving, Florence Nightingale, Lincoln, Eagle Rock and Wilson Junior Highs and Eagle Rock, Franklin, Lincoln and Wilson Senior Highs.

Highlands Council

Highlands Council Associations include Aldama, Annandale, Buchanan, Dahlia Heights, Delevan Drive, Eagle Rock Elementary, Fletcher Drive, Garvanza, Monte Vista, Mt. Wash-

ington, Rockdale, Toland Way, San Pascual and Yorkdale.

In La Sierra Council is Aragon, El Sereno, Farndale, Gates Street, Gravois Street, Griffin Avenue, Huntington Dr., Multnomah, Sierra Park, Sierra Vista.

PTA maintains an active calendar nine months of the year and even during the summer months when school is not in session, the group is busy with committee meetings and planning the year's agenda.

Officially PTA gets underway with the first sound of school bells in the fall and traditionally PTA members greet parents of new enrollees with coffee and doughnuts on that big day back at school.

Artistic Talent

Also early in September is the membership drive which not only calls forth the efforts of "getting out the membership blanks," but draws freely upon the talent of the artistic chairmen who map the membership drive progress with quaint and clever posters . . . keeping up to date with such themes as outer-space, rocket to the moon . . . or the more conventional forms of art. Later in the year poster chairmen com-

pete for awards on their artistry.

Also early in the fall comes the Milk Bowl Game, a traditional child welfare project that aids the free-milk program for underprivileged youngsters and also provides athletic



MRS. CARMEN MIGUES

It all began with women Suffragettes

The Northeast Unit of the League of Women Voters now meets at the California Federal Savings Building, 5015 Eagle Rock Blvd., twice a month on Monday evenings. It is a local unit of the League of Women Voters.

The League of Women Voters originated from the Suffrage Movement, and continues its purpose of promoting political responsibility through informed and active participation of citizens in government—to make every woman voter an informed voter.

The League is nonpartisan. It takes action in support of or in opposition to selected governmental issues, but it does not support or oppose candidates nor does it support or oppose political parties. Members are encouraged to work as individuals in the political party of their choice. Women citizens of voting age who believe in representative government are eligible to join.

Although the original members of the Northeast Unit of the League of Women Voters were retired school teachers, members are now women in all walks of life, career women and housewives whose main purpose is in becoming more informed on governmental issues, local, state or national level.

Mrs. George Wharton and Mrs. Wallace Tinsley are co-chairmen of this unit.

'Friends' support old Lummis home

Dedicated to the preservation of old Spanish artifacts in Northeast Los Angeles are the "Friends of the Casa de Adobe," which maintains the old home of Charles Lummis as an historical shrine.

The Friends see to it that the doors of the Spanish Mansion on Avenue 43 are open to the public Wednesday and Sundays from 2-5.

equipment for the schools. Competition takes place between high school teams and usually attracts a large crowd of grid enthusiasts who also contribute to child welfare.

The month of October, highlighted by Halloween (always the kids' favorite) calls for the annual fall festival at most of the local schools. PTA operates many booths and sells hand-baked goods etc. while the youngsters cavort in costume. Some Halloween events are simple in nature and merely form a background for the kiddies' costume parade. Others are held at night, with the community invited, and feature some very lavish entertainment.

Founders Day

Christmas treats for the children is December fare. Early in January the plans for Founder's Day get under way. Probably the high point of the PTA year is this celebration of the founding of PTA. It is a great outlet for all the creative talents found in PTA, making use of drama, song, art and creative writing to do "something new and startling" for Founder's Day.

May pole dances, gayly decorated booths and all the games and goodies to delight the small fry keep PTA groups

busy during May. Also installation of new officers comes along at this time, and many are the ingenious ways devised to introduce the new slate of leaders.

Just before the close of the school year, newly-elected presidents meet for convention on a state wide basis.

So you see there is something doing every minute when you are an active PTA member.

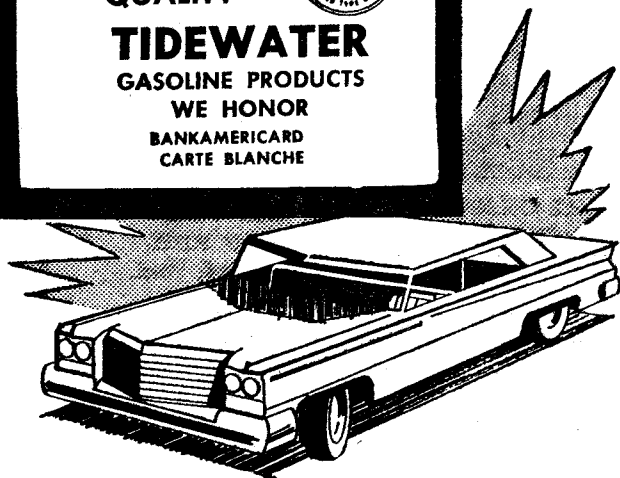
Helping Others

In addition, PTA sponsors parent education classes where a variety of classe are offered on many subjects. Highlands Council helps to man a "Clothes Closet" where clothing is available for those in need. All associations helped to support the magnificent Tenth District Health Center (one of the biggest in the world) which PTA proudly built through the efforts of its members.

Time was when PTA was more or less a "mothers' organization. . ." Not so now. Active fathers have become the rule rather than the exception and there are several PTA's in the city actually headed by men. Grandmas, aunts, uncles . . . everybody in the family is now a "card-carrying" member of PTA.

NOW OPEN THE NEW Glen Rock CAR WASH

FEATURING
QUALITY
TIDEWATER
GASOLINE PRODUCTS
WE HONOR
BANKAMERICARD
CARTE BLANCHE



OPENING SPECIAL

FREE! CAR WASH

With Purchase of 12 Gal.
or More of Flying A Gas

OPEN DAILY 8:30 to 5:30 P.M.
SUNDAY 8:30 to 5:00 P.M.

2711 Colorado Blvd.

Where Broadway and Colorado Meet

Phone 254-7195

WAKEFIELD FLORIST AFFECTIONATELY SALUTES "THE WOMEN" OF THE NORTHEAST AREA



Flowers for All Occasions

We create floral designs of all types.

Offering the most profuse selections of flowers

the seasons have to offer.

Funeral designs, weddings, potted plants,
corsages and artificial arrangements.

Fast, county-wide delivery — Flowers by telegram.

Next to Mirabal Mortuary.

Serving GREATER L.A. AREA

Wakefield Florist

ESTABLISHED 1930

2720 NO. BROADWAY
LOS ANGELES 31, CALIF.

225-0528

225-4824

We Give S&H Green Stamps



A Salute To The Women!

● WHO HAVE MADE A SUCCESS OF BUSINESS ●

The Communities of Northeast Los Angeles have reason to toast the accomplishments of their women who, as typified by the successful business women shown here, have done so much toward the betterment and progress of their "home towns."

These representative women all have entered the so-called men's world and met the challenge with flying colors. They have demonstrated their imagination and their executive skill in creating and developing businesses that have added immeasurably to the values of our communities.



MARIE HILLER
CHATTERBOX GIFT SHOP
4623 York Blvd.
CL 5-7295



PEGGY WOLFE
KILTYS DRY GOODS
2158 Colorado Blvd.
CL 5-4318



MRS. MILDRED FLETCHER
FLETCHER'S CLEANERS
5039 York Blvd.
CL 5-0408



ELSIE WHITTAKER
ELSIES BEAUTY SALON
5829 N. Figueroa
CL 4-2402



SUSETTE
SPECIALIST IN "PIXIE"
HAIRSTYLING & SHAPING
5629 York Blvd. CL 5-7692



VI'S ARTIST SUPPLIES
&
PICTURE FRAMING
5401 1/2 N. Figueroa
CL 5-0054



LILL ASHTON
PAT & LILL'S
BEAUTY DEN
6187 N. Figueroa
CL 5-6141



PAT ROSE
PAT & LILL'S
BEAUTY DEN
6187 N. Figueroa
CL 5-6141



MRS. HILDA GIBSON
GIBSON'S CLEANERS
& YARDAGE
5022 York Blvd.
CL 5-6919



LOIS KERR
PIN-UP TOGS
5053 York Blvd.
CL 7-6689



LILLIAN NEAKRASE
MODE O' DAY
DRESS SHOP
5027 York Blvd.
CL 5-8071



DOROTHY MADDOX
DOROTHY'S
PARTY BAZAR
5250 York Blvd.
CL 6-1725



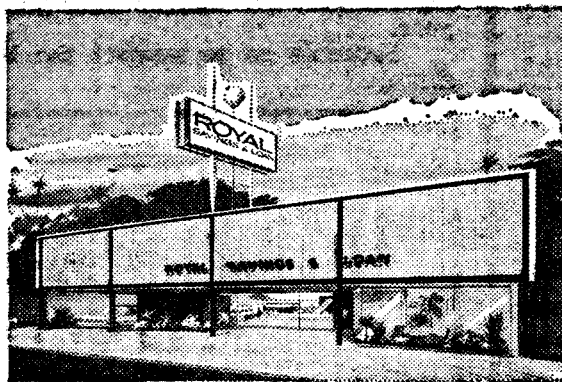
KATE JOHNSON
KATES STOP & TELL
5930 York Blvd.
CL 6-9802



CECILE PAQUIN
NORTHEAST MAIL &
MIMEOGRAPH SERVICE
2714 Colorado Blvd.
CL 6-2021



INA LEE HILLYER
INA LEE'S
SALON OF BEAUTY
4918 York Blvd.
CL 5-9584



4.85%

current annual rate
non compounded quarterly

A ROYAL INVITATION!

Now your non-commercial clubs or civic groups of up to 50 are invited to hold their meetings in our splendid new community room, with use of the modern kitchen facilities adjacent to it. Available any afternoon or evening, at no cost or obligation, reservations may be made by calling John Lundquist, Executive Vice President.



ROYAL SAVINGS
and Loan Association



4887 Huntington Drive • Los Angeles 32 • Phone 223-3141 • Open Monday through Thursday 9 to 4 • Friday 9 to 6 • Free Parking



OPERATION FRUIT CAKE — The ladies of Garvanza Methodist Church have been able to swell the church's building fund by making literally tons of fruit cake every year.

Overseas brides yearn for bit o' home

"Transatlantic Brides & Parents Association," which got underway after World War II in 1946 as the war brides ships began sailing, a small group of British parents, whose daughters had met and married American and Canadian military men during the war years, came together and laid the foundation for an association designed to foster better Anglo-American understanding while providing both the parents and brides with an organization dedicated to their mutual interests.

A magazine was published in England for members both in the United Kingdom that each and everyone both in U.S.A., Canada and England know of the many activities they and their loved ones are part of.

Since then the circulation is over 12,000 copies monthly.

These branches when established have get togethers where the English girls can meet and have a little evening "cup of tea" and chat of many things.

North Los Angeles boasts the only branch in Los Angeles. This affords many of them to be able to get a plane trip at a reduced rate and in that

way can again see their loved ones—or the parents to visit the daughter and grandchildren which many see for the first time since the war ended.

Of course, too, there are brides coming out all the time with many of the men stationed overseas; it is so nice for them to meet those who are already established who will always try and give them some helpful hand information.

This is also a cause to foster Anglo American and Anglo Canadian relations.

Call CL 5-8995 or AT 1-2641.



BUSY LEADER — Mrs. Hugo Nielsen, who has served the Friday Morning Club in almost every capacity, is now president of the California Federation of Women's Clubs, San Gabriel District. A long time resident of El Sereno, she has been actively engaged in a huge variety of community activities.

Are You A Homemaker . . .

who likes to beautify her home with "Do-it-yourself" & "Save Money" Projects?

THEN

The CHATTERBOX

4623 York Boulevard

is the place for you!



We carry a complete line of supplies and kits. The newest thing is PLASTIC RESIN to fashion your own decorator pieces in your choice of colors. Make bright butterflies, fish and grapes at ONE-THIRD the cost.

- Come in and see for yourself the many items you can make with CRACKED MARBLES. Perhaps a hanging lamp that will add charm and luxury to your home. Expensive looking but you'll be amazed at the low cost.

- An extensive selection of MOSAIC and CRAFT KITS.

CLASSES . . .

HOBBY AND CRAFT CLASSES . . . WEDNESDAY EVENINGS 7:30-10:00. WORK SHOP . . . TUESDAY-THURSDAY AFTERNOONS 1:30-4. TOTS TO TEENS CLASS SATURDAY AFTERNOON 1:30-4. SPECIAL CLASSES FOR GROUPS . . . EVES. BY APPOINTMENT. WILL GIVE DEMONSTRATIONS TO ANY CLUBS, ORGANIZATIONS OR HOME GROUPS.

The CHATTERBOX

4623 York Blvd.

Two tons of fruit cake

It's usually on the hottest day of the summer . . . when the women of Garvanza Methodist Church get together to slave over a hot stove all day.

They don't plan it this way, but the Weather Man seems to be "trying their faith." The ladies are busy making holiday fruit cake, pounds and pounds of it.

A score or so of the devout workers set up an assembly line type of project with the superintendent in charge of citron and cinnamon working elbow to elbow with the chairman of molasses. The result is so gratifying that the demand for their product increases every year.

Proceeds go to support the building fund of the church.

HAMMOND ORGAN STUDIOS

OF GLENDALE

- Instruction
- Sales
- Rentals
- Service

402-B No. Brand Blvd.

246-7258

A Hammond Organ



will provide a lifetime of challenging, stimulating, exciting musical enjoyment and rewarding relaxation for you and your family. It can put life into your living rooms — families into family rooms and spread happiness all through your house — yet become a source of inspiration and relaxation for moments when you wish to be alone. Everyone can play it. Every member of your family will want to because it's so easy to learn. So much satisfaction to the beginner has never been accomplished by any other musical instrument. A HAMMOND ORGAN will cost you less in the long run because a HAMMOND ORGAN is worth more than other makes, both as a musical instrument with unsurpassed performance record and as a beautifully designed piece of furniture styled to complement any decor. Styled for a lifetime your HAMMOND ORGAN must always remain in perfect taste.

Call us about our "group-participation" classes or private instruction.

This club wants no new members ever!

American Gold Star Mothers, Inc. is an organization of mothers whose sons and daughters served and died in line of duty in the armed forces in World War I, World War II, and the Korean Conflict, or died as a result of injuries received in such service.

This organization was founded in the year 1928 by Grace Darling Seibold, a prominent resident of Washington, D.C., whose son died in France in World War I, was incorporated under the Laws of the District of Columbia in January 1929. Whereas, The Mothers of Sons and Daughters who served and died in the Allied Cause during the great World War, or died as the result of such service, in order to associate themselves together for loyal and patriotic service, do unite to establish this permanent organization.

The objects of the corporation shall be:

To keep alive and develop the spirit that prompted world service;

To maintain the ties of fellowship born of that service, and to assist and further all patriotic work;

To inculcate a sense of individual obligation to the community, state and nation;

To assist Veterans of World War I, World War II and the Korean Conflict and their dependents in presentation of claims to the Veterans Administration, and to aid in any way in their pow-

er men and women who served and died or were wounded or incapacitated during hostilities;



To perpetuate the memory of those whose lives were sacrificed in the above Wars;

To maintain true allegiance to the United States

of America;

To inculcate lessons of patriotism and love of country in the communities in which we live;

To inspire respect for the Stars and Stripes in the youth of America;

To extend needful assistance to all Gold Star Mothers and, when possible, to their descendants; and

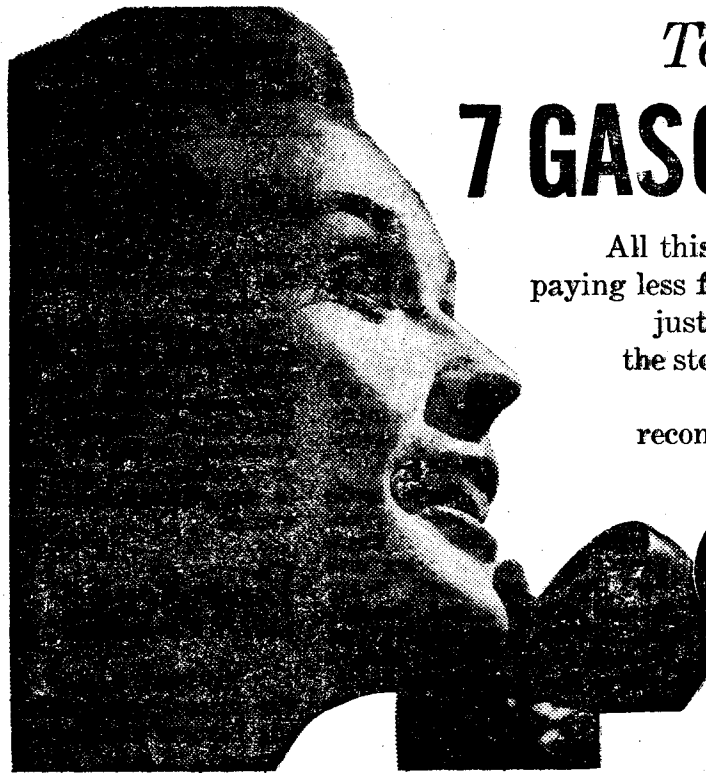
To promote peace and goodwill for the United States and all other Nations.

American Gold Star Mothers, Inc. is organized into chapters and state departments, both being governed by the National Directors. Membership in the organization is based on the service record of the son or daughter, and the date of death designated by the government. In July 1964 the National Delegates voted to include the mothers of veterans who served and died in the strategic areas, Lebanon, Taiwan Straits, Congo, Laos, Berlin, Cuba, Quemoy and Matsu Islands and Vietnam.



The Los Angeles Highland Park Chapter of the American Gold Star Mothers, Inc., was organized

in November 1948 and instituted in February 1949. Twenty-two charter members, Charter President, Mrs. Faetta Bell, 261 South Avenue 54, Highland Park. Current membership, 32, current president, Mrs. Janie Beaman, 533 Hermosa St., South Pasadena.



Talk about economy...

7 GASOLINES—7 PRICES

All this and savings, too—thanks to Hancock! Imagine paying less for the gasoline that fits your car *exactly*. That's just what happens when you fill up at Hancock. Here's the story. One amazing pump precision blends 7 grades of gasoline at 7 prices... automotive engineers recommend the blend that's right for your car... and you save money. Fill up at Hancock.

Everyone's talking about Hancock



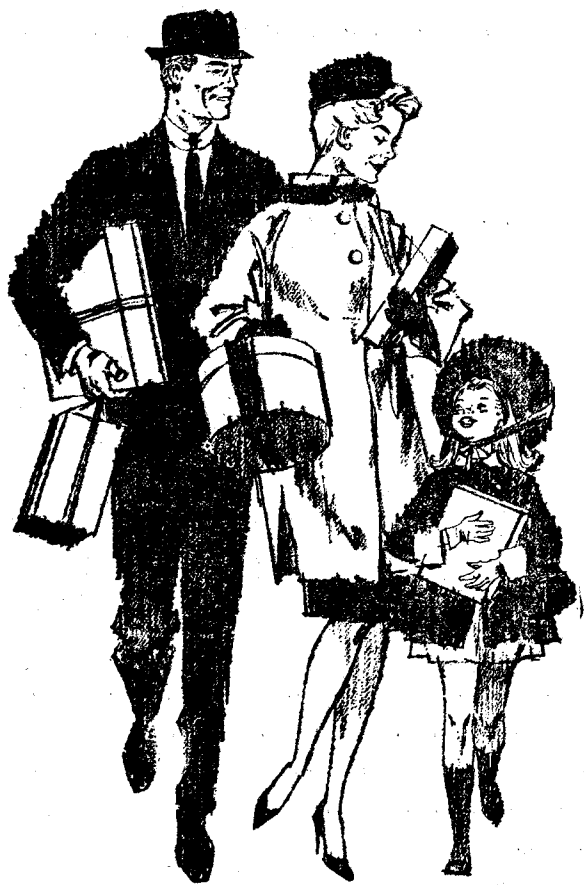
HANCOCK

HIGHLAND PARK

ART'S SERVICE

CORNER OF YORK and FIGUEROA

CL 6-1795



Sooner or later
everyone in
Highland Park
Shops at the Boys ...
Because

BOYS IS HIGHLAND PARK'S MOST COMPLETE SUPER MARKET. BOYS HAS A COMPLETE SELECTION OF THE FINEST FOODS, PRODUCE, DELICIOUS MEATS AND . . .

- COMPLETE PRESCRIPTION PHARMACY
- DELICIOUS DONUT SHOP
- FAST DEPENDABLE CLEANERS

AND YOU ALWAYS MEET YOUR NEIGHBORS THERE!



Remember . . . For Consistently Low Prices Shop at



For art's sake

Estelle Smith, founder of the Highland Park Art Guild has won many a prize and headed many an art festival here in the Highlands.

She founded Highland Art Guild

A picture book house is the place to create prize winning pictures

Mrs. Estelle Smith, dainty and delicate as Dresden, really looks as if she should create things of beauty and this turns out to be no paradox. Famous landscape artist who lives in a picture-book house, Mrs. Smith really got "things artistic" onto an organized basis here in Highland Park.

Back in 1946 Mrs. Smith invited a group of similar-minded friends of hers to a little informal tea at her home on North Avenue 64. There in the

relaxed atmosphere of Oriental teakwood, genuine jade nicknacks, bronze bells and sumptuous satin upholsterings, the group laid the plans for the Highland Park Art Guild with Mrs. Smith as its first president.

As capable with a gavel as she is with an easel and brush, Mrs. Smith guided the Guild through its formative years and has been on hand for each of the famous art festivals held every spring. Originally cater-

ing only to the Highland Park-Eagle Rock area, the group now attracts artists and art connoisseurs from all over Southern California.

No longer serving as an officer, but still creating her awarding winning oils, Mrs. Smith is known as one of the Highlands' leading artists.

About that luxurious Oriental home . . . It had its beginnings in Mrs. Smith's trip to Japan where she fell in love with the land of cherry blossoms. A great collector, she imported many precious mementos from the Orient, and at one time actually operated a Japanese gift shop in her home.

Then she decided to go all out, and called in the architects to build an authentic Japanese home . . . so authentic that a visitor expects to look up and see Mt. Fujiama or hear the melody of temple bells.

Here Mrs. Smith has her studio where she spends many hours in the painting of pictures.

'Love language, use with grace'

Like many birth certificates, the historian's book of Eagle Rock Toastmistress Club has been lost. Fortunately, early members with good memories have contributed memorabilia of which every member may be proud.

In 1947 several enthusiastic women attended, and temporary Toastmistress Club in Eagle Rock. The first meeting was held in March, 1947. Forty women attended and temporary officers were elected and by-laws were drafted. History tells us how much these founders are indebted to Dr. Lamb of the Eagle Rock Adult Evening High School. Dr. Lamb helped to formulate a speaking program for this ambitious group, and generally assisted in evaluation work which is so important to a young club.

International Toastmistress approved the new club's charter and on June 17, 1947 Eagle Rock Toastmistress Club be-

came a full fledged member of this international organization for women.

Self assurance, self improvement, public speaking and leadership are among the aims of Toastmistress training. Opportunities are available for advancement beginning with the shy, embarrassed new member to the polished speech contest winner.

Lionesses aid the blind

To lend a helping hand to the blind had long been the primary philanthropy of the Lion's Club, and when the Lioness auxiliary was formed in Eagle Rock recently the lady "Lions" continued with the project.

Of special importance are their sight conservation program, the White Cane drive and also the Mobile Clinic.

The club is deep in plans to provide a special bus for the blind, which they consider their most important project to date.

This year's officers are Edith Heyne, president and Ruth Connors, secretary-treasurer.

We Proudly Feature FAMOUS BRAND ★ COSMETICS ★ PERFUMES



NEW!
Paradox
by **DU BARRY®**

**A sensible, effective
method of skin care**

Takes just 6 minutes a day... gives continuous protection. Paradox Crème Cleanser and Skin Freshener to purify and refresh; Crème Paradox for night treatment; Paradox Moisturizing Lotion under make-up. It's that simple.

**HIGHLAND PARK
DRUG COMPANY**
5639 N. Figueroa CL 5-0157

WE PICK-UP AND DELIVER YOUR PRESCRIPTIONS
OPEN 8 A.M. TO 9 P.M.

We Give S & H Green Stamps

BUY DIRECT FROM MANUFACTURER

We make all mattresses in our own shop and sell to you directly.
YOU SAVE!

HOLLYWOOD BED SALE

BANKAMERICARD

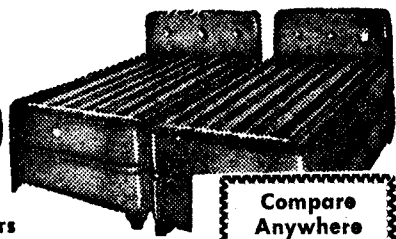
Here's What You Get . . .

4-DAY SALE—THURS., FRI., SAT., MON.

TWIN BED SET

- ONE TUFTLESS INnerspring MATTRESS
- ONE GUARANTEED BOX SPRING
- ONE SET HOLLYWOOD LEGS Plastic Headboard Extra

\$29⁹⁰

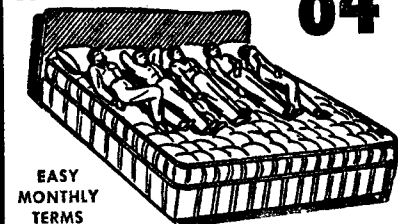


Compare
Anywhere
for Quality

KING SIZE BEDDING AVAILABLE

• SHEETS • BLANKETS
• PADS • BED SPREADS

SAVE! SPECIAL SALE!
KING SIZE Custom made sets
7-ft. long,
6-ft. wide
Mattress and Box Spring
BOTH FOR ONLY **\$84⁹⁰**



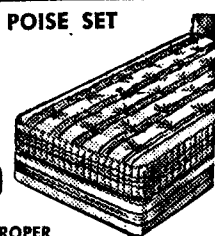
EASY
MONTHLY
TERMS

POSTURE POISE SET

Twin Size
Box Spring
and
Mattress
20-Year
Guarantee!

\$59⁹⁰

FOR PROPER
BACK SUPPORT!



HOTEL SET
Luxurious



\$49⁹⁰

EASY TERMS

Twin Size
Mattress and Box Spring Tem-
pered Steel Unit. 7-oz. woven
ticking. 10-yr. guarantee.

SLEEP-AIDE MATTRESS CO.

1439 COLORADO BLVD. IN EAGLE ROCK

Between Figueroa & Eagle Rock Blvd., EAGLE ROCK

Open Daily 9 A.M. to 6 P.M. Monday & Friday, 9 A.M. to 9 P.M.

LOW FACTORY TO YOU PRICES! Phone CL 5-7452

She took over Disneyland

All the way from a timid little gal who couldn't even say "boo" in public to the reigning Toastmistress at a regional convention, that's the story of Pauline Meyer, who has held every office that the Eagle Rock Toastmistress Club has to offer.

"Being self conscious is nothing but selfishness," is the way she puts it. "When you learn to concentrate upon what you have to say and not on yourself, then anyone can be an effective public speaker."

Last year it was Miss Meyer who had charge of the arrangements at the Toastmistresses big Disneyland convention. If you had told her five years ago that she'd be handling a big assignment like that . . . she'd have swooned.

Now Pauline is known as one of the most sought-after public speakers in the area, and is anxious to spread the good word that "anybody can learn to speak effectively in public."



Responsibility, poise, learned by 'Rainbows'

Both Eagle Rock and Highland Park boast that picturesquely-titled organization known as Assembly of Rainbow Girls.

With membership based upon Masonic recommendation these girls learn poise, generosity and reverence for the finer things of life.

Every six months, gowned in dainty formal gowns they hold their plush initiations as girls go "through the line" to the offices of worthy advisor, worthy associate advisor, faith, hope and charity.

Spiritual growth aim of Methodist women's groups

The Women's Society of Christian Service and Wesleyan Service Guild of Highland Park Methodist Church were established to help women grow in knowledge of God as revealed in Christ and to challenge them to respond to God's redemptive purpose in the world.

Toward the realization of this purpose, the Women's Society and Guild provide opportunities and resources which will help women grow in understanding and spiritual power; increase their knowledge of needs in the world and share in the outreach of the church.

The Society and the Guild enlist workers and secure funds for the fulfillment of their responsibility of the church at home and overseas.

This year's officers include Minnie Palmer, president, 1335 Hill Dr.; Valorie Hofner, vice president, 6039 La Prada; Hazel Horn, recording secretary, 435 N. Ave. 56; Ruth Ashley, treasurer, 6105 Garrison Dr.

Secretaries are Miriam Samuelson, campus ministry; Jean Bearstein, children's work; Ruth Hoffman, Christian social relations; Esther Jacobson, membership cultivation; Florence McKee, missionary education and service; Nell Oswald, program; Marjorie Ashley, spiritual life; Fern Byrne, supply work; Emma Roe, youth work.

Circle chairmen are Joan Lilly, Deborah; Gladys Powell, Esther; Bessie Johnson, Martha; Margaret Wetzel, Rebecca; Alma Finley, Ruth.

The WSCS meets the third Thursday of each month at 10:30 a.m. for a program, business meeting and luncheon.

Since this is the silver anniversary (25 years) for the groups the theme for the 1964-65 programs will be, "Summoned into a New Age."

Wesleyan Service Guild officers are: Suzanne Dickinson, president; Edith Stevens, vice president; Lillian Barlew, sec-

retary; Barbara Grabill, treasurer.

Secretaries in charge of special departments are Irebe Bransib, Christian social concerns; Robert Caldwell, spiritual life; Jay Jones, local church activities; Cora Wiles, supply; Fay Royer, program; Marjorie Ashley, membership; Mabel Danskin, missionary education.

UNACCUSTOMED as I am . . . to public speaking used to be Pauline Meyer's lament when called upon to speak in public. Now the Eagle Rock Toastmistress is asked to manage conventions, speak before thousands . . . and it doesn't bother her a bit.

**What Fun...
to sew**
RICH FALL FABRICS
from
GIBSON'S



**We at Gibson's Salute
"THE WOMEN"
with Pre-Holiday Specials!**

**ACETATE
TAFFETA**

REGULAR 69¢ QUALITY!

3 yds. **\$1⁰⁰**

HELLERS BONDED

JERSEYS

54" WIDE

\$4⁰⁰ yd.

IMPORTED—45" WIDE

**WOOL CHIFFON
PRINTS**

\$4⁰⁰

BEAUTIFUL

BROCADES

\$2²⁵ to **\$7.95** yd.

Open Friday Nights Till 9 P.M. This Week Only

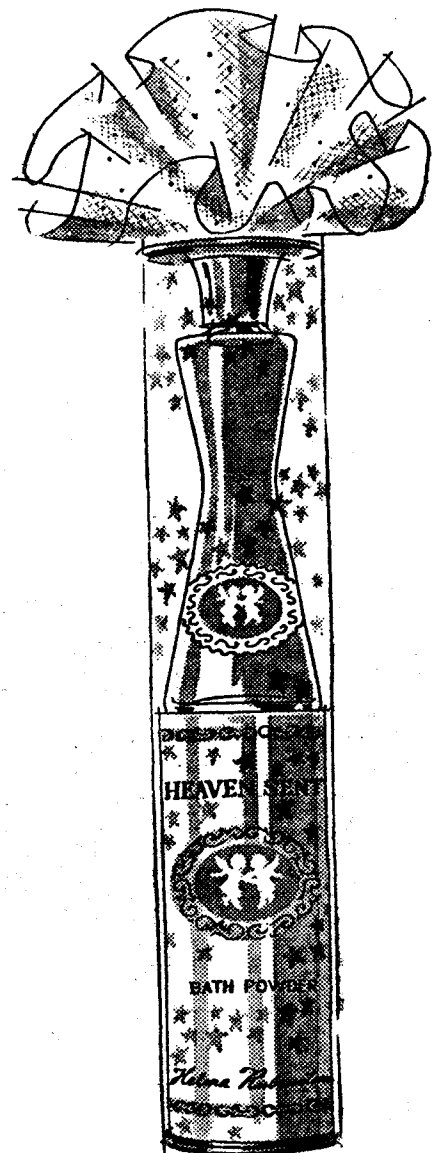
Gibson's Cleaners & Yardage

5022 YORK BLVD.

Hours 8 to 6 Daily

CL 5-6919

Heavenly Gift Idea!



**Helena Rubinstein's
HEAVEN SENT
FRAGRANCE FANTASY**

A dream of a gift! Helena Rubinstein's Fragrance Fantasy is a tempting tower of Heaven Sent® delights.

Trimmed with tulle and touched with glitter, Fragrance Fantasy holds Eau de Parfum (2 oz.) and a shaker box of fragrant Bath Powder (3 oz.). She'll adore this light, lilting scent that's long-lasting, too!

Also available in White Magnolia and in Apple Blossom fragrances. The Set: 3.00 plus tax

DAVIS PHARMACY

2200 COLORADO BLVD.

EAGLE ROCK

Bargain Bin benefits Hathaway

Hathaway Home, a school for children of broken homes or youngsters with emotional problems, is a favorite philanthropy for local clubwomen who donate much time and talent to ways and means projects with Hathaway the beneficiary.

In addition Hathaway sponsors a "bargain bin" on York Blvd. where a year-round rummage sale offers many usable articles at a tiny price and the proceeds all go to Hathaway Home.

The Pearl Mesta of High and Park

Ideas are Harriette's business

Whenever anyone has a problem about entertaining they go to Harriette . . . Whenever a ways and means chairman is stymied in trying to dream up "something different" for an installation or party extraordinaire . . . she calls on Harriette. This petite "Ann Landers" of the party world never seems to run out of solutions to social problems which she passes along gratis to the civic minded in this area.

Few will believe it, but Harriette Bryson admits it. She is 74 years old, and keeps up a schedule that would exhaust her granddaughter.

It was back on May 1, 1928 that Mrs. Bryson teamed up with Sparkletts Water Co. as its public relations director, and she has "sparkled" for Sparkletts ever since. Harriette goes far above and beyond the demands of most PR gals in that she has introduced a new service for the entire community, making use of Sparklett's Auditorium to house many a civic gathering. But not just mere "housing," Mrs. Bryson adds that plus touch of her own artistry and imagination.

Installations have been her specialty and in the past year she has served as installing officer for some 17 ceremonies, each one with a different and provocative theme. Coordinating her custom made theme-pieces, she gives each group a ceremony that is truly its own and geared to its own image.

At Easter her floral-decorated cross expressing a sacred theme and the decor can be re-arranged to make each ceremony unique in its own right.

Her Valentine heart and wishing well pieces are two others that arouse so much interest among the clubs and organizations in this area.

Last year when the California Federation of Women's Clubs met for their swank awards dinner at the Huntington Sheraton it was Harriette, "the Pearl Mesta of Northeast Los Angeles," who provided the decorations for the posh banquet.

She travels constantly and her station wagon is always in action all day long and far into the night, packed with the decoration accessories that make



HARRIETTE BRYSON puts the feminine touch to a party's decor.

a real party out of any gathering.

The good word that Harriette is in charge brings sighs of relief from many a harried chairmen.

Harriette is a member of about a dozen local clubs and is an honorary member of the Southern California Motion Picture Council. She was named "mother of the year" for the area in 1960 and the Boy Scouts of the Foothill District named her their "official sweetheart" at their annual banquet.

Many are the honors that have come Harriette's way, but her greatest thrill is "service to others." That is what keeps her young and full of imagination.

Ideal homes are found in Northeast LA

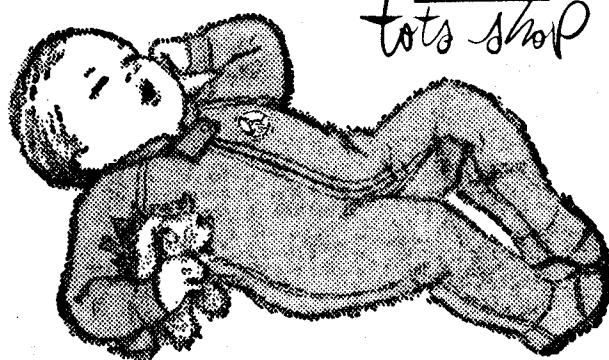
In the eternal search for proper foster homes for homeless kiddies, Northeast Los Angeles has been found to be in greatest demand.

Middle class, stable, home-loving people constitute this area. It is small wonder that it is here Foster Parents are most in demand.

Many foster mothers have had as many as 30 children and see to it that "the cradle is never empty."

A heartening and soul satisfying venture . . . the foster mothers agree, and are gratified by giving an unfortunate child the right start in life . . . with a real home of his own.

Only tough part is that "hour of parting" when the little ones are either returned to their parents or adopted permanently.



sleep them snug in carter's . . .

no more worry about kicked-off covers with carter's fluffy warm 100% acrilan® acrylic "jama-blanket"! zips right over sleepwear, with snug-knit collar and cuffs, safety feet . . . machine washable in azure, yellow and pink; m-l, 8.95 ex-large, 9.95

Salvation Army 'lassie' 'mothers' Lincoln Heights

Emma Guitterez has the unofficial job of "mothering" many of the girls in Lincoln Heights. A Salvation Army captain with the sweetest smile in the world, she not only carries on the usual duties of the "Army" but conducts classes in good grooming and self improvement that have helped local girls tremendously.

During the Christmas season Captain Emma herself mans the Army "pots," rain or shine, and considers service to humanity the greatest gift of all.

The Salvation Army also operates Booth Memorial Home in Lincoln Heights where unwed mothers of all races, creeds and color can find a refuge.

Recently remodeled, the building offers an ultra modern hospital and "loving anonymity" for girls in trouble.

Many local clubs make this

their philanthropy. The Friday Morning Club of El Sereno, for instance, has furnished and dedicated a "room."

Nina Shipman hails from ER

A prominent alumna of Eagle Rock is lovely Nina Shipman, now a promising actress with Twentieth Century Fox, who has had many leading roles in movies, TV and stage.

A graduate of Eagle Rock High, Nina is the daughter of a famous scenario writer who also made his home in this area for many years. Nina, an accomplished musician, dancer and actress, has played opposite many prominent leading men, including Bing Crosby.

IVERS
miss shop

new winter

weather watchers



RAIN TOPPER

3.98

pretty, practical fully cut with box pleat down center back, attached hood; stormtex plastic in rose, blue, turquoise; 7-14 tots 3-6x, 2.98

PILE-LINED CORDUROY

19.98

light as a feather, yet so-o-o warm! crompton corduroy, laminated to foam, lined in acrylic pile; machine washable; in stone mist, girls 7-14.

A MESSAGE FOR PARENTS—ABOUT RESPONSIBILITY...*Parents who teach their children sensible eating habits help the young avoid costly food faddism*

IT HAS BEEN ESTIMATED that Americans spend from 500 million to one billion dollars each year needlessly on food fads, vitamin pills that are not necessary, and so-called "health foods" which may be perfectly good foods but which do not live up to some of the elaborate health claims made for them and which may not be worth the premium prices charged. Parents really interested in getting their children off to a good start in life should be alert to food faddism and health quackery and should prepare their children to avoid being victimized by the faddists and quacks who prey on the young, as well as the aged, because they know of the concern the young have for health and strength and body development.

Although scientific research has demonstrated that drinking milk on the day of an athletic event apparently has no adverse effects on the athletes' performance, there are still athletic coaches in high schools and colleges who instruct their teams to avoid milk at certain periods or meals. Some physical education teachers, who influence the attitudes of young people they are instructing, are not well informed about sound nutrition principles.

Parents concerned about the good health of their children should be aware of what the children are being taught, if anything, about what they should eat and why. Generally, schools use nutrition teaching materials prepared under careful supervision of nutritionists who know their business, but there are some cases in which nutrition teachings are not based on well established nutrition principles.

PARENTS CAN TEACH THROUGH GOOD EXAMPLES

In most families, it is likely that the examples set by adult members in their own eating habits will be a very strong influence on the children's eating habits. If adults shun certain foods, then the children, especially the teen-agers, may assume they, too, can avoid these foods. Parents should understand at least the fundamental principles of good nutrition so that they can guide their children toward sensible eating habits and toward an understanding of the role which food plays in health and development.

Parents need not be walking textbooks on nutrition. Nutritionists have made life much easier for us by developing the Daily Food Guide. Family meals may be planned for both taste appeal and good nutrition by selecting from four major food groupings: (1) Milk and Other Dairy Foods; (2) Meats, Fish, Poultry, Eggs, Dried Peas and Beans, Nuts; (3) Fruits and Vegetables; (4) Breads and Cereals. The groupings are based largely on the kinds of nutrients provided by each group. The Guide recommendations provide only a foundation for a well balanced diet. Depending upon total calories required, other foods not included in these four groups may be selected to round out the daily diet.

The Daily Food Guide is excellent because it fits the needs of the entire family. Food selection varies only in terms of individual nutrient needs. In other words, an adult whose life is quite sedentary does not require the same quantities of food as a very active teen-age boy or a growing child. (See below for instructions on how to receive your copy of the Daily Food Guide for your family.)

THE DAILY FOOD GUIDE IS EASY TO USE

The Daily Food Guide is designed to make food selection for the family as easy as possible. Here is an example of how the Guide suggests that selections be made:

Milk and Other Dairy Foods: The Guide suggests 3-4 glasses of milk daily for children and teen-agers and 2 glasses daily for adults (or the equivalent amounts of milk in other dairy foods such as cheese and ice cream). These quantities of milk are recommended because milk provides important nutrients for all age groups.

Milk is a leading source of calcium, essential for the development of bones and teeth and required for proper functioning of muscles and nerves and for normal clotting of blood. Milk is also an important contributor of riboflavin—which is vital in the body's metabolism—and high quality protein that provides the amino acids needed for body tissue growth and repair. Milk also supplies other vitamins and minerals.

For a moderately active adult man, two 8-ounce glasses of milk provide about 10-15% of his recommended daily calorie allowance; about 25% of his protein; about 70% of his calcium; about 45% of his riboflavin; about 15% of his vitamin A; and over 10% of his thiamine.

For an adult woman percentages of these nutrients provided by 2 glasses of milk would be slightly higher because of the generally lower nutrient recommendations for women, but the calories in 2 glasses of milk still provide only 14-20% of the recommended daily allowance for a moderately active adult woman.

Selecting foods from the other food groups in proper quantities provides the additional nutrients recommended. If the entire family follows this very simple Daily Food Guide, and if reasonable effort is made to develop understanding among the young why it is wise to select foods in this pattern to provide a balanced diet, then it is likely that the young will be less susceptible to the siren songs of faddists and quacks who promise them a "quick and easy" path to super bodies and brains via their pills and "health foods."

For complete information on the Daily Food Guide, write: Daily Food Guide, Dept. SPF, American Dairy Association, 20 N. Wacker Drive, Chicago, Ill. 60606.

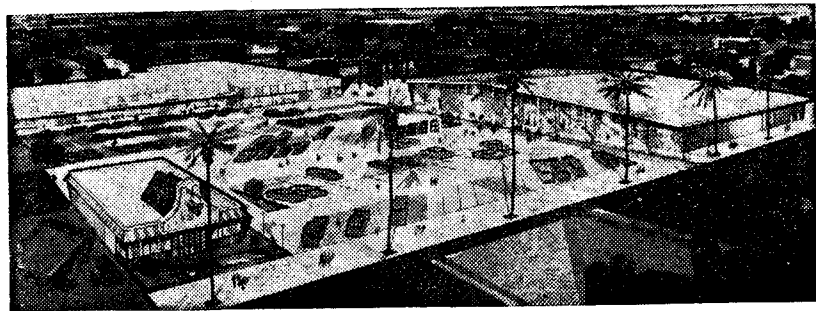


a message from dairy farmer members of

american dairy association

Kory's has dreamed up Big Plans for the Women of Northeast L. A.

Kory's has been dreaming big dreams for the women of Northeast Los Angeles, a dream shopping center bringing together some of the top retail stores in a setting of unequalled convenience and beauty!



The New Highland Park Shopping Center

Soon
it will be
building
before your
eyes!



6235 York Blvd.
WE NEVER CLOSE

SAVE

HERE!

Soon! These
Fine Stores!

Thrifty Drugs

Wooden Shoe
Restaurant

Laundromat

Fletcher Cleaners

Lu Su Dress Shop

Don Page T.V.

Florist

Two powerhouses of value-giving strength will set side by side in the new Highland Park Shopping Center, forming a central core for all of the other attractive shops and services,, and add to it an exciting new unit of the famous Wooden Shoe Restaurants. Soon, very soon, the women of Northeast Los Angeles will find new, exciting pleasure in shopping and new standards of value!

We Give Blue Chip Stamps

Self Realization Fellowship president lives on Mt. Washington

Daya Mata, symbol of East meets West

By NELDA THOMPSON

The name of Daya Mata is known all around the world. As president of Self Realization Fellowship, a philosophy of meditation incorporating both Oriental and Occidental religious concepts, one might conjure up an austere image.

Meeting the head of an international group who lives in a "castle" of sorts on top of Mt. Washington, one would expect an ethereal, hard-to-approach lady of frightening dignity.

What a surprise and what a paradox to find lovely young Daya Mata, a blue-eyed, pink cheeked American whose only visible tie with the religion of India and the mysteries of Yoga, is her flowing pink Sari, someone has described "as the most flattering garment ever worn by any woman."

A soft-spoken lady with great straightforwardness and a hint of mischief in her blue eyes, she did not seek or even "want" to become a person of great prominence, and when called to head the world-wide organization, she made only one qualification.

"Please don't expect me to be formal and dignified. That's not me. You'll have to accept me the way I am."

Learn to "Know Yourself"

And eagerly they accepted her, the first woman ever to head the Fellowship which according to its title means "learning to understand one's inner self," a gross oversimplification of their views, but the basics for a school of thought that is attracting an increasing numbers of followers every year, greatly accelerated due to the pressures of a chaotic world.

Daya Mata keeps track of her vast world family through many trips to the orient, Europe and the near East, with India her most usual haunt. Just returned from a trip to the land of Yoga (in all its forms) she is often asked by the natives of India:

"Is it not peculiar that we, the Indians, find ourselves being taught our own basic faith by an American?"

On her last trip she spent much of the time living simply with the people of the mountains, high in the Himalayas. By con-

trast she was called to Delhi to address the parliament and had many speaking engagements before government bodies.

"And what did she speak of?"

Daya Mata has never prepared a speech, nor does she even announce a title. She simply talks in her relaxed yet animated way of her inner thoughts and how she came to think them . . . how she found God. She believes that finding God is like going to Delhi.

"There are thousands of ways to go to Delhi. There is not a right way or a wrong way."

The unassuming lady who grew up in Salt Lake City and is almost frightened by grandeur, lives in a third story wing of the great building. All about her are treasures from the far and the near East . . . rare and intricate teakwood, lamps of gold leaf, plush rugs from Persia and India . . . an ancient tea-urn from Tibet. She sits among them, very American, like a symbol of the union between the eastern and western thought which is the charm of the Fellowship.

Ladies of the order, wearing pastel Saris walk noiselessly in flat sandals that sink deep into Oriental rugs. Luncheon is served on fine white damask with plates edged in gold and from sparkling cut glass goblets is served an Indian drink, slightly bland, slightly tart.

"They say it is good for your nerves," laughs Daya Mata. Food of excellent cuisine is served in Taj Mahal atmosphere and adds emphasis to the words of Daya Mata who explains the aims of the order are not complex and involve only a quest for inner peace and happiness.

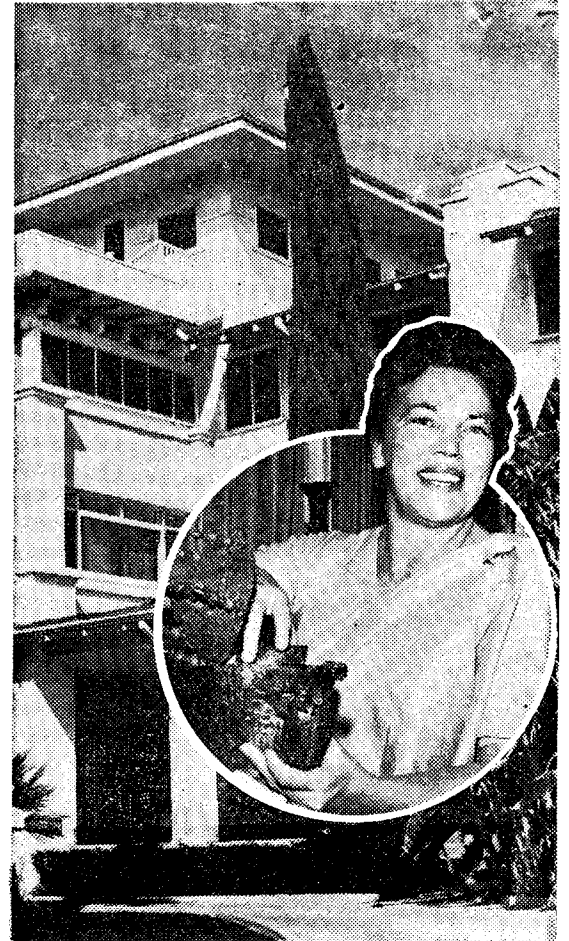
"I was once told that a 'sad saint was a bad saint,'" she recalls with humor, quoting the words of Yogananda, the founder of the Fellowship.

"Daya Mata progressed through the levels of endeavor and when Yogananda lay dying, he called her to him and asked that she be the one to continue his work. No woman (and few men) had ever been so honored.

Considered to be a woman of great intellect, Daya Mata has had little formal education, and completed her education at

Franklin Adult School after entering the Mt. Washington retreat.

Her tastes are simple and her contagious friendliness impresses those from every walk of life. Much of her education and her insight into the character of human nature has come from her travels.



WORLD FIGURE Daya Mata, president of Self Realization Fellowship with world headquarters on Mt. Washington, chats as easily with heads of state as she does with Indian hill-people.

Who's Who and Where's Where in Clubland

Local clubs who have submitted their names for the Woman's Magazine directory are listed below. Names included are those of the president or club contact:

Alpha Zeta Sorority
(Sigma Phi Delta)
Edith Babcock
CL. 4-5883

American Legion ER
Marie Epifanos
CA. 1-5678

Arroyo Vista Junior
Crystal Bell
256-8817

Arroyo Vista Seniors
Mrs. Claud Fordice
255-5559

B'nai B'rith
Mrs. Henry Lutz
CL. 6-5887

BPW (Business and Professional Women) ER
Esther Waggoner
CL. 7-6889

BPW, Highland Park
Mary Misterly
CL. 7-5656

CFWC, San Gabriel
Mrs. Hugo Nielsen
CA. 1-5510

CFWC, Verdugo
Mrs. William Adams
447-9793

Churchwomen, Council of
Mrs. Helen Peters
CL. 6-8839

Clipper Club (Young Marrieds)
CL. 6-8817

Confraternity Blessed Sacrament
Mrs. Lester Wombacher
255-2012

Curtain Raisers
Pasadena Playhouse
SY. 3-8171

DAR (Daughters American Revolution)
San Rafael
Mrs. Floyd Patterson
CL. 7-6615

DAR (Tierra Alta)
Lillian Shrewsbury
HO. 3-9046

Dietcers (TOPS reducing club)
Mrs. N. Knowlton
CA. 2-2886

Eastern Star ER
Mrs. Gould Heyer
255-6146

Eastern Star, El Sereno
Mrs. Alma Riggs
Masonic Temple

Eastern Star, Highland Park
Maie Leverenz
CL. 5-3696

Ebell, Highland Park
Mrs. Ethylene Steen
CL. 6-6888

Friday Morning Club
Mrs. Andrew Bachmat
AT. 2-7063

Friendly Club, Lincoln Heights
Nettie Grogan

Golden Agers
Betty Johnson
CL. 5-4440

Grandmothers 568
Caroline Salkeld
CL. 6-6124

Griffith Council PTA
Mrs. Courtney Shaw
CL. 7-1623

Highlands Council PTA
Mrs. Edward Migues
CL. 6-1468

Italian Women's Club (Jrs.)
Mrs. Robert Duretto
CL. 5-1293

Jobs Daughters 66
Mrs. Edna Wilson
HP Masonic Temple

Jobs Daughters 43
Mrs. Vera Sandeen
ER Masonic Temple

Jobs Daughters 103
Mrs. Lucy Chabre
El Sereno Masonic Temple

Las Amigas Club
El Sereno American
Legion Hall

League of Women Voters
Mrs. George Wharton
CL. 5-3644

Library, Friends of
Mrs. Carl Basler
255-0633

Lioness, Eagle Rock
Edith Heyne

Lioness, Highland Park
Mrs. Paul McCann
257-2061

Little Flowers Missionary Home
221-9748

Mizpah Club
Dorothy Hale
El Sereno Masonic Temple

Night Owl Roost (KFI)
Babe Boman
CA. 2-8616

Occidental Women's Club
Mrs. L. Sherman Trusty
SY. 9-7574

Opti-Mrs. (Breakfast)
Mrs. G. Kretschmar
254-6226

Paleontology Society
Leona Meals
CL. 5-8404

Pythian Sisters
CL. 5-9213

Red Cross Class
Mrs. R. Geer
CL. 6-5129

Republican Women Federated
Mrs. Henry Hare
256-0720

Royalties (Teens)
Linda Gonzales
CA. 5-3350

Saint Bernard's Mothers Club
A. Mascitti
CL. 7-5684

Saint Dominic's Mothers Club
Mrs. Lillian Dunlop
CL. 4-1782

Saint Ignatius Mothers Club
Wanda Mizerick
CL. 6-6275

Senior Citizens, Lincoln Heights
Olive Hessling
CA. 2-7909

Senior Citizens
Mrs. Irving Angel
CL. 5-3217

Senior Citizens, Eagle Rock
Yosemite Playground

Thursday Morning Music Club
Constance Braasch
CL. 5-6524

Toastmistresses
Ruth Stone
257-7406

Twentieth Century Juniors
Mrs. Bryant Noakes
CL. 7-6778

Twentieth Century Seniors
Mrs. Reserl Keen
256-4956

United Daughters Confederacy
Gracie Shepard
CA. 1-5229

Wednesday Morning Club
Mrs. Cuban Walters
CA. 5-7007

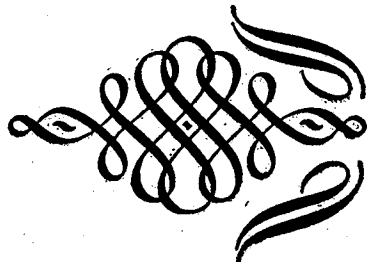
World War I Auxilliary
CL. 5-9213

WCTU, Highland Park
Mabel Cook
HP Christian Church

Women's Association,
ER Presbyterian
Mrs. Don Walker
256-0384

YMCA Women's Fitness Class
Margaret Korondi
CL. 7-7516

We at Ivers wish to extend our sincerest congratulations to Mrs. Homemaker of Northeast Los Angeles and to all the other outstanding women of this area who have added so much to the growth and betterment of our community through their many activities!



We at Ivers are especially proud of our own Mrs. Jesse W. Ivers Sr., who along with her husband, Mr. Ivers, founded Ivers Department Store 51 years ago.

Ivers started as a small shop called La Mode Dry Goods and through the years has grown and prospered with the community of Highland Park.

Now a complete department store, the smart women of this area know they can always find the newest and finest in fashions for themselves, their families and their homes. Mrs. Ivers and her children, who are now buyers and co-owners, have continued the tradition she started 51 years ago . . . that "quality is always your best bargain."



IVERS

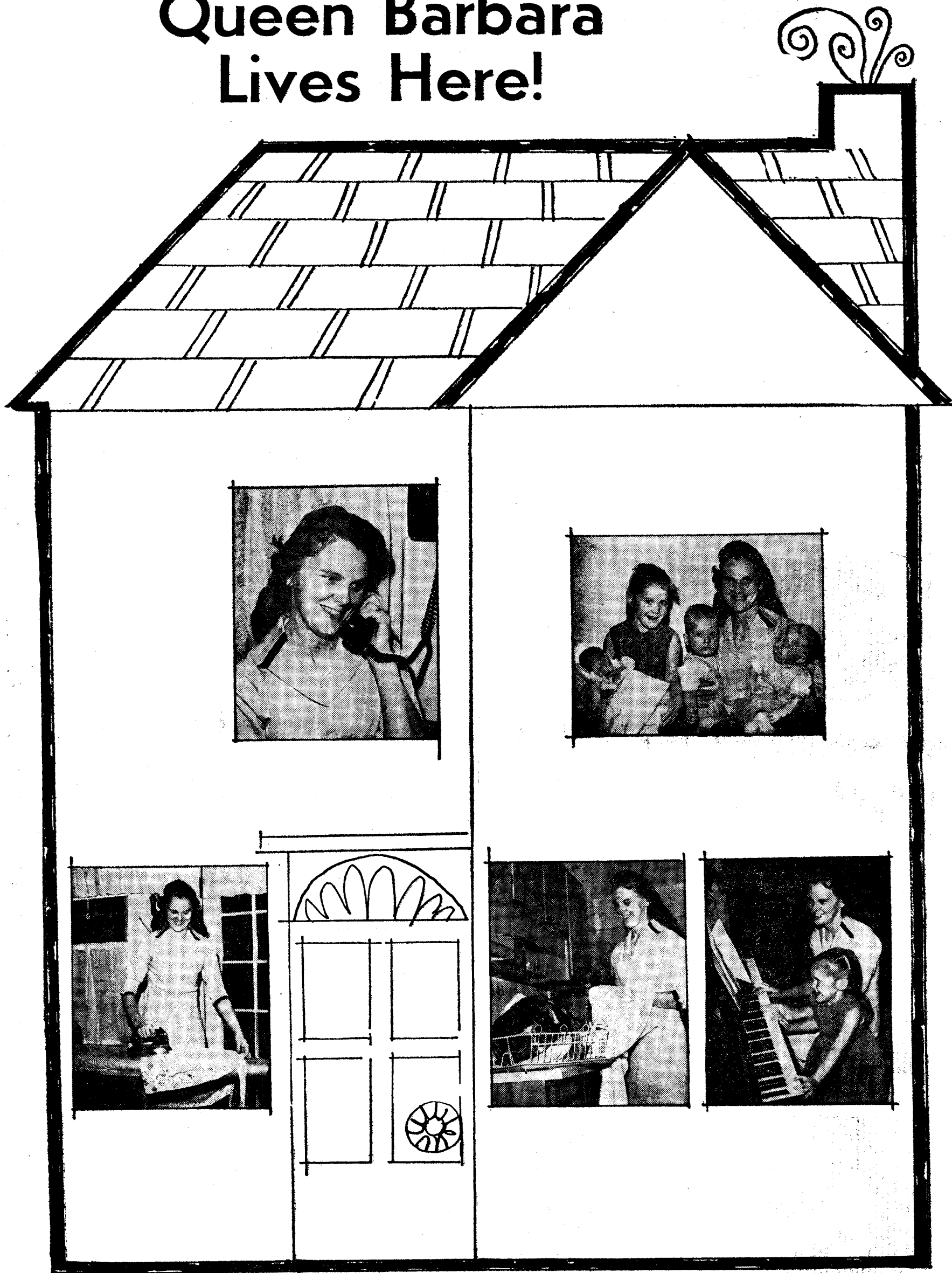
southern california

*of the Communities of
Northeast Los Angeles*



Northeast Newspapers SUNDAY GREEN SHEET

Queen Barbara Lives Here!



From the floor below to the roof above
Barbara's house is a place of love;
Where tiny tots find a friendly smile
And people are happy all of the while.

Barbara's 'Court of Honor'



PRINCESS HELEN . . . knows how to bake the best pie in town and cooks with imagination. She grew up as the eldest girl in a family of 14 . . . and learned her homemaking at an early age.



PRINCESS GRETCHEN (unable to be on hand for the judging) is known for her youthful activity in sports as well as homemaking skills. Her young son is one of Mom's greatest fans.

Here are the ladies who provide the court for "Queen Barbara" . . . all them "royalty" on their own, striving to create the most perfect home, which after all, is the nucleus of our society.

Roberta Cofer . . . is a girl who grew up in Highland Park, attending Garvanza, Luther Burbank and Benjamin Franklin High.

Aside from her duties as the mother of two little girls, Roberta also does typing, works as a bookkeeper at a drug warehouse.

She is a Camp Fire guardian and is president of Monte Vista PTA; a teacher at Garvanza Sunday school and also teaches Bible school during the summer.

Helen Hamlin, who makes her home at 1126 Oxley St., South Pasadena, is the wife of a painting contractor.

Mrs. Hamlin learned homemaking skills when she was very young. As the eldest girl in a family of 14.

She enjoys sewing, gardening, camping, fishing and dearly loves to "try out new recipes." She is now going back to school getting her college education.

Neighbors laud her wonderful spirit in helping others and of being of service to her community.

Vera St. George, wife of executive secretary of Northeast YMCA, is secretary of the Y's Menettes; leader of Eagle-ettes Junior and Tri Hi Y Clubs. She is past president of Los Angeles Y Wives.

She loves to play the piano and is an avid reader.

Her love of children takes her outside of her own home, serving as a teacher at a local nursery school.

A Homemaker's duty today, according to Mrs. St. George is "to see that her children grow up to be solid citizens who will be a welcome addition to their community and their world."

Gretchen Page, who was also a finalist in the 1964 contest, was called east due to the death of her father, and was not able to be on hand for the judging.

However, Mrs. Page's abilities as a homemaker and activities as a community leader are well known. One of the mainstays the Little Flower Mission, she helps her husband in many community projects such as the Christmas and Easter parades.

Gretchen, a girl athlete herself, is very interested in sports and helps with Little League . . . is a skillful bowler and loves outdoor activities.

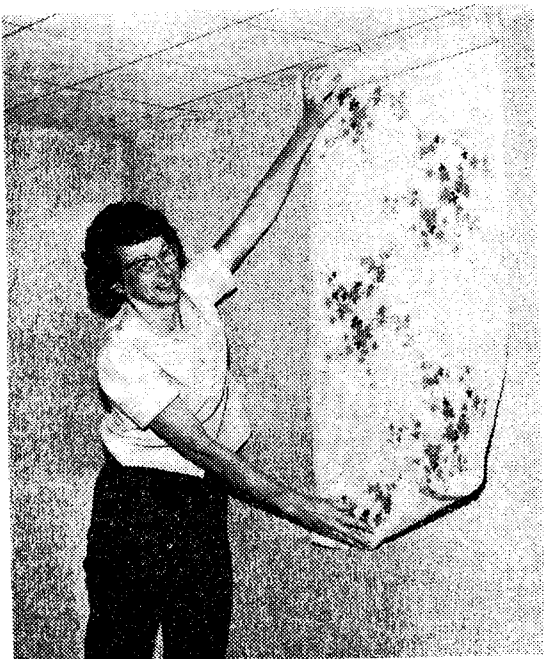
She is known throughout the area as a superb cook and excellent housekeeper and . . .

Marian, who is a Franklin High graduate and a part time secretary now that her family is grown. Marian, too, is an "outdoor" girl with a great interest in fishing and camping, bowling and volleyball.

She's what she describes as an "experimental cook" and loves to try out new recipes.

A talented seamstress and skillful in home decorating, she doesn't believe, however, that a homemaker should confine herself to household duties but should think of herself "as an individual."

These ladies represent a personable entourage of talent in all the homemaking skills.



PRINCESS ROBERTA . . . Hanging paper and painting the house are easy and routine to this petite homemaker, who also serves as a PTA president.



PRINCESS VERA . . . Active in 'Y' circles and all community affairs Vera also teaches a nursery school class and keeps busy every minute of the day.



PRINCESS MARIAN . . . 'Cookin' lasts . . . kissn don't' says the little plaque on Marian's kitchen wall, expressing her culinary skills as well as her sense of humor.

Twentieth Century Juniors

Hairdos

UNLIMITED!



Kelly Keele

BEAUTY SALON

Plenty of Free Parking in Rear—Open Evenings

5622 N. Figueroa CL. 5-9884

The Junior Women of the 20th Century Club of Eagle Rock includes young women between the ages of 18 through 35 who reside in the northeast area of Los Angeles.

The Junior Club is affiliated with the 20th Century Women's Club and holds its first meeting of each month at the clubhouse, 5105 Hermosa Ave., Eagle Rock.

The 20th Century Juniors are members of the Verdugo-Metropolitan District, The California Federation of Women's Clubs and the General Federation of Women's Clubs.

Mrs. Bryant Noakes, president of the 20th Century Juniors, has chosen as her theme for the 65-66 club year, "Opening Doors to Achievements."

Service to the community is the principal purpose of the 20th Century Juniors. This year the club philanthropy is the Florence Crittenton Home, 234 E. Ave. 33, Los Angeles.

The Juniors also support the Orthopaedic Hospital, CARE projects, the Eagle Rock Coordinating Council and the V-M District Philanthropy, the Hathaway Home for Children. Supported Harriette

During the past summer Juniors helped out at the new Northeast YMCA, and just recently supported Harriette Bryson, in her bid for Honorary Mayor of Eagle Rock. The Juniors will continue to support a project to curb high school drop-outs. The 20th Century

Juniors won a second place award for their work in the drop-out project.

Mrs. Hugh Owen, a past junior president and a member of the senior board, is the club coordinator along with Mrs. L. C. Poplawski. The coordinators attend all Junior meetings and help guide the Juniors. The junior president and one member of the junior board are invited to attend each monthly-luncheon meeting as guests of the 20th Century Women's Club.

The 20th Century Juniors hold their meeting the first and third Tuesday evenings of the month. The first meeting of each month is held at the clubhouse, this is an open meeting and guests are invited. Mrs. Jack Fitch, program chairman, plans the agenda.

The third Tuesday of each month members meet in their homes. These meetings are casual fun and give the Juniors a chance to become better ac-

quainted with one another.

Members Sought

The 20th Century Juniors are looking forward to increasing their membership this year, and welcome all inquiries. If you would be interested in attending a meeting or finding out more about this worthwhile club please call Mrs. Richard Baker, second vice president, 255-2605 or Mrs. Jack Fitch, first vice president, 254-4416. 20th Century Juniors are friendly and would be glad to answer any and all questions.

They keep the altar bright

Theirs is the honor of tending the Altar, its sacramental linens and robes, its fresh flowers and beeswax candles, by ladies from the Altar Society of St. Ignatius Church.

The members consider it as part of their Devotions to scrub and wax and polish the sanctuary so that it remains a place of comfort and rest every day of the week for all.

With their monthly food bake sales, their annual St. Patrick's Day and Thanksgiving card parties, they maintain the upkeep of the Altar supplies. These activities are looked forward to throughout the community.

The officers who have been serving faithfully the past two years are: Mmes. Joye Gallagher, president; Therese Marshall and Agnes Berlonghi, co-vice presidents; Agnes Leveque, treasurer; Julia Foley, secretary; Caroline Dakers, marshal; Ethel Williams, corresponding secretary; Helen Herzberg, membership; Lillian Latteri and Leveque, co-chairmen of the sick committee.



MRS. RICHARD GILMAN wife of the newly-installed president of Occidental College has "taken the campus by storm" . . . Youthful, friendly and hostess par excellence Mrs. Gilman has already established herself as one of the leading ladies of Northeast Los Angeles.

Quick Wig Service . . . Now Open Mondays



FREE
STYLING
AND
FITTING

FREE
STYRO
HEAD

ALL
COLORS
AVAILABLE

RENE'

HAIR FASHIONS

5058 EAGLE ROCK

BOULEVARD

CL 4-3491

Now Open Mondays
FREE PARKING IN REAR
NOVEMBER SPECIALS

\$25
SUE CORY
PERMANENT
\$15

Reg. \$20
Caryl Richards
Oil or Milk Bath
Permanent
\$12.50

Shampoo
Set and
Free Style
\$3.50

Other Permanents from \$10

100% HUMAN HAIR
HANDTIED TURBAN

WIGS

ALL COLORS

Reg.
\$50

\$30

MACHINE TIED
100% HUMAN HAIR

WIGS

Reg. \$125
Up

\$79⁵⁰

HANDTIED
WIGS

Reg.
\$175

\$159⁵⁰

HANDTIED ITALIAN

WIGS

Reg. \$200
Up

\$170

OUR BEST EUROPEAN

WIGS

\$202⁵⁰

Reg. \$250 Up

NOW OPEN MONDAY BY POPULAR DEMAND

GIVE A WIG CERTIFICATE AS A GIFT.

NOW OPEN MONDAYS!

Pre-Holiday Special!



Our \$10 CREME OIL
PERMANENT

Complete with Hair Cut,
Shampoo and Styling.
Monday, Tuesday, Wed. only

\$7⁵⁰

WE DO MANICURING.

AMELIA'S Salon for Beauty

5904 North Figueroa

CL. 6-0213

B-LOVELY

HAIR FASHIONS

CREAM OIL PERMANENT

Reg. \$12.50

Complete only

\$7⁵⁰

(Eves. Slightly Higher)
INCLUDING CONDITIONER

Open Thursday & Friday evenings

SPECIALISTS IN TINTING
Bleaching - Tipping - Frosting

COMPLETE—PERSONALIZED BEAUTY SERVICE

104 1/2 North Ave. 58

SE HABLA
ESPAÑOL

CL. 6-5480

(Next to Sees Candy)



Mary Lomen is decorator

Mary Lomen, Eagle Rock's top interior decorator began modestly to make her home a place of beauty. Now she is employed as a decorator by a local carpet company and is teaching the art at Glendale YWCA.

Her column, "Dream House" appears in Northeast Newspapers. Mrs. Lomen stresses a practical approach and gears much of her advice to the homemaker who has more taste than cash.

MARCELLO'S HAIRSTYLES

5704 N. Figueroa

CL 5-0204



**After
DARK**

HAIR-DOS

WIGS FROM..... **\$50**

WANTED:

BEAUTY OPERATOR AND QUALIFIED
WIG STYLIST

SPECIALS

Now 6 Days A Week!

Monday thru Saturday

DAYTIME — OUR BEAUTIFUL \$10

COLD WAVE \$7.50

COMPLETE WITH SHAMPOO
HAIR-CUT AND STYLING

• EVENINGS — COLD WAVE **\$10**
Regular \$12.50 Complete

(OPEN TUES., THURS., FRI. EVENINGS)

(Slightly higher by Marcello and Joseph
and Miss Dolores)

THE HAIR-DO FOR YOU...

A soft, breezy, eye-catching hair-do. Beauty is personified in our easy-to-care-for, perfect styles. Trust your hair care to professionals.



ELSIE'S BEAUTY SALON

5829 NORTH FIGUEROA

(Next to People's Store)

PHONE NUMBER: CL 4-2402

NOW OPEN 7 DAYS A WEEK



**PHYLLIS'
HAIR STYLES**

3201 EAGLE ROCK BLVD.

CL 6-3424

INTRODUCING TWO NEW STYLISTS

Sarah Ellis and Daisy Brooks
of the Highland Park-Eagle Rock area

"SPECIALIZING IN EVERY PHASE OF BEAUTY

CARE FROM HEAD TO TOE"

30 YEARS SAME LOCATION

P. Pagliassotti, Owner

Year round project for LH Seniors

The Lincoln Heights Senior Citizens Club, with a membership of 170, meets every Friday at 2303 Workman St., at 11 a.m. The business meeting is followed by a memorial service, and the program.

Coffee and tea are served by the club at noon. Members bring their own lunches.

Bingo, Chinese checkers, cards and shuffleboard are available in the afternoon.

A pot luck dinner is served the last Friday of each month, at which time anniversaries and birthdays are celebrated.

Ruth Treffelli, acting chairman, decorates the tables and provides a decorated birthday cake, favors and individual gifts.

Officers installed in January, 1965, by Phil Maiorca, honorary mayor of Lincoln Heights, were Lydia Caron, president; Olive Hessling, first vice president; Ida Demoree, second vice president; Elizabeth Scanlon, third vice president; Peter Fusci, secretary; Ruth Treffelli, corresponding secretary; Lyle Olewine, treasurer; Ruth Burrows, assistant treasurer and secretary; and George Chapelle, sergeant at arms.

Travel agents are John Caligore and John Demone; pianist, Carol Kromer. Later Peter Fusci resigned and was replaced by Ruth Burrows; George Chapelle was replaced by Anderson.

During the illness of Lydia Caron, Olive Hessling, Elizabeth Scanlon and Ruth Burrows substituted for her.

"Sweetheart" of the club went to Ruth Treffelli, along with gifts, and flowers. Another honor went to Olive Hessling when she received a trophy, presented by Mayor Yorty. This was for being "Outstanding Senior Citizen."

Numerous trips have been enjoyed. Among them were visits to county fairs, Date Festival; Marineland; Catalina; San Diego Zoo and Sea World; Music Center; Disneyland, and many others. Delegates have been sent to district, regional, city and county, international meetings. The latest of these being the International Convention held Oct. 10, 11 and 12.

Special days are celebrated with appropriate programs. A luau for Olive Hessling was given just before her tour. A federal representative of social security spoke and flag day found the Veterans and American Legion honored guests; a spaghetti dinner and program was given by the Veterans.

Helping Hands

The most prominent program, continuous in its scope, is the "Helping Hand" project. The Club sends cards and makes visits to "shut in" members at home, in convalescent homes, or elsewhere.

At Easter and Christmas, in addition to our "shut-ins," underprivileged, sick children and older people are added to the list. Preparing the gifts is a club activity.

Northeast Newspapers—Sunday, Nov. 14, 1965—5

*An Invitation
to
Greater Beauty*

...With a
Lovely New
Hair Style
from

SYLVIA'S
Hair Fashions

6320 1/2 YORK BLVD.

Phone: 255-6228

OPEN TUESDAY thru SATURDAY



**COLD WAVE
PERMANENTS**
REG. \$15.00
\$7.95
SPECIAL!

"HOLIDAY" BEAUTY SPECIAL

BEAUTIFUL
Cold Waves 5.95
Complete—from

• Contour Trim • Long Lasting Wave • Perfect Pony Style

TOWNWAY HOUSE OF BEAUTY

122 MONTE VISTA

CL 5-3787



"For the Best... Go to the Best"

Ina Lees
SALON OF BEAUTY

(THE COOLEST SPOT IN TOWN)

**OPEN EVERY SUNDAY
9 TO 6 P.M.**

Very new, very exciting and feminine — is the Lady Curl Look. Let us style cut your hair, softly molded at the nape line, with a soft natural perm.

Free Tickets for Children
Under 16—for Hockey Game
Nov. 25



**GET YOUR HOLIDAY PERM NOW
AND BE ELIGIBLE FOR GRAND DRAWING
FOR A TOWN & COUNTRY TRAVELING BAG.
DRAWING DEC. 11**

Perms \$10.00 & up, Complete with
Personalized Styling & Hair Shaping

Hours: Mon., Wed., Thurs. & Fri. 9 to 9
Sat. & Sun. 9 to 6—Closed Tuesday

4918 YORK BLVD.

CL 5-9584

A Member of the National Hairdressers and Cosmetologists Assn.

Arroyo Vista Women

A small club with a multitude of big projects



Serving the community

MEET THE ARROYOS . . . One of the smallest clubs also one of the most active in the California Federation of Women's Clubs . . . the Arroyo Vista Woman's Club. Third from the left is Mrs. Claude Fordice, president, who is now serving her second term as president. Mrs. Fordice achieved city wide notice by "turning the lights on" illuminating Hermon District's famous giant deodar at Christmastime.

Mrs. Geneva Ward was one of the many women of the community who met in her parlor Feb. 24, 1931 to form a club devoted to discussion of subjects of current needs and interest. Cultural, civic and philanthropic interest were promoted among its members.

Under Mrs. Ward's leadership, as founding president of Arroyo Vista Woman's Club, a new clubhouse was built at 437 Redfield Avenue. The same purpose holds today. The club has monthly meetings with speakers on travel, lectures and educational features.

Due to the combined efforts of the membership the Arroyo Vista Women's Club closed its 1964 club year of service with many awards from the Verdugo District CFWC on youth, health and welfare, international affairs and other facets of philanthropic work in the community under the leadership of Mrs. Claude Fordice.

Mrs. Fordice serving her second term as president of the Arroyo Vista Women's Club is also an active member of her church. She has taught Sunday school for many years to the youth of the Hermon Free Methodist Church. She keeps in constant touch with former pu-

pils in the service of their country and other far away places. It is her greatest desire to serve others.

One of the important projects undertaken by this busy group is the raising of funds for the purchase of a school bus for the Los Angeles Pacific High School through the donations of trading stamp books.

Of special interest to the Arroyo Vista Women's Club are the Arroyo Vista Juniors, whom they sponsor; they work together on many philanthropic projects.

As a token of unity, the Juniors presented the club with a new American Flag.

"United In Service" with president Mrs. Fordice are the following officers: Mrs. Earl Brock, first vice president; Mrs. Joseph Arnez, second vice president; Mrs. Ralph Ward, recording secretary; Mrs. Clyde Lawton, corresponding secretary; Mrs. Esbon Marsh; treasurer; Mrs. Wesley Wickman, parliamentarian; Mrs. Claude Watson, programs; Mrs. Richard Ballard, press chairman; Mrs. C. DeForest Cutler, coordinator.

"HOUSE OF EWALD"

5210 York Boulevard

Phone 257-7588



BEAUTY SALON

Here, in House of Ewald's attractive atmosphere, skilled stylists and hair dressers take personal pride in serving you . . . Hair cutting, shaping and designing we consider an art — with each patron given individual attention.



CUSTOM WIGS

The popular acclaim given Ewald's art of Wig design tells the story of talent to create Wigs, Wiglets, and hair pieces that NATURALLY enhance your beauty. We invite you to let House of Ewald creative wig designers show — in our mirrors, what a wig can do for you!



MARIE WIRSCHING . . .

Students from abroad getting their first glimpse of American home life, have found a great image in Mrs. Wirsching, whose activities with the American Field Service exchange student program, won her the title of having the "ideal American home". She was twice a finalist in the local Homemaker contest.

Edith Lavin gets C of C 'appreciation'

Whenever there's any civic project going on in Lincoln Heights you can bet that Edith Lavin, owner of Baker's Dress Shop, is in there pitching.

The tireless Mrs. Lavin proves her devotion to the community service in scores of ways. She served on the Board of Directors for Mt. Sinai Hospital and heads drives to raise funds for handicapped children.

Lincoln Heights Chamber of Commerce thought so highly of her that they gave her the appreciation award for community service.

Mrs. Lavin recently assisted with the Lincoln Heights Queen contest, helping individual entrants in preparing for the competition as well as arranging many of the details.

Legion Auxiliary always the Friend of the veteran

The Eagle Rock Unit 276, 20th District American Legion Auxiliary received the original charter as the Glassell-Cypress 276, American Legion Auxiliary on July 27, 1927 with 15 members and Margaret Landis the charter president. She is still an active member.

In July 1928 a new charter was received changing the unit name to Unity 276 American Legion Auxiliary. And at that time we were in the 17th district. On May 21, 1930 two of the Unit's Gold Star Mothers were among the group that went from New York to France on a pilgrimage to the graves of their sons. One of the members Mrs. Eunice M. Picelich wrote a poem "Gold Star Mothers" and it was chosen in the state-wide contest to be read at the memorial services at the state convention in Sacramento.

On Aug. 8, 1938 the post was renamed Eagle Rock Post 276, as a means of local identification, and also brought Unit 276 into the 20th District.

After moving from place to place for meetings, on Sept. 1952 the unit moved into what is now the regular meeting hall at 2109 Merton Ave. Eagle Rock.

These are the still active past presidents of the unit: Margaret Landis, Beulah Johnston, Eunice Picelich, Louise Thrasher, Erma Robbins, Matie Hanson, Signa Hubbert, Ruby Taylor, Dorothy Farris, Ruth Washington, Helen Alexander, Effie Means, Leah Tubbs, Barbara McLeod, Lucy Swaim, Mary Tommer, Marie Epifanos, Frances Ferguson, Mary Schena and now presiding. Mayme Lohman. Three of these past presidents went on to become 20th District presidents: Signa Hubbert, Ruth Washington and now 20th District president Ruby Taylor.

Donations are made to Department on rehabilitation, child welfare, education and past president's parley fund for education and scholarships. The program provides educational opportunities for children with emphasis being given to children who have been deprived of financial assistance to continue their education.

Since 1955 a revolving loan fund was placed in Occidental College for students by the Eagle Rock Unit. The handbook "Need a Lift" with information which outlines scholarships available has been placed in public libraries and at Occidental College.

ELIGIBILITY

Women of American Legion Auxiliary is for mothers, wives, daughters and sisters of all men and women who were in the armed forces of the United States between April 6, 1917 and November 11, 1918; or between December 7, 1941, and September 2, 1945; or June 25, 1950 to July 27, 1953, or who being citizens of the United States at the time of the entry therein, served on active duty or after honorable discharge.

The unit is now busy making gifts for the Christmas Gift Shop such as hand knitted sweaters, children's dresses, little boy suits, hand embroidered pillow slips, knitted house slippers. Other gifts are pur-

chased with donations such as towels, bath robes, shirts and many useful articles. The junior members are busy making Christmas folders and place cards that are placed on the hospitalized veterans' tray at Christmas time.

The "gift shop" program is by far one of the most important programs of the Eagle Rock Unit. Gifts are taken to the Veterans' hospital and each veteran is allowed to make his or her choice of any gift they

would like to be sent to some one in their personal family. The gifts are wrapped and mailed anywhere, with no cost to the veteran.

Each month the unit has bingo parties for veterans, giving them a little spending money, also office work and gown folding days that are called volunteer day are carried out once a month.

Each year the unit orders 5000 poppies the veterans have made under the guidance of

the Auxiliary members. Each unit has special days appointed to them to assist the veterans. Through the American Legion Auxiliary poppy program more than \$300,000 is paid annually to needy and disabled service men and women for making the poppies. This is the work of 14,000 units in communities scattered all over the United States, its territorial possessions and in foreign countries where veterans reside.

Grandmas go into action

Vida Chanault . . . Here is one of Northeast Los Angeles' most active grandmothers. She is a mainstay of Rockdale PTA and is one of the most devoted youth group workers in town . . . although her children are all grown.

Another grandma who never took time between generations to relax and keep on going with PTA activities, Mrs. Carl Hansen is one of the mainstays of Gates Street PTA.

"Biamonte's Boutique . . . in a courtyard of ancient Rome, choice fashion Collections for modern sophisticates"

FOX TRIMMED COAT

A Lilli Ann creation.

Ice blue. Large collar of

Blue Norwegian Fox set off

rhinestone pin.

A three Button Beauty.

\$15995



BIAMONTE'S

BOUTIQUE

INTRODUCTORY COUPON OFFER

20% Off Any Purchase with This Coupon only.

NAME

ADDRESS

Offer good thru Sat., Nov. 20th
Charge Accounts Welcome
BankAmericard

2414 North Broadway

Phone 222-8105

'Littelst' BPW is one year old

The Highland Business and Professional Women's Club is only one year old, and it is a strong and hard working group.

The business meeting is held first Tuesday of the month at the News-Herald Journal Conference Room.

On the third Tuesday of the month the Highland "Beeps" meet at different restaurants.

They invite their friends (husbands and boy friends welcome) to any of their meetings, especially the dinners which feature speakers and special events.

Highland BPW celebrated its first anniversary with dinner at the Arroyo Inn. Guests included Norene Daly, president of L.A.-Sunset District of BPWC, and Jo Cook, district membership chairman. The 1965-66 officers were installed by president Norene at this meeting and Jo initiated two new members, Bernice Raila and Grace Richards. Lalo Robles, professional singer provided the entertainment.

1965-66 officers and chairmen are: Eloisa M. Grijalva, president; Bessie Weston, first vice president and program coordinator; Dolores Hamilton, second vice president, membership and world affairs chairman; Bernice Raila, treasurer; Dr. Maude Rousey, secretary. Annual "dime a dip" potluck was held at the home of Bessie Weston, and included swimming and silent auction.

Speaker at the October dinner meeting held at The Crossbow, was John Grijalva, consulting mechanical engineer and president of Toastmasters Club Granada 909.

Highlanders sent annual contribution to the Federation of BPWC for the Philippine Scholarship Fund.

Miss Vickie Hosking, honor student and junior at Franklin High School, represented Highland BPW at the Youthpower Conference at the Palladium.

Highland BPWC was represented at the following state and district board meetings,

conferences and conventions: International Hotel, L.A.; Green Tree Inn, Victorville; Miramar Hotel, Santa Monica; Coronado; Tuesday Afternoon Club, Glendale, and Disneyland Hotel, Anaheim. Highlanders also attended workshops held by district president Norene Daly and Jo Wheeler, California Federation second vice president, and by the California Federation at Edgewater Inn Marina Hotel, Long Beach.

President Eloisa attended District Leadership course receiving a Scroll of Achievement the night she was Program Chairman, and a plaque for the most improved speaker of her class, graduation night. She also completed the Action Course in Practical Politics, as prepared by the U.S. Chamber of Commerce and supervised by Area and District Chairmen, Rae Berry and Myrle Whitford.

Community - wise, Highland BPWC was represented at the "On Guard" all day Forum conducted by District Attorney

Younger and Staff. President Eloisa represented the Club at the Luncheon honoring winners of essay contest sponsored by "Mayor's Committee To Employ the Handicapped." Highlanders have sent their annual contribution to the Highland Park Symphony Orchestra; collected funds for Northeast YMCA under Dr. Rousey's Division; operated fun booth at carnival celebrating Highland Park's 77th anniversary, in cooperation with Chamber of Commerce; and again helped Highland Park Recreation Center by decorating and operating game booth at their Halloween Celebration.

Preliminary arrangements have been made with Mrs. Evelyn Smith, girls' vice principal at Franklin High School, for presenting a scholarship in June 1966, which Highlanders hope to establish as an annual award.

The student will be a senior chosen by Mrs. Smith and other faculty members.



ESTHER FOSTER
BPW president

Eagle Rock BPW grows and grows

Esther Foster, president of Eagle Rock Business and Professional Women reached a high mark in her career last summer when she attended the national convention in Washington, D.C. and was one of those honored at a tea presented by famed hostess Pearl Mesta.

Mrs. Foster was in "the charmed circle" of those who had recruited at least 15 new members of Business and Professional Women.

It's been a varied career for Mrs. Foster, who is a food demonstrator, cosmetic saleswoman and chef . . . all at the same time!

In addition, she is active with the American Legion Auxiliary, Highland Park Order of Eastern Star and was founder of the Highlight Club in Eagle Rock.

Eagle Rock BPW boasts Dr. Mary Le Clere as a charter member. Dr. Le Clere, who is also one of the most articulate historians of the area, was a pioneer worker in the ranks of BPW and is still very active in the organization which aims to elevate the status of women here and throughout the world.



DR. MARY LE CLERE
charter member

Dr. Stanchfield

Dr. Jo Stanchfield of Occidental College has become one of the prominent authorities on remedial reading and has written several text books expounding her theories on "Why Junior can't read."

They are not mere theories, however, but have been researched and tested by Dr. Stanchfield in experimental classes.

She makes her home in Eagle Rock.

How Little Can You Pay?

AS LITTLE

... AS:

**ANY
SHIRT
Laundered
2 SHIRT MIN.**

25¢

**ANY
Dress, Suit,
Over Coat, or
Car Coat**

88¢

**ANY
Pants, Slacks,
Capris, Skirt,
Sweater or
Jacket**

44¢

FOR EXTRA CLEANING CARE & SERVICE

BY PROFESSIONALS

Check these Extra Features

- ✓ Professionally cleaned and pressed by experts.
- ✓ No limit—bring all you can carry. Drive-in Car Hop Service.
- ✓ All work done on the premises in our modern plant.
- ✓ Subtract dollars from your usual dry cleaning bills by bringing everything to The Cleaning Bar
- ✓ One price policy—no added charges for fancy or frilly clothes.

Your dress can be a shift or a wedding gown—

The price is the same for both . . . ONLY 88¢.



This Week's Special

Nov. 15 thru 20

1924 COLORADO BLVD. — EAGLE ROCK

• CL 7-8149

Choose busy person if you want to get things done

Highland Park Chapter of B'nai B'rith has had a very busy woman as its president for the past three years and she now is entering upon her fourth term as president of the local Chapter.

The old saying is, "if you want something done get a busy woman to do it." Mrs. Henry Lutz (Pauline) moved here 21 years ago with her husband and small son, Marvin. She has worked side by side with her husband, Henry, in their business, Lutz Auto Supply.

Before coming here from Cumberland, Maryland, she was a vice president in her Sisterhood and a very active member in Hadassah. Right away they joined the Temple Beth Israel, Sisterhood, and the B'nai B'rith, and the whole family was very active in all affairs.

She went through the offices in Sisterhood and was elected president of the Sisterhood but had to resign because of ill health at that time.

Finally, in 1959, she accepted the role as president of B'nai B'rith. B. B. Women, a Jewish women's service organization with 143,000 volunteer members in 880 chapters in the U.S.A. and Canada and 59 additional groups in 18 countries abroad, engages in educational, philanthropic, civic and religious programs of community, national and international scope.

Locally, B. B. W. members work toward alleviation of basic community problems. A representative of B.B.W. has observer status at the United Nations and accredited representatives serve on U.S. Department and Conference Planning Committees.

B'nai B'rith Women's Children's Home in Israel, a modern treatment center for emotionally disturbed children between 7 and 13 years of age, is a permanent project of the B.B.W. of America.

B'nai B'rith is concerned with all people everywhere in

improving living conditions and health and enjoyment of the four freedoms throughout the world.

B.B.W. is a democratic organization, its decisions are reached by majority rule, every member can attend meetings, listen to both sides of a question, and vote as an individual. If you disagree with what is being done, you may change it by your vote.

Under the auspices of its A.D.L. program, B.B.W. promotes conferences to further intergroup understanding as it affects the family, the church and Synagogue, the school and the community. These conferences are held in major cities throughout the country and bring together representatives of as many as 80 women's organizations at one time.

B'nai B'rith meetings are held the first Wednesday of each month at 8 p.m. in Temple Beth Israel at 5711 Monte Vista Street.



MRS. HENRY LUTZ

Pythian Sisters first met with 26 charter members

Miramonte Temple No. 41 of the California Pythian Sisters was instituted in Highland Park on April 10, 1910, with Gertrude Smith installed as most excellent chief.

Rose Cedarstrom had the position of sitting past chief. Alice Goodhue, known as "mother," sponsored the new temple at its institution.

There were 26 charter members, all of whom have since passed away.

The institution and installation ceremonies were held in the Masonic Hall, where Miramonte Temple conducted their meetings for three years and then changed into the Ebell Clubhouse for a while until they bought their own hall at the corner of N. Ave. 64 and Ruby St.

Old Library

This building was the original library in the community known as Garvanza more than 50 years ago. It served the people of five districts, until they merged into "Greater Highland Park" and a new library was built to meet the needs of the growing population in this area. It was at this time that Mir-

amonte Lodge No. 79 of Pythias and their Ladies' Auxiliary, Miramonte Temple No. 41 purchased the old building, which they repaired and remodeled. It is still used as their meeting hall and is rented to various clubs and lodges for their business and social activities.

The primary object of fraternal organizations is to promote friendship among men and to relieve suffering. Each order adopts some outstanding principle as its objective. The distinguishing principles of the Pythian Order are Friendship, Charity and Benevolence.

Damon and Pythias

It bases its lessons and builds its ritual largely on the familiar story of the friendship of Damon and Pythias, who were historical characters living about 400 years before the beginning of the Christian era.

On their altruistic program Miramonte Temple No. 41 contributes toward the youth camp sponsored by the California Pythians at Sequoia National Park, which gives two weeks' vacation each year to a number of under-privileged children.

Valley Knudsen 'keeping America beautiful'

Mrs. Valley Knudsen, nationally known crusader for "City Beautiful" made her home in Eagle Rock for many years.

Now heading "Los Angeles Beautiful" and commanding the attention of nationally known businessmen in her drive to "keep America beautiful,"

Mrs. Knudsen is a speaker well sought-after.

She still maintains her membership in Twentieth Century Club.

HIGHLAND FURNITURE

Features...

RCA VICTOR

RCA Victor
New Vista
Mark XI
Color
Television



- ★ RCA solid copper circuitry
- ★ Solid state tuner
- ★ 25,000 volt color chassis
- ★ Automatic color purifier

SEE OUR COMPLETE LINE OF



RCA Victor
New Vista

Black and White
Television

With Solid State Tuner

SPECIALLY PRICED

FOR HOLIDAY SELLING

LAY AWAY NOW FOR XMAS!

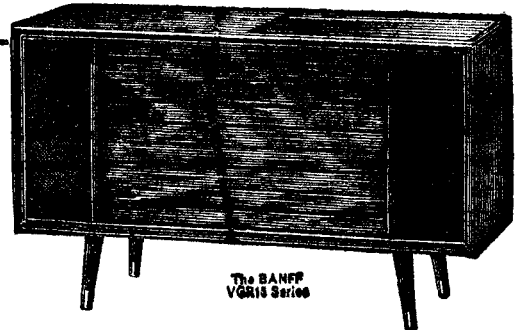
See Our Complete
Line of

RCA Victor STEREOS

228.⁰⁰

(As Illustrated)

Lay Away Now
For Xmas



RCA VICTOR *New Vista*
SOLID STATE STEREO

HIGHLAND FURNITURE

OPEN FRIDAYS TILL 9 P.M.

5615 North Figueroa

CL. 5-1518



ALWAYS ON A WEDNESDAY . . . The Wednesday Morning Club, one of the oldest women's clubs in the city of Los Angeles, gets together for a garden party opening the season

Shakespeare had a hand in this club's history

On January 26, 1898, Mrs. Chester P. Dorland invited the women of the Congregational Church of East Los Angeles, now known as "Lincoln Heights," to meet with her to form a class for the purpose of studying Shakespeare's Plays; about twenty responded.

The interest in this new line of work was so soon manifest in the community that "The Wednesday Morning Club" was at once organized with Mrs. A. D. Clark as its first president, and Mrs. Dorland conducting the study class. The Congregational Church opened its Assembly Hall as a meeting place. This was, with the exception of three years when Campbell and Schleicher Halls were rented, the home of the Club until it moved into its club house, January 4, 1911.

The Wednesday Morning Club has from its inception held to the purpose of its founder, and is essentially a

study club, aiming to help women know themselves.

The club has had many of its members called to responsible positions in the Los Angeles District Federation. The club joined the Federation in 1900, and has participated actively in all matters pertaining to the District, State and General Federations, keeping in touch through club chairmen appointed by the president, who present reports on the subjects assigned to them.

In addition to Shakespeare, sections were soon added for the study of current events, music, history, physical culture, French and Spanish.

In 1910, a Rambler's section was formed; in 1914 the "Dickens Fellowship" united with the club and the Dickens section was added.

O—O—O

It was felt the club would not progress as it should, until it had a "home." On May 25, 1909, the Wednesday Morning Club Building Association held their first meeting with Mrs. F. E. Prior as president. With loans, carnivals and Life Memberships the building fund grew rapidly. Miss Martha Thompson offered the lots located at the southeast corner of Sichel and Avenue 28, upon conditions they erect a club house at an expense of not less than \$4000.00.

The club house was erected at a cost of \$5,500.00 with a mortgage indebtedness of \$3,000.00 which was paid by Jan. 9, 1918. In May, 1918 the building association sold and transferred all real estate to The Wednesday Morning Club, a corporation. On July 8, 1924, a loan of \$11,000.00 was made to enlarge the dining room, build a new kitchen, office and make other improvements. Finally on June 3, 1942, after years of hard work by every president and her board, the mortgage was burned.

Through the years since 1942 including the present administration, it has been the aim of each president and her board to live up to the high cultural and moral standards set by the officers during the previous years. Sections have been added from time to time to meet the requirements of the membership.

At the present time the active study sections are Shakespeare, music, drama, handicraft, literature and Bible study.

O—O—O

The Wednesday Morning Club affiliated with the Los Angeles County Federation of Women's Club in the year 1948 and is now a member of the Verdugo District.

While no new structural work has been required on the building, some inside remodeling has been done and the building maintained in a most satisfactory manner. Furnishings have been replaced as necessary and new ones purchased in keeping with the trend.

Today as always in the past The Wednesday Morning Club stands as a symbol of all that is best in womanhood.

O—O—O

The club meets every Wednesday from the first Wednesday in October to the first Wednesday in June inclusive. Business meetings are the first Wednesday of each month during the club year.

WHARTON'S NURSERY & GARDEN CENTER

Everything in NURSERY NEEDS



Now Is the Time to Kill Spotted Spurge in Your Dichondra Lawns

2500 sq. ft. Bag . . . \$9⁹⁵
1000 sq. ft. Bag . . . \$4⁹⁵

DECORATIVE BARK

COARSE & MEDIUM SIZES

3 CU. FT. SACK . . . \$2⁸⁸

STEPPING STONES

12" SQUARES NATURAL COLOR . . . 34[¢]

STEER MANURE

OUR BEST GRADE 2 CU. FT. . . 69[¢]

LAWN EDGING

2 FT. LENGTHS WITH SCALLOP TOP

RED . . . 36[¢] ea

NATURAL . . . 33[¢] ea

CHRYSANTHEMUMS

IN FULL BLOOM

POTS 39[¢] ea



RYE GRASS

1 POUND SACK . . . 15[¢]

10 POUND SACK . . . \$1³⁹

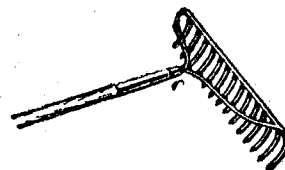
OUR SPECIAL GRASS MIX

FOR A PERMANENT LAWN

VERY SPECIAL 1 POUND . . . 98[¢]

METAL RAKES

VERY SPECIAL 96[¢] ea



Wharton
NURSERY

Phone 255-8063

• 4958 EAGLE ROCK BLVD.
• EAGLE ROCK, California



ACROSS
FROM THE NEW
EAGLE ROCK
PLAZA

To The Ladies!

The rockers of our cradles, the builders
of the Family Home Life, the holders
of the family purse-strings.

RICHMOND LUMBER OFFERS A SUPER SAVINGS EVENT IN EVERYTHING TO ADD TO AND IMPROVE THE FAMILY HOME!

GARDEN HOSE

1/2 inch coilable,
won't crack or kink
50-ft. Reg. 4.98.
SPECIAL.....

2³⁵

GARBAGE DISPOSAL

1 YEAR GUARANTEE

Regularly sells
for 32.95.

Special now.....

20⁹⁵



HANGING LAMP



Solid brass chain. Choice
of colors, amber or green.
Reg. 19.95.
SALE
PRICE.....

15⁹⁵

KITCHEN FAUCET

This swing spout wall
mount faucet regularly
sells for 6.95. For the wo-
men of Northeast L.A.

4⁹⁵



KENTILE

West Alabaster Flowering

9x9..... **10¢** 12x12..... **20¢**

40 New Patterns Available
50% Easier to Keep Clean

do it yourself!

Blue Daisy

FREE MORTAR BOX



FOLDING DOORS

How many times have you want-
ed to seal off that hallway or
other room in your home. Well
now you can do it. Comes in

gray, beige,
white. 30, 32
& 34x80.....

5⁶⁵



6 FT. ALUMINUM STEP LADDER

Christmas is just about here and
how many times have you needed
just a little more height to reach
that out-of-the-way place; now
you can for just

8⁹⁵

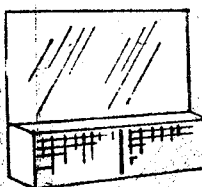


MEDICINE CABINET

For that Modern Look

Has beautiful
marble top.
24x32.....

18⁹⁵



RICHMOND LUMBER CO.

● OPEN SATURDAY ●

CA 5-6593

4591 Huntington Dr. So.

CA 5-8145

When your husband is in politics . . .



KEEP SMILING — When you're the wife of a United States Congressman like Virginia Lipscomb, campaign time means a round of public appearances but she really enjoys her homemaking duties the most.

Congressman's wife is a talented homemaker

Lovely Virginia Lipscomb, wife of Congressman Glenard Lipscomb of the 24th Congressional District is a poised and personable Washington hostess on occasion, but she'd prefer to be known as "just a homemaker."

That is where her interest has always been. Favorite among the homemaking skills is sewing and dress designing. A product of Trade Technical College, Mrs. Lipscomb wants

to learn all there is to know about sewing.

And hers is a family where needle and thread and buttons and bows are so appropriate. You see the Congressman and his wife have two daughters and a couple of granddaughters and in this feminine atmosphere, knowing how to sew is a must.

Virginia is a local girl, having graduated from Belmont High.

Behind this successful man there is 'Candy' Danielson

Mrs. Gladys C. Danielson, wife of Assemblyman George E. Danielson, is better known as "Candy". She came to California from Hartford, Connecticut where she had been in charge of the stenographic department at Pratt & Whitney Aircraft Company.

Upon arrival in California, she was employed at Universal Studios as personnel interviewer. Always interested in personnel and employment matters, she was a long-time member of the National Vocational Guidance Association.

While at Universal she became interested in politics, joined the Los Angeles Council of Young Democrats and later was elected vice chairman, South, of the California Federation of Young Democrats. She met George E. Danielson as a result of her political activity. They were married in 1953.

Since that time she has devoted more and more of her time to civic, community and political matters. In the past, she has served as a volunteer for lawyers' wives in their program to provide free legal assistance to those unable to afford it. She has worked locally with several neighborhood coordinating councils in their public health and delinquency prevention programs; she was a delegate to the governor's state-wide conference on juvenile delinquency.

During 1963 Mrs. Danielson wrote a series of by-line articles entitled "Politics & Government" published in The California Courier newspaper in Fresno, covering the workings of the Legislature in committee and on the floor, social life

in the State Capitol, etc.

A veteran of 15 years of active participation in California politics, Mrs. Danielson is currently a member of the Democratic State Central Committee of California, to which she has belonged for six successive years. She has also served on the Committee's executive board and on its speaker's bureau. She is a past elected member of the County Central Committee.

She has coordinated all of her husband's campaigns for public office and is currently writing a book from material gathered over the years, the working title of which is "I Never Stopped Running."

She has given generously of her time to assist her husband and on countless occasions in Sacramento after dinner has returned, often past midnight, to her husband's Capitol offices to assist him in answering overflow mail from constituents. "Some wives openly resent the intrusion in their private lives which their active participation may bring about," Candy confided. "And over a period of years this does add up to a great deal of volunteer, unpaid effort. But there should be no mistaken illusion about the participation of wives in their husband's campaigns."

"It's hard, demanding work and the wife must approach it with ability and willingness if she is to be of any real assistance in her husband's efforts."

Mrs. Holland 'in office' 21 years

Mrs. John Holland has been "in office" for 21 years. That is, she has been standing by as a helpmate for her Councilman-husband all of this time.

The Hollands are the parents of two daughters and three little grandsons (a boy every year for the last three years as Mrs. Holland puts it. And the grandchildren are indeed "the apple of grandma's eye").

Primarily a homemaker, Mrs. Holland stands by to be of constant help to her husband.

Gifted with a rare sense of humor, Mrs. Holland was a special guest at the Homemakers award luncheon where she and her husband spoke.

She is an active member of Highland Park Ebell Club and a vital part of all community affairs, always eager to help, she has been one of Northeast Los Angeles' greatest assets for a couple of decades.

Who gets out the vote? The women!

Unsung heroines throughout Northeast Los Angeles are our registrar of voters and pollworkers who pitch in every election day and work far into the night to assure democratic processes.

For the most part these positions are filled by women who take their jobs with the utmost seriousness, not being afraid of Long hours and grueling routine.



ROWENA BROWN



MRS. JOHN HOLLAND

Life in Washington D.C. can be hectic according to Rowena Brown

By MRS. GEORGE BROWN

Most of my life has been spent in the Los Angeles City area, and I share the memories—along with many others of my generation—of easy commuter access to school, work and shopping areas, of clean and lovely air, of hikes in the "wild" places of the Hollywood and Baldwin Hills, of bright views of the ocean and Catalina Island, of great happiness when observing the first snows on the peaks of Wilson and Baldy.

I was a school teacher in the California schools for eleven years and I really believed that great changes would come to my life after my husband became a U.S. Congressman. I had fine visions of a different and exciting daily existence with living kind of "elevated" and terribly comfortable, with frequent contacts with the great and wise, with housekeeping problems solved, and with children accepting the endless challenges and opportunities for the expansion of their horizons.

I am a little embarrassed at how naive I was—and this is just a few, short years ago. Life in Washington is what you make of it—as it is anywhere else in the world. A social life is pleasant but not too much for me nor for too long at any

given time; the maintenance of two homes (one in California and one in Washington) was a real headache; the children were torn between California schools and Washington schools and their grades and equilibrium suffered—we have five children, four of whom were in the teen-ager classification. We, their parents, suffered through the seemingly necessary soul searching when discussing life with them.

By the end of the first term (two years) in Washington, I had decided that my real interests lay in working with my husband wherever I could be of some help—preparing summaries of books and articles for quick perusal, researching, handling some of the more delicate problems arising between a Congressman and a constituent, acting as hostess (and friend, I hope) for the many California visitors who have come to see the Capital City, giving freely of my opinions to my husband—who always listened respectfully and sometimes seemed interested, and watching his health.

Life in Washington is great—and the city is beautiful. But my life in Los Angeles has been too long a part of me and I miss it—except for the smog.

'Honorary' wives in the limelight

We've got our honorary mayor's wives too, don't forget. Ms. Jack Topping of Eagle Rock is the new "first lady of that area" and Mrs. Bill Vileta presides in Highland Park . . . and Mrs. Phil Maiorca of Lincoln Heights

Although there's a word "honorary" in front of their titles, being a mayor's wife brings with it many duties and these three ladies are all gracious assets to their husband's "political" careers locally.



POLITICALLY MINDED — It was Candy Danielson's (right) interest in politics that caused her to meet her husband, Assemblyman George Danielson, and she has been a constant helpmate to him ever since. She's writing a book about it. She is shown here with Mayor Yocum of Alhambra.



**Our Hats off to all of the Homemakers
of the Year! Proud of their Homes,
Thrift Paint offers a way to
Improve the family home at
the Lowest Costs In Years!**

Decorator

Sale

WINDOW
SHADES
20% OFF
On Your Rollers
49
WE MAKE ANY
SIZE

**Dutch Boy
EXTERIOR HOUSE
PAINT**
MARINE TYPE
Reg. \$7.13 Gal.

\$5.95 Gal.

**LINOLEUM
RUGS**

9x12

\$6.95

Dutch Boy Stucco Paint

INTERIOR OR EXTERIOR

\$4.95 Gal.

Bungalow Paint

WHITE **\$2.95** Gal.

WONDERGLOSS ENAMEL

Reg. \$6.45 Gal.

Now **\$4.98** Gal.

DUTCH BOY
EXTERIOR WOOD
PRIMER

\$4.95 Gal.

LINOLEUM
TILE

Reg. 15¢ **10¢** ea

Dutch Boy Enamel

GLOSS OR SEMI-GLOSS

WHITE **\$4.95** Gal.

Colors 45¢ Extra

Dutch Boy Undercoat

\$4.90 Gal.

Vinyl Latex Wall Paint

White and
Colors **\$2.95** Gal.

COLORAMA

Exterior Wood Primer

\$3.95 Gal.

COLORAMA

Enamel Undercoat

\$3.95 Gal.

Semi Gloss Enamel

Heavy
Body **\$3.95** Gal.

Super Clear Away Homemaker Buys

WALLPAPER

29¢ ROLL

and

99¢ ROLL

VINYL LINOLEUM

6, 9 & 12 Ft. Wide

\$1.49 Sq. Yd.

DUTCH BOY
Interior Gloss Enamel

Reg. \$7.91 **\$5.95** Gal.

Reg. \$2.40 **\$1.75** Qt.

Colors

DUTCH BOY WONSOVER
FLAT WALL PAINT

Reg. \$6.40 **\$4.95** Gal.

Reg. \$2.00 **\$1.50** Qt.

Colors

Paint Color Matching a Specialty—Color Machine

THRIFT PAINT & LINOLEUM

5560 N. F. GUEROA

• **FREE PARKING**

Rear of Store
Walk Right In

256-4197
256-4198

Northeast Churchwomen

New name but the same devoted purpose

Northeast Council of United Church Women (UCW) began 1965 with several "news": new name (from Eagle Rock Council of Church Women to the above more inclusive term); a new president, Mrs. Shelby T. Reid, of Cypress Park Christian Church; a new trophy-award for "work-well-done" in its four year Christmas service project, "Lassie-for-a-day," for Lincoln Heights Corps of the Salvation Army; a few other new officers to serve with Mrs. Reid; and a renewed sense of obligation to carry out its purpose.

National president is Mrs. Stuart Sinclair, of Greenfield, Massachusetts (a Congregationalist), and state president is Mrs. Vincent H. Coletta Jr., of Palos Verdes Peninsula, (wife of a Baptist Minister). All UCW organizations (called local councils) are inter-denominational, inter-racial, and in-

ternational in scope of study, educational, spiritual and financial assistance to further the idea and aspiration of "sisterhood" and the sense of belonging.

Eagle Rock Council was organized in 1949, called by Mrs. Samuel H. Sayre, wife of the then Rector of St. Barnabas Episcopal Church.

From a beginning of four affiliates the Council now has a contributing membership of 12 churchwomen's organizations, plus the Home League of the Lincoln Heights Corps of the Salvation Army. (It is not generally thought of, but the state organization has "allied groups," such as the YWCA, WCTU, Salvation Army, Interdenominational Council of Ministers' Wives, Japanese Christian Church Women's Federation, Union Feminil, Interdenominational del Sur California,

and Friends of the World Council of Churches)

Presidents of the former Eagle Rock Council have been Mmes. Alice Winston, Frank E. Baer, Claude H. Brown, Arthur T. Pickels, Lloyd C. Young, Helen Clifford Peters and Jack F. Topping.

Accepting its share of the state budget, including the state paper, "U C W News", published in Riverside, California, and the forwarding to national headquarters in New York City, the cash offerings of the "3 Great Days" (one-half of the May Fellowship Day offering may be held for its own local work) each council may select religious, educational and civic projects to help support. Among these projects, over the years, our two councils have assisted with cash gifts the local chapter of American Field Service's exchange student work, the Eagle Rock Coordinating Council and its campership fund; the released time religious education fund of the Los Angeles Council; the International Christian Scholarship Foundation (ICSF), founded by Miss Elsie Farris, an attorney

of Long Beach, with its subsequent taking on corporation status under United Church Women about 10 years ago; the California Migrant Ministry; the Watts Area disaster fund of the Los Angeles Council of Churches; gifts to memorial scholarships; the internationally known Christian Literacy and Literature Committee popularly called "Lit-Lit"; the World Council of Churches; "Cross-Roads Africa" past project of Occidental College; Pasadena Planned Parenthood, Inc., in appreciation of its (then) executive director, Mrs. Jesse Jai McNeil, writer of the 1965 World Day of Prayer service, and guest speaker for Eagle Rock Council on two occasions; and Japan International Christian University (JICU) in Tokyo.

While each affiliated group donates an annual gift to the council treasury, the amount would not cover these designated gifts, usually sent through the state treasurer, Mrs. Ivan C. Gruwell, of Monrovia. So the council sponsors a number of "get-togethers", as much for getting better ac-

quainted as for fund raising.

Three such occasions have become "tradition," according to Mrs. Reid, due to their popularity among churchwomen. These are the popular "Cup 'n' Saucer Teas" at its annual meetings on the second Friday in January (sometimes in-between, too!), the annual birthday party, and the Christmas Service project for the Lincoln Heights Corps, Salvation Army, when churchwomen "Lassies" take over "tending the kettle



EMMA FOSS

and tinkling the bell" on the streets of the community, thereby releasing real Salvation Army personnel for Christmas Cheer fund-raising elsewhere in the city. Choosing December 13 as its "good-fortune day", the volunteer "Lassies" will again appeal (silently, since no solicitation, as such, is done) to the citizenry of Northeast Los Angeles for their coins, checks and "greenery," on Monday, Dec. 13.

1965 officers serving with Mrs. Reid are Mmes. Charles Nuckles, Baer, Thelma Kline, Belle Madison, Marion Neds; presidents of the churchwomen's societies are Mmes. T. C. Price, Glassell Park Baptist; Burke E. Bodwell, Highland Park Baptist; Edwin Beacham, Cypress Park Christian; Amy Castle, Eagle Rock Christian; Charlotte Schultz, Highland Park Christian; Robert Dunlap, St. Barnabas Episcopal; Warren E. Palmer, Highland Park Methodist; John B. Franklin, Eagle Rock United Presbyterian; Arnold D. Erfkamp, Occidental United Presbyterian; Darrel Dixon, Highland Park Presbyterian; Aulden Paton, Mt. Washington Presbyterian; Frank H. Gaines, United Church of Eagle Rock (Methodist-Congregational); and Lincoln Heights Home League, Salvation Army, Mrs. Captain Irma Gutierrez.

These women or Mrs. Reid (221-2698) will give information on how to affiliate with Northeast Council of United Church Women.

Eleanor Zimmerman

Eleanor Zimmerman... having been regent of San Rafael DAR, this active Eagle Rock woman is quite naturally interested in family genealogy. Her interest is further expanded into an avid yen for everything historical. As charter member of Eagle Rock historical Society, she is considered one of the best authorities on the history of this area.

15.1 cu. ft. PHILCO Automatic REFRIGERATOR-FREEZER

- chilled food faster
- maintained cold better
- gave more cold in less time

THAN ANY OTHER MAJOR BRAND TESTED



PHILCO 16RM44

10 CU. FT. FROST-FREE
REFRIGERATOR
AND 5 CU. FT.
ZERO COLD FREEZER

Save \$160⁰⁷

Reg. 459.95

\$299⁸⁸

with trade

15.1 cu. ft. Supermarket Refrigerator-Freezer
167 lb. freezer at the bottom with 2 door shelves.
Fast freeze ice cube trays, portable ice cube keeper.
Automatic Defrosting
No defrosting in the refrigerator; super-efficient insulation. . . .

No Money Down!

Highland Furniture

Open Fridays till 9 P.M.

5615 NORTH FIGUEROA

CL. 5-1518



E. M. Kinney, Zenith Radio Corporation President, lauds the success of Fay Thompson in Zenith Hearing Aid Sales. Miss Thompson heads up North Figueroa Hearing Aid Center.

ZENITH
® "Pacemaker"
BEHIND-THE-EAR HEARING AID



All new Zenith "Pacemaker" gives you the hearing performance usually found only in body-worn aids. Has smooth, powerful amplification with up to 140 hours of battery life. Double what you would expect from a powerful ear-level instrument. Top performance with dollar-saving operating economy. Ask for a demonstration.

AUTHORIZED ZENITH DEALER



N. Figueroa Hearing Aid Center

5711 N. Figueroa CL 7-8411 - CL 7-4888



THREE GENERATIONS of Camp Fire Girls: Mrs. Martha Johnson, a Camp Fire leader for 25 years heads this real Camp Fire family. Mrs. Ellen Denton, her daughter, has been active in the program for seven years now and little Sybil Denton, a new Blue Bird keeps the family tradition intact.

Girl Scouts forever

It all began with Juliette Lowe

Eagle Rock Girl Scouts are pursuing their programs with their usual enthusiasm and verve; Juliette Lowe certainly started something when she called the first Troop together in March of 1912!

Her aim remains the intent of all dedicated volunteer unpaid leaders and assistants: to develop little girls into happy and useful citizens, who "do my duty to God and my Country"; and who learn "to help other people at all times;" (quoted from Girl Scout promise.) All the while they have more fun than is usually expected even at that age.

Their laws embody the means of attaining such an end; and as they grow, so does their deeper understanding of the meanings of the Laws, and of their lives. "Do all the good you can to all the people you can in all the ways you can" comes very close to a statement of their belief.

Eagle Rock Brownies and Junior Scouts are sponsored by Elementary School PTA groups, Delevan Drive PTA, Eagle Rock Elementary PTA, Fletcher Drive PTA, Rockdale PTA,

St. Dominic's Mothers' group, Toland Way PTA, Sponsors Named

Cadettes are sponsored by the Kiwanis Club and by Washington Irving High School PTA; while the Inter-Neighborhood Senior Troop No. 769 has as its sponsor Chapter No. 152 Women of the Moose. Each Troop does its own special service, small or large; Brownies are now working elaborate decorations and tray favors for Thanksgiving and table trimmings for their own homes and for hospitals, usually the Children's hospitals; they will also prepare appropriate favors at Christmas for them.

Juniors (and older) will soon begin practicing Christmas carols; families, shut-ins, convalescent hospitals, Children's wards, and old folks homes, will be cheered by them; and tray favors will be lovingly presented by Girl Scouts themselves for Christmas.

From the start as Brownies, Scouts try to learn to serve, home and family, school and community.

As they grow, they learn acceptable social procedure and are given many chances to

learn happy co-operation, first entertaining mother at special meetings; until as Seniors they can take their place anywhere with poise, grace, tact, and understanding; usually with notable charm.

Round-Up Time

Senior Troop No. 769 had the honor of sending seven graduates and members to the triennial 1965 Round-Up in Farragut, Idaho, where the five Round-Up girls of this Troop, augmented by two from Holly-Wilshire Neighborhood, Doreen Moss, and Jeanne Ehrenberg, patrol leader; and by Sandy Kaplan of Trefoll Neighborhood, won top honors for their demonstration on customs of early Indians of Southern California.

They were chosen to present their demonstration before "Rendezvous" for guests visiting Round-Up; and were also picked as top billing before the Scouts in the Arena, a much greater honor in their eyes.

The five Round-Up girls from Troop No. 769 are: Nancy Minami of Belmont Neighborhood, Margaret Gant and Julie McAdam of El Sereno Neighborhood, and Judy McKinley and Linda Yorton of Eagle Rock Neighborhood. The other two of the seven sent are Susan Eder, Eagle Rock graduate, and Rita Rondel, Belmont graduate, who were chosen to work on the Staff. Each of all these is bringing Round-Up back to the Troops of her Neighborhood as she promised when chosen, a pleasant experience for all concerned.

Faithful Leaders

Women who give freely of their time and talents, attend the various necessary meetings, take Troops into all Neighborhood activities, and above all, meet their girls faithfully, directing them, less and less as the years go, but always surely, find themselves richly rewarded; many of them are childless themselves, but their Troops flourish, and their girls reward their efforts.

Of course leaders and assistants are always needed sorely.

If it needs doing... just ask the Y's Menettes

The Northeast Y's Menettes Club is a very active group of women who are the wives of the Northeast Y's Men's Club members and the Highland Park Y's Men's Club members.

Purpose is to support the Y's Men's Clubs, but the group also develops projects of its own.

Twice a year at the Y's Men's Breakfasts, you will see the Y's Menettes behind the scenes, doing such things as flipping pancakes or cooking sausages. At the annual YMCA World Service Rummage Sale you will be waited on by Y's Menettes have done for the unteer workers.

Some of the things the Y's Menettes have done for the YMCA during the past few

years are: Prepared and served meals, sponsored a YMCA community fair in Eagle Rock for several years, gave power lawn mower to YMCA, purchased cabinet for office, consistently saved stamps for YMCA Bishop's Fund. The Y's Menettes have contributed to: YMCA World Service, a camera slide projector and a radio, helped to finance Youth in Government Delegates, sent boys and girls to camp, and gave a service of dishes and silver for the local YMCA.



In helping in the community the Y's Menettes have helped with Teen-Aire's teenage dances in past years, and contributed to the American Field Service. They have also helped with the Yosemite Playgroud

Halloween program.

Some projects the Y's Menettes have done as fund-raising projects are: progressive dinners, sold gifts at Y's Men's Christmas tree lots, put on an International Dinner and just recently completed a Hat and Handbag Sale.

The Northeast Y's Menettes give a sizeable amount each year to the Northeast YMCA's fund-raising campaign, which is the reason that these busy ladies are continually planning some kind of project. But, you can also see from the list of things that they have done that they are also interested in supporting the community.

Martin Nelson, president; Jean Naquin, vice president; Dale St. George, secretary; Lloyd Moore, treasurer; Charles Clark, sunshine chairman; William Matheson, historian; Claude Webber, membership chairman.

Christian Mothers' aim to increase church facilities

The object of the Christian Mothers' Club is to increase the facilities of the church and school also to help plan cultural and social activities for the parish.

The Mothers' Club, under the leadership of President, Mrs. Robert Gramme assisted by Mrs. Sandy Evangelista as vice president; Mrs. Thomas Fitzgerald, second vice president; Mrs. Louis Eilers, third vice president; Mrs. James Davis, treasurer and Mrs. Raymond Flanders, secretary, has many activities planned for this year.

The year began with a social on the first day of school for all mothers of students entering St. Bernard School. At the October social the Mothers' Club heard Miss Gregory of Hollywood, columnist, designer and teacher design her personalized basic muslin pattern directly on a woman's figure.

Through the efforts of the Mothers' Club the school has been able to enlarge its library facilities and purchase most needed equipment. Next projects are to purchase a television set for each classroom so they may view the future educational channel being formulated for students.

The benefit activities being planned for the school year will start with a dance to be held in St. Bernard's Parish Hall in December; A theatre party to view "My Fair Lady" will be announced in January; A rum-

mage sale in February; a candy sale in March; and children's carnival in May.

In the spring the sixth annual fashion show will be held at the Tuesday Afternoon Women's Club in Glendale. Ivers Department Store will feature their clothes and models.

Charity, piety are aims of Confraternity

The Confraternity of the Blessed Sacrament was established at St. Dominic's Church in Eagle Rock in 1922 as a separate unit of the original Confraternity founded in Rome in 1538. The purpose is "to honor the Eucharistic Christ by special works of charity and piety and for the care and upkeep of the altars."

Meetings are held monthly at the parish hall every month from September to June. The Rev. Father Raymond Lewis, O.P. is spiritual director. Officers for this year include: Mrs. Arthur J. Sullivan, president; Mrs. Lester H. Wombacher, vice president; Mrs. Bernice Hastings, secretary and Mrs. Lola Massey, treasurer.

This club has no name, no dues, no officers...just plain fun

After 37 years of almost uninterrupted meetings in one another's homes, we have come to the conclusion that the secret of their club's success is the fact that it has no name, no officers and no dues.

First meeting was held in 1928, with a few Franklin High School 'kids' whose purpose was to make things for hope chests. Now that purpose is knitting for our grandchildren.

Of the original group and still attending are Magdalene Cone Sullivan, Evelyn Evans Markss, Elsie Miller Chambre, Mary Cone Halfacre, Vera Jo Kirksey Traugher, Johnnie Kirksey Greene and Leona Chambre Meals. Other members who joined later are Anna Beers Stewart, Stella Barberis Davis and Kathryn Lyle.

Meetings are very informal and sewing is not a requirement. Sometimes a member shows up with her ironing; her jewelry drawer that needs straightening or Blue Chip stamps that need to be pasted in books.

Doors are always open for new members. No-name meets once a month on the third Tuesday.

For further information call Leona Meals, 255-8404.

TELEVISION CENTRAL

WIN A SOUTH AMERICAN HOLIDAY FOR TWO

**CELEBRATING our
16th ANNIVERSARY**

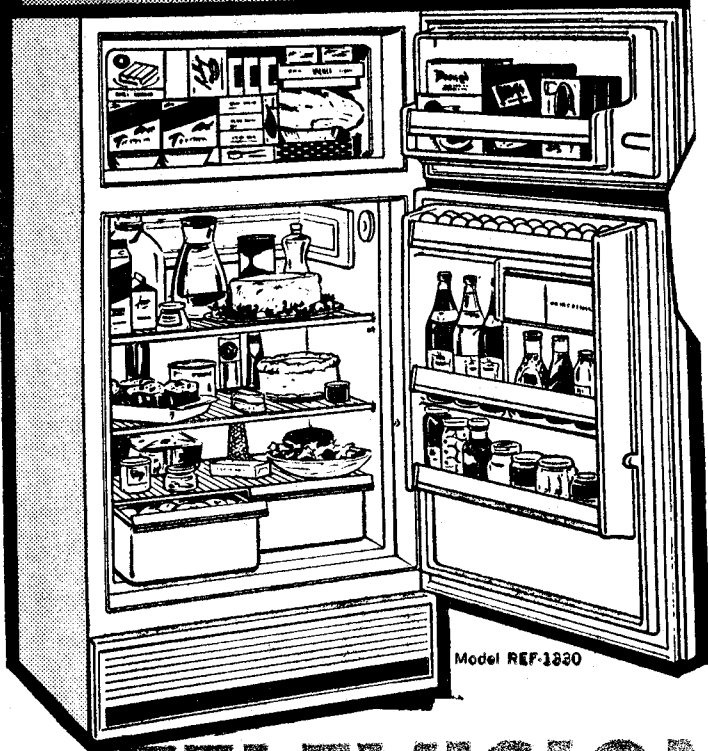
5 days of fun and sun in beautiful Caracas—Venezuela's most modern city. Sight-seeing on the exotic island of Curacao! All expenses paid! Nothing to do but write your name!

What a beautiful way to spend a holiday! Living it up at the fabulous Macuto-Sheraton by the beautiful Caribbean. Dining like a gourmet every day . . . swimming, boating, deep-sea fishing, surfing, golfing, sight-seeing, shopping. It's all yours to enjoy free for signing your name to a winning entry form during Television Central's 16th Anniversary Celebration Sale.

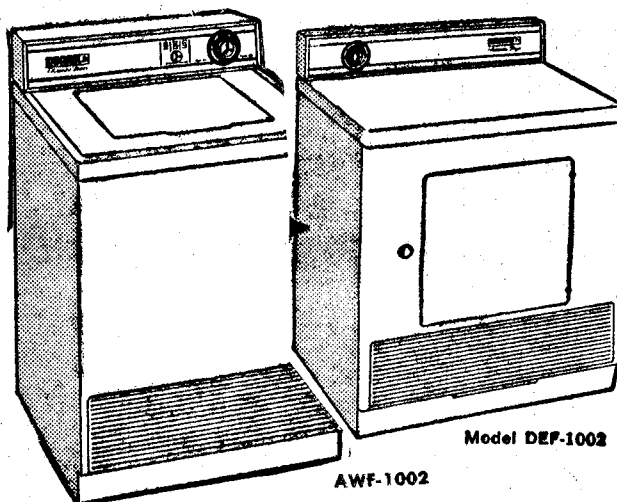


RED TAG

SPECIALS



NORGE WASHDAY TWINS



WASHER

- 3 Temperature Selection
- Automatic Wash and Spin Action
- 3 Fresh Water Rinses

DRYER

- Bigger Dryer Drum
- Giant Lint Screen
- Exclusive 5 Way Venting

BOTH ONLY

\$268⁸⁸

BIG 13 CU. FT. NORGE 2-DOOR

- Separate Freezer Holds 111 lbs. of Frozen Food
- Deep Handi-Dor Shelves
- "Quick-Serve" Dairy and Egg Storage
- Cold-Lock Magnetic Doors

**NOW...
\$218⁸⁸**

NO MONEY DOWN!

HURRY... SUPPLY LIMITED!

FREE DELIVERY—FREE INSTALLATION!

TELEVISION CENTRAL

4305 Eagle Rock Blvd., CL 6-3161

1 Block South of York Blvd., Off Street Parking

Open Weekdays 'til 8:00 — Sat. 9-6 — Sun. 11-6

2513 Honolulu Ave., Montrose, 249-5827

Serving The Crescenta - Canada Valley

Open Mon. & Fri. 10 to 8—Tues., Wed., Thurs. 10 to 6:30

Sat. 9 to 6—Sun. 11 to 6



VIRGIL GAITHER

ER woman heads CFWC Alumnae

The Alumnae of Verdugo District Board was organized as a club in September 1960 and federated with Verdugo District and the California Federation of Women's Clubs at the same time.

Membership is limited to officers and chairmen who have served on the Verdugo District Executive Board, and at the present time the Alumnae has about 50 members, a number of whom have also served on the State and General Federation.

The object of the Alumnae is to cooperate with and work for the projects of the District, State and General Federation, and how well this has been accomplished is shown by the fact that at the last district convention, the Alumnae was given five first and two second place awards.

Membership includes residents of Eagle Rock, Highland Park, South Pasadena, Glendale, Pasadena, Tujunga, Sunland, Monrovia, Altadena, Arcadia, La Crescenta Sierra Madre and Los Angeles.

Meetings are held four times a year at homes of members or at various clubs throughout the District.

Tree Project

The club was active during the past year in conservation, having presented six "Trees for Color" to the Angeles National Forest; assisted in various projects of the Verdugo District including a sewing machine for Los Amigos Rancho, benefits for the Arthritis and Rheumatism Foundation, Heart Association, Scholarships for Music and Indians, Art, Legislation

and Community Improvement.

Mrs. Thomas B. Roscoe, president of the Alumnae, is also a member of the Women's Twentieth Century Club of Eagle Rock, the Women's Division of the Freedoms Foundation at Valley Forge, and was the first Recording Secretary of the Verdugo District Federation, CFWC when it was organized in 1956; compiled a history of all the local clubs of the district; and has completed a term as Religion Chairman for the California Federation of Women's Clubs, receiving national recognition for her work throughout the State.

Plans were completed by the

ed by the Alumnae for a special celebration of the Diamond Jubilee of Service for Freedom and Growth of the General Federation's 75th year of service, which was held on Nov. 8th, at the YWCA in Glendale. A special pageant was presented following the luncheon.

Officers of the Alumnae of Verdugo District Board include: Mrs. Thomas B. Roscoe, president; Mrs. J. B. Atkisson, first vice president; Mrs. George Champlain, recording secretary; Mrs. C. H. Forbes, corresponding secretary; Mrs. C. D. Peterson, treasurer; Mrs. Lloyd Bass, auditor, and Mrs. Dwight R. Young, parliamentarian.

36 years of service for SCWC

Mrs. Beatrice Wingate is the president of the Southern California Woman's Club as it starts its 36th year. The object of the club is to develop an interest in civic and social conditions of our community. The club meets every Thursday at the Highland Park Playground from September through June to play cards, contract and auction bridge, 500 and canasta.

Their philanthropic program is varied. They make donations every month to the Victory Service Club downtown; veterans work through Barracks No. 600, Hear Foundation and they sponsor a student nurse.

They save cancelled postage stamps to help TB children in Denmark and through CARE supply milk to the hungry chil-

dren of the world. They also save store coupons to help a local child welfare program. When called upon they give Thanksgiving baskets and have a worthwhile project at Christmas.

Other officers and chairmen are Mrs. Peggy Barton, vice president and membership; Mrs. Violet Schappell, secretary; Mrs. Hilma Greene, treasurer; Mrs. Grace Hadden, auditor; Mrs. Margaret Burnet, amenities and parliamentarian, Mrs. Rita Lombardo, ways and means; Mrs. Mary Johnson, philanthropic; Mrs. Erna Borgman, Bible; Mrs. Anna DeGroot, courtesy; Mrs. Flora Morberg, program; Mrs. Edith Walls, decorating; Mrs. Hazel Ogg, historian and Mrs. Margaret Inghrieston, service.



CUSTOM-BLENDED FOR YOU

want a new and festive holiday hairdo? our exciting coronet hairpieces give you an elegant postiche, a chic chignon, or a gamin braid instantly! let our expert stylist custom-blend a lustrous hairpiece to your exact hair coloring and create a fabulous coif for you; wonderfully manageable, these hairpieces made of synthetic fibers may be brushed and even shampooed! choose the chignon, 17.95 . . . or the deluxe chignon, 26.95 . . . no charge for styling.

glamorously inclined . . . for night places, night people

be-jeweled sweater . . . a glittering gift idea or to top your own holiday hostess skirt or pants . . . full-fashioned lambs wool &-fur cardigan, jeweled with tiny pretend-pearls on white, jet beads on black; pure silk lined; sizes 36-40 and hard-to-find 42 & 44, 20.00 a shrug of ostrich . . . feathered fantasy to highlight a glamorous evening; froth of ostrich feathers is shaped with taffeta, tied in velvet; jet or moon glow, 17.00

IVERS
Sportswear



IVERS
Accessories

Lady Lions achieve high goals

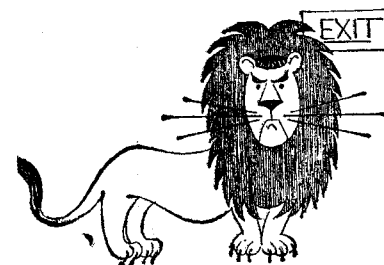
What goes into making a women's service organization a success? Evidently Highland Park Lioness Club, with their short history, small membership and long list of accomplishments, must possess some answers to this question.

This group of women, comprised of wives of the Highland Park Lions, organized their own club approximately two years ago. It was then that they decided to personally participate in the many charitable works already being carried out in the community.

Even though their membership is few in number, Lionesses have never allowed this to be a hindrance, but rather, it has been a major factor behind their determination to achieve success. These "lady lions," a suitable name for such a group of go-getters, have set their goals high and because of their dedication to charity and their willingness to work hard, they have surpassed their own expectations.

During the 1965 club year the Lioness group adopted a nursery school for the visually handicapped as their major charity project. With the proceeds of their annual rummage sale and their booth at the Highland Park Carnival Lady Lions have furnished the school with a great many articles . . . from Easter baskets to pianos.

With the new officers for 1966, headed by Mrs. Kenneth Compton as president, the Lioness club expects to be doing even more for the nursery school. Big things often come from small clubs.



Through the years

Northeast Camp Fire awards

Keda Report Honor for Program Year 1962-63—Mrs. Jack Lisle.

Wawan Report Honor for Program Year 1961-62: Mrs. John Wagenkolb, Mrs. Jack Lisle; 1957-58: Mrs. Charles Robinson (Eagle Highlands District).

Shuta Report Honor for Program Year 1957-58: Mrs. Harold Lee (Eagle Highlands District).

Wakan Service Award—1962: Mrs. H. B. Tillman (Homemaker finalist for 1964), Mrs. Thomas Turner; 1963: Mrs. Eleanor Degenkolb (Suburban Homemaker for 1962).

Ernest Thompson Seton Award—1963: Mr. H. B. Tillman; 1965: Mrs. John Starks.

Mr. Lawrence W. Helgesen: (CL 6-7185)

1952-54—Board Member

1955-57—Board member

1959-61—Board Member

1954-56—Board President

1956-57-59, 60-61—Treasurer

1952-53—Finance Committee Chairman

1960-61—Sustaining Membership Chairman (was the first and only Council Sustaining Membership Chairman until start of 1966 drive)

1962-63—National Board Member

1962-64—Board Member

1963—Regional Representative

1958—Luther Halsey Gulick Award

1963—Wohelo Medallion.



MUSICAL MOMENT . . . Members of Highland Park Ebell Club gather about the piano for a musical greeting with President Lucille Brown officiating at the keyboard . . . as she does from the podium.

Dedicated to culture . . . philanthropy . . . community

Ebell began in 1903

When North Figueroa Street was a dirt road known as Pasadena Avenue with horse-drawn carriages the popular mode of travel, the Highland Park Ebell Club was born in the home of Mrs. Howard Lunt, 111 S. Ave. 53. This was Dec. 7, 1903, and Mrs. Robert H. Tripp was elected the first president by the ladies assembled to form a woman's club that they felt would become a necessary part of community life. Thirty-two presidents have taken a turn in this office since that time.

The thirty-nine founders of this club were dedicated to cultural, civic, philanthropic and social betterment of their own lives and the community — the same principles to which the members aim their efforts to this day. Many changes have taken place in our community since the birth of this club; world wars, automotive, atomic, and space age eras; still the organization continues upon the firm foundation those far-sighted charter members laid for our operation.

The club name was selected in honor of Dr. Adrian Ebell, who spent his years encouraging the establishment of clubs for women that would give opportunities for higher education in all lines. Since his time many Ebell clubs have been organized with the name of the founder being their only connecting link.

Women of the community worked diligently on many projects to accumulate the necessary funds to erect and maintain a home for the club. Plays, minstrel shows and musicals were produced and enjoyed by members and friends over the years. Many illustrious speakers and talented musicians have been heard during the years by members and guests. Mayors and other leaders of our city have been guest speakers.

The main building, housing the auditorium, was dedicated on Feb. 4, 1913 and hundreds of local citizens helped celebrate. The building housing the large dining room and kitchen was dedicated Sept. 13, 1938. Hanging from the center of the beautiful beamed ceiling in the dining room is the chandelier that was used originally in the silent movie, "The Hunchback of Notre Dame."

None of the original charter members are still with us, but Mrs. Ida May Kennedy can boast of the longest term of membership of any of the present group for she joined the club in 1914. Eleven of the past presidents are still active in the group and they were all present at the recent opening breakfast of the current season. All past presidents

have made a rich contribution to the history and continued activities of the club but Mrs. Alexander Patrick deserves special commendation for serving two full terms or a total of four years as club president.

The aims of the club today are very much the same as those adopted by the founders: to provide educational, inspirational, cultural and sometimes just entertaining programs for members and friends; to raise the necessary funds to maintain the clubrooms as a meeting place and help in all community needs and worthwhile activities.

The club contributes to many and varied philanthropies either directly or through the Verdugo District CFWC. One of their important aims each year is to provide a scholarship for a student graduating from Franklin High School who plans to enter the nursing profession.

To lead the membership in carrying out their activities for the year are the following officers: Mmes. Lucille Brown, president; Donald Richards, first vice president; Alyce English, second vice president; George Whitney, recording secretary; Della Swanson, corresponding secretary; Lawrence Branson, treasurer; Miss Eunice Stormont, general curator; Mrs. Margaret Mackay, public affairs chairman; Mrs. Murton Wilber, house chairman; Mrs. Clarence Judson, ways and means chairman.

Additional chairmen are Mmes. Edward Ward, program and bulletins; George Pool, hospitality; Miss Eunice Stormont, general curator and Mmes. Della Swanson, printing and year book; Vernon Steen, press; R. P. Arvedson, membership; Clarence Judson, youth welfare; Carrie Yale Dillman, philanthropy and Alfred Wischman, courtesy.

In addition to the regular luncheon meetings to be held on the first and third Tuesday of each month, the following classes are offered: Mrs. Clifford Hawks, art chairman will continue art classes on the third Wednesday of every month.

Mrs. Clarence Judson, music chairman, will conduct the music group meetings on the second Tuesday of each month. Mrs. Jack Freed, the new education chairman, will lead a class at which subjects of general and current interest will be discussed, meeting at 11 a.m. on the second and fourth Thursdays of each month.

This is a federated club and works in cooperation with the Verdugo District, the State, and the General Federation of Women's Clubs in promoting and aiding in their many worthwhile projects

Italian women have full schedule

To foster the Italian language and culture and to promote social, intellectual, and educational activities and to administer timely philanthropy is the aim of Italian Woman's Club Juniors, open to women of Italian lineage or who are married to an Italian or one of Italian ancestry.

Highlight of the year is the philanthropy fashion show luncheon in November. Pro-

ceeds benefit the Jeanne D'Arc Home for Girls, McKinley Home for Boys, and the Orthopaedic Hospital among others. Social events include a dinner dance in May; a membership tea in October, Christmas party, theatre parties, barbecue parties, luncheons, etc.

Each meeting is followed by an interesting program which includes speakers such as Dr. Oliver Nichols, director of birth defects at the Orthopaedic Hospital, foreign exchange students, travel counselors, beauty experts, etc.

PTA groups in 3 councils

Northeast Los Angeles is well represented by Parent Teacher Associations, with 24 elementary schools, six junior highs and four senior high schools in the area.

Grouped into three Councils (Highlands, La Sierra and Griffith) the organizations cover all phases of child welfare and constitute the backbone of community-family life.

Highlands Council includes the elementary schools in Eagle Rock, Highland Park and the Mount Washington and Glassell Park area while La Sierra Association are located in the Lincoln Heights and El Sereno communities (also at elementary school level).

Griffith Council is composed of PTA groups in the secondary schools, locally: Luther Burbank, Washington Irving, Florence Nightingale, Lincoln, Eagle Rock and Wilson Junior Highs and Eagle Rock, Franklin, Lincoln and Wilson Senior Highs.

Highlands Council

Highlands Council Associations include Aldama, Annandale, Buchanan, Dahlia Heights, Delevan Drive, Eagle Rock Elementary, Fletcher Drive, Garvanza, Monte Vista, Mt. Washington, Rockdale, Toland Way, San Pascual and Yorkdale.

In La Sierra Council is Aragon, El Sereno, Farndale, Gates Street, Gravois Street, Griffin Avenue, Huntington Dr., Multnomah, Sierra Park, and Sierra Vista.

PTA maintains an active calendar nine months of the year and even during the summer months when school is not in session, the group is busy with committee meetings and planning the year's agenda.

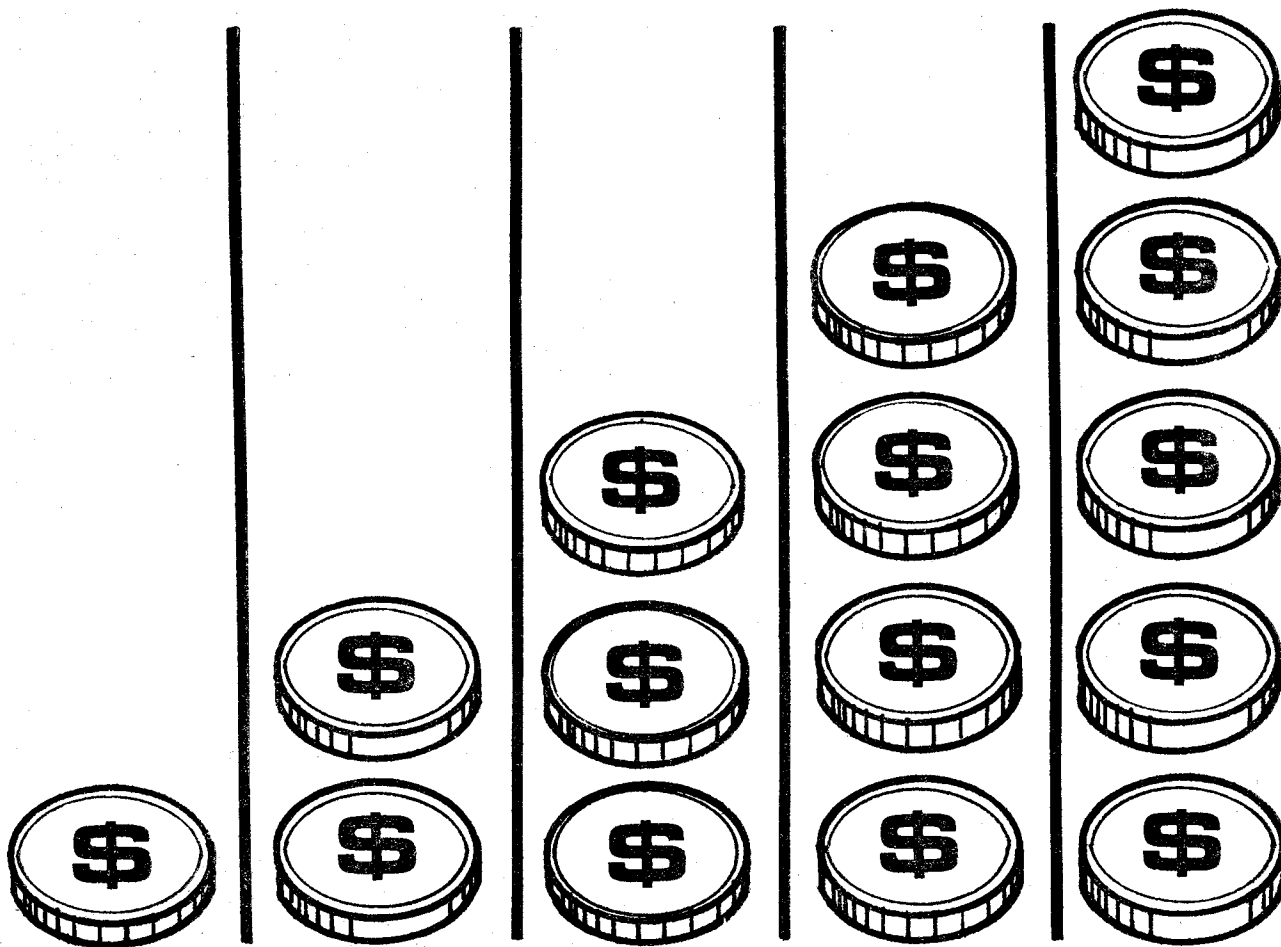
Officially PTA gets underway with the first sound of school bells in the fall and traditionally PTA members greet parents of new enrollees with coffee and doughnuts on that big day back at school.

Artistic Talent

Also early in September is the membership drive which not only calls forth the efforts of "getting out the membership blanks," but draws freely upon the talent of the artistic chairmen who map the membership drive progress with quaint and clever posters . . . keeping up to date with such themes as outer-space, rocket to the moon . . . or the more conventional forms of art. Later in the year poster chairmen compete for awards on their artistry.

Also early in the fall comes the Milk Bowl Game, a traditional child welfare project that aids the free-milk program for underprivileged youngsters and also provides athletic equipment for the schools. Competition take place between high school teams and usually attracts a large crowd of grid enthusiasts who also contribute to child welfare.

The month of October, highlighted by Halloween (always the kids' favorite) calls for the annual fall festival at most of the local schools. PTA operates many booths and sells hand-baked goods, etc., while the youngsters cavort in costume. Some Halloween events are simple in nature and merely form a background for the kids' costume parade. Others are held at night, with the community invited, and feature some very lavish entertainment.



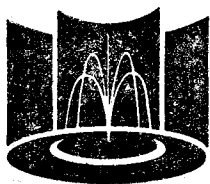
DAILY COMPOUNDING AT ROYAL
means the money your money earns today
will in turn earn money for you tomorrow...and
tomorrow...and tomorrow. Daily compound-
ing at our current 4.85% rate means your
savings can earn 4.97% when held for a year.

Our Royal Service includes extras like coffee in our lobby, free save-by-mail service and safe-deposit boxes for savers. And of course, complete, insured-safe protection for your savings through a government agency. See you soon?



FREE!!!
recipe booklet

"Our compliments to the cook"
your gift with our compliments
when you stop by to visit us.



ROYAL SAVINGS

and Loan Association

4887 Huntington Drive, Los Angeles 90032 • Phone 223-3141



Alice Dirks Moore

Friend of Camp Fire Girls always active

The present Northeast District of Camp Fire Girls, Los Angeles Area Council, has had several name changes in the past 15 years, but it has been characterized by enthusiastic volunteer leadership from its earliest days.

Mrs. Alice Dirks Moore, 5118 Rockland Ave., was president of the Eagle Rock District 1950-1952. According to Miss

Anita Korts, executive director of the Council, Mrs. Moore built such strength into the Eagle Rock District that it had the largest membership of any District in the Council at that time.

Eagle Rock and Highland Park Districts remained distinct until 1958, when they merged and were known as Eagle Rock-Highland Park Dis-

trict, with Mrs. Allan W. Marshall, 5322 Granada, as chairman. The following year the name changed slightly to Eagle-Highlands District. Mrs. Fred P. Messmer, 145 Malcolm Dr., Pasadena, and Frank Buchanan, 4812 Frieda Dr., Los Angeles, and Mrs. Ruth Soule, 5352 Eagledale Ave., were chairmen until Mrs. Ray Montgomery, 2371 Hill Dr., was elected in 1962 and the name changed to Northeast District. Mrs. Montgomery now serves on the Council's Board of Directors. H. B. Tillman, 5000 Almaden St., was district chairman in 1964.

Began in 1902

Camp Fire Girls is a national organization founded in 1902 to provide a leisure time recreational and educational program for girls which would offer them rich and satisfying group and individual experiences. The program activities stress appreciation for the homemaking arts and the out-of-doors.

Girls sample the seven fields of interest which Camp Fire Girls call the seven crafts—home, creative arts, frontiers, outdoors, business, sports and games, and citizenship. The objective of passing through the ranks and engaging in the activities within each craft, for which honor beads are earned, is to introduce the girls to new ideas and to broaden their interest in the world around them.

There are four program levels for girls from 7 through 17. Blue Birds "fly up" into Camp Fire Girls when they are nine, or in the fourth grade. Girls stay in Camp Fire Girls until they are 10 and 11, and then enter Junior Hi Camp Fire Girls as sub-teens in the seventh grade. They begin to do more things together, working for the Group Torch Bearer rank, and carrying out group service projects.

Horizon Club

Girls in the ninth grade are ready to join Horizon Club, which is the senior high program level. The group leader becomes an advisor, and girls advance in leadership ability.

The emphasis is on self-unfolding, developing skills in communication, exploring careers, giving service and achieving excellence.

Mrs. Gilbert Rodriguez, 3220 Altura Walk, present chairman of the Northeast District, said that in the service year which ended August, 1965, 791 girls and 288 adults were served. Mrs. Rodriguez was chairman of the Leaders' Association in the district last year. Other Leaders' Association chairmen in recent years include Mrs. Doreta Tillman, 5000 Almaden Dr., Mrs. Eva Urias, 2818 Estrella Ave., Mrs. Dona Lisle, 5333 Delaware, and Mrs. Jo Macedo, 2742 Rock Glen, present chairman.

Alpha Deltas active in affairs

Alpha Delta was one of the original chapters when Theta Chi Epsilon, a National social, cultural and philanthropic sorority with 19 chapters, was formed in 1952. Alpha Delta has been a member of the Highland Park Symphony Association since 1952 and Hathaway Home has been the major philanthropy since 1956.

Two of Alpha Delta members, Mrs. Russell Terrill and Mrs. James Thorburn, are past national presidents of Theta Chi Epsilon and Mrs. Donald Thomas is now serving as national auditor. Mrs. Thorburn is

currently serving on the national advisory board.

Officers for the current year are: Mrs. James Thorburn, president; Mrs. Thomas Newton, first vice president; Mrs. Bill Price, second vice president; Mrs. Gordon Gilbert, treasurer; Mrs. Ronald Sweeney, recording secretary; and Mrs. Neil Carpenter, corresponding secretary.

Other members are: Mmes. Lois Warias, Donald Tubbs, Roger Grobel, Robert Plumb, Russell Terrill, Donald Thomas, John Kocher, Alex Douglas and Miss Helen Suss.



We've put a Pitney-Bowes courtesy mailing counter in our store where you can weigh and mail all your letters and packages. You pay nothing for the service. You just pay for your postage.

Why do we bother? So you won't have to bother going to the post office.

Garvanza Pharmacy

H. ALLAN OLIVER, Prop.

Open 8:30 A.M. to 8:30 P.M. — S & H Green Stamps
6326 York Blvd. at Ave. 64 256-3311
FREE PARKING — FREE DELIVERY

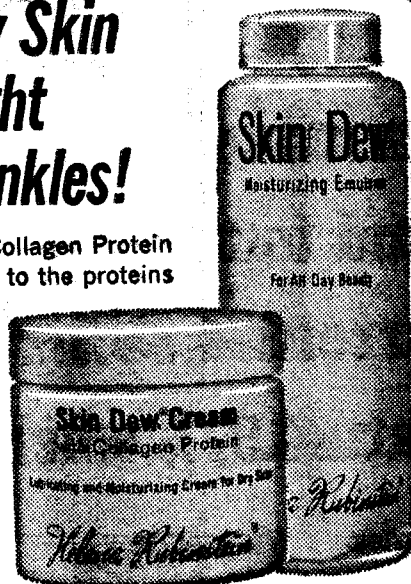
HELENA RUBINSTEIN SKIN DEW SALE!

24 HOUR SKIN DEW TREATMENT

**Moisturizes Dry Skin
Day and Night
Helps Fight Wrinkles!**

Skin Dew Cream with exclusive Collagen Protein (a natural ingredient comparable to the proteins of young skin) works deep to stop dryness. Keeps skin soft. Helps fight wrinkles.

Skin Dew Moisturizing Emulsion is Helena Rubinstein's famous, invisible beauty treatment created to wear all day under your make-up. It returns a look of dewiness to a skin robbed of precious moisture.



SAVE 5.00!
BUY SKIN DEW CREAM REG. 6.00
GET FREE SKIN DEW EMULSION REG. 5.00

SAVE 3.00! BUY SKIN DEW CREAM REG. 3.50
GET FREE SKIN DEW EMULSION REG. 3.00

limited time only

GARVANZA PHARMACY

H. ALLAN OLIVER, Prop. - Prescription Specialist

Open 8:30 A.M. to 8:30 P.M. — S & H Green Stamps

6326 N. FIGUEROA ST.

256-3311

• SINCE 1904 • FREE PARKING • FREE DELIVERY

BAKER'S

FASHIONS
by EDYTHE

2421 N. Broadway

225-6662

Lingerie and
Foundation
Dept.

Famous brands:
Bras, Girdles, Panties
Garterbelt
Elaine, Gossard, Cheer's
Playtex, Sarong, Renae
Holly Bra, Magic Form
Charmfit, Olga
Lillyette, Maidenform
Contessa
Nemo, Exquisite Form
Magic Lady Fortune
Flexfit, Silfskin
Beverly Vogue

Accessories

Jewelry, Necklaces,
Earrings, Bracelets,
Hand Bags, Patent
Leather, Calf,
Needlepoint
Gold, Silver, Beaded,
all colors, Hong Kong
Belts—All colors
Scarves—All colors
Handkerchiefs

Entire Ladies
Wardrobe

Hosiery, Gloves
Cocktail Dresses
Evening Wraps
Fur trimmed Sweaters
Coats, Suits, Jackets,
Robes, Loungewear
Capses, Sweaters,
Poncho Sets
Bridal Panoir Sets
Bridal Garters
Catholic Bibles for
the Bride

10% OFF!
On Any Item
at BAKER'S
JUST MENTION
NOV. 11 thru NOV. 18
THIS AD FOR
Your 10% Off
THIS WEEK ONLY



BAKER'S The COMPLETE
Ladies Shop

**VISIT OUR NEW
MATERNITY DEPT.**

Hours: 9:30 A.M. to 6 P.M.—Friday 9:30 A.M. to 9 P.M.

Rebekahs' war against suffering

In Gilroy, California, is located a haven for homeless children, sponsored by the Rebekahs of California.

The maintenance of this home and the Odd Fellows Home at Saratoga are of primary importance to this club of local women representing Highland Park, Eagle Rock, El Sereno and Lincoln Heights.

Their general aims are to (1) relieve the distressed; (2) visit the sick; (3) bury the dead and (4) educate the orphan.

Specifically, in addition to the philanthropies within their own order, the ladies assist the Los Angeles County Heart Association, supplying the collection station and furnishing for the Northeast area.

Officers in charge this year are: Evelyn Staff, noble grand; Vernabelle Sage, vice grand; Fern Stanton, recording secretary; Tillie Smith, financial secretary and Mabel Bolton, treasurer.

Trustees are Isabelle Ludolph, Viola Rice and Martha Fraser.

Other officers are: Isabelle Ludolph, warden; Leona Hughes, conductor; Kathryn Blake, chaplain; Nina Dunfee, musician; Viola Rice, right supporter to the noble grand; Bessie Davis, left supporter; Margaret Spencer, right supporter to the vice grand; Sada Porter, left supporter; Raymond Fraser, inside guardian; Sallie Wittmeyer, outside guardian; Mary Lou Staff and Bessie Maryuseph, banner bearers.

East Gate Rebekah (covering Northeast Los Angeles) meets the second and fourth Mondays of each month at 6401 Ruby St.

Learn to speak 'on your feet'

Women who are shy about getting up in public and having their say-so, are welcomed by the Toastmistress Clubs (Eagle Rock and Highland Park) where there "are no failures."

Everyone with the persever-

ance to continue and cooperate can emerge an accomplished speaker. Contests are conducted at local and council level, and Northeast Los Angeles has contributed several top winners.

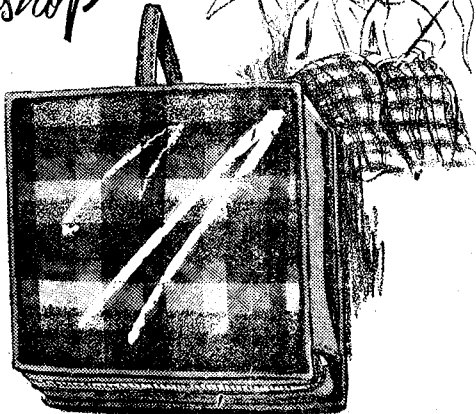
Melva Miller is 'good teacher'

Melva Miller has been the mainstay of Yosemite Playground for many years. She has donated her many versatile gifts to the people of the community . . . teaching them,

Little League games . . . planning an art show . . . teaching tennis or volley ball.

You name it . . . Miss Miller can not only do it . . . but teach it, too.

IVERS
home shop



WHEREVER YOU GO - FOUR-SEASON BLANKET ROBE

4.99

originally 7.98; football, baseball, picknicking, the beach; take along this handsome "royal dutch" plaid avisco rayon/acrylic robe in see-thru carry case that doubles as a cushion; machine washable, guaranteed fast color, in red, gold or green; extra large 54x72".

IVERS
notions

EVERYONE LOVES A TERRY

BUNDLER ROBE BY TERRY TUCK

thoughtful gift to give, wonderful to receive; and no need to worry about the correct size, one size fits all women, one size fits all men! thick 'n' thirsty cotton terrycloth is so soft, absorbent and comfortable after bath, shower or swim; wrap-round robe with deep pocket, sash; white only ladies' 5.98 men's 6.98



IVERS



CUSTOM GIFT WRAPS

gay wrappings are half the fun and delight of Christmas; your gift deserves the nicest! choose from our sparkly selection, some wraps especially designed for men, women or children; from .50 to 2.00 see them now in Ivers gift wrap - 2nd level

IVERS
home shop

BEAUTIFY YOUR HOME WITH CUSTOM DRAPERIES

ONE CENT SALE

buy one yard at the regular price and receive next yard for only one cent! all draperies custom-made to your exact specifications and measurements . . . choose from

our complete range of fabrics in decorator textures and colors!

regularly 1.99 to 5.00 yard

drapery orders received by

December 1st will be

guaranteed installed

before Christmas

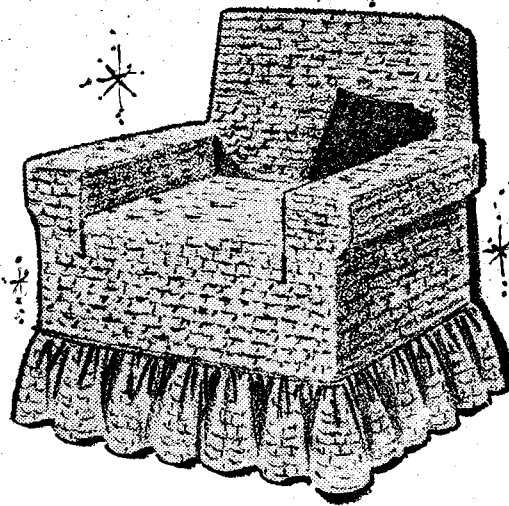
Ivers carpet & draperies



SHOP AT HOME: see samples at home; free estimates call CL. 7-7504;

EXAMPLE	
using 3.50 fabric	
floor-to-ceiling drapes	
144" wide by 96" long	
take 25 yards	
regularly	
25 yds. at 3.50	= 87.50
custom	
workmanship	= 20.00
total	= 107.50
1c sale price:	
12 1/2 yds. at 3.50	= 43.75
12 1/2 yds. at .01	= .13
custom	
workmanship	= 20.00
total	= 63.88

IVERS
home shop



SAVE: BETTER QUALITY SLIP-OVER STRETCH COVERS

4.99

regularly 6.99, fits most standard chairs . . . sofa, sofa bed or hide-a-bed covers, regularly 11.99 . . . 8.99 give your furniture a smart new look for the holidays; so easy to have that custom-like fit with these great new stretch-to-fit covers, yet far less costly! one-piece construction plus special elasticized tape in back give them that snug fit and easy-on-off feature; machine washable, textured "darby" boucle strengthened with nylon, in green, turquoise, coral, gold.



HARRIETTE BRYSON almost became Honorary Mayor of Eagle Rock, trailing her male opponents by very few votes. Harriette, who admits to some 70 years, is always on the go as director of public relations for Sparklett's Water Co. Her specialty is providing theme and decor for installations, luncheons, banquets. No job is too big for this lovely community leader to undertake.

Community..state..nation -- all served

Serving the community, state and nation and making them a better place to live has been the role of the San Gabriel Woman's Club since Oct. 23, 1913 when 35 women organized the club, adopted a constitution and by-laws and elected the first officers.

Within the year the club became federated with both State and District believing that "United Strength is Stronger."

The club has had three homes in the 52 years since its inception. It has occupied the present quarters at 261 Junipero Serra Dr. in San Gabriel for the last 15 years.

Special sections include garden, literature and sewing.

Miss Nellie Mae Lombard, president, has chosen to theme her term "Progress With Courage" and states the objective of the club is "service," unselfish volunteer service in the community, making it a more beautiful place to live, contributing to the well being of those who need help to help themselves, providing incentives and hope for the future, and to have the pride and faith that will make the San Gabriel Woman's Club significant for its accomplishments.

The Board of Directors assisting Miss Lombard consists of Mmes. Violet M. Hollis, first vice president and Federation Secretary; Marcus M. Petersen, program chairman; W. Howard Clarke, house and grounds chairman; William Achilles, membership; and Alice Barlow, ways and means.

Others are Mmes. F. E. Lawless, corresponding secretary; Norman S. Gladwell, treasurer; Robert Finkenbinder, junior coordinator, and Miss Mildred E. Schaer, recording secretary. Appointed officers are Mmes. Wm. F. Crane, parliamentarian; E. B. Rust, auditor; Josephine Studebaker, assistant treasurer; and A. Burt Bjurman, assistant junior coordinator. In addition there are 28 federation chairmen and 34 club activities

chairmen.

Some of the many projects sponsored successfully by the club during the past year are art and medical scholarships, education, community improvements, Braille transcribing, art shows, pennies for pines, John Milton Manor Home for the Blind, Christmas baskets for needy, and Veterans' parties. Contributions are made to various community projects and philanthropies.

The sewing group gave 100 knee robes and 38 pairs of wool socks to veterans while the literature section distributed 1,550 magazines and 215 books to hospitals and rest homes and purchased a Braille writer for a sightless boy.

These projects involve health, government, education, recreation and civic improvements and some combine two or more of these factors. This variety stresses the diversity of interests and knowledge that a club member acquires.



Helen Cordell

Helen Cordell Terzo . . . "Mrs. Symphony" to Highland Park, has put Northeast Los Angeles on the map, musically speaking.

Formerly an opera star herself, Mrs. Terzo has served as president of the Los Angeles County Music Association and has headed the Highland Park Symphony since its start here in the Highlands.

'Let's go' is password for Emma Foss

Once in a blue moon may be an old cliché—but that is how often you find a person with such dynamic leadership qualities as Emma Foss. She is the president of the Friendly Seniors of Highland Park and has endeared herself to all the members with her capable ways and her infectious good humor. Her cheery "good morning" just gives one a lift.

Emma Foss has piloted the craft of the Friendly Seniors of Highland Park almost from the very beginning, ten months ago. She has steered it through the stormy "teething days," growing pains, etc., until now it is reaching its "teenage" maturity of about 320 members and growing stronger every day.

Emma gives lots of credit to her staff that has served so faithfully. They are Frances Pfeiffer, vice president; Esther Schwartz, secretary; Florence Morris, treasurer; E. Lee, financial secretary; and R. Scanlon, H. Herold and H. Nyholt, board of directors.

Some of the activities of the club are dancing, bowling, shuffleboard, picnics, trips, card playing, bingo, arts and crafts, leadership classes, participating in community activities, and they welcome any suggestions of new "things to do." In fact their motto is "If you retire from life, it will retire from you."

Emma has taken much training in leadership and has also had experience which increases her qualifications. She attends all meetings pertaining to Senior Citizens and also plays in the kitchen band. She seems utterly tireless and has never heard of the word "impossible." "Let's go" — says Emma.



PRETTY MISS LINDA HUBINGER was proclaimed Queen of Highland Park last month, a role dearly sought by scores of local lovelies. She will preside at many civic functions, including the Christmas parade on Dec. 5.

Auxiliary always pitches in

They sold old newspapers to build the Legion Hall

Highland Park American Legion, Unit 206 was organized in 1922 with Anna Terhune as the charter president. The first meetings were held in the homes of the members. Their first hall was in the basement of the old Arroyo Seco Library.

The Post and Auxiliary members collected newspapers and sold them to buy a clubhouse. They bought the old telephone building at 227 N. Ave. 57 and made it over into the present American Legion Clubhouse.

Aims can best be described by quoting the preamble to our constitution. The major programs are Americanism, rehabilitation, child welfare, community service, poppies, Girl's State and legislation.

The Americanism chairman presents the Americanism Essay program to the elementary, junior high schools and senior high schools of this area where they are judged and the winning essays in each group are sent to the 20th District American Legion Auxiliary. From District they go on to Department and National. Frances Sheppard, chairman, stresses displaying the flag and proper flag etiquette. A flag history team, with Edith Brooks as captain, depicts the history of the flag.

Child welfare chairman, Vadis Kraus, investigates cases brought to her attention. If there is a need, aid is given at once. The father does not have to be a veteran to receive this help. Child Welfare card party in April helps to take care of these needy children.

Rehabilitation means care of the veterans and their families (of World Wars I, II, and the Korean Conflict). Sadie Roberts, rehab chairman, visits the San Fernando and Sepulveda veterans' hospitals, taking words of cheer and gifts. One of the most rewarding programs is the Christmas gift shop. Gifts are donated by the unit, members and friends.

Gifts, valued at \$3 or more are taken to the hospitals. Each patient may choose a gift for each member of his family. The gifts are wrapped and mailed without cost to the patient.

The unit too helps community projects whenever possible.

Each year an outstanding junior from Franklin High School is chosen by the faculty, to represent Highland Park American Legion Auxiliary Unit 206 as the Girl's State citizen to attend the sessions at Davis University in June.

Our officers for 1965-66 are: Lydia Mill, president; Vadis Kraus, first vice president; Sadie Roberts, second vice president; Alleine Scanzano, secretary; Marion Sullivan, corresponding secretary; Ann Campbell, treasurer; Grace Washburn, chaplain; Ethel Leman, musician; Anna Schroeder, sergeant at arms; Gladys Sense, marshal; Ann Fenton, historian; executive committee is Alice Land, Fern Stanton and Frances Sheppard.

The group meets the first and third Thursdays at 8 p.m. in the Legion Clubhouse, 227 N. Ave. 55. The membership chairman, Marion Sullivan, invites all interested in joining to attend a meeting.

Louise Huebner

Heading a national association is no problem to personable Louise Huebner, who is the new president of the National Association of Astrologers.

Miss Huebner has been a guest on the Pamela Mason show on several occasions and is now a "regular" on the Gil Henry show on KLAC from nine until midnight.

She is a third generation astrologer and has done zodiacal readings for many people of prominence.

Mrs. William Adams

Mrs. William Adams, member of Eagle Rock Twentieth Century Club serves as president of the entire Verdugo District California Federation of Women's Clubs.

DAYMATA . . . a name that is known internationally, makes her home a-top Mt. Washington where she heads Self Realization Fellowship. Natural and unassuming, the personable lady is as much at home talking to heads of state as she would be to her next door neighbor.



Monarch Savings SALUTES

THE WOMEN OF NORTHEAST L.A!

ALL are invited to **OPEN**
a savings account **TODAY**
and **BECOME** a partner
in thrift with **Monarch Savings**

4.85%

CURRENT RATE
PER ANNUM

— DAILY INTEREST COMPOUNDED DAILY —
EARN 4.97% WHEN OUR 4.85% CUR-
RENT ANNUAL RATE IS COMPOUNDED
DAILY AND MAINTAINED FOR 365 DAYS.
FUNDS RECEIVED OR POSTMARKED BY
THE TENTH (10th) EARN FROM THE
FIRST.
FUNDS RECEIVED AFTER THE TENTH EARN
FROM DATE RECEIVED IF HELD TO END
OF QUARTER.

This thrift partnership will guarantee peace of mind in the assurance that the happiness and future of each member of the family will be secured — whether the savings be for a new home — just a little better vacation — a college education — or simply for the fall of life. Open your account today and watch it grow — grow for the comfort, happiness and security of tomorrow.

- Funds received or postmarked by the 10th earn from the first of that month.
- Savings insured to \$10,000 by the F.S.L. I.C., an agency of the United States Government.
- Transfer your account. We handle all details.
- Save by mail—Postage paid both ways.
- Corporate, trust and institutional accounts welcomed.



MONARCH SAVINGS AND LOAN ASSOCIATION

LOS ANGELES OFFICE: 2201 NORTH BROADWAY
ARCADIA OFFICE: 1111 W. HUNTINGTON DRIVE

CA 3-1164
445-3220

"Price Slashing" SPECIALS!

3 Days Only
10 A.M. to 10 P.M.
★ WEDNESDAY ★ THURSDAY
★ FRIDAY

Thomas VL3 FP Organ
NEW. Was \$1645
LIQUIDATE AT..... **\$1495**

Thomas Theatre Organ
NEW. Was \$2995.
LIQUIDATE AT..... **\$2395**

Leslie Speaker for Thomas
Was \$695.
LIQUIDATE AT..... **\$395**

THOMAS G
Was \$725.
LIQUIDATE AT..... **\$295**

THOMAS H
Was \$1495.
LIQUIDATE AT..... **\$495**

Wurlitzer Electric Piano
\$250

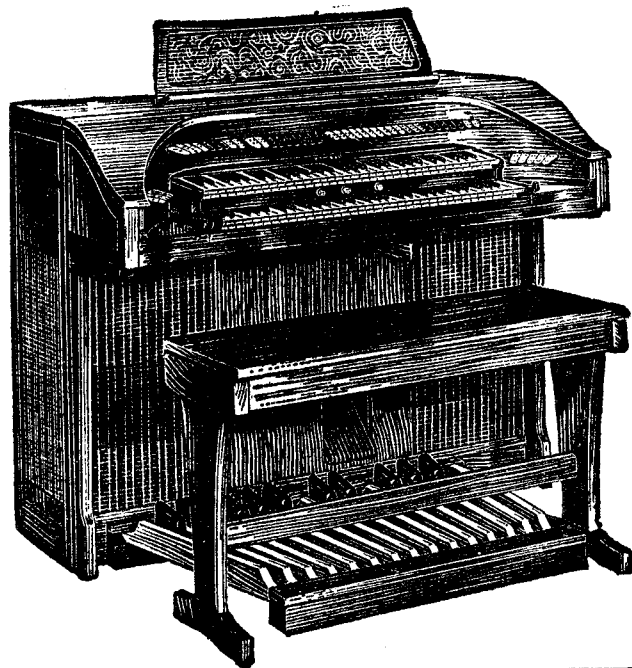
Hammond Chord Organ
Was \$995.
LIQUIDATE AT..... **\$395**

UPRIGHT PIANO **\$99**

WURLITZER
Was \$1475..... **\$795**

Leslie Speakers
From..... **\$395**

HAMMOND B and SPEAKER
Was \$2950.
LIQUIDATE AT..... **\$1895**



3 DAY LIQUIDATION OF ENTIRE FLOOR STOCK

EVERYTHING GOES REGARDLESS OF COST OR LOSS!

FABULOUS PIANO VALUE THE WHITNEY by KIMBALL

*Never before a Spinnet
of this High Quality
at this Low Price!*

A masterpiece of
elegant Contempo-
rary styling and the
finest quality piano
craftsmanship
inside and out.
Available in your
choice of three lux-
urious cabinet
woods; richly high
fashion finished with
the patina of finest
furniture: Deepstone
Mahogany, Oil Wal-
nut, Soft Glo Cherry.

- Glorious Big Tone
- Fast Precision Action
- Full 88 Note Keyboard
- Dura Quality Keys
- 3 Brushed Brass Pedals
- Easy Guide Brass Casters
- Scientifically de-
signed super-
quality tone board
that will never
crack, split, warp.

*Hurry! Only a limited
number of these qual-
ity spinets are avail-
able during this Liq-
uidation at this Dollar
Saving Price.*

- Easy Budget Terms



\$479

THIS IS IT! THE PIANO
VALUE YOU'VE WAITED FOR!

KIMBALL PLAYER-ORGAN

Now you can play piano rolls on the glorious new KIMBALL PLAYER ORGAN. No lessons. No practicing. You play it instantly . . . and priced so low that every home can own one. See it, hear it tonight.

LIFETIME GUARANTEE

ON ALL KIMBALL ORGANS. TRULY AN UNHEARD
OF GUARANTEE IN THE MUSIC BUSINESS.

Many Other Specials Too Numerous to List

The House of Music

518 North Brand Blvd.

OPEN
DAILY
10 A.M. to
10 P.M.



MRS. JACK TOPPING, president of Twentieth Century Club opens the doors for this year's officers as the club season begins. Ever since 1903 Twentieth Century has represented the most active and civic-minded ladies of the community.

Eleven charter members

Began with the Century

Eagle Rock Women's Twentieth Century Club was organized in 1903 with 11 members. It now has about 300.

The objectives of the Club have been to assist its members to develop along intellectual and social lines, and to promote the welfare of the community. The programs have been patriotic, informative, and entertaining.

The Club was the first to send a petition to the State Legislature on behalf of women's suffrage. Members have participated in numerous campaigns for civic improvements, such as flower shows, art exhibits, tree planting. It assisted in selecting our high school site, in urging Colorado Blvd. improvements, in the establishment of the Eagle Rock Library. It has maintained and supervised a well-baby clinic. It has sponsored an Occidental College scholarship fund, and it contributes to many philanthropies.

The Club has maintained Sections for the study of art, of literature, travel, the Bible, gardening, etc. The History and Landmarks Section has studied California History, and has held an annual pilgrimage to some place of historic interest.

Some special annual programs have been: a White Christmas; a camellia show; husbands' night; card parties and a hat party.

Each member makes her own hat out of live material growing in her yard. Each hat represents an object, a picture, a song. They represented everything from a salad bowl to "Moses in the Bullrushes."

The Club has received many awards from the District and State Federations for excellence in history, veterans affairs, scholarship contributions, international projects, community improvement projects, music and drama, civic defense, gerontology, health and welfare, religion, children and youth, literary study, "Meals for Millions," Hear Foundation, Federation participation.

It has twice received the Josephine Seaman Award for Merit. It hopes some day to have a woman Honorary Mayor of Eagle Rock.

Thanks to Opti-Mrs. Club Mary Jane is happy girl

Mary Jane is 15 years old and wears a shabby dress. Her shoes are much worn and should be replaced. She is a freshman student in high school. Some-



where the forces that control her life have not functioned for the best. She may come from a broken home. Her father may have been invalidated by an accident. She may not have a mother. Mary Jane is fictional, but she represents the girls in whom the Breakfast Opti-Mrs. have an interest.

Our Mary Jane with above average grades has little chance to keep them high if she must work outside her home in addition to going to school. The Breakfast Opti-Mrs. chief concern is to see that this girl has an opportunity to develop all potential. She may need a good deal of financial help, or just enough to get her over the rough spots. We know that a class ring or school sweater, though not an essential, can be a big thing in the life of high school girl. So we try to assist with a few of the "fun" things as well as necessities.

The Breakfast Opti-Mrs. have many other projects and purposes. We contribute time and money to a great many community activities. We sponsor two nursing scholarships at local hospitals. We have had a booth at the Highland Park Carnival, and an entry in both the Christmas and Easter Pa-



rades. The annual spaghetti dinner we put on at the local brewery is an event looked forward to by old and dear friends. Our rummage sales are famous on York Blvd. and North Figueroa Street. So are our fun parties. In addition to our own philanthropies, as wives of Optimists or former Optimists, we contribute much time in helping the members of the Breakfast Optimist Club in their projects.

Our membership, though small, has remained steadfast. Of the original nine, five remain. We now number 17 and add new members each year. Past Presidents starting in 1958 are: Nancy Gindler, Gretchen Page, Helen Innerarity, Lula Kastner, Virginia Hoover, Jeannette Merrill, Florence Sovjak.

This year's officers are: Gloria Kretzchmar, President; Monika Hodgson, V. President; Ardith Nelson, Secretary; Vera Wagner, Treasurer. In addition to the above officers and Past Presidents other members are Judy Steinman, Bobbye Taddiken, Sylvia Moscato, Amelia Rives, Daisy Brooks and our commuting member Molly Dillon who lives in Arkansas.

Carrie Knickrehm

She retired to full time job

Up until three years ago, Miss Carrie Knickrehm was a teacher at Monte Vista School where she taught 'readin', writin' and 'rithmetic to two generations of Highland Park kiddies.

Miss Knickrehm, eternally youthful, didn't particularly like the idea of retirement after all those years of teaching (which were real fun for her).

But she didn't have time to catch her breath until she was right in the middle of another exciting adventure. She teamed up with Mrs. Irving Angel and the new Senior Citizen movement in Highland Park.

Her classroom experience in dealing with people plus her abilities in organizing came in handy. She was an instant hit with the Seniors . . . as popular with them as she had been with their grandchildren.

She now serves as president of the Monday group and accompanies her Seniors on many of their trips . . . whether it's to Europe or Hawaii or closer to home . . . a theatre party, Disneyland or a "whale-hunt" in the harbor.



UP TO HER NECK IN RIBBONS . . . Mrs. Henry Spence of Highland Park has one of the most coveted collections of first place ribbons which she has collected from the County Fair over the past six years. Her delicious fruit cakes and candies, crocheted afghans and baby clothes have headed the list of her many prize winners.

Church Guild active here

At the September meeting of the Woman's Society they started the anniversary celebration by honoring their past presidents and charter members. Past presidents who attended were, Miriam Samuelson, Bessie Johnson, Ruth Hoffman, Eva Patterson, Irene Branson. Other past presidents are: Charlotte Maxson (deceased), Dora Carhart, Marjorie Grabill, Mildred Salkeld.

The Guild and the Woman's Society joined in a special night meeting in Sept. for a 25th an-

niversary celebration. Refreshments were served by the Esther Circle.

The Woman's Society has recently transferred their membership from the Los Angeles, to the Northeast Council of United Church Women, and are taking an active part in this worthwhile program.

Both the Woman's Society and the Guild invite the women of this area who might be interested in these organizations to attend their meetings.

Katherine Ivers

Katherine Ivers is an example of a woman with courage and intelligence. Starting with a small "dry goods store" during the depression years, Mrs. Ivers has built her business into one of the most thriving in the city.

Ivers Department Store is also an example of a family working together . . . all of the six children Betty, Jane, Mary, John, Jesse and Bill have worked together . . . a prime example of what strong family ties, hard work, imagination and know-how can do.



Dr. Ciwa Griffith

Dr. Ciwa Griffith of Highland Park is known throughout the world for her new techniques in treating babies who are hard of hearing.

A revolutionary new method of fitting the newborn with hearing aids and detecting of loss of hearing while the pa-

tient is still in the bassinet, has won nation-wide acclaim for Dr. Griffith.

Last year she addressed professional groups in Denmark and is constantly sought-after as a speaker. Dr. Griffith (above) receives citation from United Crusade.

'Angel' of the Highlands

She's almost a fable . . . this Sophie Angel, who lives up to her name in doing what is important, helpful . . . and downright impossible.

For many years she has headed the March of Dimes drive and is one of the mainstays of the Highland Park Symphony.

However her greatest claim to fame has been her work with

the Senior Citizens of this area. She was the real pioneer who began to band together lonely older people. That will be three years ago in January, and the progress made by her group has

won national recognition.

Growing from four charter members to more than 1000 within three months, The Seniors (now known as the Monday group) were acclaimed as "The fastest growing such organization in the entire United States."

The Los Angeles City Council expressed its appreciation of Mrs. Angel's success by giving her a citation of merit, presented by Councilman John Holland at the first anniversary party of the group.

Mrs. Angel personally conducts most of the fabulous trips undertaken by the Seniors and with indefatigable verve keeps everything rolling smoothly and happily. No one yet has figured out the vitamin compound she takes, but it must be a mixture of love and devotion to her fellow man.

Now serving as tour chairman of the Seniors after two terms as president, Mrs. Angel also funnels senior activities into useful purposes, serving the community.



SOPHIE ANGEL

World War I veterans assisted

Arroyo Auxiliary No. 600, Veterans of World War I, is a patriotic organization for the interest of the men who served in the first world war. As a veteran's order, the auxiliary's main projects are to aid the hospitalized men and to endeavor through legislation to help the future security of these old soldiers of World War I.

Besides legislation pertaining to veterans' benefits, the auxiliary has carried on a welfare program for some of the hospitalized men of all wars. A ward of 45 patients was "adopted" several years ago at the San Fernando Veterans' Facility, where regular visits have been made, besides special events sponsored for their entertainment.

The auxiliary has also participated in special occasions for the enjoyment of the patients at the Sawtelle Veterans' Administration and each Christmas a chosen number of World War I veterans there are presented with a gift of cash as a remembrance.

Arroyo Auxiliary 600 and the men's unit, Barracks 600, meet for business at 8 p.m. on the second Friday of each month in the Pythian Hall, 6401 Ruby St. Eligible veterans and their wives or widows are invited to attend.

A social night is sponsored on the fourth Saturday of each month in the above-named hall.

DAR began with Mrs. Harrison

The National Society, Daughters of the American Revolution is celebrating its Diamond Jubilee this month. Founded 75 years ago, its first president was Mrs. Benjamin Harrison, wife of the President of the United States.

The purpose of this new organization was to foster true patriotism and Americanism through appreciation of history for the preservation of American rights, objects and records, the marking of sites having historical significance; conservation of all resources; human, spiritual and human, and the employment of education to ensure an informed electorate, having established and maintained since 1916, two schools in the remote Appalachian mountains; and published the Manual for Citizenship used

throughout the nation in the classes for immigrants preparing for Citizenship.

The San Rafael Hills Chapter NSDAR was organized Nov. 15, 1920. Recognition of Constitution Week in Sept. is an annual event as well as providing medals to junior high girls for proficiency in cooking and sewing, a medal to an outstanding high school girl and to ROTC cadets for excellence.

Officers of the chapter are: Mmes. E. G. Johnston, regent; C. E. Nihart, vice regent; Don Powell, chaplain; T. W. Sering, recording secretary; C. H. Allen, corresponding secretary; John H. Oliver, treasurer; and H. E. Carr, registrar. Meetings are held at the Yosemite Playground on the third Monday of the month.

SEE KILTY'S FOR ANY YARDAGE NEED

DRESS YARDAGE

(Plain & Fancy)

- VELVET & SATIN COAT HANGERS
- STATE BARS, SHOE BAGS, etc.
- DUSTERS (Flannel Gowns & Flannel P.J.s)



BERKSHIRE HOSIERY

- TOWELS & TOWEL SETS
- GIFT NOVELTIES
- APRONS
- KITCHEN TOWELS



PATTERNS

McCALL - SIMPLICITY - ADVANCE

KILTY'S DRY GOODS

2158 COLORADO BLVD.

Going To Buy An Organ?



BEFORE YOU BUY, CONSIDER THESE IMPORTANT FACTS:

- * The HAMMOND is the most popular of all organs; it costs no more than others, but it has more sounds, is more reliable, and has the best resale value of any organ. Check it!
- * If, after investigation, you choose another make, buy it from us. We guarantee a saving of hundreds of dollars. This is possible because we take hundreds of electronic organs in trade at wholesale prices. So select the one you want, price it elsewhere, then come to us and save!

* BEST DEALS *
Yes, we take all makes of organs & pianos in trade.

* BEST TERMS *
Bank terms that we guarantee are best in the west.

* BEST SERVICE *
Our factory-trained technicians work full time.

Here are examples of good organ values we have in inventory right now

HAMMOND Spinnet. Most popular organ ever built - Still No. 1.
Reg. \$1385 \$695

WURLITZER Spinette Organ. Cherry - one of 7 in stock.
Reg. \$1475 \$495

CONN Spinnet w/sustain, etc. One of 5 in stock, all styles.
Reg. \$995 \$495

HAMMOND A-100 Self-contained console
Reg. \$2665 \$1995

HAMMOND Chord organ The original Chord organ
Reg. \$975 \$445

LOWREY Holiday Deluxe Walnut or Mahog - like new.
Reg. \$1095 \$745

CONN SERENADE with large Leslie
Reg. \$3000 \$1600

GULBRANSEN Spinnet Deluxe B-2. Built in Leslie.
Reg. \$1695 \$800

HAMMOND ORGAN STUDIOS OF GLENDALE

402 NO. BRAND BLVD.

246-7258

Widow of Judge Foley all out for philanthropy

If there is a roster of "Who's Who" of Senior Citizens, one name which has earned a place there — if service to others really counts—is Mrs. Julia Ginn Foley, widow of the late Judge John Foley. She is a member of the Highland Park Friendly Seniors.

For 55 years Mrs. Foley worked for the Woman's Benefit Association, the last nine years of which she was a member of the Supreme Board of Trustees. This organization, founded by a young teacher on small capital in 1892, has since paid out over \$90,000,000 to its members.

Besides being an excellent business woman, Mrs. Foley has many useful hobbies and, not believing in retirement, she is now turning her creative ability to good advantage in her many philanthropies. Her workshop is filled with the loveliest creations which her talented fingers have fashioned. Proceeds from these articles

(materials and work all furnished by Mrs. Foley) all go into funds for various charities and missionary work — and they represent quite a sizeable sum. She has made 450 of the most exquisite clothes brushes, rainbow hued and flower decorated; hand embroidered tea towels; Christmas wreaths; house slippers and dozens of other things.

Mrs. Foley is also the "moving spirit" in organizing the

collection and distribution of baskets for other people at Easter and Christmas and other occasions.

In addition, she drives her car all over the place gathering up material, and delivering things—and also teaches classes in arts and crafts at the City Playground. A busy, happy woman is this Friendly Senior of Highland Park.



Margaret Korondi

Margaret Korondi, a gold medal Olympic winner in gymnastics, now makes her home in Highland Park. She conducts classes in physical culture at the local YMCA where emphasis is put upon diet and exercise in building and retaining the body beautiful.

Estelle Smith

Estelle Smith . . . an artist with a national reputation, got together with a group of interested artists many years ago. Their organization has now grown to a highly-touted group known as the Highland Art Guild, whose work is shown at Descanso Gardens City Hall gallery and many places of importance.

Highlight of the year is the spring art festival in which local artists exhibit their best.

Ruth Harmer

Ruth Harmer . . . author of best seller, "High Cost of Dying" in which she exposed shady practices by morticians and cemeteries throughout the country, is now about to release another "shocker."

Mrs. Harmer, an English teacher by profession, received her BA, cum laude, at Barnard and MA at Columbia. She is a collector of Mexican artifacts and an avid student of Mexican history.

She and Mr. Harmer and young daughter make their home high on a hilltop on Mt. Washington.

MARY THORNE, Career Woman

THORNE'S INSURANCE AGENCY

Located in the Hart-Mieras Building

5526 North Figueroa Street

Highland Park



Established by Clarence D. Thorne in 1939. Since his death in 1954 his widow, Mary C. Thorne, one of the prominent business women in this area, is sole owner and operator of the agency. Mrs. Evelyn E. Burbank assists her as secretary.

Mrs. Thorne is active in the community, serving as a member of the Board of Directors of the Highland Park Chamber of Commerce for several years, a member of the Board of Trustees of the Highland Park Presbyterian Church, Highland Park Opti-Mrs. Club and the Business and Professional Women of Highland Park.

Since 1940 Mrs. Thorne has conducted an income tax service in addition to her insurance business.

A Salute To The Women!

• WHO HAVE MADE A SUCCESS OF BUSINESS •

The Communities of Northeast Los Angeles have reason to toast the accomplishments of their women who, as typified by the successful business women shown here, have done so much toward the betterment and progress of their "home towns."

These representative women all have entered the so-called men's world and met the challenge with flying colors. They have demonstrated their imagination and their executive skill in creating and developing businesses that have added immeasurably to the values of our communities.



MRS. MILDRED FLETCHER
FLETCHER'S CLEANERS
5039 York Blvd.
CL 5-0408



V'S ARTIST SUPPLIES
&
PICTURE FRAMING
5401 1/2 N. Figueroa
CL 5-0054



LILL ASHTON
PAT & LILL'S
BEAUTY DEN
6187 N. Figueroa
CL 5-6141



PAT ROSE
PAT & LILL'S
BEAUTY DEN
6187 N. Figueroa



"GAIL"
MR. T's LIQUOR
5611 North Figueroa
255-9967 and 256-9135

Twenty-five years of service

Wesleyan Guild churchwomen celebrate anniversary

The Woman's Society of Christian Service and the Wesleyan Service Guild of the Highland Park Methodist Church are celebrating their 25th anniversary.

Twenty five years ago all of the women's organizations were combined into these two organizations; the Guild being for the employed women.

The purpose of the Woman's

Society and Guild is to provide opportunities and resources which will help women to grow in understanding and spiritual power; increase their knowledge of the needs in the world and share in the witness, service and outreach of the church. The theme of this year's programs will be "Living in Such an Age."

Officers Named

The officers of the Woman's

Society are: Winnie Palmer, president, Margaret Bjorklund, honorary president; Marie Ealy, vice president; Hazel Horn, recording secretary; Ruth Ashley, treasurer;

Secretaries of lines of work: Suzanne Dickinson, camp ministry; Jean Baernstein, Christian social relations; Bessie Johnson, membership cultivation; Margaret Bjorklund, mis-

sionary education and service; Nell Oswald, program materials; Theresa Swenson, spiritual life cultivation; Betty Woodworth, supply work; Emma Roe, youth work; Addie Fullerton, local church activities; and Alleine Scanzano, Christian vocations.

Officers of the Guild are: Sizzanne Dickinson, president; Edith Stevens, vice president; Lillian Barlew, recording secretary; Barbara Grabill, treasurer;

Secretaries of lines of work: Christian social relations, Irene Branson; missionary education, Mabel Danskin; program materials, Marjorie Grabill; spiritual life cultivation, Roberta

Caldwell; supply work, Cora Wiles; local church activities, Joy Jones; publicity, Ethelyn Steen.

The Woman's Society meets the third Thursday of the month at 10:30 a.m. in the church parlors with a business meeting and program. Luncheon is served at 12:30, by one of four circles. The circle leaders are Marie Ealy, Bessie Johnson, Peggy Moreno and Anna Wistrom. There is an active "Quilting Circle" also.

The Guild meets the first Tuesday of the month at 6:15 p.m. Their business meeting and program follows supper cooked and served by one of the circles of the Woman's Society.

LOWEST PRICE!

PLUS

2 YEAR GUARANTEE

PHILCO

AUTOMATIC WASHER



DOUBLE LOAD CAPACITY

2-SPEED, 2-CYCLE

- Blades of Water Agitator Up to 10 Times the Water Action
- Double Load Capacity that washes 7 Sheets (not 2 or 3 in a single load)
- Automatic Soak Cycle
- Easily Washes Bulky Shag Rugs
- Automatic Water Saver for Small Loads
- 3-way Agi-Spin Rinse
- Automatic Lint Filter, Detergent Dispenser
- Exclusive Ball-Point Balance, Never Shuts Off Because of Out-of-balance Load

NO DOWN PAYMENT — EASY TERMS

HIGHLAND FURNITURE

5615 North Figueroa

CL. 5-1518

Chiropractic auxiliary formed

A new chiropractic auxiliary has been formed in Northeast Los Angeles, covering the entire San Gabriel Valley.

Serving as secretary of the group is Mrs. Harold Derk of Eagle Rock. Mrs. Derk who owns and operates Mercury Mimeograph on Eagle Rock Blvd. is also secretary of Eagle Rock Business and Professional Women and a member of the local Order of Eastern Star.

Mrs. Derk, a Franklin High graduate is also studying for her degree at Pasadena College.

LATEST FASHIONS AT LOWEST POSSIBLE PRICES

- ★ Gala Selections
- ★ Holiday Styled Dresses & Suits

We Feature
HELEN WHITING DRESSES
As Advertised In
National Fashion Magazines
SELECT NOW WHILE
STOCKS ARE COMPLETE!

DRESSES

From 10.98
To 22.98

Beautiful Lingerie & Robes.
Excellent for Holiday Gift Giving.

★ GRAND
SELECTIONS
SPORTSWEAR

Smart New
COATS

SEE THESE!

14.98 TO 49.98

Use BankAmericard and Our Layaway Plan

Dolly Madison

5621 N. Figueroa

OPEN FRIDAYS
TILL 9 P.M.

CL. 7-2592

St. Ignatius Mothers' Club provides 'extras' for school

"Zip, Zeal, and Zest" could be the vigorous motto of the more than 100 members who form the nucleus of the Mothers' Club of St. Ignatius School. Their function is to relieve the church and the community of the responsibility of purchasing the athletic supplies, furniture, and audio-visual equipment needed to educate their children on the same basis as the public school system.

No city or state funds are appropriated to parochial



MRS. JOHN OTT

PTA prexy

She follows in her mother's footsteps

Mrs. John Ott, (Pat) is president of San Pascual Elementary School's PTA. San Pascual is one of the older schools in the area, and will soon be rebuilt. There are approximately 320 pupils enrolled in the school. The principal is Mrs. Mary Gustafson.

Mrs. Ott is a native of Los Angeles and attended Annandale grammar school. While she was in that school, her mother, Mrs. Vivian Jones, was president of their PTA.

Then, Mrs. Ott attended Luther Burbank Junior High School and Franklin High.

In Franklin, she participated in many school functions. She was on the student court; a member of the Franklin Drill Team, was Co-ed Colonel of the Franklin ROTC, and finally served as president of the Girls' League.

One of Pat's fondest memories are the years she spent in Bethel No. 66, Order of Job's Daughters. When she was 18, she was installed as Honored Queen of the Bethel.

When Pat was 20, she married John Ott and settled down in Highland Park, where they have had three children, Debbie and Jeff are attending San Pascual School at the present time, and Cheryl will begin in February.

Mr. Ott is a local business man, active in real estate and contracting and is a member of the Highland Park Kiwanis.

Both Pat and John's parents live in the Highland Park area. The Galen Jones' live on Avenue 63 and the Lawrence Ott's on Oban Dr.

schools, so these energetic mothers work in unity to provide these extras.

The members voluntarily schedule themselves to assist teachers in their daily noon yard supervision, and ten women faithfully and efficiently donate their secretarial services to the school office each week. They willingly form committees to provide transportation as well as peppy cheering sections for the CYO competitive groups when they travel to inter-school events, such as track, football, baseball, and volleyball.

Hail the Hot Dog

Hospitably, most of the ladies' projects are on a community-wide basis, but one epicurean event is a delight to only St. Ignatius children and parents: the noon hot dog sale. This bi-monthly feast is not only a welcome change from routine sack lunches, but is an easy way to build school funds.

All grades recently received a monetary gift for the purchase of new books for the room's library, and more will be graciously forthcoming at Christmastime.

New School

Enthusiasm fairly crackled in the air when it was announced that another school is to be built within two years on the site of the present social hall. This addition will eventually bring the total St. Ignatius classrooms to 16, and enrollment may reach approximately 800.

Two loyal and active alumnae of this parochial school are Mrs. Clare Peterson, Mrs. Homemaker of 1964, and Mrs. Fran Thistle, president of the Mothers' Club. All of Mrs. Peterson's nine children have attended St. Ignatius, as well as two grandchildren so far. Mrs. Thistle's three children have also been enrollees.

In addition to a recent successful rummage sale and Halloween festival, the ambitious Mothers' Club plans a November paper drive, its popular annual Harvest Dance and an early Christmas bazaar.

Freedom comes first with DAR groups

Tierra Alta Chapter Daughters of American Revolution of the national society, was organized in 1911 with Louise Bruer Straton as the first Regent.

Primary aims of the society are "to cherish, maintain and extend the institution of American freedoms; to foster true patriotism and love of country and to aid in securing for all mankind the blessings of liberty."

Tierra Alta gives an annual award to an outstanding ROTC member at Franklin High School and also present a homemaking award to the girl who excels in this field.

They present the downtown USO with a Christmas tree each year and also help to support their several schools throughout the United States.

Tierra Alta meets the first Wednesday of each month (October through June) at Highland Park Playground.

Expanded horizons for Arroyo Junior Club

The Arroyo Vista Junior Women's Club of Highland Park is dedicated to serving the community and selected philanthropies and promoting education, moral values and fine arts.

Organized in 1938 by its sponsoring club, the Arroyo Vista Women's Club, it is one of 12 clubs which make up the Verdugo-Metropolitan District, California Federation of Women's Clubs, Junior Membership.

International Organization

It is one of 15,000 clubs which make up the General Federation of Women's Clubs, an international organization. "Membership in the C.F.W.C. provides friendship with women whose interests extend beyond local horizons; stimulates civic consciousness; trains for leadership; is effective, through united efforts, in influencing legislation; and opens the way for constructive public service in the community, the state, the nation, and the world."

Arroyo Vista Junior Women's Club places major emphasis on service to its chosen philanthropy. For three consecutive years this has been Hathaway Home for Children, located at 840 N. Ave. 66, in Highland Park. Ranger Cottage, home to eight emotionally disturbed boys, ages 7-11, was adopted by the Juniors for personal attention.

Christmas Projects

Among many projects to be carried out in the coming year are decorated birthday cakes, Christmas gifts, a tree trimming party, wall painting sessions, and curtain making. In addition, the Juniors are always "on call" when the house mother has special needs.

Previously, service has been to Booth Memorial Home, HEAR Foundation, and other charitable organizations in the community. The club is also active in the fields of Safety (local traffic prob-

lems, public information, etc.); Health (sponsoring first aid class and taking part in fund raising drives); international affairs, mental health, youth, and others.

First Prize Awards

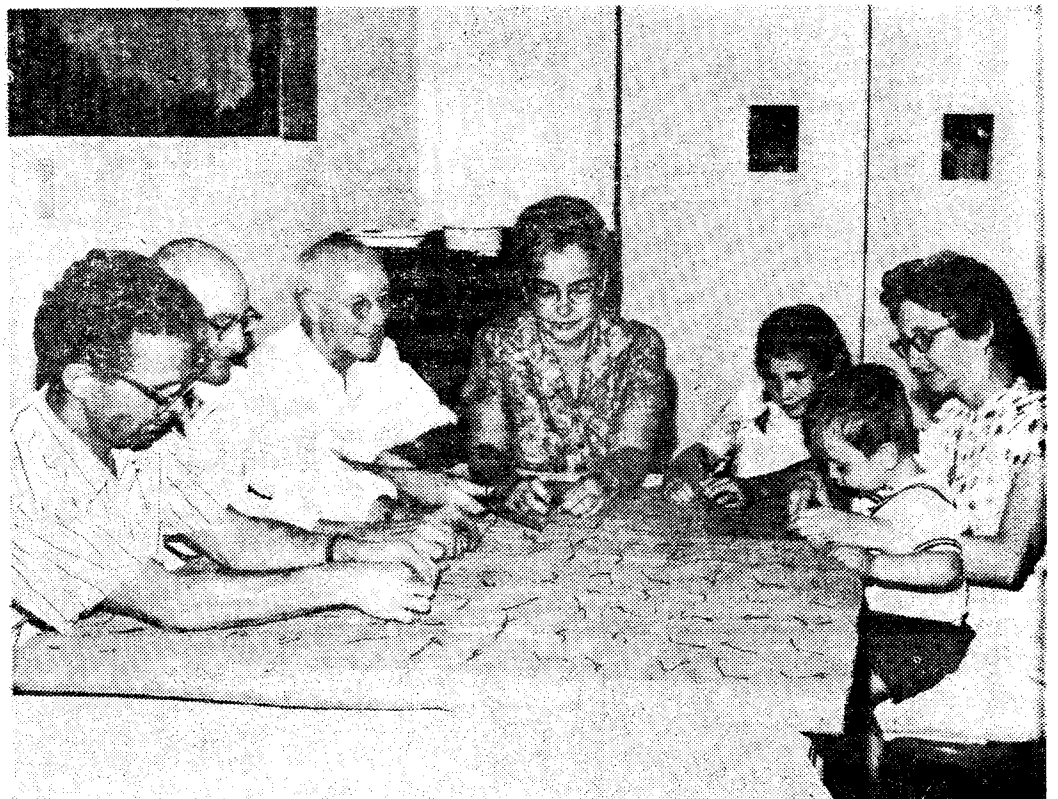
The club has received first place district awards for the past two years for Philanthropy service and federation activity, and last year also received the Josephine Seaman Award for the most outstanding project benefitting the community, and second place in Build-a-Better-Community and Safety; also an honorable mention in Safety on the State level.

Officers for 1965-66 are: Mrs. Raymond Geer, president; Mrs. Murlin Price, first vice president; Mrs. Charles Hinzman, second vice president; Mrs. Alden Bell, third vice president; Mrs. Ronald Orsini, recording secretary; Mrs. Horace McZilkie, treasurer; Mms. Victor Dhillon and Kenneth Gustafson, directors of philanthropy; Mrs. Raymond Arenz, director of publicity; and Mrs. Lynn Stites, parliamentarian.

Two Former President

Two former presidents of Verdugo-Metropolitan District have been Arroyo Vista Juniors: Mrs. Lynn Stites and Mrs. DeForest Cutler who is now a member of Arroyo Vista Women's Club and serving as Coordinator. Each year several members serve as District officers and chairmen in addition to working hard in the local club. Serving this year are: Mmes. Lynn Stites, parliamentarian and convention chairman; Kenneth Gustafson, recording secretary; Raymond Geer, inspiration chairman; Alden Bell, youth chairman; and Victor Dhillon, pins and emblems chairman.

Interested women in the community (ages 18-35) may call Mrs. Charles Hinzman, 257-6671.



BIG FAMILY . . . Mrs. Irman Tando, wife of a dedicated Highland Park minister, not only cares for her own family, but aids her husband's program in rehabilitating men who are down on their luck. Mrs. Tando helps in the program to feed, house and find employment for the unfortunate.



Encore . . . Encore . . .

Las Mananitas, a chorus of musically minded women are in demand throughout Northeast Los Angeles where their talents are well known. Meeting in South Pasadena, they "cover the map" geographically and have a busy calendar of appearances to keep up with.

Nina Shipman can be seen in 'Loved One'

Nina Shipman, lovely Eagle Rock High graduate is now being seen in "The Loved One," currently showing at many local theaters.

Nina, a talented actress,

dancer and musician, has appeared in many movies since her debut in "Blue Denim" with Bing Crosby.

She just closed in "Blow Your Horn" at the Valley Mu-

sic Theater and has been seen in countless TV shows, including "Bonanza," "Dr. Kildare," "Rawhide," "Beverly Hills" and others.

Prize-winning speakers . . . But they are all blind

There are many Toastmistress Clubs throughout the world, but there is one club that stands unique. It is called the Adelante Toastmistress Club of Los Angeles, California.

Now, Adelante means "going forward," and the members of this Club, in spite of blindness, (many are not in robust health), nevertheless turn out speech material that is comparable to other Toastmistress Clubs.

This Toastmistress Club is the only one in the whole world whose regular members are blind.

There are special members who are drivers, helpers for various things the regular members need a sighted person to do.

This club meets regularly each month on the first Wednesday and the meetings are conducted as any other Toastmistress Club conducts its meetings. All rules and regulations are adhered to that are set up by International Toastmistress Clubs, Inc.

All officers are blind, with the exception of the treasurer, and she is a special member, (also a driver).

There is one honorary member, a man, Mr. Robert Johnson, who drives several thousands of miles monthly for blind people, taking them to the doctor, dances, social affairs and clubs.

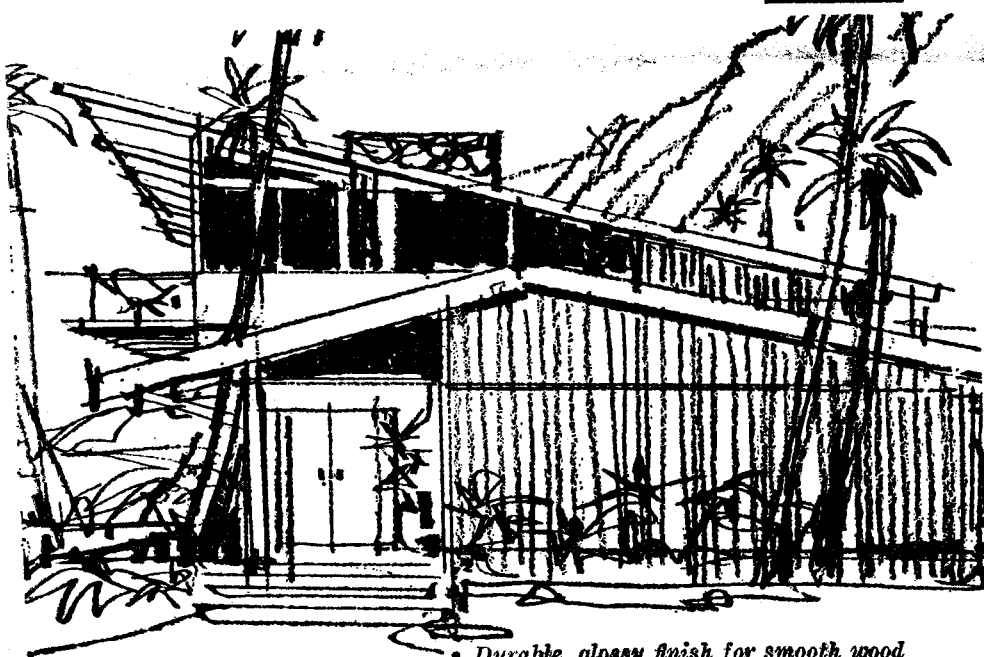
Each Toastmistress Club is allowed one honorary member, according to I.T.C. Rules, and Adelante chose Mr. Johnson.

That the members of Adelante are good speakers is demonstrated by the fact that Frances Clarino, in 1963, won second place in Area II Speech Contest, and Charlotte Schall brought the Club great honor on March 21, 1964, by winning first place in the same area.

Charlotte went on to win second place at the inter-Council competition.

Taking it all in all, the Adelante Toastmistress Club has been and is living up to its name, in going forward all the time.

Paint Your Home...for Less



- Durable, glossy finish for smooth wood siding and trim!
- Smooth spreading, fast drying!
- Covers 500 sq. ft. per gallon!
- Most-wanted Western colors!

Don't just paint your house... Weather Coat it! It's the economical house paint with oil-base durability, long-time good looks. And it's the paint for your big jobs because a gallon goes a long, long way.

Reg. \$5.85 **\$4⁵²** Gal.

FREE
PARKING
IN REAR

Pringle's

OUR
41ST
YEAR

5820 NORTH FIGUEROA

PHONE CL 5-6131

Call us for "Good" Painters

Good salesman—yet doesn't earn a dime

Most people wouldn't find hard work selling magazines without making a dime an exciting adventure. Yet here is such a woman, Roberta Ross, who describes it as a "high point" in her life.

Of course, an essential ingredient here is the fact that she was selling a magazine, a good one, not for herself but for a "good cause," nothing less than the welfare of our children, as expressed in the program of the Parent Teachers Association, whose periodical was the magazine sold.

Significant of the energy and devotion she pours into this 'cause', she won an award for her success in selling the magazine, and was honored at a luncheon.

More properly known as Mrs. Raymond E. Ross, she is president of the Griffith Council of the California PTA and holds an enviable record of past services and honors in that organization. Because her two children, Phillip, now attending UCLA and daughter, Robyn, a student at Marshall High School were both educated in this neighborhood, Mrs. Ross has served on the boards of Los Feliz Elementary School, Thomas Starr King Junior High and Marshall.

Elementary Credits

In elementary school experience, she counts her PTA activities to include the offices of room mother, membership chairman, auditor, president for two terms, hospitality and press representative.

In the secondary field, she has held jobs as treasurer, secretary and safety chairman. At

Marshall High, hospitality and magazine chairman. With her varied duties, Mrs. Ross has aided the Hollywood Council as treasurer, a position she also filled with the Griffith Council, chairmanships of Founder's Day and magazines, first vice president, and now, president.

For the Tenth District she has served as hospitality committee head, and ways and means, motion pictures and magazines and as chairman of the In Memoriam Committee of the Lily Day Memorial.

Nebraska-born

Mrs. Ross, born Roberta Lee Pearson, is a native of Omaha, Nebraska, but came to Los Angeles when she was eight. She has always lived in this locality, and like her own children, attended Thomas Starr King and Marshall.

It would seem she has a sensitive antennae always attuned to these two schools. She met a stranger one day who later changed her name to Ross.

And what schools had he attended. Yes, you're right. It was Thomas Starr King and Marshall High School.

Marie Hardy

Marie Hardy, author, lecturer and artist is now in the orient visiting orphanages in Korea. Always on the go, Mrs. Hardy heads the local Edgar Cayce Foundation and last year spent several months at Virginia Beach, researching the life of the famous psychic.

Her latest book on metaphysics is meeting with great response.

Homemaking Contest is four years old

Four years ago Northeast Newspapers joined with suburban newspapers throughout the United States in conducting a search for the ideal Homemaker.

Simultaneously throughout many areas, city, rural and suburban, the search went on to find the women who best exemplified their professions as homemakers. Although great stress was placed upon the traditional skills of cooking, sewing, home decorating, child-raising, etc., effort was made to promote the new image of the modern homemaker, who realized that her family was a unit of the community and the community, a segment of the overall picture of culture throughout the country.

Hence, emphasis was also placed upon the woman who ventured beyond her own hearth and participated in community events; kept well informed on current events,

the better to prepare her children for the world that awaits them outside the threshold.

In the three previous years Northeast Los Angeles women were sent to Chicago where they participated in the national finals. Although the area has not yet come up with a national winner, the caliber of women selected has been a matter of great pride with the sponsoring bodies.

In the initial year (1962) Northeast Newspapers chose Mrs. John Degenkolb, mother of three who had also adopted her sister's two motherless children.

Active in youth groups, coordinating council and PTA, Mrs. Degenkolb won raves from her nominating neighbors because of her wonderful hospitality, excellent cooking sewing and the plus values that go with a home well founded in love and cooperation.

No runners-up were honored

in that first year (when 19 competed) and Mrs. Degenkolb's award was made at a meeting of the Highland Park Symphony, where Councilman John Holland presented her with the trophy, tickets to Chicago and many merchandise prizes.

In 1963 the crown of Homemaker went to Margaret Hulin, wife of the pastor of Mt. Washington Church and mother of three young children.

Mrs. Hulin, a former girl athlete and a "perfect hostess" was recommended by her neighbors for her culinary skills, decorating abilities, PTA and youth work... plus an outgoing personality and sense of humor.

Runners up with Mrs. Hulin 1963, with some 26 contestants in the race were: Jean Arnett, Phyllis Noel, Esther Ramirez, Marie Wirsching and Kathleen Duffy.

Mrs. Hulin made the trip to Chicago where at the height of the awards luncheon, the shocking news of President Kennedy's assassination was released... ending that year's contest on a somber note.

Since that time, Mrs. Hulin has joined her minister husband in a new pastorate in Vallejo, California and hence was not able to be present at this meeting.

Last year, 1964, the judges

selected Mrs. Kenneth Peterson, the personable mother of nine children, to represent Northeast Los Angeles in the finals.

Mrs. Peterson, an ardent worker for St. Ignatius Mothers' Club, youth groups and civic organizations, won out against 28 contestants.

Serving as her "court" of runners-up were Doreta Tillman, Betty Owen, Gretchen Page, Leora Coberly and Marie Wirsching.



GLAMOROUS FASHION
WIGS OF HUMAN HAIR
65.00 to 250.00

the busy, fashion-wise woman can't afford to be without one... they're the practical, economical way to always look your best for the holidays — and on! choose from our fabulous collection of human hair wigs in colorings to match your own hair or the newest excitement in fashion shades! come in wednesdays or saturdays... VINCE, master stylist from the wig shoppe, will style your new wig or one you already own. Ivers fashion center

IVERS

IVERS • NORTH FIGUEROA AT AVENUE 58 • CLINTON 7-7504 •

Honor roll of Nominees

Here is the 1965 honor roll of Homemakers, who were selected by their friends, family and neighbors to compete for the Homemaker's crown of Northeast Los Angeles and South Pasadena.

Mary Hulin
Carol Callahan
Joanne Coats
Lois Charlton
Roberta Cofer
Mary Fischer
Betty Fowler
Genevieve Garay
Anna Garcia
Gloria Graham
Noreen Gustafson
Helen Hamlin
Edith Hulbert
Mary Ann Justice
Dorothy Hoover
Millicent Kelso
Norma Long
Leah Martin
Teodorita Martinez
Gretchen Page
Barbara Richards
Jean Stringer
Carolyn Threkeld
Clancy Morrison
Emma Roe
Mary Rodriguez
Thelma Schoen
Vera St. George
Teddy Treadwell
Marian Wilson

Norene Daily

Miss Norene Daily, past president of Sunset District Business and Professional Women, makes her home in Highland Park.

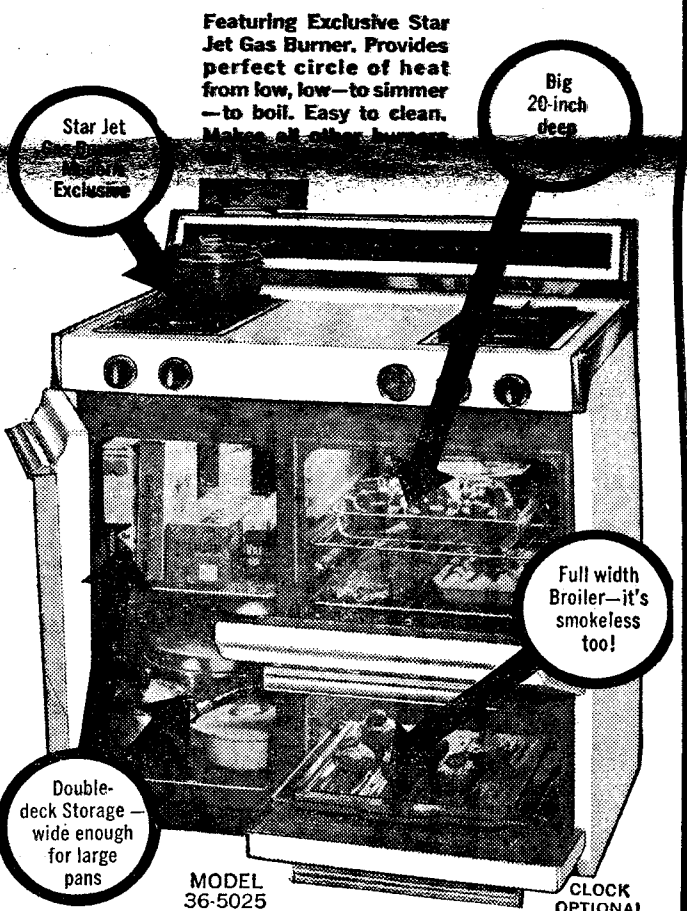
Miss Daily, a gifted speaker, is constantly on the go addressing local chapters of BPW.



O'Keefe & Merritt
GAS RANGE
DURING HOLIDAY SALE NOW GOING ON!

O'Keefe & Merritt GAS RANGE

Brand new for '65. It's the new Trim-Line Series from O'Keefe & Merritt. New styling, high quality at a low, low price. And backed by O'Keefe & Merritt traditional craftsmanship and dependability. See this new Gas Range sensation.



SPECIAL!

\$149⁰⁰

YORK

FURNITURE COMPANY

5019 YORK BLVD.

255-4240

our congratulations to the homemaker of the year

IVERS
budget shop



our station-wagon prints
make bright pick-me-ups

10.00 and 13.00

routed for the busiest of holiday schedules . . .

our go-everywhere station-wagon prints

of superb celenese® acetate jersey . . . fashion-wise and action-packed,
geared to carefree ways they shed wrinkles miraculously, wash quickly, need
little or no ironing—and are ready to take off again in a breeze!

choice of glowing mosaic, leaf prints or floral designs in collared and collarless shirt dresses, **10.00**
plus a fully lined sheath, **13.00** to take you to luncheon or later — all sorts of favored colors, too; 12-20.