

Businesswomen Go to Bat for Community Progress

YOUR SECOND FRONT PAGE

Torrance Herald

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OCTOBER 6, 1960

Torrance Service Club Combines Its Forces for Good of the Community

Official Proclamation

of National Business Women's Week

I, Albert Isen, Mayor of the City of Torrance, California, do hereby proclaim Oct. 2, 1960 through Oct. 8, 1960 to be

NATIONAL BUSINESS WOMEN'S WEEK

This annual Week, sponsored throughout the United States by the National Federation of Business and Professional Women's Clubs, Inc., is set aside to pay tribute to women in business and the professions, and the contribution they make to the nation. The theme of 1960 "National Business Women's Week" is "Symbol of the Sixties — More Women at Work".

ALBERT ISEN
Mayor

Interests Range Widely in Group

The interest which occupy today's members of the Torrance Business and Professional Women's Club range about as wide as occupations go, a survey of the membership shows.

Held in especial esteem by the members is Sheriff's Captain Ruth Johns, who resides in Hollywood Riviera, and is one of the two female captains among California's law enforcement groups.

Captain Johns is in charge of all female detention facilities for the Los Angeles County Sheriff's office. Quite an order, what?

... SHE is not the only female law enforcement officer in the local seervice club. Maxine Hahn is a Torrance police officer, and Lillian Curtis is a member of the Redondo Beach police force.

Another member, Clara Conner, has been Torrance's Postmaster for the past decade. Helen Rodgers is librarian at El Camino College.

Tessa Burke is co-owner of a Torrance retail store, an occupation she shares with Ayleene Moore, another store owner.

... AND ALONG the line of business and industry the membership spreads: Nina Womack operates a beauty shop, Helen Scott and Fleda Baker work in the California Employment office, and Virginia Beck works for the city of Torrance.

Helen Parrish and Bess Tufts are both kept busy at the Parish Stationers; while Lucille Lewellen, Rae M. Reinman, and Lorraine McCann are deputy clerks in the South Bay Judicial District.

... VALDA WILKINS is employed by the Chamber of Commerce, Muriel Whiting works for the Torrance-Lomita Realty Co., and Mary Toombs, Edna

Mullin, Frances Draie, and Rose Craig are in the real estate profession.

Dorothy Kirkpatrick keeps busy in a field allied to the real estate profession, she's an escrow officer for the Bank of America.

... MARCIA COOK is a Sartori Ave. regular where she is the assistant manager and bookkeeper for Western Auto. Down the street about a block is Frances Lee, co-owner of Bernard's shoe store. Florence Petrovich spends her days in the Torrance Post Office; Ruth Shrum at Rome Cable, and Mary E. Snow at Harvey Aluminum.

Herma Tillum operates her own personnel agency, Gertrude Taylor is employed in a Walteria gift and antique store, Jane Wallis is associated with Roosevelt Cemetery, and Evelyn Palmer runs a knitting shop.

... EMPLOYED BY THE board of education and assigned to North High School is Bettie Massie, Bertha Kehrler is a florist, Kitty Dumont is employed at Vel's Ford, and Pearl S. Good operates a cleaning shop.

Jean Davis is a nurse, Jean Clawson and her husband operate a printing firm, and two members, Ruth Brumbly and Hilda Monroe are retired.

Three honorary members, including an original officer of the club, are included on the club's roster.

... Mrs. Frances B. Clark, who was long associated with Torrance Brass, a pioneer Torrance industry; Anna Sandstrom, who has retired from the California Bank, and Miss Lute Fraser, original recording secretary of the local service club, and for many years associated with the HERALD, complete the current list of club membership.



MAKING IT OFFICIAL... Mayor Albert Isen hands signed and sealed proclamation declaring this week to be National Business Women's Week to Mrs. Robert Lewellen, president of the Business and Professional Women of Torrance.

The local service club, nearing its 30th anniversary, has been active in community welfare projects since it founding here just before Christmas week in 1930. (Herald Photo)

It All Started Quietly 30 Years Ago According to Torrance Herald Files

"Action taken by a small group of the business women of Torrance at a meeting held at Earl's cafe Friday night has launched a new service club in this city, the Business and Professional Women of Torrance."

With that opening paragraph, the Dec. 11, 1930 edition of the TORRANCE HERALD announced the formation of the Torrance BPW, an organization which has been an active force in the city from that time to the present.

... WITH A BRIEF campaign of solicitation on the part of the state organizer, Mrs. Mattie Joy, and the president of the California State League, Dr. Florence Mae Morse assisted by officers and members of the South Bay district clubs, suffi-

cient names were secured to insure a large charter membership with considerably more candidates in view for later adoption," the HERALD reported. The story continued:

"A second business meeting held Monday night at the Nurses' Home resulted in the adoption of constitution and by-laws and the appointment of a nominating committee which will present names of candidates for office at the next session to be held Dec. 16 at the Chamber of Commerce."

... THE ORGANIZATION was on its way from that moment. Meeting again on Dec. 16, the new club chose Margaret Gensler, officer manager of the Torrance Water, Light, and Power Co. as its first president.

Other officers chosen by the newly formed group included Mrs. Fay Howard of Rappaport's, vice president; Miss Lute Fraser of the Herald, recording secretary; Margaret Shell, office assistant to Dr. Leake, corresponding secretary; Miss Esther Maxwell, hospital superintendent, treasurer.

... MEMBERSHIP at the second meeting totaled 25, and plans to install the officers on Jan. 12, 1931, were completed. It was agreed to close the charter Dec. 22, 1930.

Names signed to the charter roll at that meeting included Miss Cora Clemons, Miss Margaret Gensler, Mrs. Fay V. Howard, Mrs. M. Louise Finch, Miss G. Shell, Miss Esther Maxwell, Mrs. Victoria Olinger,

Mrs. Hazel McBride, Mrs. Carol E. Uht, Mrs. H. R. Hutchins, Miss M. E. Niles, Mrs. Georgia Wheaton, Mrs. Olive J. Lee, Mrs. Willis M. Brooks, Miss Hazel Daniel, Mrs. Juliet M. Young, Miss Elsa Hammerstrom, Miss Billy Fox, Miss Mae Horrell, Mrs. Reba Rae, Mrs. Bessie Myers, Miss Edna Mullin, Miss Beatrice Hughes, Mrs. J. E. Gaggard, Miss Lute Fraser, Miss Grace L. Biggs, Mrs. Ethel Tansey, Miss Artha Bohrer, Miss Caroline Stroh, Miss Rosa Ortman, Mrs. Katherine Ortman, and Mrs. Fanny C. King.

... EARL'S CAFE was a gay spot in town on the evening of Jan. 12 when 73 members and guests of the new club attend-

Local Women Join National Club in Week's Observance

Members of the National Business and Professional Women of Torrance this week are celebrating National Business Women's Week, and also noting completion of nearly 30 years of participation in community events.

Guided by the areawide theme, "Play Ball," the local service club with its membership which includes a cross section of the community's business and professions, has taken as its 1960 theme, "Torrance BPW at Bat—Community Interest."

... GOING TO BAT for the community interest is nothing new to the dedicated members of the Torrance BPW. For nearly 30 years, the members have been identified with nearly every major project, and are often found among the front line troops working for the Red Cross, Community Chest, Cancer crusades, and other projects.

Specifically, during recent years, the club has assisted in the purchase of an incubator for Torrance Memorial Hospital, has purchased an audiometer for use among elementary school students, and bought a wheel chair to be used by physically handicapped children.

... OTHER PROJECTS have included work on the city's Rose Parade entry, adoption of a child on the leukemia ward of the hospital, raised funds to help send the Torrance Area Youth Band to Chicago, and provided aid for the relief of Navajo Indians.

The club has been active in district work for the Business and Professional Women, providing members and chairmen for many of the area's important committees, and having representatives at the district, state, and at some national conventions. Three members of the Torrance club attended the Western Regional convention in Hawaii three years ago, and

prior to that, three members attended an international convention in Mexico.

... THREE NEW CLUBS, the Hawthorne, Redondo Beach, and Lomita BFW, have been sponsored by the local women, gaining the points which helped the club win the coveted Leadership Trophy the first time it was awarded in 1956.

The national federation was formed in 1919 in St. Louis, Mo., for the "improvement of conditions in all business and professions; the extension of opportunities to better the business and professional status of women; the preparation of women for leadership in their communities, their states, and the nation; and the advancement of women in their respective fields of work so that they may make their greatest contribution to the common good."

... IN THE YEAR following World War I, that was a bold program. The contributions of the BPW may be reflected in large part today on the areas of business and professional life in which women have been accepted on an equal basis.

"We are primarily concerned about women, and how the social, economic and political problems of every day living affect employed women particularly," the purposes of the federation stated at the beginning.

... THAT STATEMENT of purpose still stands as the guiding principle of the group, which now numbers more than 3500 clubs and 175,000 members.

If the organization had a founding father, it might be Newton D. Baker, secretary of war in the cabinet of President Woodrow Wilson, who sounded a call for coordinated woman-power. His call was answered by interested women, and BPW has been answering the call ever since.

My Neighbors



"Young man, my tax dollars helped pay for that shovel you're leaning on..."

Business and Professional Women of Torrance

OFFICERS-1960-61

President	Lucille Lewellen
First Vice-President	Florence Petrovich
Second Vice-President	Bertha Kehrler
Recording Secretary	Rae M. Reinman
Corresponding Secretary	Dorothy Kirkpatrick
Treasurer	Virginia Beck
Auditor	Rose Craig
Bulletin Editor	Muriel Whiting
Harbor Section Chairman	Maxine Hahn

Meetings First and Third Mondays Each Month



WOMAN OF THE YEAR... Miss Lute Fraser, first recording secretary of the Business and Professional Women of Torrance, was honored in 1956 by being named the organization's first "Woman of the Year." Here she is shown with Louis Zamperini, Robert Lewellen, Mary Vonderahe, Mike Strasser and Mrs. Kathleen Head, district president of BPW. (Herald Photo)

THE NATIONAL FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS

NATIONAL BUSINESS WOMEN'S WEEK

OCTOBER 2-8