

The Social World

AGNES BOLTER, Editor

PUBLICITY WORKSHOP SET BY COUNCIL PTA

Gardena-Wilmington Council Parent-Teacher Association will hold a publicity workshop for unit P.T.A. press and record book chairmen next Wednesday, Nov. 14, 10 a. m. to 12 noon, at the home of Mrs. James A. Gauley, Council president, 1460 W. 183rd St., Gardena.

Instruction and information in news writing, record book, and photographs will be given by chairmen of the Council publicity department.

Cara Man's World? These Local Ladies Prove Answer Is No

Included among feminine foibles is an almost complete lack of knowledge of that everyday necessity in modern life, the automobile.

But Torrance has two efficient exceptions to the former rule of "not knowing a thing about cars."

They are Mrs. Edna Mullin Reed and Miss Catherine Mullin, daughters of the late Arthur Mullin, who owned and operated Mullin's Service (now Dick Barton's Chrysler-Plymouth Sales and Service) for 25 years.

THE CAR'S THE THING

Both women were associated with their father in the automobile business and are carrying on the standard with the present owner.

Edna finds it easier to sell a car than shop for a new dress; and Catherine can select the right part for an auto quicker than most women can collect ingredients for a cake.

For Edna, one of the top salesmakers for Oldsmobile under her father, is office manager of the Chrysler-Plymouth Agency; and Catherine is parts manager, one of the few women in the automobile industry.

Edna started out in the business world at the Pacific Post-Forum office and did such a good job that Father thought she could make use of her talents in carrying on the family business. So she went to work as office manager of Mullin's Service in 1925.



"SIGN ON THE DOTTED LINE" . . . was Mrs. Edna Mullin Reed's favorite saying until a year ago. Up to that time she was one of the crackjack salespeople Oldsmobile. Though no longer a car saleswoman, she still in the auto business; she holds down the office manager position of Dick Barton's Chrysler-Plymouth Sales and Service.

HIGHLIGHT IS ON HAIR

TOP HAIR STYLIST ENGAGED TO TEACH EL CAMINO CLASS

Mrs. Roberta Tate widely-known hair stylist with many awards to her credit, will teach a newly-established six-weeks hair-styling course at El Camino College, William H. Harless, director of instruction, announced this week.

Mrs. Tate, Dr. Harless revealed, is a newly-appointed member of the "Official Hair Fashion Committee" of the National Hairdressers and Cosmeticians association. Committee meets twice a year to determine the trends in hair fashions.



FLUFF FOR FALL

High fluff will be high hair fashion for fall and winter. Beulah W. Grace and Marguerite M. Robinson, cosmetology instructors at El Camino College, said this week.

Style will feature a molded vertical line brushed back from the face into the "high fluff." The two instructors said students of cosmetology at the college are now creating this hair fashion under the name "personality cut."

Instruction in cosmetology at the college closely follows current trends, they said and includes field trips, attendance at beauty shows, and visits by hair stylists to provide the students with up-to-date information.

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THE LADY IS A PARTS MAN . . . Miss Catherine Mullin is one of the few women parts managers in the auto industry. Like her sister, Mrs. Edna Mullin Reed, she began work in the car game under her father, the late Arthur Mullin, who owned and operated Mullin's Service for 25 years. Both sisters now are continuing in the transportation business at Dick Barton's Chrysler-Plymouth Sales and Service.

Council PTA Hears Story of UNESCO BPW Slates Turkey Meal

"The P.T.A. is in favor of UNESCO, as it is the best instrument for building good international relations, but they ask that studies be continued for its improvement," said Mrs. J. J. Millard, citizenship chairman of California Congress of Parent-Teachers and auditor of Tenth District P.T.A. in speaking before a Gardena-Wilmington Council meeting recently.

Mrs. Millard spoke in observance of United Nations Day and told of the P.T.A. child welfare program.

Included on afternoon agenda was a report by Mrs. Lawrence Labach, regional director of the Harbor area, who told of the Los Angeles school system building program and its benefit to schools in the Gardena-Wilmington Council area.

Breakfast was served to 125 parent-teacher members preceding the regular council meeting at Fries Ave. School in Wilmington. Members of the Fries Ave. P. T. A. were hostesses.

PARTS LADY

Catherine headquarters in the machine side of the office, got her job as parts manager quite by accident.

She had previously worked in business offices, but when the jobs as parts manager of her father's business became vacant in 1947, she took it over, at his suggestion.

"I didn't know a thing about the job," she said, "but I thought I could learn it, and it seemed like an interesting field. So, on impulse, I took the job and haven't regretted it."

ACTS ON IMPULSE

Catherine makes a practice of acting on impulse, like her father, who suddenly decided one day to leave Sydney, Nova Scotia, and come to California.

"I don't make plans," she said, "because things always happen to upset the best plans. I live from day to day."

From day to day she learned the parts business, entirely on her own.

"I had no one to teach me so I studied parts books in between working hours," she said.

BEST WAY TO LEARN

"I think when you learn something this way, by experience and your own teaching, that you retain the knowledge longer," she said. "But I would like to go to parts school," she continued, "because I think there is always something new to learn."

NEWS STORY

Slim Pickens, "Examiner" columnist, had posed a query as to why there were no women auto salesmakers, and Ed Schank, regional manager for the Oldsmobile company at the time, revealed that there was one—Edna.

SELLS CARS

A year later, again at the suggestion of her father, she added car-selling to her duties. She had no previous experience in selling, but got "quite a bang out of it."

The Oldsmobile people got a bang out of it, too, because Edna became a crackjack saleswoman, the first in the auto game. Between 1946 and 1941, when the club was discontinued, she was a five-star member of the Oldsmobile Salesmakers Club, and one of the 186 top salesmakers in the company.

300 CROWD LITTLE HILLS SADDLE CLUB TO WATCH LAST FALL HORSE SHOW

Little Hills Saddle Club fall series of horse shows came to a climax last Sunday as nearly 300 people gathered at the club arena, 24300 Walnut St., Lomita, to see 85 contestants vie for top honors of the day.

Tom Drummond of Compton was high point man during the afternoon, and the Torrance Junior Riders received a special award for the best mounted group.

Other special awards went to Harold Gray and Bub Crabb, best matched couple; Art Harkness, 57, and Sharon Allison, 4, oldest and youngest riders; Gladia Brown, best cowgirl; Chuckie Crabtree, best cowboy; Jim Chapman; and the Brorby twins. Winners of first place trophies and second and third place ribbons in each of the 14 events were as follows:

SENIORS' ATTEND CLUB COUNCIL MEET

Mrs. A. F. R. Ewalt, president, and B. T. Whitney, Americanization chairman, of the local Woman's Club, attended a Los Angeles County Council meeting of the California Federation of Women's Clubs last Monday. This was the first county roundtable for the year.

Mrs. Whitney presented the guest speaker, John MacFaden, who spoke on "Personal Observations in the East."

In keeping with "America At Its Best" theme, Dr. Mabel E. Kinney, county legislation chairman, reviewed propositions voted on last Tuesday.

Attention session was devoted to section meetings for art, literature, and handicraft chairmen.

Robert Mowrys Honor Daughter on Birthday

Halloween was more than a spook holiday for the Robert Mowry family; it was also the second birthday of their daughter, Jolisa.

The Mowrys entertained family members in their daughter's honor at an after-dinner gathering in their home, 1615 Juniper St., Halloween motif was employed in home decor.

Attending were the "honoree's" sister, Janis; Mr. and Mrs. T. S. Koll, an aunt and uncle from Palms, and Mrs. B. Moyer, the grandmother.

POTLUCK, ELECTION HIGHLIGHT TONITE'S EASTERN STAR MEET

Potluck supper at 6:30 o'clock tonight will precede the regular meeting of Torrance Chapter No. 380, Order of the Eastern Star, at the Masonic Temple, Sartori Ave.

Election of officers for 1953 will highlight business agenda and committee and Grand Chapter reports will be given.

Members who have celebrated birthdays during August, September, October, and November will be honored guests at the birthday table in the banquet hall following the business meeting.

War Moms to Meet

American War Mothers will hold their last meeting before election and installation of new officers next Wednesday, Nov. 12, at 8 p. m., in Torrance City Hall, Mrs. Jeanette King, president, will conduct the business session.

VACATION AT LAS VEGAS

Holiday in Las Vegas, at Wibur Clark's Desert Inn, was enjoyed recently by Messrs. and Mesdames Frank Paur, 161 Annapola Ave., and Sidney Hopkins, 1548 Post Ave.

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Moose Women Rate Potluck Success



POTLUCK PARTY . . . About 50 members of Women of the Moose and their husbands gathered at the Moose Hall Wednesday evening last week for a potluck dinner. Evening entertainment was provided by the South Bay Kitchenette Band, and a silver service for eight was presented to Mrs. Marge Baudin by Mrs. Henrietta Matta, Mooseheart chairman. Tuesday morning also was a busy time for Women of the Moose; about 25 members attended a kidnap breakfast at the Moose Hall.