

The WATSONVILLE SOROPTIMIST



Understanding
Tolerance
Service

Vol. 1

Watsonville, California, January, 1929

No. 1

Merry Christmas and a Happy New Year

REPORTS OF MEETINGS

Our business meeting on December 3, was very businesslike. We had the minutes of our month's meetings read by our executive secretary, Mattie, who was fined 10c because of the humorous method in which they were written; then Jennie gave us a financial report and Lorraine Scott read the correspondence; bills were ordered paid and President Pearl had a lovely time ringing her beautifully-toned bells.

President Pearl appointed all the members whose birthdays come in December to assist Carrie in planning our Christmas party. That means the party will be especially lovely because, besides Carrie, there will be Edna Arano, Grace Dobbins, Edith Stanovich, Lida Hayward, and Laura Jefsen, to make us happy. It's Carrie's play day.

Grace gave each one of us odd little wooden whistles in honor of her own birthday and "Sweet Cecile" presented Grace with an old-fashioned birthday corsage.

DR. VIOLA'S DAY

Chiropractic means "done by Hand," Soroptimists found out on December 10, at Dr. Viola's meeting and to make sure we wouldn't forget, she gave each of us an ivory hand on a long stick (we used to call them back-scratchers) to take home. The tables were beautifully decorated with red holly; made all of us feel so Christmasy.

Louis Lopes, of the Pajaro Valley National Bank, was the speaker of the day and his topic, "Credit," was one of universal interest. His clear, lucid explanation of what constitutes credit, how the Federal Reserve system works and how it originated was received with close attention by the members.

Mr. Lopes' hearers will remember for a long time his requisites for credit. He called them the three C's and they are Character, Capacity and Capital.

Dr. Viola gave each of us a little joke to read and we sang some of our club songs; an enjoyable and instructive meeting altogether.

(Continued on Page 2)

PRESIDENT'S MESSAGE

Dear Friends:

We are about to launch out upon our first year of Soroptimism. We have had a most successful beginning and with the spirit of service and true friendship so manifested during our short time of organization, our continued success is inevitable.

Our first year must be given largely to formulating our policies and increasing our membership, keeping always in mind the worth of true friendship and service. As long as we love, we serve; as long as we are loved by others, we are indispensable, and no one is useless while he has a friend.

So, of our aims and objects, I think that the promoting of the spirit of service and true friendship among members is the one that we should emphasize the most in this, our first year of existence.

Each year at this time, the spirit of giving is rekindled in our hearts and we all seem to think more of others than we have thought of them for months. Let us put an abundance of kindling upon the smouldering embers of loving kindness and true friendship this year and refuel when necessary with tolerance and self-restraint to make those fires burn steadily in our hearts, not just at Christmas time, but for always. For, he serves best, who loves the most.

The time to be happy is now, the place to be happy is here, and the way to be happy is to make others happy, so—

Here's for the happiest Christmas,

And the gladdest of all New Years,
May you love, excel and prosper,

What more could I wish you,
my dears!

Your devoted

(President) PEARL.

NEXT MONTH'S MEETINGS

January 7—Business meeting; no guests.

January 14—Lorraine Douglass; W. G. Mitchell of San Jose, speaker.

January 21—Edith Stanovich; Alice Lindsey Webb, speaker.

Virginia Pellett, violinist.

January 28—Play day; by the two Lorraines.

OUR CHRISTMAS PARTY

We greet the joy that Christmas brings;

But where the heart of childhood sings,

There all the months are full of cheer,
And Christmastide lasts all the year.

—Selected.

Meeting of the Christmas Party Committee on Dec. 6, 1928, was held at Carrie's Millinery Shoppe where plans were laid for a Christmas tree and dinner to be given in the social hall of the Christian Church on the evening of Dec. 21st at 7 o'clock, following with a jolly time, promising a real Santa Claus (feminine gender, however) with Christmas songs to be given by all Sorops and guests.

It was also decided to have our tree placed and decorated on Monday, Dec. 17th, so it will be of service to all planning Christmas parties during the week at the hall. The committee consisting of Edith Stanovich, Edna Arano, Laura Jefsen, Martha Scott, Jennie Thompson, Grace Dobbins, Lida Hayward, Lorraine Scott, Jane Anderson, Lorraine Douglass and Carrie Clausen will decorate.

Look forward to a happy time, "All together" on Dec. 21st. Come, a warm welcome awaits you.

—CARRIE.



ATTENTION SOROPS

Some say I'm old and feeble
And cannot see my way,
That I'm palsied, bent and crippled
And that I've nearly had my day.

But I'll tell you this, so listen
As each Christmas morn draws near,

I'll be with you if I have to wear
crutches

To bring you Yuletide cheer.

So all you doubting Thomas'

Hang your heads and pause,

Now, who, in their narrow mindedness,

Says, "There ain't no Santa Claus!"

—Soroptimist Santa Claus.

Watsonville Soroptimist Club

Officers

President..... Pearl MacFarlane
 Vice-president..... Marie Babcock
 Executive Secretary.....
 Mattie Powell Scott
 Corresponding Secretary.....
 Lorraine Scott
 Treasurer..... Jennie Thompson
 Auditor..... Betty Forbes

Board of Directors

Edith Stanovich Dr. Viola Rickman
 Pearl Holbrook Vivian Bartlett
 Grace Dobbins Lida Hayward

WATSONVILLE SOROPTIMIST
Issued Monthly

Business Manager..... Edna Arano
 Editor..... Lorraine Scott
 Reporters..... { Laura Jefsen
 Ruth Walker

OUR PURPOSE

- (a)—Patriotic:
 To foster loyalty to our flag and to assist in spreading and popularizing the ideals of true Americanism.
- (b)—Civic:
 To encourage and support meritorious civic movements and to urge co-operation for the betterment of local conditions.
- (c)—Moral:
 To encourage the practice of the Golden Rule in private and business life.
- (d)—Social:
 To promote the spirit of service and true friendship among the members.
- (e)—Personal:
 To develop efficiency and the success to be derived therefrom; the interchange of ideas and business methods as a means of increasing the efficiency and usefulness of Soroptimism; the recognition of the worthiness of all legitimate occupation of each Soroptimist as affording her an opportunity to serve society.

GUESTS

We have had among our guests the past two months, Alida Beck, Charles Scott, Albina Menezes, Dorothea Milks, A. Nolan, Mr. and Mrs. H. S. Herwig, Mrs. C. D. Schell and Mrs. M. M. Swisher.

LIDA HAYWARD'S ABSENCE

For the benefit of all of our members who have felt something lacking from the last few meetings, we want to say it is Lida's illness that keeps her away. She is confined, taking a special treatment and, we know, would be glad to see her Soroptimist friends. She lives at 24 Madison street and her phone number is 734. We miss Lida and hope she'll be with us again very, very soon.

IT'S A FACT

At the Scot's ninth birthday celebration Saturday night, Dec. 8, three Soroptimists were on the program. President Pearl rendered two delightful solos and Lorraine Douglass, accompanied by Lorraine Scott, gave vocal solos in Scotch and English.

Last week, Edna entertained her mother, Mrs. Julia Strong, for a few days. Edna's mother lives in Fresno.

Edith has been very busy for the last couple of weeks. The Central Electric Company is installing most of the Christmas lighting program along the principal streets of town, besides catering to the large number of home owners who are determined to put Watsonville again on the map as the "Most beautiful lighted city in central California."

Vivian leaves on Dec. 21st for Reno where she and her husband will spend the holidays. Merry Christmas, Vivian!

Pearl Holbrook, our Cinderella, celebrated her store's second birthday with a big sale. May you have many, many more, Pearl, and prosperous ones!

Tina went to San Francisco over the weekend of December 1st. She reports having had an enjoyable visit.

Rose spent Friday, Dec. 7, in San Jose. Too bad it wasn't Thursday and she could have visited the San Jose Soroptimists.

Lena Varnell has had a touch of the flu; so has Rose Hanjes. We will be glad when this epidemic is over, so many of our members have been ill.

We are glad to welcome our Betty back at her hemstitching and stamping. We missed her and "we don't mean maybe!"

Mary Harper and her husband are leaving on Dec. 15 for a three-months' vacation. They will go all through the south, from Tia Juana to Florida and we hope they have a glorious time.

REPORTS OF MEETINGS
 (Cont'd. from Page 1)

ETHEL'S DAY

Ethel, of the People's Finance & Thrift Co., gave us a lovely luncheon. R. H. Hudson spoke on "Christmas Lighting." (Do our out-of-town Soroptimist friends know that Watsonville is the "Best lighted city in California for its size?")

Red berries and tall red candles decorated the tables, and to encourage thrift, Ethel gave each member a small bank.

Gladys Clausen and A. T. Jansen entertained with musical selections.

Mr. Hudson's talk was inspiring, dwelling as he did on the Christmas spirit, and he urged the Soroptimists to get behind this Christmas lighting movement and make Watsonville known all over the state for its beautiful illumination at Christmas.

BUSINESS MEETING

At the business meeting of the Board of Directors and the officers which was held Nov. 27th, at President Pearl's home, the following business was conducted:

Lida Hayward and Lorraine Scott were appointed as a committee to investigate road signs for the three entrances to Watsonville; Dr. Viola is to see that an attendance board is made for the Watsonville Soroptimist Club; after much discussion it was decided to publish the first issue of the Soroptimist bulletin on Dec. 21st and the staff, as published elsewhere, was appointed; Jennie Thompson said that she would write a letter of congratulation to Bernice Carroll Games, who was married a few weeks ago.

Vice-president Marie, in a black evening dress, looked lovely at a party recently. All the more reason she should be fined for missing a meeting. We want to look at her, too.

Helen Kirkland is one of those obliging people. She even does Christmas shopping for her masculine friends.

Marie Schmidt, who has had a bad cold, has missed several meetings. She's better now and we hope to see her every week.

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SENSICAL NONSENSE

There is an Izaac Walton fan in the Watsonville Soroptimist Club, who once caught the largest striped bass in—well, in her knowledge. Some of the members want to know if she used worms or chiropractic treatments?

Our Edith was much in evidence at a charivari for a prominent business man and his brand new wife a few weeks ago, when a siren was heard all over town. Whether Edith blew it or not we don't know, but it was blown and she was there.

Ruth Walker is liable to lose her position at Leask's because she insists on standing on the sidewalk in front of the store gazing like a child at the beautifully decorated Christmas tree.

Ethel Baxter must have a secret avocation outside the office when she can't be reached after three calls on the phone on a Monday a. m.

Tina Traller will not get Xmas dinner or New Year's dinner as she has friends that will take care of her tummy on those days.

A member of our club, not having enough brothers of her own, has adopted one, at least by introduction.

It seems that Cinderella is changing Christmas Bells to Wedding Bells. She doesn't deny it, either.

Jane Anderson is misrepresenting her classification by trying to sell us electrical stoves for children. President Pearl, what will we do with her?

**STANDING COMMITTEES
BUDGET**

Mattie Scott, Ethel Baxter, Carrie Clausen.

CONSTITUTION AND BY LAWS
Jennie Thompson, Marie Babcock, Helen Higgins.

HOSPITALITY

Pearl Holbrook, Jane Anderson.

WELFARE

Laura Jefson, Edith Stanovich.

OUR GOSSIP SONG

We used to gossip, Oh, how we used to gossip,

Now we don't gossip, for we're Soroptimists now.

We hated Women's clubs, Oh, how we hated Women's clubs,

Now we're Soroptimists, and that's our weakness now.

Once a week, we eat and eat;

Oh, we're getting fat, but what is that; oh, gee,

We had no business friends, Now, we have lots of business friends,

Oh, we're Soroptimists, and that's our weakness now.

Second Verse

(Dedicated to MAE HUTCHINS,
Regional Director)

Mae came to Watsonville, Oh, how she came to Watsonville,

Mae came to Watsonville, and we're Soroptimists now.

We said, "I have no time;" We said, "I have no time;"

Now, we're giving all our time, for we're Soroptimists now.

She walked and walked; Talked and talked;

And then we fell beneath her spell, oh gee,

We think a lot of Mae, I'll say we think a lot of Mae,

We are Soroptimists, and she's our weakness now!

IS NOW RECOVERING

We know our Soroptimists will be glad to learn that Mrs. Wm. Bendell, who has sung so charmingly for us on different occasions, is recovering from the severe appendicitis operation which was performed in San Francisco on Thanksgiving day. She was very weak for a few days, but is recovering nicely now and, we hope, will soon be able to come home.

SOROPTIMIST CLUBS

OAKLAND, CALIFORNIA, (1921)—Mondays, Hotel Oakland; Pres., Miss Eloise B. Cushing, Law Library, Court House; Sec., Mrs. Helena M. Gamble, 1428 Jackson St.

SAN FRANCISCO, CALIFORNIA, (1922)—Mondays, St. Francis Hotel; Pres., Miss Florence Gardner, 703 Call Bldg.; Sec., Miss Jane M. McMillan, 225 Bush St.

LOS ANGELES, CALIFORNIA, (1922)—Tuesdays, Biltmore Hotel; Pres., Miss Amelia Johnson; Sec., Miss Avis L. Rourke, 809 Hill St.

WASHINGTON, D. C., (1922)—Wednesdays, Lafayette Hotel; Pres., Harriet Hawley Locher, 628-9 Earle Theater Bldg., 13th & E Sts., N. W.; Sec., Emma A. Buechele, 1615 Keyson St., N. W.

SACRAMENTO, CALIFORNIA, (1923) — Tuesdays, Sacramento Hotel; Pres., Miss Lena May Clark, c/o Zellerbach Paper Co., 1021 Front St.; Sec., Mrs. Gertrude Ross, 733 36th St.

NEW YORK, N. Y., (1923)—1st and 3rd Tuesdays, Town Hall Club, 123 W. 43rd St.; Pres., Mrs. Gertrude P. Wixson, 1819 Broadway; Sec., Miss Adeline Evans Leiser, 110 E. 42nd St., Bowery Savings Bank.

GREATER LONDON, ENGLAND, (1924) — Thursdays, Washington Hotel; Pres., Miss Mable Jenkins, Curzon St., Mayfair, London, W. 1: 59 South Molton St., London, W. I.; Sec., Mrs. Hill Tickell, 30 Conduit St., W.

LONG BEACH, CALIFORNIA, (1924)—Fridays, Virginia Hotel; Pres., Miss Ina Stanley; Sec., Miss Irene Holton, 827 Atlantic Ave.

SAN JOSE, CALIFORNIA, (1924)—Thursdays, Hotel St. Claire; Pres., Miss Frances Montgomery, 141 South First St.; Sec., Mrs. Ethel Benson, 17 Hester Ave.

(Continued on Page 4)

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DIRECTORY OF MEMBERS

ANDERSON, JANE, R. N., Watsonville, Calif., Res. 55 Peck St., phone 1301.

ARANO, EDNA, hotel owner, Ames Hotel, 432 Main St., phone 213.

BABCOCK, MARIE, delicatessen owner, Babcock's Delicatessen, 523 Main St., phone 1004. Res., 126 W. Fifth St., phone 1421-J.

BARTLETT, VIVIAN E., insurance, secretary for Frank W. Bartlett, 9 Wall St., phone 682. Res., 312 California St., phone 897.

BAXTER, ETHEL M., cashier, The People's Finance & Thrift Co., 12-14 Maple Ave., phone 75. Res., 34 Sudden St.

BUCKHART, ANNA, confectioner, owner, Buckhart's, 329 Main St., phone 359.

CAUDILL, ANNA, cosmetician, Morehead-Regan Drug Co., 455 Main St., phone 137. Res., 135a Wall St.

CLAUSEN, CARRIE M., milliner, owner, Clausen's, 445 Main St., phone 868. Res., 44 Tuttle Ave., phone 865-W.

DOBBINS, GRACE, crockery, owner, Dobbins', 280 Main St., phone 248. Res., 231 E. Lake Ave.

DOUGLASS, LORRAINE, manager and owner, Douglass Dental Laboratory, 311 Lettunich Bldg., phone 538.

FORBES, BETTY, baby goods, prop., Betty Forbes Shoppe, 19 W. Lake Ave., phone 819.

HANJES, ROSE, owner and manager Elkhorn Dairy & Delicatessen, 21 Third, phone 224. Res., 33 Third St.

HARPER, MARY, owner, Mary's Beauty Shoppe, P. V. Bank Bldg., phone 865. Res., 63 Hill Ave., phone 1481-M.

HAYWARD, LIDA, office manager, Watsonville Lumber Co., W. Lake Ave., phone 348. Res., 24 Madison Ave., phone 734.

HIGGINS, HELEN E., executive secretary, Charles Ford Company, phone 958. Res., Rt. 2, Pajaro Rd., phone 1173-M.

HOLBROOK, PEARL, owner, Cinderella Shoppe, 431 Main St., phone 1160.

HOPKINS, IRENE M., head bookkeeper, H. A. Hyde Co., florists, 7th & Main Sts., phone 44. Res., 114 Jefferson St., phone 577-W.

JEFFSEN, LAURA, owner and manager, Jepsen's Apartment House, Main and E. Lake Ave., phone 255.

KIRKLAND, HELEN, stationery, special buyer, C. C. Spencer Co., 341 Main St., phone 72. Res., 639 Lincoln St., phone 400-W.

LECHNER, PEARL, associate member, florist, H. A. Hyde Co., 7th and Main Sts., phone 44. Res., 7th and Main Sts.

MacFARLANE, PEARL, pianist and teacher, 32 Gonzales Ave., phone 783.

RICKMAN, DR. VIOLA, chiropractor, Rm. 1, P. V. Bank Bldg., phone 985. Res., 316 California St., phone 958.

RUSSELL, CECILE E., legal secretary, D. F. Maher, attorney, Lettunich Bldg., phone 200. Res. 353 Third St., phone 1214-W.

SCHMIDT, MARIE, owner, Pajaro Valley Bakery, 517 Main St., phone 144. Res. 22 High St., phone 723-J.

SCOTT, MATTIE POWELL, secretary manager, Merchants' Assn., of Watsonville, Rm. 1, 439a Main St., phone 250.

SCOTT, LORRAINE, office manager, Evening Pajaronian, 15 Wall St., phone 57. Res., 209 Marchant St., phone 878.

SEEKINS, MARGARET T., owner, Seekin's Paint Store, 511 Main St., phone 692. Res., 21 Brennan St., phone 1471.

STANOVICH, EDITH, owner, Central Electric Co., 318 Main St., phone 209. Res., 18 W. High St., phone 209.

THOMPSON, JENNIE RAY, Director of Religious Education, First Christian Church, E. Lake and Madison, phone 522.

TRALLER, TINA, owner, Traller Furniture Store, 17 Third St., phone 931. Res., 308 Jefferson St.

VARNELL, LENA, owner, Varnell Shoe Co., 15 Third St., phone 145. Res., 430 Center St., phone 439-J.

WALKER RUTH, yardage, Samuel Leask & Sons Inc., 347-349 Main St., phone 1200. Res. 204 Third St., phone 365-R.

Soroptimist Clubs

(Continued)

PARIS, FRANCE, (1924)—Wednesdays, Restaurant des Centraux, 8 Rue Jean Goujon; Pres., Mlle. M. J. Bassott, 3 Rue Des Champs, Levallois, Perret; Sec., Mlle. Marthe Gillet, 28 Rue Guersant.

PHILADELPHIA, PENNSYLVANIA, (1925)—Wednesdays, Arcadian Cafe, Widener Bldg.; Pres., Mrs. Jeannette E. Bristor, 1609 Chestnut St.; Sec., Mrs. Ruth Murray Miller, 638 Real Estate Trust Bldg., Broad and Chestnut Sts.

SEATTLE, WASHINGTON, (1925)—Wednesdays, Hotel Olympic; Pres., Mrs. Lois Sandall; Sec., Miss Zula Green, Dollar and Dime Savings.

PORTLAND, OREGON, (1926)—Wednesdays, Heathman Hotel; Pres., Miss Lillie B. Kinney, 390 Oregon St.; Sec., Miss Agnes Roueche, 819 Board of Trade Bldg.

SPOKANE, WASHINGTON, (1926)—Thursdays, Hotel Davenport; Pres., Mrs. Jacqueline Bahrenburg, 2616 Mallon Ave.; Sec. Miss Lucille Fisher, E. 220 Manito Place.

VANCOUVER, B. C., (1926)—Thursdays, Hotel Georgia; Pres., Mrs. M. E. Crehan, 501 B. T. Mining Bldg.; Sec., Miss B. Bowman, 829 Powell St.

KANSAS CITY, MO., (1926)—Wednesdays, Hotel Baltimore; Pres., Miss Edna L. Leritz, 2616 Warwick Blvd.; Sec., Miss Marianna Reddick, 122 Hotel Baltimore.

DETROIT, MICHIGAN, (1926)—Mondays, Book-Cadillac Hotel; Pres., Hannah A. Hood, 600 Boyer Bldg.; Sec., Miss Marie Hempel, 2202 Buhl Bldg.

MANCHESTER, ENGLAND, (1926)—Thursdays, Manchester Limited's Rest., Exchange Bldg., Cross St.; Pres., Mrs. O. Golding, Carlyle House, Stockport; Sec., Mrs. G. McClelland, 2A China Lane, Piccadilly.

LIVERPOOL, ENGLAND, (1927)—Tuesdays, Reeces Restaurant, Clayton; Pres., Dr. M. A. Dobbins Crawford, 3 Rodney St.; Sec., Miss Dorothy Foulkes, Wellington Bldg., Strand.

HOUSTON, TEXAS, (1927)—Wednesdays, Rice Hotel; Pres., Miss Laurette C. Roeller, 1405 Esperon Bldg., Houston; Sec., Mrs. G. A. Ralls, N. W. Nat'l Life Ins. Co., Esperon Bldg.

EDINBURGH, SCOTLAND, (1927)—Wednesdays, Mackie's Restaurant, Princes St.; Pres., Miss E. de la Cour; Sec., Kathleen M. Jackson, 40 Strandwick Place.

THE HAGUE, HOLLAND, (1928)—2nd Sunday, Restaurant Anjema, Lange Vijerberg; Pres., Mrs. Wynaendts Francken-Dyserinck, Prins Mauritslaau 93, 's Gravenhage; Sec., Miss C. P. Knottenbelt, Zuidwal 83.

GLASGOW, SCOTLAND, (1928)—Pres., Miss H. Catto, 302 Buchanan St.; Sec., Miss Anderson, 204 W. George St.

THE NOORD, HOLLAND, (1928)—Pres., Dr. J. Vanden Bergh; Sec., Miss A. Monasch, 27 Joh Verhulststraat.

MILAN, ITALY, (1928)—Pres., Mlle. Arpesani; Sec., Signorina Alice Porrini, c/o Signora da Rios, 37 Castel Morronne.

STOCKTON, CALIFORNIA, (1928)—Tuesdays, Stockton Hotel; Pres., Edith Donovan, 336 Main St., Sec., Miss Lillian Kelso, Bank of Italy Bldg., Main & Sutter Sts.

BERKELEY, CALIFORNIA, (1928)—Pres., Mrs. Mabel Redfield, 1319 Walnut St.; Sec., Mrs. Emily D. Wilkie, University of California.

WATSONVILLE, CALIFORNIA, (1928)—Mondays, Resetar Hotel; Pres., Mrs. Pearl MacFarlane, 32 Gonzales Ave.; Ex. Sec., Mattie Powell Scott, c/o Merchants' Ass'n.

BIRMINGHAM, ENGLAND, (1928)—Pres., Miss Barrie, M. A.; Sec., Miss Cross, 32 Park Hill, Mosely.