

Moore's Named New 'Queen Shop'

Moore's Women's wear, 1274 Sartori ave., announces their appointment as a "Queen Shop" for the entire South Bay area featuring fashions made famous over the "Queen For A Day" TV program.

Televised over 142 NBC stations, coast to coast, this popular program is viewed by millions of women daily. And one of the highlights has been the daily showing of the finest in fashions, as part of the prizes awarded the queen. As the fashion show with the world's largest audience, the program has been swamped with fan mail as to where these fashions could be obtained.

In answer to the demand for the very latest in fashions a network of "Queen Shops" has now been established.

Selected from among the foremost women's ready-to-wear shops, each "Queen Shop" will feature "Queen For A Day" fashions, in addition to its regular line of apparel.

In securing the appointment as a Queen Shop, Moore's emphasizes its acceptance as one of the outstanding style centers in the area. Here, milady will be able to select some of the very creations she has oh'd and ah'd over on the "Queen for a Day" program.

Beta Sigma Phi Sorority Meets

Omicron Pi Chapter of Beta Sigma Phi sorority held its first regular meeting of the year at the home of Mrs. Dean Woodward, 1003 Portola.

A pot-luck dinner for the husbands is planned January 26 at the home of Mrs. Walt Templin.

"The Cultural Program—Poetry, and Poetry into Music," was given by Mrs. Jack Hadley and Mrs. Woodward.

Next meeting will be January 23, at the home of Mrs. Gordon Olson.

Present were Meses, Jack Hadley, Wayne Crane, John O'Connell, Walt Templin, Fred Wyk, Harry Martin, Joe Wolfe, Gordon Olson, Joe Banks, Harley Lynch, Don Heaney, and



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MANY HUSBAND AND WIFE TEAMS FOUND IN LOCAL BUSINESS WHIRL

Couple Own and Operate Moore's Women's Wear

(Editor's Note: This is the first in a series of articles on local husband-wife teams in business. Many successful marriages have grown and developed out of a satisfactory business relationship between man and wife. Each contributes his or her talents to the business as a whole and shares in the knowledge that two heads—especially married ones—are better than one.)

By DURFEE PARKINS

Business partners and married partners don't always go hand in hand. But in a number of modern instances there is a trend to extend the marriage partnership beyond the home and family into the business world.

Such is the case with Mr. and Mrs. E. E. Moore, (Tim and Ayleene), of Moore's Women's wear, 1274 Sartori, who waited for the right business opportunity to come their way after moving to Torrance 16 years ago.

"We enjoyed living in Torrance so much," Mrs. Moore said, "that rather than go into business elsewhere, we waited until it came to us." Two years ago, the opportunity did arise, and the Moore's bought their shop from Mrs. Claudia Adams, Redondo Beach.

Established Trade

They fell heir to a well-established trade and have successfully worked together to maintain and increase this trade. The store, which carries a distinctive line of women's wear, has been expanded to include a number of popular items.

Just recently they were selected to handle the "Queen-for-a-Day" fashions for the entire South Bay area.

Evidence of their selection as one of the famed "Queen Shops," is a special Certificate of Appointment signed by Jack Bailey and fashion coordinator Jeanne Cagney of the "Queen for a Day" TV program.

Why and How?

The perennial questions always arise. "Why would a couple decide to go into business together?" and "How is it possible to manage a home and work at the same time?"

The Moore's, a charming and personable couple, have been happily married for 30 years. Their warmth of personality and keen business sense have combined to create a partnership that should be an inspiration to married couples with visions of going into business together.

Tim, who was in production and business management locally, handles the book work and administrative side of the partnership. Ayleene, who worked in her father's dress shop during their early married life in Texas, and was employed at National Home Appliance in Torrance for 14 years, is the buyer and fashion consultant.

Fashions Viewed

Once a week she goes on a buying spree that would dazzle the eyes of the average housewife. She views the latest styles and selects those lines she feels will be the most popular in her shop. Accordingly, she says that merchandising and buying are the most fascinating and interesting aspects of her job.

What woman wouldn't delight in seeing a fashion parade at least once a week?

The Moore's were also in business before they came to California. Tim, who studied engineering in college, was a railroad construction engineer at one time. However, during the depression he and his wife decided to work together and manage a small chain of grocery stores and a venetian blind business in Lubbock, Texas.

Their two children, Monty and Wanda, who are now married with families of their own, were cared for during the day while their parents worked. Such an arrangement is not uncommon for ambitious parents who would enjoy and profit by forming a business partnership. The adjustment for them was an easy one.

BPW and Rotary

The Moore's, who live at 1908 Martina, are also active in civic organizations. Ayleene has been a member of the Torrance Business and Professional Women's club for 14 years and Tim is a Rotarian.

Their son Monty lives in Van Nuys with his wife, Mary and their two boys, Charles and Larry. He is a graduate of Torrance High school in 1941. Wanda, a 1946 graduate of Torrance high, is now Mrs. R. D. Stewart. She and her husband, Robert, and their son, Tim, live at 2067 220th st., in Torrance.

Asked if he would recommend a husband and wife team in business, Mr. Moore replied, "I wouldn't be in business with my wife if I couldn't recommend it."



Mix Business With Pleasure

Mr. and Mrs. R. E. Moore, owners and operators of Moore's Women's Wear, 1274 Sartori, take time out from their daily business routine to enjoy a little music on the Hammond organ at their home, 1908 Marina. Mr. Moore, who is only a spectator for his wife's favorite pastime, can usually be found on local golf links every Sunday.—Press Photo.



'What Do You Think?'

At Moore's Women's wear, 1274 Sartori, Tim and Ayleene Moore strike a familiar pose. Partners in marriage and business, they each need the other's approval before making any "drastic" decisions.—Press Photo.

CDA CARD PARTY SET; HOSPITAL TO BENEFIT

At the business meeting of Court St. Catherine, Catholic Daughters of America, Monday, January 14, it was decided to give the proceeds from their forthcoming card party to the Little Company of Mary hospital fund.

Mrs. N. G. Hayward and Mrs. Leroy Armstrong, co chairmen, and their committee are busily making arrangements for the card party scheduled January 28, 8 p.m., at the Nativity Parish hall.

All the popular card games will be played, prizes will be given for each table, and door prizes will be awarded at intervals throughout the evening. Homemade cakes, prepared by the committee, will be served and guests will be permitted to choose the cake they prefer.

Assisting Meses, Hayward and Armstrong will be Meses, William Healey, Michael McMahon, John Brislin, Norman Baker, Henry Jerez, M. S. McKinney, John O'Driscoll, E. K. Cunningham, Jay T. Bailey, L. G. Fredericks, and Miss Virginia Shaner. This committee also served refreshments after the meeting on Monday.

Also at the business meeting, a silver collection was taken as a donation to the March of Dimes.

For the Court's participation in the All-America City award ceremonies, a decorating committee was named. Committee chairman reports included an account of the Christmas party for children at Harbor General hospital by Mrs. McMahon, social welfare.

Mrs. John McVey will be hostess at the CDA study club, Monday, January 21, at her home, 920 Kornblum. Mrs. Healey, chairman, has arranged a program.

TRAVEL FILMS SHOWN TO BEAU JARDIN CLUB

A regular meeting of the Beau Jardin club was held at the home of Mrs. Philip Rice, 22515 Warmside ave., with Mrs. Rice and Mrs. Leo Hayes as co-hostesses.

Mrs. Kenneth Harmon showed moving pictures taken by her and her husband on their various trips across the country including scenes of the Grand Canyon, Niagara Falls, Yellowstone National park, Bad Lands, and Marineland.

A report was given by Mrs. George Smith regarding the collection of items for the Navajo Indians Christmas party. Additional donations during the next month will also be received by Mrs. Smith. Winter clothing, shoes, and canned foods are needed.

Mrs. William Adkins, horticulture chairman offered African Violet slips to all, and seeds from a pod of the rare Mexican Hand tree.

Plans were discussed for a venison dinner January 19 at the home of Charles Burl, 2512 Redondo Beach blvd. Mrs. Robert Hill will head the committee on the party. Venison steaks will be donated by Mr. and Mrs. Donald Drorbaugh. All members and their husbands are invited.

Door prizes consisted of a Mellanthus major won by Mrs. L. D. Burt, and a potted philadelphendrom won by Mrs. Robert Hill.

Refreshments were served by the hostesses. Present at the meeting were Meses, William

Fuchsia Club to Hear Talk on Pest Control

A discussion on "Modern Ways to Use Chemicals for Pest Control" by Ralph L. Chacon, Glendale, will highlight the Lomita Branch of the California National Fuchsia society regular meeting, Friday, January 18 at the American Legion hall, Lomita.

Refreshments will be served and all members and friends are invited.

On January 16 the executive meeting of the Society met at the home of Mr. and Mrs. Kermit Gluth, 2135 Pacific Coast hwy.

The State Board of Directors of the California National Fuchsia society met on January 13 in Hollywood, California at a potluck luncheon meeting. Officers were installed. Attending from Lomita were Mr. and Mrs. C. O. Elper, Mrs. Pearl Riggles and Mr. and Mrs. Jack Slaughter.

Why Pinch Pennies? If a few extra bucks would make the going easier, get 'em the way so many people do. Sell surplus furniture, idle appliances, outgrown clothing, through the Torrance Press Classified. Dial FA 8-2345, the extra-money number.

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Fish Society Will Hear Mrs. Ragland

The January meeting of the Harbor Aquarium society will be held on Tuesday, January 22, at 7:45 p.m., in the auditorium of the Gardena Community center, 1651 Market st., Gardena. President Alvin McEwen, president pro tem, will preside.

Mrs. Kay Ragland, Los Angeles, who is the secretary of the Los Angeles Aquarium society as well as the secretary of the Aquarium Foundation of Southern California will give a report on Southern California Aquarium societies. She will also show films on tropical fish.

The Angel Fish is the show fish of the month. The door prize will be a five gallon tank and hood. Refreshments will be served after the meeting and the public is invited.

Baby Daughter Welcomed Here

Mr. and Mrs. Delbert Robison, 239 West 220th St., became the proud parents of their second daughter on January 9 at Torrance Memorial hospital. The new arrival weighed 5 pounds, 6 ounces and has been named Verdette Karlene.

On the welcoming committee is sister Karen Sue, 18 months, Mr. and Mrs. Jake Sutton, of Wilmington, paternal grandparents, and Mr. and Mrs. Carl Wood, Torrance, maternal grandparents.

Robison attended Banning high school and is employed at the General Petroleum Corp. Mrs. Robison is a graduate of Narbonne High school, Lomita.

OES Meeting

Torrance Chapter No. 380, Order of the Eastern Star will hold a stated meeting Thursday January 17, 8 p.m. at Torrance temple. All members of the order are invited.

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