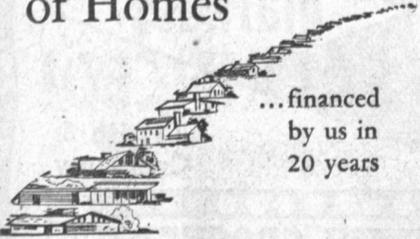


**Bridge Party**

At the Woman's club, 1422 Engracia, Friday, February 22, from Mrs. William Dekin, 2468 duplicate and party bridge will

be played from 10 a.m.-2 p.m. Coffee will be served. Further information may be obtained from Mrs. William Dekin, 2468 Sonoma.

**More than 40 miles of Homes**



...financed by us in 20 years

Imagine a row of houses extending from here to Balboa, side by side on 60-foot lots. There would be more than 3500 of them. And that's how many home loans the First Federal Savings and Loan Association of San Pedro has made since 1936.

If you are planning to buy or build a new home, or to refinance or remodel your present home, benefit by our long experience in making low-cost, long term loans. Repayment schedules are arranged to meet your individual budget requirements. Come in tomorrow to file your application.

**First FEDERAL SAVINGS**  
4400 LOAN ASSOCIATION of San Pedro  
**LOMITA BRANCH**  
Principal Office in San Pedro



2233 LOMITA BOULEVARD  
Davenport 6-6143

**Husband-Wife Team Own, Manage Appliance Store**

**DE JAIFRE'S TO EXPAND BUSINESS**

(Editor's note: There are many man and wife teams in business together and especially is it true in Torrance. This is the third in a series of articles on marriage partnerships which extend beyond the home and the family.)

By Durfee Parkins

Joe and Peg DeJaifre, co-owners of Torrance Heating and Appliance, 1613 W. Carson, have been in business together for the past 6 years and are eagerly anticipating moving, not only into a new home in Torrance, but a new business location.

Boats of all kinds

They originally started out to sell only heating units but discovered that business was slow during the summer months and decided to include a line of appliances to make up for it. Now they repair television sets, motors of all types and have just recently expanded in another direction—sporting goods.

When they move into their new location, 1545 W. Carson, (weather permitting by April 1) they will handle the largest line of boats in the area, plus fishing supplies, water skis, and sporting goods and home appliances of all kinds.

De Jaifre and his son, Joe Jr., 14, are avid sports fans and it was only natural that



**Boating Enthusiasts**

Mr. and Mrs. Joseph A. De Jaifre, 951 W. 204th st., and their son Joe Jr., relax on board their Owen's Cruiser, "Aurora II" at the San Pedro Yacht harbor. The De Jaifre's are co-owners of Torrance Heating and Appliance, 1613 W. Carson.—Press Photo.

they expand their business along those lines. According to Mrs. DeJaifre, it wasn't until they bought a boat for themselves, though, that they decided to sell them.

Mrs. De Jaifre does all the book work and general office work while her husband is the manager and does all the buying. Joe Jr., might be termed a third partner since he is learning the business and hopes to help out full time when he finishes school.

Hawaii Bound

The De Jaifre's, who have been in Torrance since 1942, have been married 16 years. Joe is a native of France and it wasn't until 1922 that he came to this country. His ability to speak a foreign language was instrumental in getting him an assignment in Hawaii with the Singer Sewing machine co. shortly after their marriage.

"We were scheduled to sail in November, 1941, but we postponed it a month so I

could have a little more time to shop," Peg said. Needless to say, they never made it due to the Pearl Harbor situation. Instead Joe joined the Army Air Corps. After the war he was a contractor before going into business in Torrance for himself.

Mrs. De Jaifre has worked in Plant Protection at the Aluminum Corporation of America and in the purchasing department for Stone and Webster Engineering. She did a lot of "running around" for her husband when he was in the contracting business, which led to their present set-up as a husband and wife team in business.

She is president of the Pilot Club in Torrance, and last summer attended the Pilot International Convention in Miami, Florida.

The three De Jaifre's are a closely knit family and have managed to successfully combine their sporting interests

**AT CONVENTION**

Eleanore Z. Thill, O.D., of 3310 Primm Way, member of the Los Angeles County Optometric assn., attended the 52nd annual convention of the California Optometric assn., February 20-23, in San Diego.

**Flower Show**

Mrs. Eldon Sellmeyer, president of the Greenthumbers Garden club, announced today that it would be necessary to change the date of their coming flower show to the second week-end in May. The exact dates and time and place will be announced later.

**DOLLAR DAY Specials!**  
**FINAL CLEARANCE**

**WOMEN'S SHOES**

**\$ 84**

Pair

**CHILDREN'S SHOES**

**\$1 84**

Pair

**\$2 84**

Pair

**\$3 84**

Pair

**KARL'S** RUSTOM MADE SHOES

1281 SARTORI — TORRANCE  
**OPEN FRIDAYS UNTIL 9 P.M.**

**SAVE 100.**

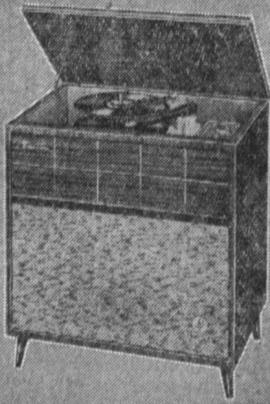
**THEY MAKE HI-FI BY THE CARLOAD**

that's why the amazing quality of 1957  
**EMERSON HI-FIDELITY COSTS YOU SO LITTLE!**

**NEW AUTOMATIC 4-SPEED HI-FI PHONORADIO CONSOLE**  
Reg. \$248  
**SAVE \$148**  
\$100

In addition to a powerful radio, this magnificent instrument plays all 4 speeds, 16, 33 1/2, 45, and 78 rpm. It plays 7", 10", and 12" records. Three speakers for full rich sound. A stunning console to blend with blonde or mahogany furniture.

Model 867



**Now! PORT-O-RAMA IN 3 SCREEN SIZES!**

114" overall diagonal  
108 sq. in. viewable area.

117" overall diagonal  
149 sq. in. viewable area.

800 with lightweight  
600 with standard

Model 1208

Model 1208



**\$8 31**  
Per Mo.

10% DOWN



**AUTOMATIC 4-SPEED HI-FI PHONO**  
Contains 3 speakers for concert hall sound. Plays all 4 speeds, all 3 record sizes. Can play 10" and 12" records intermixed.



**WHAT'S DOING**

R. S. Pyle, your Telephone Manager in Torrance



If a machine answers, don't be surprised—and don't hang up. What you hear is an Automatic Answering Set. It could happen when you call a business man at lunch time. Or a doctor after office hours. These remarkable machines give callers a recorded greeting, take a recorded message. They're being used more and more in offices these days. And in homes, too. By guarding against "lost" calls, they make your telephone service more useful than ever... worth more to you.



One of the most useful ways to use your telephone is for shopping. Especially when you're guided by the Yellow Pages of your telephone book. At a loss for gift or decorating ideas? Try browsing through the Yellow Pages. See if you don't come up with an answer. Have a definite service or item in mind? Page headings—in easy alphabetical order—will lead you right to it. Remember, whatever you need, you'll find it fast in the Yellow Pages.

**COLOR HINT**

We have a hint today for the lady of the house. Since Pacific Telephone first introduced a new conception of decor—the colored telephone — thousands of you ladies have taken the opportunity to enhance the attractiveness of your homes at a very small cost. Many have found the one of the eight warm colors offered can add "Just the right touch" to any room in the home.

On display at our local business office are telephones in red, yellow, blue, brown, grey, green, ivory and beige. They are available for immediate installation.

We cordially invite you to visit our office, inspect the telephone, and discuss your color schemes with one of our representatives.

**PACIFIC TELEPHONE**

**TREND 'O FASHION** OPEN FRIDAY NIGHTS 'TIL 9  
**\$ DAY SALE**  
**WOOL SKIRTS**

40 ONLY! REG. 3.99 and 5.99  
Dark colors in broken sizes.

A REAL VALUE

**3<sup>00</sup> and 4<sup>00</sup>**

**COTTON SLEEVELESS BLOUSES**

SPECIAL DOLLAR DAY PURCHASE!  
Assorted plains and prints.

Sizes 32 to 38.

**87<sup>c</sup>**

**NYLON HALF-SLIPS**

White only. Lace trim bottom.  
Sizes small, medium and large.

**1<sup>00</sup>**

**NYLON FULL SLIPS**

White only! One style has a shadow panel front.  
Sizes 32 to 40.

**2<sup>00</sup>**

SPECIAL DOLLAR DAY PURCHASE!

**RAYON BABY DOLL PAJAMAS**

Plain pastel colors.  
Sizes small, medium and large.

**1<sup>00</sup>**

**Nylonized RAYON PANTIES**

White only, but a real value!  
Sizes small, medium and large.

**4 for 1<sup>00</sup>**

REGULAR 5.99

**FUR BLEND CARDIGAN SWEATERS**

Grey - Beige - Pink and Coral.  
Sizes 34 to 38.

**4<sup>00</sup>**

**GIRDLES**

Both panty or straight styles.  
Sizes small, medium and large.

**1<sup>00</sup>**

OPEN FRIDAY NIGHTS 'TIL 9

**Trend 'O Fashion**

1280 SARTORI AVE.

FA. 8-4362

CORNER ACROSS FROM J. J. NEWBERRY - DOWNTOWN TORRANCE

Wherever you look... there's **Emerson**

**T. V. STUDIO**

2223 TORRANCE BLVD.

FA. 8-3371

OPEN MONDAY AND FRIDAY NIGHTS