

The Continental influence dinner jackets. Coats are short-sleeved. Shawl collar models will be prominent in summer with more front opening. more shape, more tapered sleeves. Shawl collar models are most popular.



Spring Parade of Newest Styles for Men

MEN'S SPRING SUITS . . . with quality in mind! What a refreshing change of pace . . . handsome lightweight suits definitely lighter than the suits you are now wearing. 55% dacron, 45% wool . . . gives light weight, durability and wrinkle resistance.
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SOMETHING NEW IN SHOES

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SPRING FABRICS . . . Both sides of the style story in men's light-weight suits for spring are pointed up here. At left, a modified Continental model in medium gray shadow plaid; at right, an American lounge model with subdued hairline striping. The former is in a wrinkle-resistant blend of Dacron and wool; the latter in a wash and wear blend of Dacron and Orlon. Both models are now available at the Torrance Men's Shop, corner of Sartori and Marcellina, Downtown Torrance.

Men's Suits Offer Many Variations This Spring

The clothing picture for Spring 1960 encompasses more action and certainly more variety than a TV horse opera, according to the American Institute of Men's and Boys' Wear.

The American Continental suit, introduced only a short time ago, has taken off with all the zip of a moon rocket. It is now worn in many interpretations, including those with square tailored shoulders as well as those with natural shoulders. There are two-button Continentals, and Continentals with lapels that are peaked, semi-peaked, notched and in the rounded "clover-leaf" style.

But with all their popularity, Continentals are getting some stiff competition from the classic natural shoulder Ivy styles and the trimly tailored American Ambassador

models as well as the extremely popular conservative style known as the American Natural model.

As a result, the American man can select the model that best suits his tastes and still be on the fashion ball.

WIDE SELECTION

His choice is really even wider than these four popular models would suggest. Take the matter of weight, for instance. For early spring wear there is a greatly expanded selection of the newly popular midweights. These midweights, as their name indicates, are lighter than Fall and Winter suits, yet heavier than the featherweight Summer constructions.

Many of the midweights are made of pure wools — others are blended of mixtures of wool and man-made fibers. There are dressy midweights, casual midweights and mid-weight flannels that can be dressed-up for business wear or dressed-down for less formal occasions.

Bolder patterning, in both dressy and sports suits, is one of the common denominators for spring 1960. Checks, plaids and intricate "self-patterns" are seen with increasing frequency — offering a welcome change from the plain types.

Soft shades of olive are extremely popular this spring and, according to the fashion experts, they will be here for a long time. The olive tones range from deep black-olives to olives blended with grays or soft tans to create new looking medium shades. Burnished grays, browns and blues round out the spring-like color spectrum.

As the weather turns warmer, men will turn to the new summer suits to beat the heat freshly pressed look.

Once again, suits tailored of blends of man-made fibers and fine worsteds will be the most popular. The worsted yarns used in these clothes provide the crisp, cool "hand" of the fabrics, while the man-made fibers make it possible to weave them in unbelievably light weights that are strong enough to stand the hardest wear and tear.

The dark shades that have been so popular in these suits have given way to the newer medium and medium-light colors.

Variety In Shirts This Spring

Dress shirts made of fabrics that "breathe," sports shirts in solid shades as well as in both woven and printed bolder patterns, are all part of the men's fashion picture for spring.

There are millions of tiny "port holes" in the new dress shirt fabrics that act as a built-in air-conditioning unit in shirts designed for warm weather wear. Known technically as "skipdents," "lenos" and "meshes," these cool fabrics come in colors as well as in the popular whites.

Among the staple and always popular shirtings are the silky broadcloths, the end-and-end madrases and, of course, oxfords.

A great many of these shirts are made with half-sleeves this spring, a comfort feature that is increasingly accepted each year. With those short sleeves are an unusually wide choice of collar styles.

Among the newest colors are the "Golden Hues"—soft yellow tones that are often blended with new olive shades and others.



TOP CHOICE FOR EASTER . . . This is a smart wool Continental in a bold black and white plaid. The jacket is shaped, nipped at the waist. Rounded notched lapels are new treatment. Two front buttons on the jacket match the two buttons on the sleeve. (More men are wearing their Continental trousers cuffless) Her red and white wool suit is double breasted in styling and so very new looking.

Two Trends In Hats

Spring hats for men fall into two definite categories this year. There are sharp, definite and unmistakable differences between the dress-up models and the casual styles.

Dressy models include the curled-brim homburgs, derbies, demibowlers, off-the-face models with their unbuttoned brims, and the English-type center-creased felts worn either plain or pinched in front.

The casual styles take their cue from the tapered-crown, small-brimmed Tyroleans and include many telescope shapes, as well as many casually creased featherweights shaped to meet the wearer's fancy.

Featherweight felts are leaders in the casual and sports hats, some of which can be rolled up to stow in the glove compartment of a car or packed in a traveling kit.



HAT FAVORITE . . . Spring's continental look is a favorite in this lighter weight derby. It has a sleek streamlined look with narrow brim and band. Tops in comfort this derby is made in Spring's fashion popular color —black—and in five other style wise hues.

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