

There's Bold, Brilliant Rainbow Ablaze on Fashion Horizon

Lays 10,000 Homes with Coverings Prior to Opening Own Shop

Many New Fashions Are Cued By Themes from Styles of 30's

By BRUCE ALLYSON

Sometimes ambition is fulfilled with the aid of what some businessmen call "luck." When Bob Touchstone opened his floor covering establishment at 21002 Hawthorne Blvd., Torrance last week he had no benefit from the lady with the four-leaf clover. The "magic" ingredient was work-hard work, and plenty of it. He had to lay coverings, in almost 10,000 homes before he could accumulate enough of the green to open his own shop.

Possessing the confidence of a man who has put in long hours to achieve his goal, Touchstone told this reporter that he began his trade in Abilene, Texas—the state of his birth. His oldest brother had a roofing establishment and another was in the carpet business. Together they taught young Bob the mechanics.

At the age of 20 Touchstone left the second largest state in the union to join forces with the country's Air Force. In California when his discharge came Bob went to work for Sears-Roebuck at 4500 W. Pico Blvd. in Los Angeles and resumed his chosen occupation.

For the past eleven years Sears has profited from Touchstone's experience. Those acquainted with Sears policy, "satisfaction guaranteed or your money back," know that Bob had to be good in order to get and hold his job. When Sears-Torrance opened slightly more than a year ago Bob was transferred here. Although he is now on



BOB TOUCHSTONE

his own he is doing contract work for Sears.

A young man at 33, Touchstone's Floor Coverings is geared to give the customer the personal touch. The structure housing his displays of carpeting, linoleum and tile, is not a mammoth one, however, the buyer is shown hundreds of variety's from which to select the covering going into his home. According to Bob there isn't a carpet made that he cannot deliver, with expert installation.

The pre-Grand Opening of Touchstone's Floor Coverings is now in progress. Located in the Fox Market Shopping Center Touchstone extends a cordial welcome to the citizenry of Torrance regardless of their homes need carpeting.

Use Press classified ads to buy, rent or sell. Phone DA 5-1515.

There's a fiesta of color in the fashion showings for spring and Easter that's coupled with a mood suggestive of the past revisited.

Contemporary versions of silhouettes from the Thirties are newly and excitingly expressed for '61 in long-wisted, overblouse dresses — in provincial theme (remember the dirndl rage?) — culottes for at-home and everywhere — and in the "vamp" look! There's also a special focus in this season's fashions on "back interest" themes.

Much more important and twice as stimulating for the coming season is fashion's dramatic, new concern with color.

Picture an entire spectrum of bold, exciting color! Electrify the rainbow with shock after shock of high voltage hues — then, only then, can this veritable kaleidoscope come into focus.

There are intense pinks and posh purples—polished oranges and ripe peaches — hot pimiento and cool shrimp—sunny lemons and golden apricots—terrific turquoise hues and sparkling periwinkles — cool limes and grass-bright greens—this is the glamour gamut of Spring's fashion palette.

It was in the 30's when shocking pink first caught fashion's fancy for its startling value. Since then "shock" colors have come and gone, but this season marshals an entire shock brigade into a fabulous parade.

There's a big salute too for the nautically-nice tricolor—red, white and blue. And, the staccato notes of black and white, or white with black creates a spring tone poem of their own.

The jigsaw puzzle pieces of

the fashion picture fall into place smoothly—held together with a frame of fabulous fabric.

Look at this wondrous line up: softer - than - a - whisper woolen mixtures that weigh a wispy 4-ounces — dramatic drapables such as chiffon, crepe and matte jersey—elegantly-ribbed ottomans, failles, gabardines and new-looking twills and piques — light but textured nubby tweeds and spankin' new basket weaves.

A lacy look enlivens all fab-

rics, and linen is important, too. Silk, however, is the real news, in authentic weaves and in miracle blends that "out-silk" the real thing.

Borrowed from the avant garde artists of the Thirties are flights of fancy rendered in impressionist and abstract prints.

Blazer stripes are eminently important . . . there's a quaint but not necessarily "cute" charm to provincial prints, and — a discreet elegance to restrained geometrics of silk-look fabrics.

FREE, EASY LOOK FOR '61

Dame Fashion Flaunts Silhouette Extremes

There's a wonderful feeling of youth in the styles for spring, for Easter and the summer ahead.

This season's fashions are particularly interesting because there is no one outstanding silhouette theme—but rather a composite effect. A look of youthful slenderness is the end result achieved

by low set waistlines, unbelted princess lines, and by gently shaped and elongated bodices.

Waistlines have simple definitions marked by sashes and leather belts.

SHORTER HEMLINES
Shorter than ever—that's the word for hemlines. Popular length is —ONE INCH BELOW THE KNEE, but not higher.

Controlled full skirts shape themselves into narrowed hemlines with puffed effects, flounces and godets.

Intricate folds, pleats and panels create an easy look of grace by falling naturally into place for fullness or slender shaping.

For the first time in many years, designers are pointing up the importance of the bias cut which fluidly molds diagonal folds, shapes up flattering cowls and gives freedom of movement without clinging to slender skirt shapes.

Every woman will want at least one costume in her spring wardrobe. A composition of several well-integrated parts, the costume takes its companions in solid colors and prints to match dresses to coat linings, blouses to suits, etc.

There's surface interest, texture and luster to the new fabrics. Wools have never been more sheer, cottons more colorful or silks more diversified.

Bold, abstract art prints, stripes, checks and florals coordinate with clear, sparkling solid tones.

The spotlight is on pink, but every color of the rainbow comes in for its full share of attention as long as it is clear, bright and lustrous.

Black as a solo color steps into the wing; black gets the spotlight however, when accented with a bright color or white.



WORTH TALKING about is this tone-on-tone check suit in a breeze-weight woolen. Double-breasted — the easy box jacket tops an eased-in-line slim skirt. A matching calf sash is at the waistline. The new fedora-shape hat in textured straw is banded in gros-grain. Suit by Briarbrook. Hat by Sally Victor.



SPRING SHOE elegance, footwear and a matching handbag by Palizzio, is modeled by Torrance Junior Woman's Club member Mrs. Joseph J. Boylan at Wetherby Kayser's smart surroundings in the Del Amo Shopping Center. Available in sizes AAAA to B, 4 to 10, he shoes are priced at \$26.95.

Decided British Accent Flavors New Season in Masculine Wear

If sportswear for Spring 1960 could speak, reports the American Institute of Men's and Boy's Wear, it would have a decided British accent. From coats and slacks to shirts and walk shorts, the word is British—but with an obvious American flavor.

Sports jackets, for instance, include a modified British hacking style—waistline, a bit accented, shoulders natural, with a slight flare-out at the base and vents at the side or in the center. Stronger patterns and bolder colors are to be found in Ivy type sport coats, while the Continental have edged closer than ever to the more conservative Trans-American Design.

Slacks continue in the slim silhouette so familiar in recent seasons; with convenient self-supporting waistband in greater evidence than ever.

Seersucker, a definite British favorite, will have wider acceptance in casual suits, sport jackets as well as in slacks, walk shorts and sport shirts—many are blessed with wash-wear properties.

Knitted sport shirts are among the leaders for spring-wear this season, while in cut-and-sewn types for sports wear, pullovers will reach

great popularity. Returning to favor are the so-called jacket shirts which, in many cases, are designed for wear with walk shorts, slacks and swimming trunks in the country or at the beach. A new note in knitted shirts has been introduced with such touches as sweater-designs, and fresh detailing around collars and shoulders.

Speaking of sweaters, they now come in summerweights in a profusion of styles, including cardigans and pull-overs. Virtually all the casual

wear and leisure wear for spring-summer 1961, point up stripes in a tremendous variety. New interpretations of the batik pattern, the selection of beachwear styles and ideas may possibly be the biggest ever. There's also a new emphasis on seersucker as a sportswear fashion fabric.

Carefree, relaxed and British-accented these sum up the spring and summer sportswear picture for 1961.

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