

New Fashion Salon Opens Here Today

The red carpet has been rolled out for the women of the area and they have been invited by French poodle designer to a "Putting on the Dog" affair today. The place is the Pie Wic fashion salon, 1317 El Prado, the doors of which are being formally opened this morning.

The fashion center, located in the heart of Torrance in an annex to its store, for this holiday season. Its bright red carpeting is enhanced by an elegant all-white modern decor. On display are rows of fabulous new holiday fashions from top designers on the west coast as well as a line from noted eastern fashion centers.

Greeting the visitors will be owner and manager, Miss Lorina Pickle and assistant manager, Mrs. Lee A. McCoy of Torrance.

Miss Pickle, who came to California three years ago

from Virginia where she had a chain of fashion salons, has had ten years of merchandising experience. For her shop here, she has chosen creations by such designers as Don Laper, Brockwell, Lanz, Dorothy O'Hara, De Michel.

The shop also carries a complete line of casuals and sportswear, so popular on the Southern California fashion front. There are also street dresses, after-five and formal gowns as well as a complete line of lingerie, hosiery and purses. On the accessory bar is jewelry by Holbe.

Mrs. Lee A. McCoy, prominent clubwoman and civic leader, has accepted the position of assistant manager in this new fashion center. Mrs. McCoy served as manager of another local shop for four years. She is a past president of the Torrance Women's club, is a member of the Torrance Memorial hospital auxiliary, has worked with the Torrance YWCA for many years, and has been active in civic and cultural affairs here.

In keeping with their clever "Putting on the Dog" theme, Miss Pickle and Mrs. McCoy will present each woman visiting the store today with a toy French poodle, the epitome of high fashion.



YOU ARE INVITED... Miss Lorina Pickle, left, and Mrs. Lee A. McCoy display one of the lovely new fashions which are on display for the women of the area today at the formal opening of the new Pie Wic fashion salon, 1317 El Prado. Miss Pickle is owner and manager and Mrs. McCoy is assistant manager. A toy French poodle will be given to all visiting the ultra-smart new fashion center.



HOLIDAY PARTY... Party PTA board will celebrate the holidays with a party this evening at the William Lundon home. Pictured in the festive setting are from left, Mrs. William Van Meter, publicity chairman; Mrs. W. E. Morgan, PTA president; W. Buehgebuch, vice principal at Perry; and Mrs. William Lundon, Newette chairman and hostess for tonight's affair.

Meets Jan. 21

Betsy Ross ways and means committee of the Torrance Eastern Star, will not meet during December due to the holidays.

The first meeting of the new year will be held Jan. 21 with the new officers in charge. They are Mrs. Caroline Pennington, president; Mrs. Freida Shaffer, vice president; Mrs. Jean Mosher, second vice president; and Mrs. Charlotte Dolan, secretary-treasurer.

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VFW Auxiliary Slates Party

Ladies Auxiliary to the Veterans Foreign Affairs will hold a Christmas party at the home of Irma Wallin on Plaza Del Amo, Dec. 30. Members will buy stockings for the veterans at Sawtelle hospital. There will be a gift exchange and party to which all members are invited.

Entertain

Invited for cocktails prior to the Junior Woman's club dance last Saturday evening by Mr. and Mrs. Charles F. Cradell, 3214 Cathlamet St. were Mr. and Mrs. A. R. Felando and Mr. and Mrs. William Trein.

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