

Around the Shops

Following this column with each appearance Milady or Gentleman of La Grande will find much of interest in what is new for dress and home as chronicled by Bess Duke in her rounds of the local stores.

Once upon a time there lived an astronomer named Schiaparelli and since that time many things have been named after him. The latest, however, is the new Schiaparelli button which is the leading feature of a navy blue wool batiste Marian Prince frock at Falk's La Grande store. The fastener is of white bone and is fashioned like a comet piercing a hard little white cloud. Three of them hold the frock in the front of the blouse. The broad shouldered effect is cleverly carried out in the wide ruffle of navy blue georgette which extends far out on to the shoulders, edged with a white shiny braid. The cuff is also fashioned from a georgette ruffle.

Woman, with her innate love of decoration, must wear some type of jewelry and beads are decidedly out this season because of the prevailing high neckline. Therefore, milady turns to bracelets. Richardson's Art Store, realizing the need for attractive wristlets to top off the new bracelet sleeveless have received a new shipment of bracelets, more daring than ever. Bakelite is a new composition utilized and is vying with wood for popularity in wrist jewelry. For sports and afternoon wear, smooth wood or carved bakelite is the last word, while for evening wide bands of seed pearls set in gold is a popular creation to be found at Richardson's. Colors of the rainbow are used for sports and afternoon wear.

Suede is la dernier cri for footgear, therefore the J. C. Penney company are at the top of the fashion world when they show suede and combinations of suede and calf for afternoon, dinner and evening wear. Stitching is used effectively in all three types, and threaded leather on a suede background offers the variety that every fashion designer will set off at present. Pumps and the prevail, and for afternoon wear the slender Continental heel has supplanted the more stocky Cuban, adding from one-eighth to two-eighths of an inch to the heel. The last heel has the same trim smartness of the French heel yet the comfort of a lower model.

While it is not utterly declassé to have matching chairs and davenport in one room, it is much more the mode to offer a contrast. Bohemian-style will display at the fall opening a green and gold fringe davenport and a chair of orange shade. The davenport is interesting because it is of a new material which has been designed to supplant mohair and while it is a hard treated material and serviceable it affords more variety. Rayon tapestry has been utilized in the chair which is of the ottoman type with a soft form fitting hunky back. Ideal for long winter evenings with a new novel to read.

After several seasons of suede, smooth leather is again coming into its own as the perfect material for jackets. The New York Store is showing these days cape skin jackets in chocolate and light brown and dark green and with the "little bright ring fasteners" they have an immense amount of appeal. The waist jacket also is giving way to the longer coat, 28 inches being the popular length, insuring both style and warmth. Shaped backs fit smoothly under the belt which are fastened with double ring fasteners, and a snappy feature is the strap under the collar and the matching strap at the wrist, both of which use again the bright metal ring fastener.

Hollywood has made famous the toque-beret which Joan Crawford donned in one of her recent movies. Fashion experimenters have now designed more daring combinations in colorful velvets, velvet and fabric combinations for afternoon and evening wear, and felt for sports. Stevens-Van Engelen are among the leading exponents of the new styles for hats for women and are showing the new toques in brown, blue, black, eel gray in fabric and velvet and velvet combinations. The more formal of hats also show veils which fringe the eyes and reveal the tip of the nose. Of course, the right eye is still mysteriously covered while the left side of the hat rides high on the head.

The new colors in hosiery possess the mystery and atmosphere of Central Asia. The romance of the Orient, of far-off cities and tribes has been combined with the serviceability of the practical American with the result that the new hose for winter, shown at Burnett's Shoe Store, are as exotic in shade as an Asian garden yet as serviceable as an American manufacturer can make them. Panjao, a dark shade, blacker than a gun metal; Kaashgar, a dark tan; Tara, a brownish shade, and a yet lighter tone, Turfan, blend to the rich dark tones that characterize the winter outfits.

The cold, cold blasts blowing from the snow-crammed canyons hold no fears for the practical girl who dons comely snuggles from Montgomery Ward's. Of combed cotton, snuggles furnish warmth and also a trim base for the prevailing silhouette. Delicate pink shades are used in Ward's snuggles. It is also quite the thing to wear short tight fitting vests these days and they are shown in the same material and same shades as the little knit panties.

Blue Monday is wash day! Not for the modern housewife who uses a Maytag washing machine from Fitzgerald's. Monday is just another day. Of course, the leading feature of the Maytag is the same convenience at a lower price. The second pleasing feature is the combination finger. With one large hand roller topped by a balloon roller, a brown stick and a pencil wringer through simultaneously receive the same pressure which is sufficient proof that the wringer won't rip off the buttons. Yet it gives clothes sufficient pressure to wring out the water.

A piano so rich in quality that lends itself to the glorious music of the old masters, Beethoven, Mozart, Bach, is the new baby grand displayed at the Radio Music and Sup-

ply. For years Baldwin has been famous as the manufacturer of pianos. The new Howard by Baldwin has the rich tone and the easy action of the other Baldwin instruments. The small piano in a mahogany finish is a decoration for a room and not the "white elephant" that many of the larger pianos prove to be.

While madame's furs give her a dash of class, the baby gets an entirely different effect in the coats of wool chinchilla which is as warm as fur, as smart as fur, yet which in its soft blue, pink and white tones reflects the gaiety of childhood. Norton's Kidney Shop are showing a variety of the coats, darling little woolly things with animal or rabbit appliques. They are full length crepe de chine lined.

The Cinderella of the fairy story donned hoops and ruffles, jewels and the little glass slippers and went out to make her conquest of the prince. Today the modern Cinderella wears one slim little formal gown and makes more conquests than the old-fashioned girl of the fairy story ever thought of. The Cinderella shop has just received one of these conquering gown, a formal of red moire featuring the high cowl neck in the front and scarcely any back except for the narrow ruffled cape that just goes off into the ruffles that make the little cap sleeves. The waist is of the empire period, and the whole glorious swirl of red is contrasted with the large black flower that sits atop the shoulder.

A man's crowning glory is in reality his hat! The wrong type of hat for an occasion, the wrong shade and the entire costume is thrown out of key. The Toggerly is showing especially three shades of hats that will set off any of the fall shades for men, browns, light greys and greens. For every day occasions, the snap brim which sets back on the head is smart when shown with a high crown. The brims, while still narrow, are not so much as formerly. The Toggerly also shows a slight contrast in the band in the dark hats and a greater contrast in the lighter shades.

Dressed in a double breasted suit (and by the way, double breasted suits are in again) any gay blade could make Hamlet, so-called "the glass of fashion and the mould of form" look like a dud. For several years double breasted suits have been demoded, but they are being worn extensively by the man with the lean physique this year, according to Trotter's where one especially snappy model is being displayed. Of brown hard finished material with a light tan stripe, the coat is made semi-drape with a full silk lining, which men believe makes the coat fit better. High-waisted trousers are met by a short vest not too far below the arm pits.

Elegant Evening Fashions Reflect A New Revival of Edwardian Influence

Old World Glamor Adds New Interest to Formal Fashions For Milady This Fall



Fashion does things to Fall Frocks to express the spirit of the day

Nineteen-thirty three is a great year for the hunters if the lavishness of the fur used on the coats is any indication. The Dora Vi Smart shop has badger, skunk, muskrat, Canadian and Manchurian wolves, rich furs used in profusion for collar and sleeve decoration on coats of black, blue, wine, green and several other shades which are selling in fewer numbers. The Dora Vi shop is displaying a brown coat trimmed with Marmink trim, a fitted princess style which cleverly employs the broad shouldered trend to put some fur at the elbow which proves to be just as jaunty as the wide lapel collar.

Unique buttons and other fasteners have been used nowhere else as effectively as they have in the knit sports suit. They have changed the conventional knit suit into a creation. C. J. Breier's are showing several suits featuring the hip length jacket. One attractive dress furnished an intriguing combination with a black and white striped jacket, a black skirt and a red silk scarf. A black leather belt completed the costume. Others are also shown in gray, blue, wine, rust and other colors.

Formal fashions are becoming increasingly formal. The casual mood has turned serious and very much the grand lady.

Hemlines that flare outward give a delightful illusion of lovely ladies gliding rather than walking. Trains and trailing back draperies are reminiscent of colorful court scenes and have an Old World glamour.

You can be seductively frilly and very, very feminine; or stately and very, very grand for this formal season—but formal you must be.

Between shoulders and knees, fashion wraps you in a molded sheath with classic, simple line unbroken by belt or ornament. The Princess silhouette would best describe it, but there is a subtle difference hard to define.

You appear to have been literally poured into this sheath silhouette, but at the shoulders and below the knees the measure of chic bubbles over with enthusiasm. Widened shoulders persist for evening wear as well as for daytime fashions. Hemlines swirl outward below the knees or jut outward in a broken line, with godets, set-in triangles or uneven points to balance the shoulder width at the hemline.

FALL Opening

PRESENTING

the new Models and Styles for the FALL of 1933

THE LAST WORD IN

HATS

FOR THIS SEASON

Smartest styles in Zarine, a soft fabric, and Zantalope, a new suede-like material. Predominating velvets, fur felts, and soliel make up the new combinations, in blacks, dark browns, navy blues, and dundee greens.

Brimms are smart with luxurious turbans present all occasion possibilities. With feather trims, especially ostrich, carrying out the Mae West idea.

FALK'S invite you and your friends to be present Tuesday evening, Sept. 26th at 7:30 o'clock, for their annual FALL OPENING

Hosiery and Shoe

STYLE SHOW

Throughout the entire store you will see the new exemplifications of the new mode in fall fashions.

Dresses, Coats and matched ensembles... Sport attire to satisfy even the most critical buyer.

For Evening Wear

New models in silk and satin that mark the coming of the social season. You'll be proud to own one of these smart semi-formals.

For Afternoon

Sheer wool suits in all the latest shades that keep your appearance on the up and up.

For Sport

Sport Coats and dresses for every occasion. Be ready for the fall sport season with one of Falk's latest sport outfits.

Phoenix and Gordon Hosiery

The trend this season leans toward darker shades to match the trend in dresses and coats. Dark shades being the predominating colors. They harmonize splendidly with your new fall ensemble. Wide selection of colors. The very latest shades are on display in the Hosiery Dept.

Live Models

featuring

New styles in hosiery and shoes will be held in Falk's windows, Tuesday evening, September 26th at 7:30 p. m. You will see just how these actually look on live models.

Be Sure to See This!

PEACOCK SHOES

the Ultra Smart in

Footwear For Fall...

In Browns and Black with Suede and Kid Combinations.



Watch Our Windows

FALK'S

Windows Unveiled 7:30 P. M.

Ahead in STYLE!

Behind in PRICE!

"Looking Forward" FROCK FASHIONS

\$6.90

Here are all the sleeve and neck treatments you'll see high-lighted for months to come! All the most wanted fabrics and combinations! And all the tricky tucks, shirrings, pleats—everything that Fashion approves! And at that a low price!

J. C. PENNEY & CO. INCORPORATED

1309 Adams - La Grande, Oregon