

Spring Dresses Lay Stress On Front

Flimsy Cascades, Jabots, Bibs, New Note

By Elizabeth Donnelly,
Ready-to-Wear Dept., Falls
La Grande Store

Spring breezes are determined to blow you forward toward fresh, new vistas of smartness that are full of lively interest.

The Silhouette

The spring silhouette for dresses concentrates its interest at the front. Hemlines fling forward just enough to suggest being caught in a breeze. Necklines remain high, generally speaking, but if you crave a V neckline, you will be just as smart. The hips must be kept smooth and slim looking, but above the waist there is a new suggestion of fullness. If waistlines curve up in front, belts and sashes are never if they reach only across the back. Cascades of net, organdie, batiste and crisp fabrics, pleated or ruffled put on a very bold front and will come above the waist from the neckline almost to the waistline. They broaden out as they travel downward in flattering and very feminine jabots. There are bibs, too, to match or contrast with your frock and these are very frilly, or lie quite flat. Sleeves proclaim their newness with dropped shoulder lines and fitted or banded wrists.

Fabrics

Roughish textures are the rule for spring fabrics, whether silk, wool or cotton. Weaves that are new and different are legion. Both silk and wool crepes have "surface" interest in weaves that are ribbed, mossy, pebbled, nubby or quite coarse in texture. There are linen weaves, too, and pebble weaves that are so even they look like tiny geometricals. In the ribbed fabrics, the ribs may be fine or wide wide, on supple or stiff silks.

Chiffon is back, and very welcome it is. Evening gowns of soft, clinging chiffon have airy draperies that float coolly in the breeze. There are sheer daytime frocks, too, in prints and plaids.

Lightweight, woolen frocks for street wear delight in soft colorings and dusky pastels.

Colors

The solid color daytime frock, whether in bright or dark colors, adds lingerie touches for necklines and also sleeves. "Lingerie touches" somehow suggest white, and white is certainly smart; but delicate pastels are new.

All the natural colors, the beiges, grays and string tones are just as important for dresses as they are for suits and coats.

Spring prints present a riot of color that will make it hard to select your spring print frock, without feeling that perhaps you missed something. The answer is, have more than one—a dark ground floral print and a bright or light ground striped, plaid or dotted print.



Bright New Prints

A classic black and white print frock in big line checks has a convertible neckline. Accent buttons and new pleated ruffle trimming. The sleeves are smartly banded at the wrist.

A NEW UPLIFT

For daytime and evening fashions that require a supple line, and are preferably worn with a lingerie-type of all-in-one garment, there is a new uplift brassiere that is really only half a brassiere. The upper portion of the bust is exposed, and the uplift line achieved by these little half-brassieres that are made of firm fabric, such as satin.

RHINESTONES

Rhinestones, by themselves, or combined with simulated emeralds, rubies and sapphires are being shown in such finely wrought jeweler craft mountings that they look convincingly real. This type of jewelry is being shown in formal afternoon and evening necklaces, bracelets, clips, pins and rings that they reflect the Renaissance influence of beauty that has invaded fashions for this new, hopeful season.

Gay Blouses Are Necessary For Spring

Furnish Variety With Dashing Colors

By Mrs. Hazel Robbins
Ready-to-Wear Dept., Falls
C. J. Breier Co.

Suits mean plenty of blouses, and this being a suit spring, blouses are going in for the variety that is necessary to furnish you with a blouse wardrobe for all occasions. Styles are tailored, casual, sporty, informal, formal.

Necklines are usually high, although the V neckline is showing signs of a comeback. Sleeve lengths can be just about anything, but most of them are short.

Creeper-woolen suits with a slightly dressy air will carry you all through a spring day, even if you are in a social whirl. Depending, of course, upon having the right blouse. A crisp cotton blouse for morning dashing about, and for luncheon. If you're not dating, if luncheon is going to be an occasion, change to a soft silk crepe blouse. This will still keep you looking smart for tea. If dinner is on the appointment pad, too, trot home, freshen up and relax, and you will feel like a new woman in a sheer hand-finished blouse, or elegant satin.

Among the cottons there is organdie, batiste, lawn, dimity, linen, pique, gingham and seersucker. Accents are delicate or gay in patterns that include florals, checks, stripes, plaids, dots and funny little color punctuations that are not definable. The printed cottons are most refreshing in sheers, but striped piques are very new, and, of course, ginghams stick to checks, and seersuckers are checked or striped. Linen has the biggest solid color possibilities of all the cottons. It takes to natural and pastel shades just as readily as to bright or dark shades.

Casual little silk blouses are light or bright, candy striped or plaid. More formal blouses with hand detail

are classics in white, but they are not left out of the color picture by any means. The new mossy, pebbled and other roughish surface crepes are the very newest possible choice for dressmaker type blouses. And don't forget the all-important ribbed silks! Or the very smart tie silks!

Color News

Printed silks are fashion's firsts for spring dresses, and they are no less important for blouses. Dark



A Colorful Printed Silk Blouse and a Dressy Mossy Crepe

grounds, bright grounds, pastel grounds, with small or large prints in floral, checked, striped, plaid, dotted and fruit printed patterns. Whatever your suit color, printed blouses will do things for you. And, of course, this vogue for print top ensembles with dark skirts just naturally ties up with printed blouses to wear with suits.

The silk blouses are terribly smart, and they are printed, too, in the patterns that reflect the English influence.

All the greens have lined up for spring blouses. The most exciting is a yellowish-green that blends with

beige. The natural tones of beige and gray for spring suits have inspired various orange shades, the smartest being burnt orange. Purple is one of the surprises for blouses.

Styles

Sportswear and tailored blouses follow the shirt silhouette, dressmaker blouses are distinctive with fine detail, and soft flattering lines. Casual blouses wear great big buttons, scarf necklines, collar band necklines, bows and even boleros. Formal blouses suggest tunics, and are smartest with softly draped cowl necklines.

There are tuck-ins and over blouses and two very new silhouettes—the dressmaker blouse with a back peplum, and a very short over-blouse that just covers the top of the skirt.

TRI-LENGTH HOSIERY

Hosiery in varying lengths is a boon, and a blessing. If you are short, medium height or tall, there is a hosiery length proportioned accordingly. This idea not only insures perfect fit, but minimizes run hazards.

MANY STRANDS

Multi-strand necklaces with matching bracelets are the brightest spots in the spring costume jewelry collection. They contrast two, three, or even four colors in draped or twisted strands that will pick up your accenting color and make a modest frock become gay.

Prints Add Colorful Appeal In Pajamas

Negligees and lounging pajamas for spring join the print fashions for colorful appeal. Pastel prints are best for negligees, but there are some smart, bright prints, too. Of course, the bright prints take the lead for lounging pajamas. The smart dress trick of printed top and dark skirt is also the newest idea in pajamas. Two-piece pajamas take the hint and wear little dark jackets.

All the silk crepes are doing their bit for pajamas and negligees, from simple little cool silks to the new mossy crepes that have sufficient body to make very impressive pajamas.

This print vogue doesn't stop at floral prints, either. There are plaids, stripes, dots, checks and geometrics in small patterns or big sprightly ones.

Printed Cottons

Printed cottons will need to be fairly heavy for pajamas, but you'll feel crisp as you please in sheer cotton negligees that will just naturally have ruffles or flounces here and there, and if they reach the hemline, you will appear to float instead of walk. There is nothing cooler, more springy or more delightfully feminine than blossom printed negligees.

Dressy Negligees

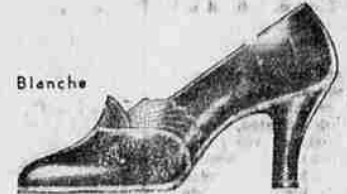
For negligees that are more for-

mal than prints and cottons, the smartest silhouette is the molded-line that accents the natural contour.

Color plays no favorites, and runs from pale tints to bright shades, dark colors and jewel tones. Silk crepe

with interesting weaves share their affections with spring frocks and spring negligees. Hand finish, fine laces, satin appliques and color accents are all distinguishing quality details of negligees in the grand manner.

SPRING FASHIONS Find New Beauty In VITALITY



See Them on Display at
THE STYLE SHOW
Burnett Shoe Co.

News of Spring Millinery "STRAWS RULE THE DAY"

An advance note on Easter fashions. New speedy styles in shapes such as tricornes, drape turbans and off-the-face brims. Wide brims hold a prominent place in afternoon wear.

Colored with the delicate spring shades in blue, black, brown, white, beige, greens, and rust.

In tailoring, workmanship, and fabrics such as Sisol, Balibuntal, Bakou, milan, karola, and dreka, together make you head conscious.

New Creations In DRESSES

To be smart this season wear a print. Jacket style—new racy sleeve design, necklines you have desired for a long time, very important differences in style.

Nice selection for afternoon bridge & tea consisting of pebble crepes, moss crepes and novelty woollens.

Never Have We Had a Better Selection in Dress and Sport COATS

From tomboy styles to the Mae West curves and fitted styles. Numerous beautiful imported tweeds and checks. Be smart—wear blue this season and we are featuring it in our style show.

Swagger Suits Dominate This Spring

Tweeds, with full length sleeves, new trotter length with 3/4 length coat in plain colors. Knitted suits in one, two or three piece styles are the vogue, in new bright colors such as pottery blue, chautreaux green, new rust shades, brown and black.

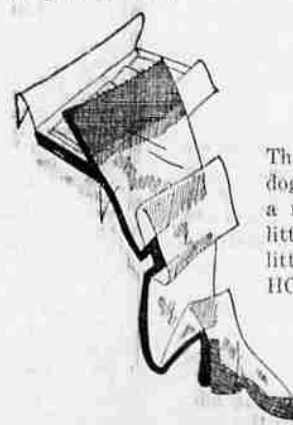


FALK'S
Since 1868

SPRING OPENING

Spring's First Fashion Leaves Unfolded!

Turn over a new leaf. Give yourself the good things you deserve to have this spring. We've concentrated our Spring opening stocks on better things but that doesn't mean prohibitive prices. It means good sound fashions and you will wear them long after the first spring days, in good taste too.



Breezy, New HOSIERY In All its glory

The season's hose have gone doggy with the new SPANIEL, a rich beige, SETTER, with a little more warmth, COLLIE, a little lighter beige and GREY HOUND, a smart neutral.

Hosiery by Phoenix, Gordon and Kayser.

New Spring Creations in SHOES

Tans, Whites, Beige and Grey, Buck, Blues and Black in Ties and Pumps. Most styles with the continental heel. Sport shoes feature punch work, rough leather, mandrucas and scuffed caracul.

FALK'S
La Grande's Better Store

1934 SPRING FASHIONS at BREIER'S

BREIER'S have conspired with Dame Fashion to produce the newest, smartest and most stylish frocks, coats and suits of the season. Mid-lady, we know, will be interested in the showing and selections to be found this Spring at this store.

at Most Moderate Prices!

Colorful Spring FROCKS \$3.95 to \$7.95

FROCKS of Silk Prints

Prints for the miss or prints for the matron. Appealing new styles in springtime colors and patterns.

\$3.95 to \$4.95

THE NEW Spring COATS

Of 100 per cent Oregon wool tweeds. Attractive in their becoming tucks and joints.

\$10.90 and \$12.50

THE SMART Swagger SUITS

Smart loosely fit coats with trim tailored skirts in tan or grey. Oregon made of Oregon wool.

\$16.50

FROCKS of Superior Silk

Higher quality prints and plain colors. Materials and workmanship to please the most critical. Modestly priced.

\$5.95 to \$7.95

The Latest MILLINERY

Chick, attractive, easy to wear. Dashing models for the miss or more conservative styles for matron. All the new shades.

98c to \$2.49

C. J. Breier Co.

1104 Adams Ave. — 3 Doors East of Post Office