LA GRANDE OBSERVER Fall Showings Are Featuring

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SUIT FOR FALL-Karen Gray has selected a black and white checked suit for fall. The suit is belted, has a straight skirt, and a wide collar. Her hat is wide-brimmed fur trimmed with ribbon around the crown. The suit and hat may be found at Ann Johnson's. (Observer)



(Observer Photo)

Cotton Rainwear Is

As breezes stiffen and storm

clouds gather, cotton rain wear

for fall is more than ready

to meet the challenge-any time

Exciting new silhouettes are

appearing on the horizon. Rain-

shirts, like a Grannys night-

gown, and two-piece suits, hack

ing coats and copies of Parisian

gendarmes' capes all make a de-

Modified trencheoats in velve-teen, cotton twill, iridescent pop-

lin, cotton satin and cordurey have remobilized in wonderful

Fur collars, hoods and linings

are lavished on corduroys, velveteens and poplins - adding

luxurious beauty to comfort. Fur collared jackets and car

Heavy cotton knits accent deep

collars, sleeves and pockets; and add warmth as linings.

add warmth as linings.

The coat with two lives, the reversible, is found in every element of rainwear. Highly styled theatre coats and capes reverse from solid velveteen to printed velveteen. These are usually fur collared and hooded.

Warm corduroy and poplin are an attractive, reversible duo.

an attractive reversible duo -both in the country and the city Cotton suede and cotton tweed re-

verse to poplin in both long ar

short jackets.

coats are everywhere.

and any place.

new editions.

Fall Weatherwise

Paris Dresses Are Available In U.S. Stores

troduced by the big Paris designers will be available on department store racks for \$8.95 and up within six weeks, an American buyer said.

Rita Perna, fashion coordinator for a big U. S. mail order-department store chain (Montgom-ery Ward), said the new Paris styles will be mass produced as quickly as they are custom-copied for \$100 and up. In both cases, the dresses will

The buying team headed by Miss Perna has just shopped the world's fanciest dress shows for American wonen who can afford They sport boat necks, but neither tries to Paris nor Paris neither trips to Paris nor Paris end at the pocket line with deep

Most American department big shawl collars that actually up the Paris fall and winter collections, will take home originals larity, today's wool sweaters are costing \$600 and up to be copied styled with a very exciting flair.

American knitters have gather-ed ideas from all over the This means that the American ed woman will have by mid-Septem-ber a fairly faithful adaptation of This the originals which will be shipped from Paris at the end of August. The prices of these line for line both school and office.

The prices of these line for line adaptations run unto hundreds of dollars by the time they appear in the better dress departments of retail stores.

By mid-September, Miss Perna said, retail stores will have a small selection of Paris coats for less than \$100, suits for less than \$50 and dresses starting at \$8.95. "We don't like line for line copies, because at the start a line is exaggerated," said Miss Perna, explaining that exact copying was something that her outfit left to the higher priced stores.

both school and office.

Many shawl-collared wool pullovers sport bright blazed stripes, togens plain plaid patterns show up in soft, shaggy shetlands. Muted and subdied in coloring, they are paired with solid-color flansies, because at the start a line is exaggerated," said Miss Perna, explaining that exact copying was something that her outfit left to the higher priced stores.

Short Skirts Long Torso PARIS (UPI)—The fall fashion launching the long-stemmed Crahay, 42, told United Press the top of the calf. The silshowings have agreed on one broad shouldered look-and plung. International be intended to elon- houette which has so far emerged

thing: a sophisticated, broad-ing neckfines to the navel.

ed the whole thing last year by

Are Popular

Fashion Firsts

side vents. Some are styled with

Scoring new highs in -popu

This Fall sweaters will go e-

both school and office.

Many shawl-collared wool pull-

stand up.

There were three major showings — Pierre Malwin Lawrence

gate last season's silhouette still has the look of a well groomed houette look even longer.

The news at Pierre shouldered look with a long torso and skirts that touch the top of the midcalf.

The world fashion press was waiting to see what Jules Francois Crahay (prorosounced Cry) would do about it. He start by the House of Dior.

There were three major show further and that his sleeves would give special emphasis to the top of it and to the bust, and that his suit jackets would have a special emphasis to the top of it and to the bust, and that his suit jackets would have a special emphasis to the top of it and to the bust, and that his suit jackets would have a special emphasis to the top of it and to the bust, and that his sleeves would give special emphasis to the top of it and to the bust, and that his suit jackets would have a special emphasis to the top of it and to the bust, and that his sleeves would give special emphasis to the top of it and to the bust, and that his suit jackets would have a special emphasis to the top of it and to the bust, and that his sleeves would give special emphasis to the top of it and to the bust, and that his suit jackets would have a special emphasis to the top of it and to the bust, and that his sileves would give special emphasis to the top of it and to the bust, and that his sleeves would give special emphasis to the top of it and to the bust, and that his sleeves would give special emphasis to the top of it and to the bust, and that his sleeves would special emphasis to the top of it and to the bust, and that his sleeves would give special emphasis to the top of it and to the bust, and that his sleeves would give special emphasis to the top of it and to the bust, and that his sleeves would give special emphasis to the top of the sil
Not that it is lacking in feminity, but the broad shoulders, sleen der hipped long line is as much akin to the pretty look of last season as champagne is to a milk of the pretty look of last provided in the

the floor as they were last season. The change is a refreshing one, Sculpturess - dressmaker Alix not nearly as dramatic as the Gres dropped her skirt length sack, but when executed well, to 17 inches, slightly longer very effective, than before. Michael Goma, Jean Goma showe

Goma showed some interesting tunic-type dresses. Jean Patou showed some elegant floor length

evening sheathes with trains or stoles to make the reed-like sil-







in your choice of fall's richest colors. Falk's prides itself on offering to its customers quality merchandise in brands and names that you know and trust. Listed below are the brand names that we carry

and we have the newest in a fabulous collection of fall coats,

and loads of them. Tweeds, wools, cashmeres, blends. Many fur-

suits and dresses! Just wait 'til you see them! Really irresistible,

trimmed. All beautifully, detailed and tailored to perfection

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- Ivan Fredericks
- Jane Andre
- Kay Windsor
- Giqi
- Pendleton
- Jantzen Graff
- Vanity Fair
- Seamproof Formfit
- Gossard
- Vassarette
- Carter's
- Munsingwear

Men's Fashions:

- Jantzen
- Pendleton
- Van Heusen
- Cooper's
- Munsingwear
- Haines
- Hickock

PATTERNS BY

- Butterick
 Vogue
 - Simplicity





Piece Goods:

Coro Jewelry
 Rolf Bags

Shoes:

Life Stride

Naturalizer

Red Goose

· Queen Quality

- Kaden Bags Phoenix Hosiery
- Park Avenue Hosiery
 Galey & Lord Piece

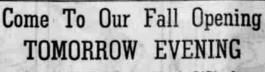
Little Yankee

Grace Walker

Wolverine

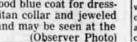
Hush Puppy

- Pendleton Piece Goods
 Quadriga Piece Goods
- Hansen Gloves
 Pepperell Sheets



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BRUSHED WOOL COAT-Patricia Peterson is wearing a 100 per cent wool wedgewood blue coat for dress-up this fail. The coat has a puritan collar and jeweled buttons. It also comes in beige and may be seen at the

pecially those of France and Italy, and the competitive spirit of manufacturers over here, sports coats of the "made in America" variety are shedding their "staid, conservative appearance. Taking the place of dark solid colors and somber muted stripes of last winter are bold hound's tooth patterns, bug checks and multi-colored plaids.

These fancy patterns are distinctive and masculine. They "belong" in sports coats and should never have been dropped, be good this fall. But the soft

"belong" in sports coats and should never have been dropped, as indeed they were when Ivy became the accepted mode of dress a decade ago.

The big news is rolor. "".

The big news is color. Tweedy wools have brightened up. Big this fall are rich burnished tones, a mustard and olive. Such colors ive a new and welcome lift to

asual sports coats. There are burnished hues, which are the rich rustic tones

Into Fall Spotlight Checks and plaids have taken There is a distinctive difference ver all-wool sports coats for fall. in the silhouettes of these two word all-wool sports coats for fall. Wool Sports coats will be worn styles. The "natural shoulder" is more often this season. In the not too distant past, men relegated their sports coats to the clothes closet during the week and wore them only weekends. High fashion considers it a constant of the nonly when the occasion servatively-styled coat. Newer in called for something very caustral asted for years and years.

But today, the man who wears this fine wool sports coat to the tinental" are slanted pockets.

Sport Coats Move

his fine wool sports coat to the tinental" are slanted pockets office is no longer frowned up- with lapped seams, the deep side

on.

Thanks to the styling influence of European custom-tailors, especially those of France and sports coat.

vents and semi-peaked lapels.

The heavy man will look his best in a bold checked wool sports coat.

WINDOWS



