



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)



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

Paris Dresses Are Available In U.S. Stores

PARIS (UPI)—Fall fashions introduced 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 (Montgomery 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 be available about mid-September. The buying team headed by Miss Perna has just shopped the world's fanciest dress shows for American women who can afford neither trips to Paris nor Paris originals.

Most American department store buyers, who have just sized up the Paris fall and winter collections, will take home originals costing \$600 and up to be copied line for line.

This means that the American woman will have by mid-September a fairly faithful adaptation of the originals which will be shipped from Paris at the end of August. The prices of these line for line adaptations run into 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 is something that her outfit left to the higher priced stores.

Fall Showings Are Featuring Short Skirts Long Torso

PARIS (UPI)—The fall fashion showings have agreed on one thing: a sophisticated, broad-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 (pronounced Cry) would do about it. He started the whole thing last year by

launching the long-stemmed broad shouldered look—and plunging necklines to the navel.

There were three major showings — Pierre Malmin Jacques Griffe and then Crahay who designs for the house of Nina Ricci and this year is openly challenging the supremacy long held by the House of Dior.

Crahay, 42, told United Press International he intended to elongate last season's silhouette still 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 new treatment.

He said his skirt lengths would be approximately 18 inches from

the floor as they were last season. Sculptress-dressmaker Alix Gres dropped her skirt length to 17 inches, slightly longer than before. Michael Goma, Jean Patou's and Pierre Cardin's were slightly shorter, but they all hit the top of the calf. The silhouette which has so far emerged has the look of a well groomed lady executive.

Not that it is lacking in femininity, but the broad shoulders, slender hipped long line is as much akin to the pretty look of last season as champagne is to a milk shake.

The change is a refreshing one, not nearly as dramatic as the sack, but when executed well, very effective.

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 silhouette look even longer.

The news at Pierre Cardin's was mainly at the top of the silhouette. He used a double shoulder line with insert sleeve and a variety of bold collars which opened out wide to give this part of the figure breadth.

Casual Bulkies Are Popular Fashion Firsts

Pace-setting winter sweaters for men are bulky, but light in weight.

They sport boat necks, but end at the pocket line with deep side vents. Some are styled with big shawl collars that actually stand up.

Scoring new highs in popularity, today's wool sweaters are styled with a very exciting flair. American knitters have gathered ideas from all over the world.

This Fall sweaters will go everywhere. The casual lightweight wools will be "appropriate" for both school and office.

Many shawl-collared wool pull-overs sport bright blazed stripes. Glen plaid patterns show up in soft, shaggy shetlands. Muted and subdued in coloring, they are paired with solid-color flannel slacks.

There's news in chevron designs, too. Some of the wool chevrons sport zipper fronts, making them easy to slip into. One bulky stitch wool pullover has that new lower V-neck chevron effect with bold stripe accent on flat knit.

Sport Coats Move Into Fall Spotlight

Checks and plaids have taken over all-wool sports coats for fall.

Wool Sports coats will be worn 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 on weekends. And then only when the occasion called for something very casual.

That is why a sports coat lasted for years and years.

But today, the man who wears his fine wool sports coat to the office is no longer frowned upon.

Thanks to the styling influence of European custom-tailors, especially 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, as indeed they were when Ivy became the accepted mode of dress a decade ago.

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

There are burnished hues, which are the rich rustic tones of autumn in the classic "Natural Shoulder," as well as the contemporary "Continental."

There is a distinctive difference in the silhouettes of these two styles. The "natural shoulder" is a straight-hanging jacket and has minimum shoulder padding. It's a three-button coat with flapped pockets and center vent in back.

High fashion, considers it a conservatively-styled coat. Newer in styling and more dashing is the "continental". This is a "shaped" jacket and has padded shoulders. Other details of the "continental" are slanted pockets with lapped seams, the deep side vents and semi-peaked lapels.

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

There's no reason why men of average build can't go in for patterned wool sports coats. The "continental" is a style well-suited for them. The "continental" comes brightly-patterned. Particularly exciting are hound's tooth patterns in green and mustard, black and white, blue and white, and even brown and white.

Almost any shade of green will be good this fall. But the soft bottle and olive greens prove the prettiest and most flattering.

WINDOWS
Complete Units To Your Order
Miller's Cabinet

Cotton Rainwear Is Fall Weatherwise

As breezes stiffen and storm clouds gather, cotton rain wear for fall is more than ready to meet the challenge—any time and any place.

Exciting new silhouettes are appearing on the horizon. Rain-shirts, like a Grannys nightgown, and two-piece suits, hacking coats and copies of Parisian gendarmes' capes all make a debut.

Modified trenchcoats in velveteen, cotton twill, iridescent poplin, cotton satin and corduroy have remobilized in wonderful new editions.

Fur collars, hoods and linings are lavished on corduroys, velveteens and poplins — adding luxurious beauty to comfort. Fur collared jackets and car coats are everywhere.

Heavy cotton knits accent deep collars, sleeves and pockets; and 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 — both in the country and the city. Cotton suede and cotton tweed reverse to poplin in both long and short jackets.

VALUE-RATE the ROCKET
AT YOUR AUTHORIZED QUALITY DEALER'S

Of course an Olds is worth more... and your dealer can prove it!

Total value is the secret of Oldsmobile's Rocketing sales success! Total value takes into consideration both first cost and what you get back at trade-in time.

Total value means things like Rocket Engine power... a Wide-Stroke Chassis... Air-Scoop Brakes on all four wheels! It means all the extra pleasure and pride that's yours when you own an Olds! It means you are getting the best built car in the medium price class... the best value for your money!

Ask your Oldsmobile dealer to Value-Rate the Rocket for you before another day passes!



OLDS BY EVERY MEASURE... THE VALUE CAR OF THE MEDIUM PRICE CLASS!

M. J. GOSS MOTOR CO. — 1415 Adams

ESTABLISHED 1896
FALK'S I.D. OF LA GRANDE
YOU CAN BUY BETTER IN LA GRANDE

FALL IS New Fashion TIME!

... and we have the newest in a fabulous collection of fall coats, suits and dresses! Just wait 'til you see them! Really irresistible, and loads of them. Tweeds, wools, cashmeres, blends. Many fur-trimmed. All beautifully, detailed and tailored to perfection... 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... all nationally known for quality of product.

Women's Ready To Wear:

- Betty Rose
- Ivan Fredericks
- Jane Andre
- Kay Windsor
- Gigi
- Pendleton
- Jantzen
- Graff
- Vanity Fair
- Seamproof
- Formfit
- Gossard
- Vassarelle
- Carter's
- Munsingwear

Men's Fashions:

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

Shoes:

- Life Stride
- Naturalizer
- Queen Quality
- Red Goose
- Little Yankee
- Grace Walker
- Wolverine
- Hush Puppy

Piece Goods:

- Coro Jewelry
- Kaden Bags
- Park Avenue Hosiery
- Pendleton Piece Goods
- Hansen Gloves
- Rolf Bags
- Phoenix Hosiery
- Galey & Lord Piece Goods
- Quadriga Piece Goods
- Pepperell Sheets

FALL EVENT

Come To Our Fall Opening TOMORROW EVENING
We Will Be Open To 9 O'Clock

SHOP FALK'S I.D. STORE FIRST