

## Midsummer Night Formal Fashions

By CHERIE NICHOLAS



IT IS fashionable to look taller by night than by day. At least that is actually what happens when you doff your happy-go-lucky, carefree and sportsy-looking clothes (they are certainly all that this summer) and come forth, when falls the shades of night, in the long-skirted dresses which fashion decrees for formal evening wear.

All party frocks are now styled with floor-length skirts which often as not flaunt trains, making even the younger set take on an aspect of dignity and poise. There is something statuesque about these slim-cut form-fitting lengthened skirts which manage to make you look inches and inches taller than you really are.

A feature which especially commends these lengthened, sleek, form-accenting skirts is that no matter how snug-fitting they may be about the hips (which they are almost to an exaggerated degree) when they arrive at the knees they are given an accommodating flare which affords perfect freedom of motion. In the advance fall showings, in some instances the skirts have knee-depth insets of sunburst pleatings (usually of soft chiffon). Sometimes the pleating flares all around, making the top of the skirt appear slimmer than ever by way of contrast.

The interesting part about this program of costume design which places such stress on a styling which is dignified and sophisticated is, that even the simplest of materials are being worked up in this way. Indeed, many of the smartest numbers in the formal evening fashion parade are made of inexpensive organdies, volles, nets

and other sheer cottons. Even more amazing and highly intriguing is the fact that the very leaders among the haute couture are creating some of their most successful party dresses of pique and even the once-humble seersucker and gingham are daring to play a formal role in the evening mode.

Speaking of inexpensive cottons as made up in pretentious evening gowns, the model to the right in the group demonstrates the idea perfectly. It is fashioned of a simple cotton ratine which is patterned in a pretty cross-bar motif. It is in that soft dusky shade of pink which is such a favorite with smart Parisiennes this summer. The roses at the waistline carry the same pink tone. Of course it has a matching jacket.

The dinner jacket of white organdie which tops the stunning evening gown to the left in the picture is a very important accessory. Organdie jackets such as this one, also organdie wraps fashioned on the long, loose swager lines, are quite the rage. As to the dress itself, a pink crepe with black printings fashions it. It seems after all that prints are again triumphing in the summer mode, especially those in striking effects.

The long-sleeve dinner gown remains a favorite. As for lace as a medium for the formal costume, its prestige is assured. The beige lace frock with its colored jewel clasps and belt buckle as shown centered in this trio of attractive night fashions should prove of special interest to the matron. They are so lovely, these pastel colored or chalk white lace frocks.

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### NEW LACE EFFECTS SEEN IN LINGERIE

Newest additions to lingerie collections show fresh treatments of the embroidered and applique lace decoration which is worked to contribute a "different" appearance by reason of the posing of two layers of net. In addition to giving much greater sturdiness to this delicate form of trimming, the use of the two layers gives a flower-like background which is not achieved by the single layer. Through this the flower appliques are worked or embroidered posed, or the lace applique.

### Washable Satins Hit New Note in Spectator Frocks

Pastel satins, washable, of course, in delectable shades of frappe pink and ice blue, strike a new note in spectator frocks and give promise of a big fall season for this popular fabric.

Spanish and Mexican plaids and hot-country colors hold sway in new beach skirts, sweeping wide, but cut short at the knee. With these are worn halter tops, big-brimmed hats with a Spanish or Mexican sweep, and colorful scarfs or sashes.

Cottons and linens score for the simple play-time frock, with linen shantung and Chinese damask a bit newer than gingham and seersuckers. Perky shoulder bows, square necklines, reversible collars that can be worn either front or back, concealed pleats, and a maximum of buttons lend charming variety. Potter's blue, lettuce green and sunny yellows give verve to the plain-color frock which is rivaling stripes, plaids and checks in importance.

### Popular Costume

Suits are the smartest thing you can wear for luncheons and afternoon affairs up to the dinner hour when a softer line is favored.

### "Back Fins" on Gown

"Back fins" are a feature of a stunning new negligee in heavy satin of soft blue. They are accented by linings of bright coral.

### VELVET TOPS LACE

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A richly colorful lace dress accompanied with a velvet wrap is an ideal combination for this time of year when autumn begins to send hints of its coming. From Paris comes the report that at all outdoor fetes the velvet wrap remains first choice. Often the girdle which elaborates the dress is of velvet which matches the coat. Which is true of the model pictured. The dress is done in plum color lace. The bow-tied girdle is of the identical velveteen (has a grained crepe-like weave) which fashions the wide-cape-sleeved wrap.

### Floss Fringe

As an amusing change from ostrich capes for evening wear, Schiaparelli has introduced an imitation of feathers, made of bright artificial floss fringe.

### JACQUES CARTIER NAME THAT WILL LIVE IN HISTORY

Nineteen hundred and thirty-four should not be too busy to look back 400 years and pay honor to a persistent pioneer who found his task tough and discouraging, but who kept at it. He was Jacques Cartier, hardy mariner of St. Malo, who in 1534, discovered the St. Lawrence. Like most explorers of his time he thought he was entering the back door to China. Instead he found only a cold river flowing past mighty mountains and bordered by a wilderness in which gold, jewels and spices were distressingly absent.

But he did establish his fame as first to reach Canada: It is probable that other skippers of Brittany, unknown to fame, had landed on the shores of the St. Lawrence estuary before him. The cod fisheries in that region had long been a flourishing industry. But Cartier bore a king's warrant. Francis I was peeved because Spain and Portugal were operating the exploring business with what would now be called a conspiracy in restraint of trade.

So he looked to Cartier to break up the monopoly. For three or four years Cartier in successive trips explored the St. Lawrence and the Saguenay, tried to establish a colony and accomplished a considerable

amount of amazingly accurate charting.

But like many another pioneer he was too far ahead of his time. The kings of France had European wars on their hands. They came to look upon Canada as a cold annoyance. Cartier led, but for a long time there were few to follow. It was half a century or more before Champlain, La Salle, Marquette and others came who were to carve New France from the wilderness.

In the estimate of his generation Cartier was a failure. But a noble river and a thriving dominion is his everlasting monument. — Cleveland Plain Dealer.



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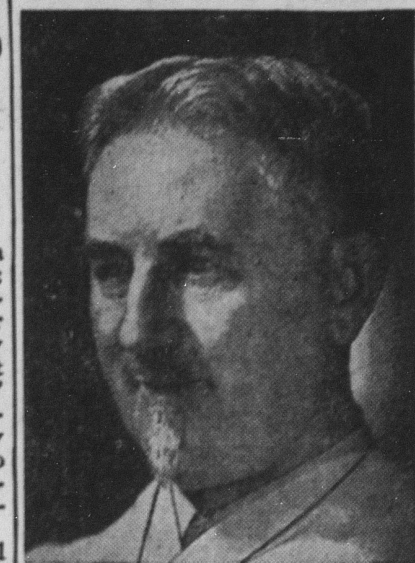
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Dr. W. E. Fitch Explains why Natural Mineral Water Often Helpful in Chronic Ailments



William Edward Fitch, M. D.

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