

SOUTHAMPTON AGAIN IS REVEALING LATEST IN FASHIONS

Everything Is Right Up to 'Minute'

BY BETSY SCHUYLER
USA Service Writer

SOUTHAMPTON, L. I., July 8.—Always a comfortable, casual, enjoyable resort, Southampton has added charm this summer in the perfectly lovely clothes everybody is wearing. Southampton just never was so dressy as it is this season.

For the favored all-white costume, Mrs. William M. Duryea, the former Marjorie Simonds, wore the sweetest little hand-made white crepe while lunching with her husband and others on the attractive Beach Club dining room that looks out over the water.

Her costume was a sleeveless frock and long-sleeved jacket, with self-tucks running diagonally for the body of the frock, and the front, back and cuffs of the coat. The neck, cuffs, and skirt hem were finished in points.

New Beach Costume

Newer than pajamas for beach wear at Southampton is the wrap-around skirt and bolero jacket ensemble that slips on over the bathing suit.

Mrs. Fenton Taylor, stepping out of the handsome pool at the club, slipped a white crash suit, heavily embroidered in black wool, over her black bathing suit.

After the morning dip is over, if you aren't off for tennis, golf or sailing, it's the thing to don those pretty togs for lunch, cards or gossip.

Audrey Jaekel looked lovely one day in a pale blue frock with rich embroidery edging the circular cape bertha. It had double ruffles outlining the low hip-line, and with it she wore a halo hat of rough straw with some posies in front.

Picking Plainest Suits

Backless bathing suits are seen everywhere, but not the brassiere and panties type you see on bathing beauties and ad. It is amazing how the best swimmers pick the plainest suits for their active participation.

Mrs. Robert L. Stevens has a cute white monogram on her black suit and slips a white terry cloth long coat with standing collar on when she emerges dripping.

Many Southampontines lent their presence to Mrs. Payne Whitney's annual milk fund fair at Greenlee, at Manhasset. They might have drawn straws to see who would wear gay printed frocks and who would stick to all-white, so evenly were these two styles divided.

Polka Dots Popular

Mrs. Dodge Sloan accomplished most effective compromise in her white frock with its cool navy blue and white polka-dotted cow neck-line and short-sleeved jacket.

Others who used touches of polka-dots on white costumes included Mrs. James Russell Lowell, who chose brown and white, and Mrs. Thomas M. Bancroft, who sponsored red and white. Both used the print only on the collar, the former for a half-collar that tucked into a revers of white, the latter for a scarf that wove in and out around a square neckline.

Of course, it always is the children you notice most at this annual event of Mrs. Whitney's.

Nancy's a 'Riot'

Nothing could be cuter than little Nancy Whitney driving her goat cart dressed in a beautiful little white batiste frock tied on the shoulders in bows and topped by a brimmed hat of the batiste, all frilled around the edge.

Tailored in a masculine fashion was the crisp white linen suit worn by little Master Michael Forrestal, guardian for a time of the nice old "Old Brick."

Mrs. Van Devanter Crisp's wee daughter, Lucetta, almost carried along by the huge balloon she held aloft, wore a white frock, with tiny sleeves, round yoke and bands of two-inch lace insertions running through the skirt.

Her bonnet was made to match, with a cute poka of trim.

They're Still Reducing

All the talk about curves coming into fashion again doesn't seem to give smart women much respite from their ever-present reducing.

Jane Cowl, resting at her Long Island place before a trip to Hollywood, breakfasts on grilled tomatoes before taking her morning hour of bicycling.

Bicycles, in fact, are growing in popularity as a nice way of getting exercise in a nice, old-fashioned, charming manner. To date there seems to be no unanimity in bicycle costume, with women wearing pajamas, shorts and bathing suits or whatever they choose.

Miss Cain Hostess

Miss Kathleen Cain, 4105 East Michigan street, will be hostess to the meeting of the Delta Tau society at her home tonight.

Rush Party Slated

Iota Xi Omega sorority will hold a rush party tonight at the home of Miss Mary Rick on Brookside parkway.

A Day's Menu

Breakfast—

Plums, cereal, cream, bacon, pan fish, breakfast rolls, milk, coffee.

" " "

Luncheon—

Creamed crab meat and rice, cabbage and celery salad, filled tea ring, fruit punch.

" " "

Baked cottage ham, w. potatoes in cream sauce, Swiss chard with leek butter, jellied fruit salad, cheese cups, milk, coffee.

IT'S SIMPLY DRESSIER AND SMARTER THAN EVER



These social registrants, pictured the other day at Southampton, are, left to right: Mrs. William M. Duryea, Miss Audrey Jaekel, Mrs. Robert L. Stevens, Mrs. Fenton Taylor.

Hoover Drive Is Started by Woman's Group

Directing her remarks against the prohibition repeal "agitation," Mrs. Louis J. Brooks, St. Louis, national organization director for Daughters of the American Constitution, opened the "Hoover for President" drive in Indiana at the opening luncheon and organization meeting at the Columbia Club of Daughters of the American Constitution.

Mrs. Brooks decried the "smear Hoover" propaganda campaign, attacking the chief executive of the nation with falsehoods and innuendoes, saying that such a thing was possible only in a nation of warped and derailed moral consciences.

The members of the organization will pledge their support to Hoover, to uphold the courts and suppress crime.

"We recognize today we are facing grave times, and no small groups can individually meet these issues," Mrs. Brooks said. "We believe the great mass of God-fearing, law-abiding men and women of America stand firmly behind President Hoover in his stand against prohibition repeal, and with them, we pledge our loyal support."

Commending Hoover on his wise handling of farm relief with the revolving fund; public building and public work program as an aid to industry; treaty limiting naval armaments and aid to drought sufferers, Mrs. Brooks said that his debt moratorium proposal would mark him as one of America's greatest Presidents.

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—WHAT'S IN FASHION?—

Georgettes for Street Wear

Directed By AMOS PARRISH

NEW YORK, July 8.—Ways of keeping cool and still appropriately dressed are an annual problem about this time of year. Especially in cities.

If you go walking on Park avenue or Lake Shore drive or any of the other fashionable promenades

boulevards throughout the country, you'll quickly see how lots of well-dressed women are solving this problem.

By wearing georgette dresses in dark or bright colors. Dresses of navy blue, black or dark brown.

And printed georgettes in these same colors, but bright red or green, or bright blue, too.

With long sleeves, or with short sleeves covered by a long-sleeved jacket of the same material.

Georgette Smart Again

These comfortably, appropriately dressed women are right in fashion. Because georgette, out of fashion for a while, is back in fashion again this season.

But even though many of the colors are dark, these fashionable costumes aren't too somber for this colorful summer. For two reasons. (1) There's plenty of color in the prints—bright color on a dark background, or lots of white on dark or bright grounds, and (2) when they are plain dark colors, contrast is made by the color of accessories.

For instance—look at the sketch of the plain navy georgette dress here. That scarf that looks like a sling—it's called the "sling-scarf" and was designed by Mme. Schiaparelli, the Paris dressmaker—is of white georgette.

Contrast Essential

The white scarf gives you color contrast. But you can do even more by wearing a red belt, red flower and carrying a red handbag.

The same color combination could be used if the dress were black. If it were dark brown, beige or yellow could be used in the accessories.

And, of course, these same color ideas can be carried out in any of the many good fashions in dark georgette street dresses.

White in Prints

When you look at dark prints you'll find most of them have quite a bit of white in the design. And some lighter color, too, on the dark background.

This white or color gives you the cue for your accessories color, though naturally a printed dress doesn't need quite as much color in its accessories as a plain one.

With the jacket dress shown at the left, for example, a necklace or a couple of bracelets in bright color would be about enough. Why? Because the print pattern and the white frill around the neck give almost enough contrast to the dark background.

Combinations

Brown and white, bright green and white, navy and white, brown and beige—these would all be good color combinations for a street costume of this sort. And the red and white.

She asserts that bachelor apartments always are excellently run and that men use system and sense in regulation of their homes.

This may all be true, but it bodies no good for the men, notwithstanding.

For no woman wants a husband who is a better housekeeper than herself. The men who are loved most are those who fling things to the four winds and who have a supreme disregard for neatness. The more careless and messy a husband is around the home, the more surely will his wife adore him.

She will regard him as incompetent and childish, but as the dearest creature alive. She honestly believes, too, that he never could manage without her.

We delight in this lack of orderliness in the male. When we come home and find things in a frightful state, we exult and scold, but actually it fills our souls with happiness.

Mrs. O. H. Hendren is chairman of the Hoosier Athletic Club.

Members and friends of the Hoosier Athletic Club will be entertained at the midsummer roof garden bridge party at 8:30 Thursday night on the roof at the clubhouse.

This is one of the outstanding events of the club's summer social season.

Mrs. O. H. Hendren is chairman of the hostesses. She will be assisted by Mesdames Fred J. Denny, Alvin W. Leeb, Margaret Muller, E. G. Dehner, E. E. McFerren, William McFeeley and Paul Bogan.

Play will start at 8:30 and all present at this time will be given a bonus of 250 points.

It's little enough we have to feel superior about, we poor women. We have grown used to the fact that men are wiser and stronger and more capable and ingenious than ourselves.

We know that all the great thinkers and geniuses were men. But not without a struggle will we abandon the housekeeping palm.

I have little doubt that if the male set his giant intellect to it he would only have to go through the house and the work would be excellently and splendidly done. But I beg him for his own sake to forego this experiment. Leave us something in which to excel, gentlemen, I pray you.

Chemises Are Longer

The newest chemises are getting away from the very brief lengths that have been fashionable so long. They're longer, some of them extending clear to the knees.

Assisting Mrs. Goodman will be Mesdames Herbert Todd, Hugh Carpenter, Harold Victon, Misses Helen.

Most popular throughout the world

Takes Less To Kill—Surest, Quickest Death to Flies, Mosquitoes, Roaches, Bed Bugs, Ants, Moths

FLY-TOX

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FLY-TOX</p