



The summer evening frock is a simple little affair; a few frills—we beg your pardon, frills—of pink net substantiated by embroidered tafeta, which takes a bouffant turn at the waist-line and terminates in a perky bow.

Gown from Bow Soeurs.



Laces are IT again, as every one who knows her clothes lore will tell you. "Seventeen" to sixty are wearing them, but only "Seventeen"—Beatrice Maude—can successfully complete the picture with a transparent hat of flush pink maline.

Gown and hat from Franklin Simon & Co.



She wouldn't be the "Flo-Flo" girl, Rena Parker, and not know what's what in clothes-dom, so she selects for her all-day dress this navy blue and white Batik striped pussy willow silk with the 1918 panel, front and back, and Zouave sash, and tops it with a velvet flowered toque.

Hat and gown from J. H. Gidding & Co.

Photographs by Jori Feder



Not to sport a cape this spring is to display a woful lack of fashion knowledge. Florence Shirley, of "Oh, Lady! Lady!" has added one in navy blue gabardine to match her redingote, which is built over a foundation of Batik printed beige and blue pussy willow silk.

Hat and costume from Stern Bros

There's a cloud of maline that floats to us all the way from Paris and like this nevvatare net winds itself around the necks of pretty girls like Margaret Mower, sometimes concealing, only to allure, the dimples in her chin and the smile that plays around her mouth, masses itself in a bow at the back and flies off in long streamers. And with it there is invariably a picture hat, wide of lacey brim and crowned in straw.

Hat from Bruck-Weiss and net from E. & Z. Van Raalte



"Oh, Lady! Lady's!" spring suit, worn by Florence Shirley, has all the 1918 hallmarks in this navy blue serge bound in black braid with narrow, apron tunic and Eton jacket with waistcoat of Batik printed khaki-kool.

Hat and suit from Saks & Co.



She who plays in the great outdoors must play correctly tugged, so Catherine Stout, of "Flo-Flo," wears this slip-on costume of khaki-colored Roshanara crepe and tops it with the sailor which Palm Beach has decreed as the "heady" badge of outdoor-ing.

Costume from Bonwit Teller & Co.



There's a return to the eternal feminine in our clothes for this summer. And like pretty Carroll McComas, of "Oh, Lady! Lady" her frock of blue and white indestructible voile is dainty and appealing and altogether irresistible and captivating, even without her aureole—the black lace hat.

Hat and gown from James McCreery & Co.



The sweater and sleeveless jacket are rivals this season, and the latter has rather the best of it when it comes to these models in black velvet. Florence Shirley, of "Oh, Lady! Lady!" is wearing one widely belted in patent leather and with it a skirt of Hero Crepe Batik, a man-type white satin shirt, and a hat with more of the radiant, distinctive crepe.

Costume from B. Altman & Co.

