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Hemline Flare Is Seeking Admirers

Mode Still Persists; Same Influence May Dominate Autumn Fashions.

It will come as something of a relief to learn that the Paris midseason collections have not furthered the reaction toward the slender silhouette. Indeed, even the hemline flare, once the leading insurrectionist against the simple and narrow outline, but more lately snubbed by an ungrateful mode, has returned to claim some of its early admirers. Despite the many predictions of a return to the straight silhouette, the spirit of the flare still persists, declares a fashion writer in the New York Herald-Tribune, and it is our belief that the same influence will dominate the modes of next autumn.

The flare, in its present connotation, does not exclusively mean the hemline distension which was its first and most popular manifestation. It now indicates any deviation from the strictly parallel outline which was the essence of the post-war silhouette.

The question of skirt length, about which so many conflicting ideas have been broadcast, remains in status quo. Despite rumors of greater length, afternoon dresses are as short as ever and sometimes a little shorter. Evening dresses are clearly longer but that is not of great significance. Indications at the moment are that late summer and early autumn will witness a slightly lowered hemline. It will be no more than a few inches at most, however, and it will not be the forerunner of the ankle-length skirt. For which you may be duly grateful.

Two-Piece Frocks.

Generally, the present midseason collections confirm the various tendencies that were launched earlier in the spring. Outstanding is the universal prevalence of the two-piece frock, though for day wear rather than evening dress, in which realm it has given way to the more feminine and elaborately worked gown that contrasts sharply with the sports-like tendency of the day-time mode.

Jean Patou shows jumper frocks even for the afternoon in town, and of such material and make that they are suitable for the bridge party or the tea dansant as well as the street. One particularly smart model is made of black satin, and has that touch of pink which is particularly fashionable just now. It appears in the cravette, the cuffs and in two narrow rows in the skirt above the hem. The whole skirt is finely plaited.

Another charming example of the jumper frock in the Patou collection is a dainty model that will be much worn at Deauville and Biarritz throughout the summer. It is made of beige crepe de chine, finely handtucked in horizontal lines with a small square yoke, the latter left untucked. A narrow gold leather belt gives the final touch of originality to this pretty frock, which has the skirt plaited with the same degree of fineness as the tucks on the jumper.

Contrast in Coat and Dress.

Also noteworthy among the general tendencies of the demi-season offerings is the contrast between coat and dress in the two-piece ensembles. A Louiseboulanger model illustrates a very happy interpretation of this idea. She shows a straight coat in mauve

Frock of Black Crepe Georgette, White Georgette Trimmings.

lainage made with the new deep yoke that also goes over the top of the sleeves in a shield movement. This coat is lined with dull rose crepe de chine which has a hint of mauve in it. The dress is also made of this rose crepe and has a new line in the interesting long stole front that hangs loose from a pointed yoke at the back, having crossed the shoulders.

The Clashing Ensemble.

Molyneux carries out the contrasting coat and dress in rep and foulard. He has a belted coat in navy blue that is lined with foulard printed in bright blue and black on a white ground. The same foulard is used for the dress, which has a border of blue, black and white stripes round the hem.

Another characteristic of the midseason is the further development of the uneven hemline. This is seen in points and petal edges on the more elaborate afternoon dresses, and sometimes in turrets on simpler gowns, as in one smart pale yellow model by Louiseboulanger that is cut out to make the box plaits in front appear a little longer than the rest of the skirt. The same cut is used in the plain black, thus giving wider serrated edges all along.

Midseason Evening Gowns.

In evening gowns the midseason showing of the haute couture evidences a continuation of the two schools that have opposed each other all spring at the smart Paris functions. On the one side there is the plain chiffon gown developed in various effective colors. The significant point of this type du soir is that it is entirely devoid of trimming except

Coat of Orange-Beige Kasha Lined With Red Crepe de Chine.

in the shape of some flower or motif of the same color as the dress. Molyneux varies this very slightly by using marquisette instead of chiffon, and the effect is as light and airy as if the fabric were chiffon. Pale turquoise blue and beige that is ranged from palest champagne to light nut brown are the most popular new colorings for these gowns, though there is still a great deal of currant red, geranium rose and a beautiful bright green with a hint of blue in it like the color of Kentucky grass. White is also used and there is a great deal of very simple black that is being worn by young girls.

The other school of evening gowns is what is known as the glittering type. It depends for its effect on the richness and sparkle of its embroidery or fringes which are carried out in the beads and sequins and sometimes diamante and crystal. The form of the latter species is straighter than that of the chiffon gown, for the fullness necessitated by a filmy material is replaced by flat flounces and slashed panels in a gown that is weighted by embroidery. Another contrast in their elaborate types is the often one-sided effect given by drapery in the plain chiffon gowns, whereas the embroidered dress is usually symmetrical in form.

For the Traveler.

The urban exodus is about to begin. Two things are uppermost in the mind of the prospective feminine traveler. What shall she wear for the trip itself and the incidental touring, and what types of dress will insure her certain smartness, even when sojourning in a strange country.

The first consideration for the traveler is that she arrive at her destination as fresh and trim, or almost so, as when she started out. Nothing is more disillusioning than to leave home in a fresh frock of some lightweight material and descend from the train or motor hours later in something that is so wrinkled and rumpled as to bear almost no resemblance to its former self. Therefore when traveling choose a costume of soft woolen mixture. These are admirable for retaining their lines and not showing dust and soil. As the present tendency is toward a great expression of color, the dull, drab checks are not so desirable as those of a gayer tone.

Mohair provides an alternative for the woman who finds the woolen too warm, particularly for train travel, and it has the further advantage of cleaning easily when necessary. If one chooses this material it is important to avoid those combined with artificial silk, as this is apt to crease and frill in an unbecoming manner when traveling. Skirts are usually plaited to insure freedom of movement and come in all sorts of widths and styles. Many of them, with a view to delivering the wearer at her stopping place with all her pristine glory intact, are confining their plaits to the sides and front, so that all possibility of the unlovely crushed look is avoided.

Avoid Home Baking In Warm Weather.

Baking in warm weather is no fun, as the busy housewife will agree, and this is the reason that so many women go to the Arnett Bakery for their baked goods supplies now.

Bread, cakes, cookies, pastries and all kinds of good things to eat come from this modern, sanitary bakery at 344 Arnett Boulevard.

The Arnett Bakery is clean, not only in front where the public sees the fine array of baked goods, appetizing and delicious, awaiting them, but also in the back where the ovens yield their rich harvest of golden brown bread, rolls, cakes and pastry.

People who are particular about what they eat always insist upon the Arnett Bakery products, for this concern has built up an envious record for using good material in all its baked goods, and they are wholesome and delicious.

Cinder Blocks Mfg. Under Straub Process

(By N. C. W. C. News Service)

The Rochester Cinder Block Corporation was organized for the manufacture of cinder block under the Straub patent.

Conbination of cinders and cement in the Straub patented block are advantageous and builders of all kinds of buildings are rapidly adopting them. They are absolutely fireproof thus giving lower insurance rates, less costly to erect, are damp proof and require no lathing or furring, will take stucco perfectly, do not crack or peal and will take nails.

All wooden trim can be nailed to blocks themselves. They provide insulation and insure even temperature, thus reducing fuel consumption. Great structural strength is found in buildings made of them. They are sound proof, making them very desirable for libraries, schools and other public places.

The Straub cinder blocks are built here in the city in the plant of the corporation on Norman street. More than 8,000 square feet of factory space is required to manufacture four thousand blocks per day.

The Rochester Cinder Block Corporation is the only plant in the city using the Straub patent. It has no connection with any other firm here building cinder blocks.

Many Leisure Hours Gained by Use of Round Oak Range

(By N. C. W. C. News Service)

"Round Oak and Sterling Ranges burn less gas," said Joseph H. Diehl of No. 759-63 Main street west, who sells these type of ranges. "That fact in itself should recommend these ranges to the average housewife. But these ranges have other advantages. They cook, bake and broil in a manner that is a delight to all users."

The Round Oak and Sterling Ranges have been designed by men who have considered, first and last, the convenience of the housewife. The range that actually gives a housewife more hours of leisure each week, and which does the housewife's work in an extremely economical manner, comes close to being the ideal range.

"Women who use Round Oak and Sterling Ranges, after trying various other makes, frequently come back to us with this statement: 'I don't see how I got along so long without it.'" Mr. Diehl said. "If the woman of the house is happy with such a type of range, who else has to be pleased?"

In the show room in the Diehl store you will see all models of Round Oak and Sterling Ranges.

Let "Van" Supply Your Hardware Needs

One of Rochester's best known hardware men conducts a very up-to-date and complete store at the corner of North and Lyndhurst streets. Many are familiar with his name, Martin Van Dussen, better known as "Van." His stock is always complete and those who wish any hardware, whether it is inside ware or outside will find a fine assortment here at the right prices.

People who are planning on moving into their new homes this fall and need the right and newest thing in inside hardware will find Mr. "Van" an authority on the subject, and one who will be only too glad to furnish you with the information. Fixtures can be obtained in nickel or brass in different finish.

These days when the weather is so warm an electric flatiron is essential for the housewife. Some very nice ones can be had at very low prices, and a fine line is on display at his store.

There is, too, the general line of hardware always needed by builders, contractors and architects, and also by the home owner. Call at this store when in need of any of this line.

"It's funny to me any time I want to go anywhere you're always too tired, but if you want to go out it's a different tune."

—

"If you are gonna talk in your sleep I wish you'd talk so somebody could understand you. I spent an hour last night trying to make it out and besides it keeps me awake."—Exchange.

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