

"Matters will go swimmingly—"



As to the waistline of this season's bathing frock, it may be high, as in this one, or low, or totally lacking. This costume is of taffeta, the dress in peacock blue and the cuffed bloomers in navy.

Photo by Fashion Camera



It may be dreams she's luring. If so, they ought to be pleasant, for she has the proper equipment—sun, sunshade, sand and pillow. Incidentally, it's an air pillow, of rubberized black and white satin, as are also the slipper bag and cap.

Photo by Fashion Camera.

The annual bathing suit parade this year at Venice, California, was fruitful of visions like this prize winner. We always knew there was something nice about California.

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We'll have our pockets, be they never so useless—so long as they're beautiful. These, we believe, are an excuse for more of the hand-embroidery with which the king blue satin dress is profusely adorned.

From Franklin Simon. Photo by Underwood & Underwood.



She covers up a good-looking suit only when her beach wrap is even better-looking. This graceful affair is of black satin, orange-and-yellow-bordered in Greek key design.

From Bonwit Teller & Co. Photo by Fashion Camera.



A swimming suit as smart as this may flaunt itself on the beach without fear of comparison with its dressier sisters. Both suit and cap are of striped knitted wool.

Annette Kellermann suit, from Lord & Taylor.



The girl that's going in for real swimming and paddling—and most of them are, nowadays—is well-equipped when she has an outfit like this woolsuit (with tights) and cap.

Annette Kellermann suit, from Lord & Taylor.



No, she hasn't mixed up two suits—the navy blue blouse and bloomers really belong with the Alice blue skirt and cap. Both are of rajah.

Central News Photo Service.