Simplicity, Practicality and Charm a War-Time "Rule of Three."

PHOTOGRAPHS FROM PAUL THOMPSON

That the shops are co-operating with the movement to solve the problem of suitable clothes with a saving of time, strength and expenditure, is evidenced by their contributions to the Exhibition recently held at the home of Mrs. Beatrice Forbes-Robertson Hale. Best & Co. suggested the solution in a brown gingham dress with plaited brown and white checked skirt.

It's a long cry from the sailor's middy to this de luxe edition in white silk artistically stencilled, but the same comfort-giving qualities are there—no buttons and quick slip-on. Bertha Wade Grenager completes the costume with a skirt and tam stencilled to match.

It's all a question of buttons in this navy blue serge coat-dress from Franklin Simon & Co. Button the garment and you have a dress; unbutton it and wear it with a frock and behold, you have a coat!

Here's a gown that is going to solve the problem for friend husband, small brother, and all the other victims of the "Please fasten my dress" plague. A snapper or two within easy reach secures this chemise dress, which Mrs. Bertha Holley makes of shantung, embroiders or braids, and assembles with a washable guimpe and soft hat.

Simple clothes cannot always be translated as inexpensive garments. No, indeed, not when original designs hand-wrought in the Batik art are applied as decoration to a white shantung coat, as on this model from the Reevold Studio.

Will women have as much difficulty as their husbands and brothers finding the belongings they stow away in their pockets when their gowns, like this Penelope dress, have eight? This frock, as originated by Mrs. Ruth Butts Carson, may be made to serve many occasions by ingenious snap-on devices.

Black chiffon broadcloth costing $5.75, and three hours' work, and you have this gown. Of course you must possess the "know how," and that, in this case, came direct from the brain of Estelle Willoughby Ions.