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# What it Costs to Live up to Society's Demands

**H**OW much should it cost to live, move and have one's being in ultra-fashionable society?

Is \$375 a day too much for a woman to spend, even though her tastes are extravagant and her environments expensive?

This question was recently raised by the publicly aired disagreement between fashionable Mrs. Burke Roche, of New York, and her father, wealthy Frank Work.

"I allow her," said Mr. Work, "\$5000 a month"—which is over \$160 a day—"yet she spends \$375 a day, and doesn't find it enough for her extravagant desires."

This, too, when the father pays all the household expenses and maintains the stable.

It is not often that the specific expenses of a wealthy member of the Four Hundred—and few remain in those exclusive ranks who are not rich—are revealed to the world.

Thousands who read daily of doings in high society have little conception of the actual money cost to those who battle continually for social recognition, maintenance or supremacy in a round of sensational and expensive pleasures.

**N**OT LONG SINCE a careful writer, who had obtained what he considered accurate bases for his estimates, summed up the annual expenses of the family of a modern multi-millionaire in high social life as reaching \$300,000 a year.

This was not given as the average expenditure of such families. Some spend more, others considerably less; for even in the most dashing circles there is manifest, now and then, the restraining touch of that frugality that was partly responsible for the owner's millions.

But there are many families, it is asserted, who find that they cannot get along in these high-pressure days under an actual yearly cost of about \$300,000.

Only a few summers ago, a well-known couple astonished even prodigal Newport by declaring that, although the man's income was \$50,000 and the wife's over \$300,000, they could scarcely manage to live on nearly \$1000 a day.

How does the money go? Well, the fashionable woman's clothing costs a fortune annually.

While the bills of many of these range between \$7000 and \$12,000 a year, some are said to devote \$20,000 exclusively to the demands of the toilette.

"You can't get a first-class gown from us for less than \$500," recently remarked a man who is connected with one of the most noted dressmaking establishments in the world.

"Of course, there are gowns for \$250 and \$300, but a really smart woman would not wear one of these at an important function."

This same really smart woman, he continued, would need about twenty gowns for the Newport season alone.

Another authority asserts that, in order to be comfortable—pleased with the world and herself—the woman of fashion requires about sixty new dresses a year.

Five or six of these are tailor-made suits for street wear, costing from \$150 to \$250 each.

Then, there should be a dozen or more evening gowns and about the same number of dinner costumes, costing from \$200 to \$700 each.

## Dinner Gowns at \$500

Of course, there must be a half dozen fetching little affairs of soft wools and silks for informal afternoons, and these are billed at from \$75 to \$150 each.

From fifteen to twenty summer dresses of fine French muslin are also necessary, their price ranging from \$100 to \$300.

There are some interesting details in connection with the making of a \$500 dinner gown. A single yard of trimming, for instance, may represent a week's work on the part of half a dozen skillful Swiss or French girls.

First, the pattern, perhaps of leaves or flowers, must be embroidered in silk with the finest stitches.

After this, it must be gone over with tiny transparent beads of different colors; or, sometimes, in gems of some kind.

As a finishing touch, the veins and stems of the leaves must be worked in, one by one, in colored thread.

"How often would such a gown be worn?" the authority was asked.

"Three or four times, as a rule. Some women never wear the same dress twice at really important functions."

"Then, what becomes of all this finery?"

"Some sell their discarded dresses; others give them away. Frequently one may see a boudoir maid more handsomely attired than the average woman of the well-to-do class. She falls heir to the wardrobe of her mistress."

This same man is authority for the statement that one very rich woman has all her discarded costumes burned. She does not wish to have any one else wear them.

But gowns do not complete a woman's raiment, more than one swallow makes a spring. There are hats, gloves, lingerie—all the other adjuncts of the toilette to be considered.

She pays from \$10 to \$15 a pair for her shoes. There must be a pair of slippers to match each evening or dinner gown. Lace slippers cost her \$75 a pair.

Seldom do the lace handkerchiefs cost less than \$25 each, or the silk stockings less than \$8 a pair.

Her lace veils are valued at \$10 each, and her parasols sometimes as much as \$100.

Corsets, at \$30 a pair, may aggregate any sum desired; while hand-embroidered corset covers are not thought too dear at \$50.

For the most exclusive societies the prob-



*Why a Woman can Spend \$375 a day and not have enough.*

bly pays \$150 each. These are only a few of the requisites of the dressing room.

The smart woman can scarcely do with fewer than sixty hats a year—thirty for each season. When Miss May Goelet married the Duke of Roxburgh her outfit included seventy hats, and this, her friends declared, was none too many.

A satisfactory automobiling hat may be had for \$75; but the splendid carriage structure of sable and lace may demand an expenditure of from \$300 to \$500.

Opera cloaks! Yes, there must be from three to five or more of these. Some, of light-colored brocades and silk, daintily lined with silk, will come to, say, \$1000. Finer ones, of sable and ermine, call for a \$5000 check.

The sable muff and boa, costing \$5000, and the sealskin and sable jacket, ranging from \$800 to \$1200, are necessary adjuncts.

A year or two ago, a woman who is well known in Washington's fashionable circles aroused considerable comment by returning from Europe with an outfit of gowns and hats that cost her, it was stated, \$100,000.

This lavishness was eclipsed by a young American woman who was presented at the English court not long since.

## Her \$100,000 Gown

It was declared that her gown alone must have cost \$100,000, while the entire outfit, including the many magnificent jewels that dazzled the eyes of beholders, represented at least half a million dollars.

Of course, the amount of money invested in jewels—those delights of every woman's heart—is determined solely by financial ability. A New York social leader possesses a stomacher valued at \$150,000. Upon opera nights several million dollars' worth of beautiful gems may be seen glittering in only a few boxes.

So much, then, for the adornment of one wealthy woman of fashion. She may have daughters in society, and these must be equally well dressed.

From \$5000 to \$6000 will comfortably clothe the average man in the smart social whirl. Cost of dress is a small part of his annual expense.

He may spend from \$20,000 a year upward to maintain his house in New York and Newport; indeed, the cost of help alone in some expensive establishments runs, it is stated, to \$20,000 annually.

A Newport dealer asserts that \$800 a month is not an exaggerated estimate of the meat bill alone of a wealthy household.

He mentioned one family whose meat bill reached \$2000 a month, while the grocery account was one-third that amount.

Expenses of the steam yacht range usually from \$4000 to \$20,000 a month; while the stables and greenhouses call for \$50,000 a year.

As popular as automobiles have become, no fashionable family can do without its horses. Alfred Vanderbilt keeps nearly 100 horses at his various establishments, and none is of ordinary value.

Of course, there must be automobiles, too. Some families have six or eight—John Jacob Astor has rejoiced in the possession of seventeen at one time. Four is considered about the right number, their aggregate cost being \$25,000 or \$30,000.

For the automobiles there must be chauffeurs, just as there must be grooms, drivers and stablemen for the horses, chefs for the kitchen and butlers for the dining rooms.

Some families are not content unless they have imported chauffeurs, who command high salaries, just as they must employ French chefs at an annual wage of \$5000 or \$6000.

## \$100,000 for a Stone Wall

Journeying to Newport for the summer, the millionaire who does not own property there rents. The rent of a satisfactory house in the fashionable section will range from \$7000 to \$15,000 for the season.

Those who buy land and build allow no expense to stand between them and the accomplishment of their desires. One owner surrounded his home with a stone wall at an expenditure of \$100,000.

Another, building upon an open plain, decided that an abundance of old shade trees about his place would set it off to better advantage. Within a few weeks the old shade trees were there.

Splendid veterans of the forest, that had stood guard for nearly a century over some faraway spot, were literally picked up bodily and transplanted to the Newport yard.

One horsechestnut was brought a distance of thirty miles, and a rare old tulip tree over fifty miles.

It required six weeks to move the tulip tree, and the cost of that work alone was \$3000.

Smaller maples were transplanted at a cost of \$300 or \$400 each, until, finally, a splendid grove surrounded the house.

The owner wished an effective natural setting for his home picture, and his money answered it.

Perhaps the family of Edward and Cecilia Rogers apartments in a fashionable hotel in the vicinity of Huntington. Their son, Charles, was