

\$100 A DAY vs. \$100 A YEAR for DRESS



Women Who Face the Same Old Problem from Different Standpoints:

"A HUNDRED dollars a day—think of it!—to dress on, for my board and keep! Indeed, I do not know how I shall get along. Only a hundred dollars a day!"

Mrs. Howard Gould, lorgnette in hand, sighed profoundly over this decision of the court. Only \$100 a day—for dresses, board, perfumes, maids, everything! Indeed, it must have been a blow to the former actress, who, as the wife of Howard Gould, spent, she declared, \$40,000 a year for dresses alone.

Oh, those Palm Beach days, when she wore morning gowns worth \$100 apiece,



Mrs. Clarence H. Mackay, who returned from Europe recently with \$15,000 worth of new gowns.

street gowns worth \$200, house gowns worth \$350, waists worth \$100, evening costumes that cost \$500, and rarely wore the same gown twice.

You, gentle little housewife, have probably read of Mrs. Gould's extravagances with bated breath, held the papers in your hands with awe. Mrs. Gould, madame, is no exception among women of great wealth. Many spent upward of \$30,000 a year for clothes alone. Mrs. Clarence H. Mackay recently returned from abroad with \$15,000 worth of new gowns in her trunk.

WHEN Mrs. Gould testified in court that she spent \$40,000 a year on dress, the jurors and even the judge sat up. "Well," she said, "I often used three different pairs of gloves a day, and I bought four dozen pairs at a time, the price ranging from \$1 to \$5 a pair." Upon a scientifically arranged schedule of how a woman can be well dressed on \$100 a year an expert allows her one pair of evening gloves, one pair of summer chambray gloves and two pairs of heavy winter gloves. This at a total cost of \$4.50.

A one-color scheme is suggested, inasmuch as it gives a dressy appearance. Navy blue, it is asserted, wears and keeps its color the best. The \$100 a year dresser is allowed a one-piece frock of blue serge, which will cost \$3 ready made. If dresses are made at home, two can be had for the same money. A lightweight blue cloth skirt can be bought for \$5, and four white or percale shirtwaists can be had at \$1 apiece. Made at home, the little woman can have just twice the number, or waists of better quality.

A well-dressed woman must have an evening frock. If she is not as particular as Mrs. Gould about appearing several times in the same dress, she at least can go to dinner and the opera and be in good form. A dainty dress can be purchased ready made for \$10. Besides this, her dresses will consist of aingham frocks for \$3 and a batiste frock at \$1. Mrs. Gould's morning gowns may cost \$100 apiece. Don't you imagine you could be as happy in that \$3ingham frock? Doubtless you'd be just as lovely, and even more dear to your John than Katharine Clemmons was to Howard Gould.

And doubtless you'd look as sweet and charming in your \$10 evening dress as the millionairess in her \$500 gown.

In reciting the needs of a woman of wealth, so far as clothing is concerned, Mrs. Gould declares that from eighteen to twenty-four reception gowns, costing \$250 to \$350 each, were found to be necessary; that she could not get along on fewer than twenty-four street gowns, costing \$100 to \$200 each, it being impossible to wear the same one in the afternoon that had been worn in the morning.

Half a dozen house gowns, costing \$50 to \$75 apiece, were hardly enough, while even more negligé lace gowns, costing \$50 to \$175 apiece, were required. Mrs. Gould had at least a half dozen tailored suits a season. These cost from \$50 to \$150 each.

Then, in one year, there were four riding habits, an outfit of \$600; yachting costumes, which come high; furs, on which it was, she said, almost impossible to place a figure. Mrs. Gould had a black caracul mink and a fox which cost \$225, a black caracul skirt costing \$700, and a black otter box, \$125. There were a number of fur suits, coats and skins, on which she was unable to place a value.

Compared with the amount expended by Miss Giulia Morosini for dresses, Mrs. Gould does not seem so extravagant, after all. Miss Morosini herself said that she spends \$200,000 a year for that purpose.

Now, a woman who wants to be well dressed on \$100 a year must take account of all her clothes and estimate what she can spend. When Mrs. Clarence Mackay goes abroad and buys \$15,000 worth of gowns on a single trip she doubtless pays little attention to the small details. But when the little housewife is limited to a winter coat suit at \$24, must estimate her one-piece frock of blue serge at \$5, with a light

blue cloth skirt at \$5, she must be careful about the other accessories.

What, you ask, can she buy? Hats? Of course. A felt or velvet toque is allowed at \$3.50. For summer wear she can buy an effective rough straw for \$2.50. Should she be artistic and trim the hats herself, she can get results at just half of the expenditure for trimmed hats, and with the saving indulge in more expensive trimmings.

She will need an umbrella, which can be purchased for \$1.50 and with care should last a year. One pair of low and one pair of high shoes are allowed. These will cost about \$3.50 a pair. During the winter gloves will be required. Two pairs of heavy gloves can be secured at \$1 each. For \$1 a pair of light chambray gloves can be procured; besides this, a black mohair petticoat, at \$3, and a striped chambray petticoat, at 50 cents, will give excellent wear.

THE INCIDENTALS

The plan arranged covers everything necessary for comfort and which will enable a woman at all times to appear well dressed. For cambric underwear \$5.35 is allowed. This includes three white petticoats at 75 cents each; \$2.25; three night dresses at 50 cents, \$1.50; four pairs of drawers at 30 cents, 80 cents; and four corset covers at 20 cents, 80 cents.

For woven underwear \$4.10 is allowed. Three winter vests at 50 cents each; four gauze vests at 15 cents each; four pairs of heavy stockings at 25 cents a pair; and four pairs of light stockings at 25 cents will total that amount for collars, ties, belts, veils and trifles. \$5 is allowed. Repairs to clothing and shoes should not exceed \$3.

The cost of the articles enumerated totals just \$100.

The one-color scheme is advised because a harmonious costume appears richer than one made up of different colors. Blue as a color is said to be pre-

erable to others. Unless a woman buys good cloth and makes her coat suit, it is said that at least \$24 should be expended, as cheap clothing wears out quickly, and does not pay in the long run.

This outfit is prepared for the woman, of course, who has her previous season's garments. To secure an entirely new outfit would cost much more unless a woman made her own dresses and trimmed her hats, in which case a new outfit, it is asserted, can be secured for \$100.

Placed in the position of the woman confined to this sum for clothes, Mrs. Gould would probably find herself in a dilemma. Speaking of her plans to economize after she was granted a separation from her husband, she said:

"Look at this dress"—pointing to the one she wore—"I wore it three weeks in court and still wear it. And this hat"—taking off a black toque—"I've worn it successively during the trial. Of course I shall have to economize. One of the things I shall give up will be what English women call their tea gowns. I used to have five or six of them a season. They cost me \$200 to \$500 apiece."

Inasmuch as Justice Dowling refused to give me a yacht, I shall need no yachting clothes. I shall not very well be able to have gowns match my shoes and gloves or harmonize with my hats. That will all mean additional saving."

Mrs. Gould's account of her expenditure for dress to many was a rather startling revelation of what wealthy women lay out for clothes. But, as before mentioned, Mrs. Gould was by no means exceptional. Among the most expensive dressers in the country is Mrs. William K. Vanderbilt, Jr. Mrs. Vanderbilt spends thousands a year for dress. Her wardrobe is said to be tremendous. Just how much she spends, possibly no one but herself knows.

When Mrs. John H. Drexel appears at social functions there is usually a furore. Her dresses are marvels of beauty and costliness. When she appeared at Biarritz several years ago her dresses and jewels

caused a tremendous sensation. Her diamond necklaces, ropes of pearls and diamonds, diamond sunbursts and rings are almost innumerable. Her collection is said to be among the most valuable in the world. Mrs. Drexel is always splendidly dressed, although she goes in for less showy garments than some other society leaders.

In London one of the costliest dressers is Lady Cooper, who inherited part of the fortune of "Chicago" Smith, and later that of "Silent" James M. Smith. Lady Cooper has attracted attention recently by her dresses and her musicals. Her inherited millions Lady Cooper and her husband, Sir George, have undertaken to spend. Lady Cooper goes in for "harmonies." When she gives her concerts the rooms are hung with soft-toned tapestries and everywhere are flowers, and Lady Cooper herself, in a dress matching the decorations, seems a part of the sumptuous scene.

Often, when the well-dressed women of society go to the Riviera or the autumn races at Paris, people marvel at their dresses: white laces and black mouselines, embroidered mouselines, mouselines painted with flowers, supple silk-embroidered dresses, Irish

The Proudest Woman in all England



She prefers to motor alone.

SHOULD a vote be taken in London drawing rooms upon the question, "Who is the proudest woman in England?" it is believed the duchess of Portland would be named by a large majority.

These same drawing rooms know little of the titled beauty personally, for the very good reason that she avoids them as much as possible. From her exclusiveness, perhaps, has arisen her reputation for haughtiness and pride.

After all, she may have some reason for her feeling of self-sufficiency. She is the handsome mother of handsome children, is enormously wealthy, the possessor of much-envied strawberry leaves and an intimate of royalty. So firmly was she established in the good graces of the late Queen Victoria that the queen acted as sponsor in person for her first child, and held the baby in her arms at the baptismal font.



The Duchess of Portland, from a recent drawing.

AMONG the most beautiful debutantes of several seasons was Winifred Dallas-Yorke, and her friends predicted a brilliant match for her. Their predictions came true, when the dashing and wealthy young duke of Portland led her to the altar.



Her country home where 500 servants are employed.

of exclusiveness each year and withdrawing more and more from the social functions of London's titled set. It is understood that these have become a little too promiscuous in character for the haughty dame of the strawberry leaves. For herself, she prefers to reserve the favor of her society for the bluest of blue blood.

Tall, slender, graceful, dark haired and always well dressed, the duchess is still a strikingly handsome woman.

Her jewels are of almost fabulous value; in her round crown of brilliant appears the great gem known as the Portland diamond, said to be worth \$50,000.

Either white or black is worn by the duchess in the evening; she has never been persuaded to adopt the gayer colors. Her dress is noted for her adherence to two fashions: she continues to wear a high, wired model collar of fine old lace and a spray of Malmaison carnations in the front of her gown.

One of the pleasing romances of the peerage was that culminating in the marriage of the duke and duchess of Portland. She was standing in a Scotch railway station when the duke first saw her, and like the prince in the fairy book, promptly fell in love and determined that she should wear the Portland coronet.

It was not the first love affair of the duke; but it proved the most successful. As a young man he was a friend of the then prince of Wales, and was on cordial terms with all the members of the royal family. It is said that he aspired to the hand of one of the royal princesses and that his suit was favored by the prince of Wales, but was discouraged by Queen Victoria.

When he set out to win Miss Dallas-Yorke he found a sympathetic aid in Lady Granby, the young woman's most devoted friend. The courtship flourished to a speedy engagement.

The splendid gifts the duke showered upon his betrothed became the talk of the smart set of England. It is said that at one time he purchased for her a sable cloak of such cost and magnificence that the mother of the bride-elect objected, saying that her daughter had never been accustomed to accept such costly gifts, nor to appear in such queenly attire.

In some way, however, her objections were overcome, and the daughter accepted the cloak. Splendid sets of diamonds, sapphires and ropes of pearls also found their way to the young woman's dressing table, and her good fortune caused not a little envy among the other eligibles of the kingdom who felt that the coronet of a duchess was about their due.

OWNS A SECTION OF LONDON

The duke was well able to lavish splendid gifts upon his intended bride. His wealth was, and is, enormous. A large section of the west end of London and extensive estates in England and Ireland are among his possessions.

His fine Wolbeck Abbey, the principal home of the family, is a vast pile crowded with valuable pictures and rare old furniture. It is said that the contents are worth several million dollars.

The duke and duchess spend a great deal of time upon their vast Scotch estates. All the members of the family are devoted to hunting in various forms, and the duke is a great sportsman. He formed a stock company, a great deal of time motoring in solitary state about the dual domains. Rarely is any one seen with her, not even a chauffeur; she drives the car herself.

While the family lives in considerable seclusion, a great deal of state is maintained. The duke and duchess employ about 500 servants, and their establishments cost a fortune each year in maintenance.

The greatest cloud to come over the proud duchess' happiness was the controversy of the celebrated Druce case, some years ago, when George Hollamby Druce, a poor Australian carpenter, appeared in England to claim as his the Portland title and estates. After long and sensational legal proceedings, the carpenter lost his case, but his claims gave the duke many unpleasant hours.

One of the strange features of this controversy was that Druce was too poor to conduct the battle for what he asserted to be his rights. He formed a stock company, with \$55,000 capital, to back him. The subscribers were to receive 500 per cent. upon their money in the event of his success, but nothing if the case went against him. Shares sold at a considerable premium, and there was no difficulty in raising the required sum on the strange speculation.