

American Beauties Pay Tremendous Sums For Pretty Clothes

Twenty Thousand Dollars Is a Very Moderate Outlay for a New Spring Outfit, Says a Fashionable Modiste.

By Rose C. Tillotson.

What does the New York girl look like? "Expense," says Madame Louise, fashionable modiste of Fifth avenue, whose opinion is based upon an intimate knowledge of the extravagances of the Four Hundred.

Feminine refinement is essentially expensive—well all youth for that—but the frocks and trills of Miss Manhattan take first prize for lavish expenditure. In a dress parade of the nation, the New York specimen of American beauty is not only the most costly and undisciplined wardrobe, would lead the procession, for according to this fashionable dressmaker her sartorial position is achieved by a reckless disregard of money.

It is not the society girl alone who has the money fever, for the majority of the fair sex are extravagant in dress. My old-fashioned wardrobe, a thing of beauty but a strenuous strain on her pocketbook. Twenty thousand dollars is only a moderate outlay for a new spring outfit. At least, so says Mme. Louise, who really ought to know, for she has gowned many a maid and matron of the metropolitan smart set.

"The New York girl is an expensive proposition," said Mme. Louise, in discussing with me woman's extravagance in attire. "Nowhere is money more lavishly spent for fashionable finery than in this city, for every woman's wardrobe seems to be pretty clothes. Panics may come and panics may go, but frocks and trills go on forever, and there seems to be no abatement in the costly desire of our sex.

Now that spring is again near, and a fresh excuse is offered for loosening the purse-strings, every fashionable modiste is simply deluged with orders for costly warm weather garments.

She Might "Manage" on \$20,000.

"How much does a fashionable customer usually expend in replenishing her wardrobe?" I inquired of Mme. Louise.

"Of course that depends upon the customer and the number of frocks she needs. A girl who requires an entirely new outfit might manage on \$20,000," Mme. Louise remarked.

"But isn't that an enormous price?" I expostulated in astonishment.

"On the contrary, it is quite moderate," the dressmaker told me. "There are many women in New York who spend twice or thrice that sum, but one could be very nicely gowned on \$5,000. Prices for gowns have advanced within the last few years, and the newest styles for spring wear show a still further advance. Why, this fall gown alone costs \$70, and you see it is quite plain."

Mme. Louise shook out for my inspection an exquisite creation of rose-colored chiffon daintily embroidered in the same shade. It looked a very simple affair, so I asked the modiste the reason of the large price, and learned that in a recherche frock the "cut" is the important thing.

Lingerie Gowns Indispensable.

"Six or seven gowns similar to this would be needed for the summer season," continued Mme. Louise, "and there are the same number of dinner gowns, besides theatre frocks. Lingerie dresses are indispensable to the truly smart woman, and these cannot be purchased for less than \$50 or \$800 each. Of course, there are many below that price, but they have not the chic air of a richly embroidered frock. One would need a half dozen of these gowns, for they will be as popular as ever this season.

"Isn't this an attractive model," she said, taking a gem of fluffy loveliness out of a show case. It was the softest kind of mail, embroidered in broad panels with a design of dainty roses, and I could easily imagine any New York girl parting with her last dollar to possess it.

"Besides the evening gowns," said Mme. Louise, "there are afternoon, street, morning, tennis, bathing, motor, riding and all kinds of gowns which are included in a complete wardrobe. Shoes, gloves, hats and lingerie are important items which are comparatively expensive, and I think an attractive outfit could not be purchased on much less than \$20,000."

"But there are lots of women who do it on \$200 and consider themselves pretty well off," I ventured to remark.

"Yes, I realize that," Mme. Louise acknowledged. "Though many fair New Yorkers are very expensive, there are a large number of women who by coveting the high-priced models can make a very chic appearance on a surprisingly small amount of money. But the average woman of this city is expensive in her tastes and requirements, and I think without a doubt Manhattan ranks a very high priced crop of American beauties."

A World "Help Want" brings a good cook the same day.

SEAL FISHING POOR.

HALIFAX, N. S., March 17.—The catch of the Halifax sealing fleet in southern waters up to the present has been only about half of that of last year, according to a witness received here today. The fleet has landed its catches of seals at Montserrat and at Port George, Falkland Islands, in order to catch this month's sale in London.

Royal Baking Powder

ABSOLUTELY PURE

The only baking powder made with Royal grape cream of tartar

No alum, no lime phosphate. These, the principal elements of the low priced baking powders, are derived from bones, rock and sulphuric acid.

A World "Help Want" brings a good cook the same day.

Pauline's The Oriental Store

Oriental Art Fabrics In Original and Refined Effects For Home Furnishings

The showing of new materials for spring and summer, in our Oriental Drapery Section (3rd floor), represents the result of much thought and preparation. Where could more beautiful designs and colorings be found than in the Oriental Art Materials, which adapt themselves to charming decorations for Window Draperies, Wall Hangings, Cushions and Couch Covers, etc.? Come in and see the splendid Drapery effect shown in many styles around our balcony.

Japanese Cotton Crepes at 35c yard

Plain colors; also Chintz colorings with graceful Oriental designs. These Crepes are used with good effect by all the leading Decorators.

Madras by the Yard

for Bedrooms, Living Rooms, Dining Rooms, Libraries and Halls. Special lots at 25c, 35c and 50c per yard. Reduced from 50c, 75c and 1.00.

Others in colors and a variety of designs from 50c a yard upward.

Tapestry Couch Covers, (60 inches by 3 yards).

Reproductions of our own Kelm and Persian Rug Designs. Special at 3.50, 4.50 and 6.00.

Oriental Tapestry Squares

for Cushion and Chair Seats. Special at 25c, 50c, 75c and 1.00.

India Crepes—Odd Lengths for Curtains and Cushions.

Special 1.00 a yard (formerly 2.00).

Shikii Silk—30 and 36 inches wide.

All colors, plain and figured, suitable for Window, Bookcase and Curtains; a durable fabric at a moderate cost.

Remnant Sale of Drapery Silks, Cotton Crepes, Madras and Tapestries

These Remnants are in useful lengths and real bargains.

A. A. Vantine & Co. Broadway at 18th Street

The children's laxative—Cascarets. Candy tablets, pleasant to take, gentle in their effects. Throw out the old-time physics.

Look back at your childhood days. Remember the physic that mother insisted on once in a while—castor oil, salts or cathartics. How you hated them. How you fought against taking them. How you dreaded their after-effects. That was all wrong, but then nobody knew better.

With our children it's different. They belong to the day of the gentle in medicine. The day of harsh physics is over. We don't force the bowels now; we coax them. We have no dreaded after-effects. And the dose is a candy tablet.

Mothers who cling to the old form of physic simply don't know what they do. The children's revolt is well-founded. Their tender bowels are harmed by them. The modern way is to give a gentle laxative, and to give it more frequently. To keep the bowels always active. The best method is Cascarets. One-half a tablet, as often as needed, does more than anything else to keep a child well.

Cascarets are candy tablets. They are sold by all druggists, but never in bulk. Be sure you get the genuine, with CCC on every tablet. The price is 50c, 25c and Ten Cents per Box

The Leading Specialty House



New Spring Suits

We invite inspection of the largest and most complete stock of Women's strictly Tailormade Suits we've ever shown.

A magnificent assortment at the following attractive prices:

\$25.00, \$29.50, \$32.00 and \$45.00

Misses' and Juniors' Suits

In the newest Spring fabrics. Also a beautiful stock of fine Navy Blue Serges.

\$18.00, \$22.50 and \$28.00



Linen Tailormade Suits

Others in French Rep. Pique and the new soft Bedford Cord. A most extensive showing—an almost bewildering assortment, as you will see, at

\$18.00, \$25.00, \$28.00 and \$35.00 upward.

Misses' Linen Jumper Suits

Elegant but practical in the lines of design—and never in girlish suits has such taste been displayed in the arrangement of make and shape.

\$10.50, \$12.50 and \$17.50



The Forsythe Waist.

Over 1,000 patterns in our celebrated Genuine Scotch Madras Shirtwaists. White and colors, including new checks, plaids and stripes. Standard price,

\$3.50

Lingerie Dresses

No conception can be had of the originality and beauty of these dainty dresses.

\$17.50 upward.

Juniors' and Misses',

\$10.50 upward.



A Special Sale Fancy Dresses

Will offer this week in all wool Batiste, fine Broad-cloths and other light-weight materials a specially prepared assortment that will challenge attention for both style and originality.

Values from \$30.00 to \$45.00, at the one price, \$20.00

Tailored Hats

Our own exclusive designs; specimens of expert French milliners. No duplicates.

\$10.00 upward

Important Notice

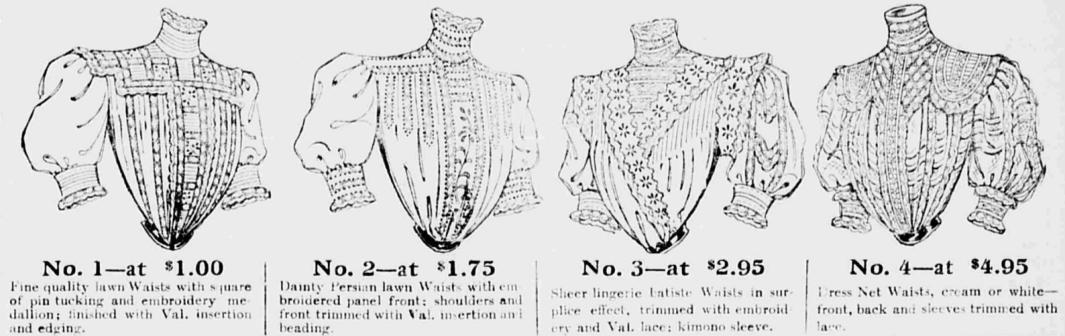
On April 1st we close our Fur Department for the season—up to that time we will sell all our fur Coats, Muffs and neckpieces at about one-half former prices. We will store anything you may select at a very moderate charge.

John Forsythe, Broadway & 18th Street

Simpson Crawford Co. Restaurant Eighth Floor Sixth Av. 19th to 20th Street, New York. Phonographs \$1 Down \$1 Week

To-Morrow We Inaugurate a Great Sale of New Spring Shirt Waists

We show four of a hundred different styles, expressing, without a doubt, the best value in all New York. If you cannot attend this sale we'll fill Mail Orders as long as this lot lasts.



No. 1—at \$1.00 No. 2—at \$1.75 No. 3—at \$2.95 No. 4—at \$4.95

5,000 Yds. Inlaid 1.25 Linoleums at 69c

BOUGHT a manufacturer's entire shipment at a veritable sacrifice. Circumstances were such that he was forced to turn his surplus stock into ready money.

Come to-morrow—get your share while this great lot lasts.

500 Rolls Japanese Matting, valued at \$12.50. (Large patterns in various colors, also fancy figures woven on best cotton warp and plain whites, suitable for living rooms, country house bedrooms; values \$15 and \$16 per roll. \$8.95 special, per roll.)

Flat and Apartment Carpets In Wilton Velvet, Hall and Stair Patterns; large variety to select from; regularly \$1.75 per yard. \$1.00

5-frame \$1.75 body Brussels Carpets, \$1

The Annual Dressmakers' Sale of Notions Sewing Room Supplies and Fancy Articles

THIS is a selling event which grows in importance each year. With us it is considered more as an advertisement than as a money-making occasion. Radical reductions are made on the prices of standard merchandise—and many items are sold at even less than cost. With the dressmaker and home-sewer of New York and vicinity it is a time to figure up on moments and purchase a year's supply. Sale continues Wednesday, Thursday and Friday. We retain the right to limit the quantity to every purchaser, though we will allow liberal quantities.

EVERY PAIR 14,000 Pairs of Dress Shields at 3 for 25c. EVERY PAIR WARRANTED

Princess Brand Tub Shields. Our "Princess Brand" Light Weight Shields are as near perfection as it is possible for a shield to be. Absolutely guaranteed in every way—washable, impervious and light weight. More cannot be said of any shield, regardless of its high price. We offer all three styles, shown in the illustrations, in sizes No. 2, No. 3 and No. 4. 12 Pairs for \$1.00. 3 Pairs for 25c. Jap Silk Dress Shields—Our Princess Brand Jap Silk covered Dress Shields. Every pair guaranteed. Regular and Crescent shape—sizes 2, 3 and 4. Dozen pairs \$1.75. Single pair... 15c

WARREN'S FEATHERBONE 79c

Perfection Brand Oz Spool Silk—white and black. Letters OOO to D—600 to 1,200 yards to a spool. Warranted pure dye. Dozen spools, \$5.25; single spool... 45c. Warren's Featherbone Collar Supporters—Card contains 2 sets; 3 cards for... 10c

Special attention is called to our complete assortment of Trimming, Braids, Fancy Buttons, loose Beads and Fancy Beltings. These four items have an important bearing on this season's styles and we believe we are better prepared to serve the general public upon these lines than any other store in the city. WALKER'S PURE SHALLOTTINE STRIPS, dozen... 15c. WALKER'S SILK GRASS COLOMBINE, dozen... 59c. 5-YD. SILK CORSET LACES, dozen... 25c. GREEN SAFETY PINS—Any size, per dozen... 4c. KERR'S LUSTRE TWIST, per spool... 5c. MACHINE OIL, 3c. MACHINE POLISH, 3c. WHITE LACE POLISH, 15c.

Complete Dress Forms, \$2.25. Paper Mache Bust covered with Jersey cloth. The wire skirt is reinforced and will not tear apart and fall out of shape. This form is modeled from this year's Paris fashions and is not like the ordinary forms sold around generally; necked, trimmed, sizes 32 to 42, at... \$2.25. Hose Supporters. This is a real bargain, with reinforced sateen pad and four straps; extra heavy super lisle elastic. Colors and black; Each... 25c. 25c Pad Supporters... 17c. Children's Supporters... 10c. New style Skirt Gauge. This seemingly insignificant article has grown to great importance. The new style one is with double marker gauge, whereby one is able to make a marking on the bottom of the skirt and for all fold trimming or any other all-the-way-round effect. Complete gauge, made of polished cast steel, at... 98c.

Bust Forms—1908 French model moulded papier mache Bust Form. Exactly proportioned to meet this year's peculiar style requirements; nickel finished; each... 50c

Chiton Collar Foundations. We are positive in our statement that our Michel Ta is a revolutionary collar foundation is a decided improvement over any other on the market. It fits better, feels better and wears better. Made of washable chiffon and featherbone. We are the only place to get size 11 1/2 to 14 1/2. 4 for 25c

Hooded Go-Carts at 14.95

ANOTHER shipment of those popular, durable Go-Carts at the same low price that sold out the first shipment in a few days.



Full sized, well made vehicles, with heavy rubber tire wheels, strong springs and adjustable back and foot rest. Hoods are made of either imported leatherette or red, and match body of Go-Cart in \$14.95 color.

10 Oil Paintings \$4.95

ANOTHER shipment of those artistic and highly decorative oil paintings that created such a stir one week ago will be on sale to-morrow. Enough to last the day out.



They are Import d Original Oil Painting in landscape subjects, of superior artistic merit, framed in handsome double sweep gold burnish frames, come in a well shown box. Size 20x24—worth twice \$4.95 to-morrow's price.

Decorated English Teapots, 29c

JUST received several crates of these Tea Pots. Those that sell so fast and are always in demand.



These Jet Decorated Tea Pots are made in the potteries of England and in a species of clay peculiar only to eastern England. With ordinary usage these pots last a lifetime. They are 6 1/2 and 29c size various—special at...

HEART TRAGEDIES FROM FOUR STATES

DEYERSBURG, Tenn., March 17.—James R. Harrison married Miss Ora Ferguson a fortnight ago. Mrs. Harrison shot herself through the lung last Thursday and died Sunday. In his grief Harrison took prussic acid and died instantly Sunday night.

Kills Himself While His Bride of Five Days Is Away.

QUINCY, Mass., March 17.—Alfred T. Thornley, sea-farmer in the Four River Shipbuilding Company, committed suicide by shooting yesterday. Thornley's wife, whom he married last Wednesday, was at her parents' home at East Weymouth when he killed himself. She is nineteen years old, he was thirty-one.

Woman Kills Sweetheart Who Would Not Make Up a Quarrel.

NENIA, Ill., March 17.—Mrs. Kate Trainor met Samuel Roberts, her sweetheart, in front of a little hotel. Sunday night and tried to patch up a quarrel they had had. Roberts was not responsive. She drew a revolver and killed him. She says she was "kicked to public scorn" because he would not be reconciled to her.

Shoots His Wife Fatally; Tries to Hang Himself.

ST. JOSEPH, Mo., March 17.—Ralph Cassen, being jealous, fatally shot his wife yesterday. After being arrested, Cassen, a packing-house man, tried to hang himself.

"THE WHISTLING SONG." Such is the song that will be given in next Sunday's World. It is from "A Knight for a Day," the successful musical comedy now on at Wallack's. Every boy will want a copy of this song. You get it with music complete, with next Sunday's World.