

It's Cost of Foolishness, Not the Cost of Living, That Makes Gray Hairs

"Too Many Wives Buy Extravagant Clothes and Spend Days Wandering Through Shops or Windows - Shopping," Says Mrs. Austin Norman Palmer.



MRS. AUSTIN N. PALMER.

Marguerite Mooers Marshall. "It's not the cost of living, but the cost of foolishness that's graying the hair of the modern husband and father. To my mind the most pathetic figure in our life today is the middle class woman, the one who on a small salary is striving to enable his wife and daughters to 'keep up appearances.' Needless femininity is the real problem of home economies."

When Mrs. Austin Nelson Palmer treated the Political Study Club to forgoing observations there were no men present. If they had been I am sure they would have cheered her to the echo, and agreed, for once, that some good may come out of a woman's club. And to procure for Mrs. Palmer the wider audience which her remarks merited, I asked her to explain a bit more fully her interesting theory of the high cost of living.

HIGH COST OF FOOLISHNESS IS THE TROUBLE.

"I mean just exactly what I said," she reiterated. "It's the high cost of foolishness that's the horrible old worm working at the root of the modern home. Too many irresponsible wives buy extravagant and showy clothes and spend long days wandering through the shops or window-shopping."

"What's that?" she asked, delighted with the quaint phrase.

"The window-shopper is the woman who, having spent every penny she can beg or borrow, takes it out for the rest of the month in looking. You can find plenty of her in Fifth or Sixth avenue. She may be detected by her meandering gait, her trace-like expression and the shine on the end of her nose. That has been polished by the various plate-glass windows to which she has temporarily adrifted it while gazing yearningly at the goods displayed on the other side."

"But since she doesn't really spend any money"—I was beginning.

Mrs. Palmer smiled and shook her finely coiffured dark head.

WASTE OF PRECIOUS TIME IS IMPORTANT.

"The high cost of foolishness is not measured merely in money," she explained. "Think of the hours and hours of precious time wasted by the window-shopper! Her home goes to rack and ruin for lack of proper care, and so does her husband's digestion. For she is the sworn patron of the delicatessen soap, and cold meat for dinner and cold buns for breakfast make up her regular menu."

"Besides, delicatessen dealings entail a foolish financial drain. The housewife may not realize it, because she buys in such slipshod fashion, with her five cents' worth of this and ten cents' worth of that. Yet if she stopped to think and reckon properly, she would know that she buys cooked turkey at \$1.50 a pound, and other things at a proportionate expense."

"There's a great deal of unnecessary sumptuary connected with the entertaining done by people in moderate circumstances, and here, too, the wife is responsible since she plans it. Where are our old, simple traditions of hospitality? Why do we not group our guests around our hearth fires, literally making them at home? The wife of the man with the small income ought not to insist on several restaurant dinners every month for entertaining friends. For half the money spent outside a charming home dinner could be arranged. Of course it would mean work for the hostess, but surely it's a part of her job!"

"Clothes, however, doubtless form the chief item of costly foolishness in the budget of the New York family. There is a saying that the best is always cheapest in the end. That depends altogether on what one means by 'best.' It is more economical, for instance, to buy washable underwear made of good cloth and firmly sewn. But the really expensive underwear is certainly not economical, because its very fineness and daintiness make it fragile rather than durable."

"It is not economical to buy a costly suit of sherry-buff 'good material' and one when changing fashion forces a woman to throw it away before it is half worn out. It is wiser foolishness for the wife of the small salaryed man to invest in sturdy, well-made and French millinery. These are the items that stand up the cost of living; not rent or dinners."

"But food prices surely have advanced in the last few years," I urged.

DINNER CLUB CONDUCTED BY SIX GIRLS.

"I want to tell you about a little club formed by some girl friends of mine," returned Mrs. Palmer. "There were six of them, and they got up a series of dinners. Three dinners came to \$1.20 per dinner for the six—30 cents apiece—and the other three were planned with \$1.50 as the total expenditure per dinner. Two girls were chosen as hostesses for each meal, and they attended to all the buying and cooking. All the little ingredients, such as flour, butter and lard, were paid for each time. Here is the menu for one of the \$1.20 dinners: Consommé, Crackers, Hamburg Steak, Baked Potatoes, Macaroni au Gratin, Baking Powder Biscuits, Pickles, Marshmallow Pudding, Coconut Balls, Coffee."

"And here is a sample of one of the dinners gotten up for \$1.50: Crabmeat Cocktail, Wafers, Roast Beef, Browned Potatoes and Gravy, Baking Powder Biscuits, String Bean Salad, Pineapple Sherbet, Marguerites, Coffee."

"One of these girls said to me, 'Why such an agitation about the high cost

all the modern conveniences at her disposal. She has time enough, physical strength enough. But she considers housework degrading drudgery."

"Oh, if women would only stop 'keeping up with Lizzie!' exclaimed Mrs. Palmer. "You know that book of Irving Baty's, 'It's the simple, solid truth—and the dark side of American energy and American independence. The woman who is so keen to show herself as good as her neighbor doesn't realize that she is actually truckling to that neighbor's standards, and being as far from independent as possible."

"And the poor, overworked husband has to suffer. Good-natured to a fault, and unwilling to blame his womenfolk, he berates the trusts. But the real fault lies much nearer home."



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Two-tone diagonals, trimmed with corduroy collars, also Norfolk corduroy suits. Sizes 14 to 18.

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Two and three styles of a kind, in a variety of smart models. Sizes 14 to 18.

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Entire balance of velvet, corduroy, velour de laine, ratine, broadcloth and fur trimmed suits. Sizes 14 to 18.

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8.75 Formerly up to 29.50
A collection of various styles of mixtures, chinchilla and novelty cloths, also some mackinaws. Sizes 14 to 18.

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A number of different models in draped and tunic effects of lace and charmeuse.

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Double face vicunas, in tan, navy, gray and Oxford; full length models. Also boucles and chinchilla. Sizes 6 to 14.

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Very Special Sale

Misses' Graduation Dresses

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Made of French voiles, nets and crepes, exquisitely trimmed with lace and embroideries, satin girdles and sashes. Newest draped and straightline models. Sizes 13 to 18.

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2-thread cotton stockings, seamless.
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Fine gauge, silk finished, mercerized stockings.
- Women's Stockings, at 16c
Imported full-fashioned stockings, plain and lisle thread lace effects. Variety of colors.
- Women's Silk Stockings, 24c
Pure thread silk stockings, full-fashioned; black, white, tan and sky.
- Men's Half Hose, at 5c
2-thread cotton socks, full seamless; variety of colors and black.
- Men's Silk Half Hose, 16c
Silk socks, pure thread, linen heels and toes; also imported full, regular made mercerized socks; variety of colors.
- Children's Lisle Stockings, 8c
Lisle thread stockings, plain and lace boot styles; imported, full regular quality; black, tan and white; first quality.
- Children's Stockings, at 19c
Mercerized fine ribbed stockings; first quality; in black, tan and white; all sizes.
- Women's Union Suits, at 25c
Fine cotton union suits, with low neck, in all sizes.
- Women's Union Suits, at 37c
Lisle thread union suits, beautifully trimmed; low neck; in all sizes and shapes.
- Women's Union Suits, at 44c
Finest quality gauze lisle thread union suits; trimmed at the neck with hand crocheted lace; all sizes, including extra large.
- Women's Vests, at 11c
White, narrow-ribbed vests; all sizes, including extra large.
- Women's Plain and Lace Trimmed Fine Cotton and Lisle Thread Vests; pants to match; regular and extra sizes.
- Women's Lisle Vests, 29c
High grade vests of lisle thread, with Swiss rib and hand-crocheted lace. Never retailed anywhere less than 50c.
- Men's Underwear, at 39c
Men's Derby Ribbed Underwear of flawless quality, in silver gray and ecru shades; perfect fitting.
- Root's \$1 Underwear, 69c
Celebrated Root's Underwear for men, strictly first quality; heavy natural wool (no mail orders filled).
- Men's Underwear, at 69c
Natural gray in medium and heavy weights and in all sizes. Characteristic fine cashmere, Stuttgart finish.

Ladies, Meet the New "Tuxedo" Shirts, at \$1.98

The bosom is made up entirely of clusters of pin tucks, and down the front are the prettiest little rhinestone buttons; a velvet bow at the neck adds the true "Tuxedo" finish. Material is fine voile, shirt has long sleeves, finished with turn-over cuffs and high turn-over collar.



Our Remarkable 1/2 Price Plume Sale Continues



The sale last Saturday was a huge success, in fact we were swamped with business. Hundreds of people were turned away who came to purchase these beautiful plumes. They were the biggest values ever offered by this store. We immediately made a strenuous effort, and through shrewd purchasing secured ANOTHER ASSORTMENT OF BEAUTIFUL PLUMAGE, which we offer Saturday at half regular prices.

French Plumes	Beautiful Shaded Plumes With Heavy French Heads	Ostrich Tips (3 in a cluster)
Black or white, with extra heavy heads, strong stems, rich, lustrous, fluffy fibres of finest selected male stock.	Exceptional both as to quality and color. Choice of the popular charming shades as corse with taupe, maize with brown, pink with taupe, light blue with king blue.	Black or white fluffy fibres. Prime male selected stock.
Regular Sale Price	Regular Sale Price	Regular Sale Price
\$2.50 .. Saturday, \$1.25	\$4.00 .. Saturday, \$1.98	\$2.00 .. Saturday, \$1.00
4.00 .. Saturday, 1.98	6.00 .. Saturday, 2.89	4.00 .. Saturday, 1.98
10.00 .. Saturday, 4.95	\$4.00 .. Saturday, \$1.98	6.00 .. Saturday, 2.95
15.00 .. Saturday, 7.50	6.00 .. Saturday, 2.89	10.00 .. Saturday, 4.95
20.00 .. Saturday, 9.75	10.00 .. Saturday, 4.95	

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Sizes 6 to 14 years. Two dainty styles, one with all-over embroidery and lace front waist, with rows of insertion in pleated skirt. The other has Dutch neck with embroidery, clusters of tucks on waist and skirt, and two rows of embroidery on waist and front of skirt.

Girls' White Voile Dresses, \$3.49

Sizes 8 to 14 years. Dainty model, with round neck of lace insertion and tucks on waist, sleeves and skirt.

Girls' White Lawn Dresses, \$4.98

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Girls' White Lawn Dresses, \$6.75

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