

SOCIETY WOMEN GO INTO BUSINESS



MRS. GLEN COLLINS



MRS. SCOTT S. DURAND



COUNTESS OF WARWICK



LADY WIMBORNE

COUNTESS OF ESSEX



LADY BATHURST



MISS EMMA V. MULLAN



LADY DUFF-GORDON

SOCIETY leaders and fashionable women of Chicago have joined their society sisters of other parts of the United States and of England in going in for business.

Within the last few weeks the fad or dropping society for business and of entering into money making has spread to Chicago, and several important announcements have been made. The dairying fad, the laundry business, gardening, shopkeeping, and bookbinding have found their devotees.

The horror of trade that has permeated society all over the civilized world for centuries appears to be evaporating, and every day there are new instances of fashionable women—many from the most exclusive, even royal circles—going into trade to make money.

Mrs. Chatfield-Taylor is one of the pioneers among Chicago women in business with her bookbinding establishment, but there are dozens of others going in for trade and business along all kinds of lines, following and even improving upon the ideas of the English noblewomen, who are among the pioneers in the new field of endeavor.

Chicago has not yet found its society woman who will run a book store or a laundry, but of other business it has its pioneers.

Mrs. Durand to Start Dairy.

Mrs. Scott S. Durand, author, and wife of a Chicago millionaire, who surprised society the other day by announcing her intention to establish a dairy, will not be a pioneer in this line of business. While it is a new undertaking in this part of the country, in England it is an old story.

Lady Hampden owns several dairies in London under the name of Glyde creameries; Mrs. Duadale, a member of a famous Wales family, has interests in dairying from which Eton and other public schools get regular supplies. Even Queen Wilhelmina has the dairying fad. She persuaded Prince Henry to buy some cows, which were placed on the Loo. Her experiment was so successful that she directed her managers to purchase the best animals to be obtained in the kingdom. She is now making money from the sale of large quantities of milk and butter.

Glencoe Women to Be Florists.

Close upon the heels of Mrs. Durand's announcement comes that of two prominent women of Glencoe. Mrs. George S. McReynolds and Miss Nina Howard, daughter of Gen. Charles H. Howard, will raise violets for the Chicago market.

"We bought most of our plants from Miss Chittenden of Lansing, Mich. Others from the east," said Mrs. McReynolds. "There is a great demand for violets, and we believe we shall find a market for all we grow."

Both of these women are fond of gardening and will do most of the work themselves.

When it was known in Washington a few months ago that the daughters of Capt. John Mullen, U. S. A., retired, were about to open a laundry friends and relatives were horrified at the idea of the Mullen girls "taking in washing." In reality it is far from the ordinary laundry. For one thing there is no machinery, and it handles only the most exquisite linens, rure laces, and finest handwork. The cleaning of lingerie blouses alone could almost keep the shop busy, since the rage for them increases and they require the utmost care.

"People must have clothes all the year round," said Miss Mullen, "and they want them carefully done up. Washington had no place where they could be so done up. We have supplied the demand."

Both of the girls grew up in luxury, were educated abroad, and speak several languages. Miss Emma Mullen is a favorite in diplomatic circles. She has been social secretary to Mrs. Russell A. Alger and Representative Morrill of Pennsylvania. She has also taught bridge whist and put up fruit for friends. With such a capable woman at the head there is little doubt of the success of the venture.

Lady Duff-Gordon a Dressmaker.

"Mme. Lucile," noted court dressmaker of London, is none other than Lady Duff-Gordon. Her success has been phenomenal. She is the originator of emotional gowns, the names of which remind one of beautiful landscapes rather than wonderful creations of sartorial art.

One gown in pink was "a little ripple on a moonlight sea," another in shades of orange was called "sunset on a

distant shore." Other wonderful gowns were "The Frenzied Hour" in purple tones, "Passion Thrill," "Ere, vid Inflorescence," and "Liquid Whisper of Early Green."

The much talked of gowns worn by Mrs. Brown-Potter in her plays were designed by Lady Duff-Gordon, as were also gowns worn in many other plays.

A cousin of the marquis of Bath, Mrs. Charles Towne, who was also a niece of James McNeill Whistler, makes buttons; not the common factory kind, but the most exquisite embroidery with tracings of gold and silk.

Mrs. Guiseppe Marconi's sister, the Hon. Moira O'Brien, ran a millinery shop in Bond street up to the time of her marriage to Lord Frederik Bathurst.

In London Lady Wimborne's bookshop in Dover street is the latest venture of a woman of title.

"The Church of England Book Store" is a branch of the Ladies' League, an organization founded by Lady Wimborne and known as a formidable foe to the high church party of England. Devotional literature, bibles, prayer books, will be the specialty at this shop, but other books will also be sold.

The many titled folk who were present at the opening expressed delight with the shop, which is hung in brown art serge, fumed oak book shelves extending from floor to ceiling.

Countess of Essex Runs Laundry.

Another American woman, the beautiful countess of Essex, who was Miss Adele Grant of New York, established a model laundry in a London suburb some time ago, after having made personal investigations of the sanitary condition of London's laundries, which caused the adoption of measures for reform by the county council.

This is by no means the only money making scheme of the countess. She has scored success in furnishing and renting apartments. She has also chaperoned "paying guests" in society. Having exquisite taste in dress, she is consulted by Paquin, from whom she receives a liberal fee.

Liberality of Training Increases.

Lady Muriel Erskine, the pretty daughter of the earl and countess of Buchan, is one of the younger English girls who have succeeded in mixing into things long before they were presented. One of her ambitions when she was quite young was to become a trained nurse. She entered a hospital, but it had become so noised about that the friends and acquaintances called so often upon trivial pretexts that her usefulness was seriously interfered with, and she proceeded to take her place in society by being formally presented.

The marchioness of Granby is another brilliant and talented English woman whose beautiful daughter, Lady Marjorie Manners, testifies to the liberalty of her bringing up. Lady Marjorie's brave stand in attempting to move the king and to win him over to her way of thinking in regard to her marriage with the duke of Connaught is well known, and her courage in trying to move the heart of Edward, which can be stony at times, was deserving of better results. She is pretty and extremely popular in London society. She has carefully followed her mother's artistic training, and has a partiality for esthetic styles of dressing. None of the girls of the present generation has been more painted or before the public in every way possible position, while Shannon has painted her in half a dozen ways.

Enter Society Much Younger.

Many of the other English buds who are coming out this year show signs of the difference in their training, especially in the fact that they come out much younger than formerly. Lady Viola Talbot, the daughter of the countess of Shrewsbury, is an accomplished whip, and drives her turnout to perfection, albeit she is one of the youngest of last season's debutantes. She was seen a good deal in society before her formal presentation. Miss Muriel and Sybil Corkran are two extremely pretty brunettes who are immensely popular, and who were more or less out before they were presented at the last drawing room.

"Rose Bindery" Evolution of Fad.

Mrs. Chatfield-Taylor's "Rose Bindery" was in reality the evolution of a fad. She became so interested in book binding that she studied in Paris under Rene Kieffer. By connoisseurs he is considered wonderful. He turns out more than 300 books a month.

"My bindings are to be entirely in levant and morocco. These are durable, while vellum is not," said Mrs. Chatfield-Taylor. Her partner is Miss Emil George, an English girl. They aim to create a demand for artistic bookbinding.

Mrs. Robert Osborne is to New York what Mme. Lucile is to London. Before Mrs. Osborne established her famous dressmaking shop she was a well known society woman and, as a girl, a Newport belle. The Astors, Goulds, and Vanderbilts are among her patrons, as are many of the theatrical stars. It was she who originated the shirt waist and was the first to wear this practical garment.

Mrs. Charles Glen Collins, a former New York girl, will soon open either a millinery or dressmaking shop.

As Natalie Schenck Mrs. Collins became famous during the Spanish war. She started the endless chain for the soldiers and realized \$27,000. Because of her unfortunate marriage, which took place over a year ago, she is entering the business world.

Countess Will Be Dressmaker.

Countess Fabricotti will open a dressmaking shop in London soon. She has many friends in America and has been entertained in New York and Aiken. She will be assisted by Princess Hatzfeldt, who was Clara Huntington, daughter of the late Collis P. Huntington.

A cousin of the Vanderbilts runs a tea room in New York. One of the loveliest women of England, the countess of Warwick, has a linen shop in London. In the same town Lady Rachel Byng, a daughter of the earl of Strafford, has for many years had a shop for needlework. A daughter of Lord Dunraven has a large violet farm, and there are countless others who have gone into trade because of the fad, fashion, or necessity.

W.H.D. KOERNER