

Better Class Homes Shop More Thriftily, Says Lord's Expert

Some interesting facts were recently disclosed by Lord's, of Evanston, in an investigation to determine what type of buying personality is produced by the various classes of society.

People with small incomes, it was found, frequently buy more "by inspiration." They see something that appeals to them particularly, and they buy on the spur of the moment, whether it is needed or not.

People with less limited incomes have a far greater tendency to buy with forethought.

An example to prove this was cited by S. K. Jorjorian, manager of Lord's Oriental Rug department. He says that, while many people do not realize it, practically everybody can afford Oriental rugs. Their prices are sometimes very little higher than domestic ones that serve the same purpose. But people from better-class homes on the north shore make up a large share of response received from the advertising of Oriental rug sales.

"People of this class realize," says Mr. Jorjorian, "that an Oriental rug bought once, and bought well, will serve a lifetime. They take into account what this means in the way of economy over a spread of years. The people who insist on having Oriental rugs in their homes because they realize their advantages, are, in the best sense, thrifty shoppers. And, as I said before, those are usually people with more substantial incomes."

There is a good lesson in this observation which may well be applied to all buying—buy only what you need—but buy it with care and forethought, and with consideration for its probable length of service.

ATTENDS U. OF W.

Morris Hirsh, son of Mrs. Rosetta Hirsh, formerly of Winnetka, now of the Pierson hotel, Chicago, is attending the Wisconsin university, where he is a sophomore. Mr. Hirsh is pledged Zeta Beta Tau.

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Mrs. Penoyer L. Sherman Honored at Club Luncheon

Mrs. Penoyer L. Sherman was the guest of honor at a birthday luncheon given Tuesday at the Chicago Woman's club by the historical research committee of the art and literature department of the club. Mrs. Sherman, who just celebrated her ninety-third birthday, lives with her son, Roger Sherman, at 213 Linden avenue, Winnetka.

Mrs. Sherman was president of the club for two terms, from 1898 to 1900. She was also a regent of the Daughters

of the American Revolution at one time.

Mrs. Francis Case was toastmistress, and Mrs. Melville C. Chatten was one of the speakers. Mrs. George B. Carpenter of Chicago, Mrs. Arthur S. Chamberlin of Chicago, Mrs. Farson of St. Charles, Mrs. John F. Gilchrist of Chicago, and Mrs. Louis F. Hopkins of Chicago were other speakers.

Miss Kathyne Kennedy of 791 Rosewood avenue has been elected to serve on the entertainment committee of the Dramatic club at National Kindergarten college in Evanston.

Clarence Weil of 1040 Pine street and Henry Hart, Jr., of 485 Sheridan road, Glencoe, entertained a number of their friends at a dinner party given at the Edgewater Beach hotel on Friday evening last.

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