

Purses before health care

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Oh well, that's better.

The purse was only an \$875 patent leather knockoff.

And while I understand it's not nearly as good as leather that is not patent, what is patent leather anyhow? And if it's so bad, why does such a piddly amount of the stuff cost \$875?

This is the true beauty of the Internet. Even a fashion disaster like me can learn great lessons simply by paying attention. Which is what the folks at VBH were doing just last week.

Paying attention.

The people at VBH make stupid expensive purses and at about the same time last week that another dismal job report was issued out of Washington, President Obama and his wife were in Moscow, Russia. That is where the fashionistas at VBH spied Mrs. Obama packing one of their purses.

At least they thought they did.

In fact, the folks at VBH were so darn excited by what they saw they had to tell the world. They figured that if Michelle Obama was traipsing about the world with one of their \$5,950 purses then a lot of women with way too much money would want to spend \$5,950 on a purse.

And that is how a guy who can barely match his socks learned there are purses in this world that cost six grand.

Except you can't even call this thing a purse.

It's not big enough.

In polite circles, where women pack their lipstick in little bags that cost \$6K, these things are called 'clutches.' These types of 'clutches' of course should never be confused with something that might actually serve some practical purpose like the one found on your car. Not at all. The 'clutch' like the one Mrs. Obama was packing around Moscow is a fashion accessory.

Which befuddles men everywhere.

Why is one little bag considered 'fashionable' while another little bag is not? Think of the power those people wield. Oh sure, Michelle is really proud of her man. I mean, he is President and all that. But if somebody wants to matter in this world, it would be best to be the guy who decides what fashion is. Hey, if we could convince women that packing around the Gazette Record were chic, this recession would be a thing of the past. Well, at least my share of it.

But this only gets more complicated.

While Mrs. Obama was clutching her clutch there was the Russian president's wife with empty hands. Either her husband is a real tightwad or there just isn't any Russian makeup worth toting places.

But we're way off track now.

This is really about how all those women who bought the \$5,950 clutches got ripped off.

Here's what happened. After the fashion experts at VBH got all excited the White House shot them down. It seems Mrs. Obama did not have one of the company's \$5,950 originals. Instead she was packing a patent leather knockoff that cost only \$875.

Which prompts some interesting mathematics.

If the President's wife were carrying the little purse deal and wearing her \$800 sneakers at the same time, she would be adorned with \$1,675 worth of baubles that very, very few people would care to notice.

Kinda' like a \$160 million inauguration.

But now we're sidetracked again.

The real travesty here is what happens to all those victims who bought the \$5,950 pursie things. If the same people who make those bags cannot tell them apart from the cheap' knockoff then those discerning ladies got ripped off to the tune of \$5,075. Some people would think there is humor in rich people getting hoodwinked. But this is serious. Every bit as serious as global warming. Who is going to protect us from scurrilous purse vendors?

It's obvious what needs to happen.

We need a Purse Czar in this country.

- DAN HAMMES is publisher of this newspaper.