

THE JUBILEE FASHIONS.

THE ruling power in the dry goods trade is fashion. Every event that concerns the social life of the people leaves its mark upon their dress. In the present season the most important event, and the one most likely to set its imprint upon the fashions for the season, is the Jubilee celebration in honor of England's queen.

A succession of brilliant functions have occupied the attention of the Londoners during the past six weeks. The beauty and richness of the dress has been an important feature of these entertainments. In compliment to their queen the designs for the Jubilee costumes have been copied largely from those of the early Victorian period, instituting, as it were, a revival of many quaint fashions.

Last year the Russian fashions were given special prominence, owing to the coronation of the young czar and the ceremonies attendant upon that event. The coronation occurring in the summer gave excellent opportunity to the fashion makers to launch the Russian effects in the early fall novelties.

For the coming fall the early Victorian period will undoubtedly furnish inspiration from which to draw up-to-date novelties. The success of these fashions will depend upon the cleverness with which the designers adapt them to the needs of the present day.

In many respects the dress of 60 years ago did not differ materially from that of the present time. The fashionable evening dress of to-day is surprisingly like that of 1837. The sloping shoulder line was, however, a marked characteristic of that time, and to reproduce such effects the present fashions will have to be much modified. The sleeves of 1837 were large, but the greatest fullness was at the elbow rather than at the shoulder.

Fichus of all kinds were greatly in favor, and even in daytime women wore open necks to their dresses. The mantles and pelisses for walking were made with long shoulders and wide sleeves, the

aim of the mantua maker being to produce breadth. Ostrich plumes and bird of paradise aigrettes were employed as millinery trimmings, and the ostrich feather boa figured then in the fashionable toilette as it does now. Elaborate coiffures were the order of the day, and the Victoria scoop bonnet takes rank as a most eccentric piece of headgear.

While there is no strong probability that the extreme effects of the early Victorian era will be reproduced in the fashions for this fall, the influence of the dress of that day will be the guiding spirit for novelties during the coming season.

A student of fashion will not fail to give due consideration to this fact in the preparation and the purchase of fall novelties.

Success in the dry goods business lies in having the right thing for sale at the right time. Every new vogue brings grist to the mill, and he who has made fitting preparation will gain the profits from the grind.—Chicago D. G. Reporter.

FREE LESSONS.

Free lessons in embroidery is the drawing card offered by a Brooklyn dry goods store. A Japanese teacher of embroidery is engaged to give lessons for a month.

The corner of the department set apart for the teacher's use in instructing the ladies is filled with handsome specimens of the teacher's work. Here also are some unfinished samples brought by the ladies who desire instruction and wish to have the defects in their work pointed out, the whole making an attractive display. The fact that the system taught is different from any in use makes the scheme all the more attractive, and Brooklyn ladies flock in great numbers to this store during the lesson hours. It is needless to point out the quantity of embroidery materials sold and the consequent establishment of the store as a headquarters for these materials; aside from this, the advertising which follows is extensive.

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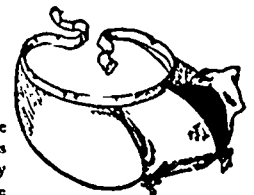
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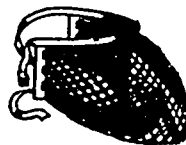
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THE BUSTLE IS HERE



New Fall Styles require them. Use the best. The Combination Hip Bustle gives graceful fulness over the hips and in back of skirt. It is not only very stylish, but it renders admirable service by relieving the weight of the full skirt now worn.

The Empire Skirt Cushion is very popular. Made of Braided Wire—non heating. If not already in stock, send sample order.



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