

referred to. Most of the styles thus far received are in fine felts, some with beaver edges, especially in misses' hats. Others are in the bright, finished felts which are now being advertised by American manufacturers. Those thus far shown are finished equal to the high grade of fur felts.

Small hats and bonnets of imported and domestic made felt braids will be worn, as usual. Velvet-covered hats and bonnets for fine trade will obtain, and it is said that this class of goods will be more popular than in any previous Fall and Winter season. Fancy-made headwear will without doubt be in evidence to a considerable extent. Later advices from fashion centres will doubtless sustain these predictions.

HINTS TO MILLINERS.

By A PRACTICAL MILLINER.

IT IS a well-known fact that all over the country are milliners who have had very little, if any, regular training in the proper management of a business. They have a certain amount of taste, can make and trim a hat. They buy what the travelers tell them they ought to buy, and jog along in a slow, methodless fashion. That may do well enough for the quiet places, but be simply impossible anywhere else.

It is a fact, though, that there is a milliner, and a fairly good one, too, in a city of importance not far from New York, who has for the seventeen years she has been in business kept no books—nothing but a pencil memorandum book. Recently she tried to sell her business, and, having no books to show, would-be purchasers naturally thought it queer, and she failed to sell.

Even if a business is small, some system is advisable; and surely it is satisfactory to be able to look back over the years and note one's progress. In millinery no one month can be taken as any criterion for that month in the next year, for the trade depends so much upon the state of the weather and other outside influences that no absolute rule can be laid down. But, of course, it is necessary to be ready for trade at the time it ought to start, and to have the right goods at the right time.

A sudden change in the weather or temperature should bring out at once something suitable. This, of course, applies to a window trade. Windows should always be attractive and seasonable. It is not necessary to put much into a window, even if it be large; a few well-displayed articles, with some flowers, etc., prettily and suggestively arranged and frequently changed, will be far more effectual in attracting trade than an indistinguishable crowd of hats and bonnets. A mirror in the middle of a millinery window is highly attractive. There are so many ways of draping windows, and so much depends on the surroundings and size of the window, that it is a difficult matter to say what is best. But there are a few things that should be avoided.

Any brilliant color is detrimental to the stock. White, black, ecru, or dull gold are best. Where the store is large and plenty of light is obtained elsewhere than from the windows, the curtains may be opaque; that is to say, of plush or plush and lace combined. An elegant window has been produced of satin and lace, with lambrequins of plush and fringe; the framework was black and gold. Many milliners adhere to white and gold, and that always looks well, does not kill the colors of the stock, and is also inexpensive to keep up. Where the business

is small and not much stock is kept, a handsome palm or fern in a pretty jardiniere is an excellent centre-piece for a window. If a figure is displayed, great care must be taken that the sun does not play pranks with it. By-the-bye, a figure is a very great attraction to even a small window, but it should be a good one; the poor ones spoil, instead of enhancing, the effect of the goods. Pretty vases, with well-selected bouquets of flowers, stood on the floor of the window, are good; feathers can be similarly shown, and some milliners now show baskets of flowers with a handsome bow tied on the handle. Now as to interior arrangement.

This again depends on the character of the trade and size of the rooms or store. If large, and the trade a good one, a number of mirrors with a tiny table, a chair, and, if possible, a screen to each, will be found to be greatly appreciated by the customers. Large imitation palms and ferns in handsome pots can be stood here and there; one large table for the cheaper hats and bonnets, but small ones or tall stands for the better goods, in groups of four or five.

A small showroom done in white and gold or pearl-gray with white and lots of mirrors against the walls will look much larger than it is. Rattan furniture is very nice in such a room.

Have everything as dainty as possible, and do not be afraid of light. Some milliners think they sell better in a subdued light; but customers are sure, subsequently, to see the hat in the best light they can get, and then, if they discover defects, they will think they have been deceived and not come again.

Some people are very sensitive about trying on hats before others. That is why so many mirrors, secluded by screens, are now adopted by milliners who study details. Even in a private millinery parlor a customer will not infrequently run away, saying she will call again, when another customer comes in.

A word as to dress in the show-room. In Paris in summer the young ladies in the show-rooms dress either in white-cream, dove-grey or ecru. Their hair is always dressed in such a way that they can easily try on any hat or bonnet; and as their dress is neutral, it cannot clash with any colors on the hats. In winter they, as a rule, dress in black, but soft neutral tones in cloth are also seen.

Carpets are seldom seen on the well-polished floors, therefore the salesladies wear dainty slippers, with the high heels covered with leather, that they may not slip or mar the mirror-like flooring. Polished floors insure freedom from dust.—The Millinery Trade Review.

FOR THE MILLINERS.

For the milliners Samson, Kennedy & Co. will have a full stock of new ribbons. Reversible satins in Nos. 3, 5, 9, 16, 20 and 30 will be in great prominence. Black, satins, fancies of all sorts, shot glaces, brocaded shot glaces, and other varieties will be ready for inspection in a few days.

Besides, they will have an elegant display of millinery novel ties, ornaments, etc. Dress trimmings are being received now, and will include jet gimps, jet points, and fur and jet combinations.

Read J. D. Ivey & Co.'s advertisement in this issue if you are interested in millinery. This house are making great preparations for the Fall trade.