

BUSINESS OUTLOOK MOST ENCOURAGING

Max Albenberg of Well-Known
Local Drygoods Concern Re-
turns From the East.

"The outlook for next season in most lines of business is highly promising," said Max Albenberg of the Miller-Albenberg company, who returned yesterday from an eastern purchasing trip. "The big manufacturers are making unusually large preparations for the fall and winter. The bumper crops all over the country are expected to start the wave of prosperity and the main effort therefore is to supply the increased demand for merchandise of all sorts.

"Novelty marks the new fall and winter wraps. Many models of the Marie Antoinette type, the quaint pannier of Louis XV, and Grecian drapes are shown, a tendency toward draping being noticeable on nearly all of the gowns as well as the cloaks.

"The Robespierre collar is popular on gowns and waists as well as suits.

"Among the materials used are the new sponge, silk and wool faille, plain and brocaded charmeuse, velvets plain or ornate, with gold and silver effect.

"'Warmth without weight' is sought in the coats which are of the soft spongy materials, zibelines, fancy boucles, chinchillas, diagonals, and so forth. Among the new effects are the Pochahontas coats, the Navajo, the college coat, the cadet and the usual mannish coat, more severe in line than last season. Evening coats have the large kimona sleeve and the exaggerated arm hole, often with the gathered cuff effect, and big ivory buttons.

"Skirts have the wide pleats and the double drape effects, but are not noticeably wider than last season, and many important models are as extreme in narrowness as ever.

"A varied line of chiffon, crepe de chine and peau de cygne waists are shown, with long extension shoulders, very long sleeves, finished with small velvet or satin bows, fine lace ruffling or buttons.

"Smaller shapes appear in the new millinery, with a tendency toward the colonial tricorne, the Napoleon and the irregular shapes and turbans. Some are in soft crush effects of Belgian fur felt, of hatters plush, of velvet, satin or moire, and are trimmed with neat feather stickups or fancy silk ribbons, often of Roman stripe.

"This season's styles in general are prettier and more varied and less expensive than they have been for some time. Every day the new apparel is arriving and being opened for the inspection of patrons, and soon our fall showing will be complete."