

The Taste Supply Association. (Limited.)

FOUNDED TO FURNISH SINGLE PEOPLE AND FAMILIES
WITH CORRECT AND HIGHLY CULTIVATED
TASTES OF ANY PERIOD OR
FASHION, IN
DRESS,
INTERIOR DECORATION,
OR
FOR HOUSEHOLD USE.

President.

MR. DANTE ATHELBERT HOSKINS.

OFFICES: { I Queen Anne Flats, New York,
and
South Kensington, London.

It is scarcely necessary to call attention to the fact that during the last few years there has been a great revival of Taste. No person who desires to hold any recognized position in society can hope to do so without possessing a clearly defined Taste. As Tastes are the result of close study and long and careful training, those persons who are engaged in business, or who have not the necessary leisure or assiduity, have hitherto found it impossible to procure them.

It is to remedy this state of affairs that the Taste Supply Association (Limited) has been formed—its directors and directresses being animated more by a spirit of philanthropy than by a desire for mere pecuniary gain; for they recognize it as utterly grievous that in the present enlightened period any person of means should be without special Tastes.

The staff has prepared a fine and very easily learned collection of Tastes, embracing every period and its various modifications, from the earliest Egyptian and Phœnician to the time of Queen Anne—later than whose reign nothing worthy of the disciples of Taste appears to have been produced.

All Tastes supplied by this Association will be guaranteed to be absolutely correct and unimpeachable. They will be personally imparted in a number of lessons varying with the difficulties and intricacies of the Taste selected. Those personally unable to attend may purchase rules for the formation of any desired Taste. These rules are clear and explicit, and are copiously illustrated with explanatory examples. We would, however, impress upon our patrons the fact that this study must be undertaken in a spirit of true earnestness.

The following are a few of the most useful and popular Tastes we have now on hand:

I. THE JAPANESE.

This is a simple and easily acquired Taste, in spite of its apparent complexity. It is an excellent Taste for beginners, and its cultivation generally forms the first stage of æsthetic development. Utter absence of consistency and homogeneity form its principal characteristic. This is, to a certain degree, true of all other fashionable æsthetic Tastes; but none other possesses this advantage to such an extent as the Japanese. It is very useful, also, in teaching novices to disregard that conventional fiction known as "the fitness of things." After a strict course of Japanese Taste, the æsthetic student will begin to understand that umbrellas are not made to carry over the head, but to hang up over doors or to put in front of empty grates; that plates are not fashioned for the table, but to be suspended in little tin frames; and that rugs made to be walked on should be used for *portières* by those who have the benefit of an Eastern civilization. The

course is brief and easy, although a little hard study is required at the first to enable pupils to distinguish between Japanese and Chinese wares. Chinese art, it should be remarked, is wholly unrecognized by the leaders of pure æstheticism. The stock for a fully developed Japanese Taste may be bought very cheap on Fourteenth street or Sixth Avenue, New York, and we have made very low

Terms for instruction.....\$2.50
Rules for self-instruction, by mail, postage paid. .25

II. THE ROCOCO.

THIS is the next step to the Japanese, and is slightly more complicated, although no great sense of consistency or uniformity is required. It is our object to show our patrons how to group odd bits of furniture, manufactured in France anywhere between the reigns of Louis XIII. and Louis Phillippe, or in Massachusetts after old French models, in a perfectly harmonious and truly æsthetic whole; also to teach them how to meet, and rejoin to, the scoffs of precise and unimaginative moderns, who are apt to designate such collections as "hodge-podge," "heterogeneous ruck," and to use other quite too unsympathetic descriptive terms. This is a really cheap Taste to gratify, as excellent genuine Louis Quatorze and Louis Quinze furniture is now made by steam in this country, and several of the Michigan factories are about to establish *Directoire* departments.

Terms for instruction.....\$15.00
Rules by mail..... 1.50

III. THE QUEEN ANNE.

THIS is an effective and highly popular Taste. Its apparent simplicity has led many amateurs to attempt its cultivation without adequate instruction, going in on the broad principle that everything that is ugly is Queen Anne. This is not the case. Everything that is truly Queen Anne is ugly; but an implicit trust in the converse of the proposition leads the collector to infringe upon several other Tastes. Our system obviates all this difficulty. Just as we teach the student of the Rococo to walk about a room without stumbling over the curved and projecting legs of the tables, or knocking the ornate corners off the cabinets, or catching himself on the brass-work, so we teach the devotee of the Queen Anne style to sit down on a spindle-legged chair, and write at a still more spindle-legged desk, without breaking either.

Terms for instruction.....\$25.00
Rules by mail..... 2.50

IV. THE PURE CLASSIC.

THE Pure Classic is a very convenient Taste for those having large houses and very little furniture; but its use involves an extension of its principles into the realm of personal attire, which is often inconvenient, and, in a cold climate, sometimes positively dangerous, while it is at all times apt to bring a blush to the cheek of Phillistines of exaggerated modesty. This Taste cannot very well be cultivated except by those living far out in the country, or, perhaps, in strictly private insane-asylums.

Terms for instruction.....\$35.00
Rules by mail..... 3.50

V. THE MODIFIED CLASSIC.

THIS Taste is an invention of our own, and has been duly patented and will be protected by law. It

is a useful and ingenious combination of the principles of the Pure Classic and the Modern Tastes, so arranged as to admit of no objections on the scores of convenience, warmth, or propriety. It has all the advantages of the truly Classic with none of its disadvantages; it is eminently practicable, and the too absurdly low price at which we bill it puts it within the reach of all. The costumes may be easily and cheaply constructed. An excellent tunic, toga, or chiton may be made from an old meal-sack, or a mattress-ticking, drawn in about the waist with a bell-rope or a piece of curtain-cord. This Taste will be found particularly useful for young ladies' seminars.

Terms for instruction.....\$20.00
Rules by mail..... 2.00

VI. THE EARLY ENGLISH.

THIS is the great original æsthetic Taste, and for too excessively additional consummateness it readily takes precedence of all others. It is not exactly easy to define the underlying principle of Early English art; but it may be briefly described as a purely perfect passion for angles. The attempts of a certain burlesque dramatist and his too supremely derisive musical coadjutor to belittle the beauty and sacredness of Early English art should be met with lofty contempt by the patrons and pupils of this Association. That the sweet comprehensiveness of the style embraces Florentine stamped velvet and Gobelin tapestries, and permits of the juxtaposition of bear-skins and peacock-feathers, merely exhibits its rich elasticity and its complete adaptability to modern means and opportunities of collection. The principles of Early English costuming are easily mastered by Parisian dress-makers, and even the Philistine genius of Worth, when chastened and sublimated by the mystic influence of mediævalism, may produce raiment not more than four or five centuries later in style than the pure Early English—a trifling anachronism, scarcely noticeable so long as the general effect of Intensity is preserved. As an instance of the growing popularity of the Early English Taste, we may mention that the fashionable shoe for gentlemen is gradually getting nearer and nearer to the pointed form of King Stephen's time.

Terms for instruction.....\$50.00
Rules by mail..... 5.00

VII. THE EARLY AMERICAN.

HERE we have a Taste at once practical, patriotic, and pleasing. To families of undoubted Cape Cod or Mohawk Valley ancestry, we can most confidently recommend this Taste as offering in itself an opportunity of social distinction. After a few weeks of study under our instructions, and a month or so spent in traveling about the country and collecting antique settles, chairs, spinning-wheels, samplers, Dutch ovens, spits, eight-day clocks, and shoe-buckles, a small family may fit up an ancestral hall at very slight expense, and may fairly claim to belong to the American aristocracy. Our course of study includes lessons in American history, and every graduate is presented with a pedigree, made out with careful reference to his inventory of antique possessions, so that he may attribute each article to an appropriate ancestor, and avoid anachronistic errors. We should warn our patrons against purchasing their heirlooms except under our supervision, as most of the simple-minded farmers who are willing, for a consideration, to part with old family furniture and china are agents of

Connecticut and Rhode Island manufacturers of antiques.

Terms for instruction.....\$12.00
Rules by mail..... 1.20

Applications by letter must be addressed to the Secretary, and must state very distinctly what kind of Taste is required. No rules sent out except on receipt of the regular fee.

Our rules, while calculated to prove of great advantage to our patrons in the rural districts, give merely the broad rudimentary principles of Taste, and we cannot too strenuously insist upon the immense advantages of personal instruction.

Disputed questions of Taste may be referred to the Association, and will be decided for a very moderate charge.

" Ah, si Jeunesse savait ! "

HAD youth but known, some years ago,
That freckled-faced small girls could grow
In most astounding way,
To lovely women, in whose eyes
The light a man most longs for lies—
Ah, si Jeunesse savait !

HAD youth but known—my youth, I mean—
That you would walk as regnant queen
Of hearts in this new day—
That elfin locks could change to curls
Softer than any other girl's—
Ah, si Jeunesse savait !

HAD youth but known the time would come
When I should stand, abashed and dumb,
With not one word to say,
Before you, whom, in days gone by,
I'd tease until you could but cry—
Ah, si Jeunesse savait !

I little dreamed in those old days
Of undeveloped winning ways
To wile men's hearts away—
When, wading in the brook with you,
I splashed your best frock through and through—
Ah, si Jeunesse savait !

Your pretty nose—ah! there's the rub—
I used to laugh at once as "snub,"
Is now *nez retroussé* ;
Upon the one-time brown bare feet
You wear French kids now, trim and neat,—
Ah, si Jeunesse savait !

The brief kilt-skirt, the legs all bare,
The freckled face, the tangled hair—
These things are passed away :
You are a woman now, fall grown,
With lovers of your very own—
Ah, si Jeunesse savait !

You'd plead to be my comrade then,
With tearful big brown eyes—Ah, when,
My winning, winsome May,
Will words like those your lips atween
Come back again? No more, I ween!
Ah, si Jeunesse savait !

Time turns the tables. It is meet,
Doubtless, that I here at your feet
Should feel your scepter's sway—
Should know you hold me 'neath your heel—
Should love you, and should—well, should feel :
Ah, si Jeunesse savait !