

The Grand Album

A Special and
Extraordinary
... Offer!

OF **Metropolitan**
Fashions.

Send TWENTY-FIVE CENTS for a Specimen Copy of THE GRAND ALBUM OF METROPOLITAN FASHIONS and receive, in addition to the Book, a Circular acquainting you with a SPECIAL and EXTRAORDINARY OFFER that is made for a LIMITED TIME only.

Every Page is a Plate, and all the Plates can readily be taken out for distribution on tables or counters. In addition, there are now issued, with each Number, Large Plates varying in size from 20 x 27 inches to 25 x 29 inches. There is a Large LITHOGRAPHIC PLATE of LADIES' FASHIONS issued with the SEPTEMBER, DECEMBER, MARCH and JUNE Numbers. A PLATE of JUVENILE FASHIONS is also issued with the Magazine four times a year. Other Plates of Special Styles, such as Bicycling Attire, Storm Garments, etc., accompany it from time to time. EACH NUMBER CONTAINS A SELECTION OF ADVANCED STYLES WHICH WERE NOT READY IN TIME TO BE INCLUDED IN THE DELINEATOR AND THE GLASS OF FASHION.

The Grand Album

Is Issued in THREE Editions—English,
Spanish and German—and is Invaluable

I.—To the Dressmaker and Ladies' Tailor—For whom its wealth of Colored Illustrations of Styles of Ladies', Misses' and Children's Attire affords an alluring and suggestive Book of Modes for the inspection of their patrons. They will readily appreciate the effectiveness of its Detachable Plates for use in windows and upon the walls of their reception rooms.

II.—To the Milliner—Who will find among its Monthly Plates of seasonable *Chapeaux* exact reproductions in form and color of the latest examples of Paris. London and New York *Modistes*, together with correct models of untrimmed shapes and valuable suggestions as to colors, harmonies and decorative materials.

III.—To the Juvenile Outfitter—Who cannot elsewhere obtain any such attractive and well-grouped views of all that is seasonable and stylish in the costuming of Misses, Girls, Boys and Children. The signal favor bestowed upon THE JUVENILE OUTFITTER, when issued as a separate publication, was not more deserved than is this Department, which is given generous space in THE GRAND ALBUM.

IV.—To the Dry Goods Merchant—For whose benefit has been inaugurated the Department of Window Dressing, with its large Photographic Views of notable Window Displays by Metropolitan Houses, and who will also find its Color Plates of great utility in promoting sales of fabrics and a great convenience for distribution on their counters.

V.—To Any Woman—Who wishes in all matters of fashion to have access to the earliest information possessed by the Professional Dressmaker and Milliner. While essentially a Publication for high-class professional use, the Home Dressmaker and the Amateur Milliner will find THE GRAND ALBUM worth many times its moderate cost by reason of the insight into professional methods and the advanced information it affords.

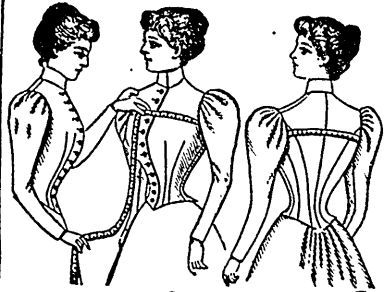
NOTE.—A Special Feature for November is in the form of two Large Supplementary Sheets—one containing Illustrations of the Latest Novelties in Three-Quarter Coats and Fur Garments, and the other the very Newest Ideas in Skirts.

Single Copies, - 25 Cents.
Subscription Price, \$2.00 a Year.

TRANSPORTATION Charges to any Address in the United States, Canada, Newfoundland or Mexico, on THE GRAND ALBUM OF METROPOLITAN FASHIONS, are paid by us. When the Publication is to be sent on Subscription to any other Country, One Dollar for Extra Postage on the Subscription is charged.

THE BUTTERICK PUBLISHING CO. (Limited), 7 to 17 W. 13th St., New York.

HOW TO TAKE MEASURES.



For the Pattern of a Lady's Basque or any Garment requiring a Bust Measure to be taken.—Put the Measure around the Body, over the dress, close under the arms, drawing it closely—NOT TOO TIGHT.

For the Pattern of a Lady's Skirt or any Garment requiring a Waist Measure to be taken.—Put the Measure around the Waist, over the dress.

For the Pattern of a Lady's Sleeve.—Put the Measure around the muscular part of the upper arm, about an inch below the lower part of the arm's eye, drawing the tape closely—NOT TOO TIGHT.

Take the MEASURES FOR MISSES' and LITTLE GIRLS' PATTERNS the SAME AS FOR LADIES'. In ordering, give the Ages also.

For the Pattern of a Man's or Boy's Coat or Vest.—Put the Measure around the Body, under the jacket, close under the arms, drawing it closely—NOT TOO TIGHT. In ordering for a boy, give the age also.

For the Pattern of a Man's or Boy's Overcoat.—Measure around the Breast, over the garment the coat is to be worn over. In ordering for a boy, give the age also.

For the Pattern of a Man's or Boy's Trousers.—Put the Measure around the Body, over the trousers at the waist, drawing it closely—NOT TOO TIGHT. In ordering for a boy, give the age also.

For the Pattern of a Man's or Boy's Shirt.—Put the Measure around the neck, measure the exact size where the Neck-band encircles it, and allow one inch—thus, if the exact size be 14 inches, select a Pattern marked 15 inches. For the Breast, put the Measure around the Body, over the vest, under the jacket or coat, close under the arms, drawing it closely—NOT TOO TIGHT. In ordering a Boy's Shirt Pattern, give the age also.

Rates for Packages of Patterns.

On orders for Packages of Patterns the following Discounts will be allowed, but the Entire Amount must be ordered at one time. In ordering, specify the Patterns by their Numbers.

On Receipt of \$3.00, we will allow a Selection to the Value of \$4.00 in Patterns.

On Receipt of \$5.00, we will allow a Selection to the Value of \$7.00 in Patterns.

On Receipt of \$10.00, we will allow a Selection to the Value of \$15.00 in Patterns.

Offer to Purchasers of Patterns.

To any Retail Customer sending us by Mail, at one time, \$1.00 or more for Patterns, we will, on receipt thereof, send a copy of THE METROPOLITAN CATALOGUE, postpaid, free of charge. Or, to any retail customer sending us by mail, at one time, 50 cents for Patterns, with 10 cents additional, we will forward, on receipt thereof, a copy of THE METROPOLITAN CATALOGUE.

The Butterick Publishing Co. (Limited),
7 to 17 W. 13th St., New York.