

The Grand Album...

OF

Metropolitan Fashions,

FOR

AUGUST, 1897.

THE SUCCESS which has attended THE GRAND ALBUM OF METROPOLITAN FASHIONS is evidence that the magazine is meeting the demand which exists for a high-class Plate Publication issued by an acknowledged authority. Although the first (March) number—which was produced under all the difficulties attendant on a new enterprise—was received in a very flattering manner, we have improved each successive edition by introducing new color schemes and processes of printing, with the result that THE GRAND ALBUM for August shows effects that have never before been approached in color work.

There are, moreover, in contemplation further improvements that will materially increase the value of the publication to all subscribers. Beginning with the number for September, and continuing quarterly thereafter (December, March, June, etc.), we will issue as a Supplement a LARGE LITHOGRAPHIC PLATE OF LADIES' FASHIONS of the size of that which formerly accompanied THE QUARTERLY REPORT. These Plates will be especially suitable for framing and for counter use by our Agents and all dressmakers, dry-goods merchants, etc. A PLATE OF JUVENILE FASHIONS, 13 x 20 inches, will also be issued each season under the same conditions, and from time to time we will also present Lithographic Plates of Special Styles, such as Bicycling Attire, Storm Garments, etc.

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 beautiful and correctly colored illustrations of current and coming Styles of Ladies', Misses' and Children's attire affords at once a criterion for their own creations and 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 the untrimmed shapes and valuable suggestions as to the trend of popular taste in the matter of color 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 August issue of THE GRAND ALBUM.

IV.—To the Dry Goods Merchant.—For whose especial benefit has been inaugurated the unique department of Window Dressing, with its reproduction of large photographic views of notable window displays by metropolitan houses, and who will also find its readily-detachable Color Plates on heavy paper of great utility in promoting sales of fabrics suitable for the development of the garments depicted.

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 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 August will be in the form of Two Large Supplementary Sheets containing Illustrations of the Latest Styles in Ladies' Waists and Skirts, and the Latest Styles in Bicycle Garments.

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.

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