

SHREWD DRESSMAKERS

Know that they Save Time, Extend their Trade and Please their Customers by Keeping

— THE —

Metropolitan Catalogue of Fashions

WHERE IT CAN BE SEEN BY THEIR PATRONS.

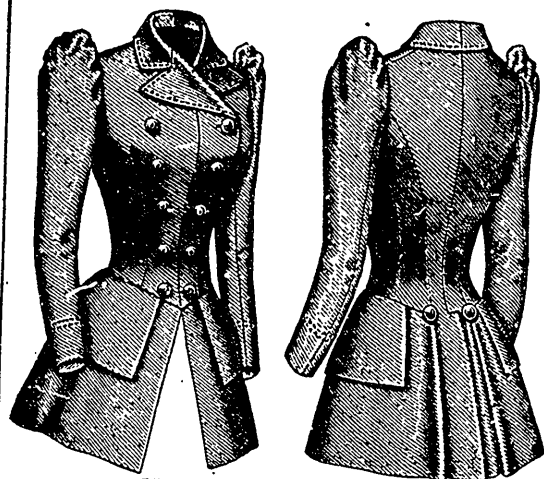


THIS MAGNIFICENT PUBLICATION is a semi-annual *résumé* within whose covers are included all the styles in fashionable use for ladies and children at the time of its publication. A com-

parison of two successive numbers shows that the latter edition, while possessing large additions in the way of novelty, is not entirely new, as it retains a noticeable proportion of the engravings shown in the previous volume.

As purveyors of modes, we find that many styles take a strong hold on public taste and frequently outlast two or three seasons in popularity. Again, in our position as designers of fashions, it occasionally happens that we introduce a style which does not at once attract public favor—which, in fact, requires time to grow into general esteem. Then, again, there are standard shapes which remain in use year after year, and some few, indeed, which appear to be as immutable as the stars. There is the broad, general rule, which teaches that fashions in the average do not acquire or lose popularity in a day, but wax and wane in favor as the seasons come and go.

Some there are, of course, which leap at one bound into public admiration;



3772

3772

LADIES' COAT (Copyright), price 35 cents.

but these are indeed as infrequent and erratic as comets—to-day a wonderful attraction, to-morrow gone and forgotten. All these and other similar circumstances are duly considered in the preparation of the work under discussion; the end kept permanently in view being to have it contain every fashion in vogue for ladies, misses and children, as issued up to date of its publication. We wish it, therefore, distinctly understood, that while the work includes all the modes endorsed by Fashion, it excludes everything from which she has removed the stamp of her approval.

Having been prepared in view of much handling (being especially calculated for the sales-counters of our Agents), this Catalogue is excellently adapted to the needs of Dressmakers and Manufacturers of Ladies' and Misses' Clothing.

Single copies of the METROPOLITAN CATALOGUE, in the Popular Edition, will be sold at this office for 35 cents, or will be mailed, post-paid, to any address in Canada on receipt of order and this amount.

NOTE THIS OFFER.

To any one sending us \$1.00 for a Subscription to the DELINEATOR, with 25 cents additional (or \$1.25 in all), we will also forward a copy of the METROPOLITAN CATALOGUE of the current edition, until the same shall be exhausted. If the current edition is exhausted at the time we receive the Subscription, we will send a copy of the succeeding number immediately upon its publication.

See Advertisement of the DELINEATOR elsewhere in this issue.

Address: The Delineator Publishing Co. of Toronto (Limited),
33 RICHMOND ST., WEST, TORONTO.



Figure No. 377 P.—Misses' Dress.—This illustrates Pattern No. 3766 (copyright), price 30 cents.