


THE METROPOLITAN Catalogue of Fashions.

AT A PRICE TO SUIT THE TIMES.

 WING to the instant and pressing demand for the METROPOLITAN CATALOGUE OF FASHIONS upon its issue each season, we have of late years been printing the Publication simultaneously in London, New York and Chicago, the large expense of preparing separate Plates, etc., for the three Editions having been warranted by the rapid growth of its circulation. This growth having continued without abatement through the recent widespread and serious business depression, we feel confident that, although the gain has been unprecedented, it will continue through the brighter future that has dawned upon the commercial world. In view of this, and because also we believe that the era of Low Retail Prices has permanently set in, we have this Season reduced the Retail Price of the Publication to **20 Cents per Copy**, sent prepaid to any Address in the Civilized World.

This Price places the METROPOLITAN CATALOGUE OF FASHIONS within the reach of all. It is true that of late years shrewd Milliners, Mantua-Makers, Dress-makers and Manufacturers of Ladies' and Children's Wear generally have seldom failed to have the Publication on their counters promptly each Season for consultation by themselves and their customers. Careful housekeepers have also considered it an important adjunct of the sewing-room.

Now more than ever, because of the Reduction in Price per Copy, and since also we have determined to furnish the Publication on Subscription at the low rate of **50 Cents a Year**, Dressmakers and Housekeepers everywhere will not fail to possess themselves of copies of the Catalogue promptly when issued.

We may here state that the METROPOLITAN CATALOGUE OF FASHIONS is 15x19 inches in size, and contains from 125 to 150 pages of beautifully printed large Illustrations, representing the Latest and Reigning Fashions for Ladies', Misses' and Children's wear, from the simplest swaddling clothes of the nursery King to the most elaborate costumes of the society belle. As now issued, it is published Semi-Annually, in February and August, with Ten Monthly Supplements, the latter exhibiting the New Styles which become fashionable between the time of the Publication of each Volume and that of its Successor.

TERMS FOR THE POPULAR EDITION,

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