

The Grand Album . . .

IN THE six months that have elapsed since the establishment of THE GRAND ALBUM OF METROPOLITAN FASHIONS the Magazine has become indispensable to every Milliner and Dressmaker who wishes to keep thoroughly informed in regard to Prevailing and Incoming Styles. The success which has attended the Publication has been such that we feel justified in incurring considerable extra expense in enlarging the page size so as to provide a handsomer setting for the Plates, which are artistic in the highest degree and magnificent specimens of color printing. The September Number is the first to appear with the increased page size.

OF Metropolitan Fashions, FOR SEPTEMBER, 1897.

With this Number also is issued the first of the LARGE LITHOGRAPHIC PLATES 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. The Plates will be continued quarterly hereafter, appearing with the Number for December, March, June, etc. A PLATE OF JUVENILE FASHIONS, 13x20 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 September 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.

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THE BUTTERICK PUBLISHING CO. (Ltd.)

NOTE.—A special feature for September will be in the form of two Large Supplementary Sheets containing Illustrations of the Latest Styles in Ladies' Sleeves and Skirts.

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