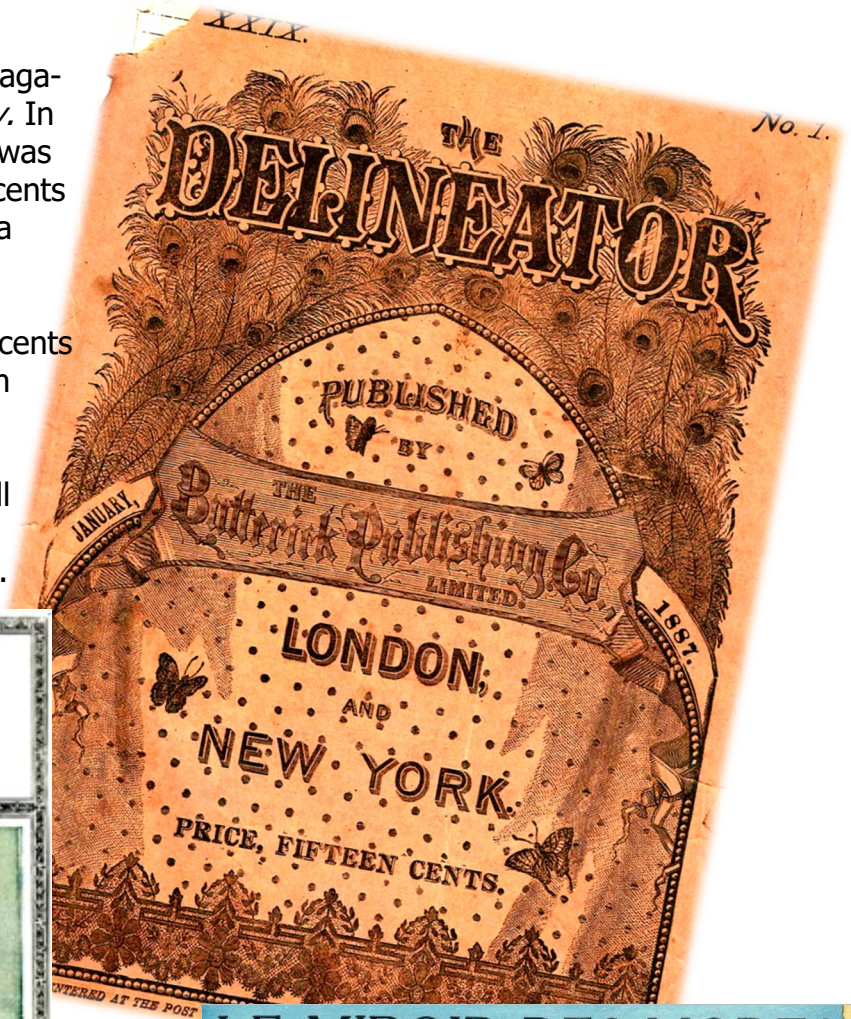


## A Brief History of Butterick Patterns and its Publications

Butterick began publishing a monthly fashion magazine in 1869, calling it *The Metropolitan Monthly*. In 1875 the name changed to *The Delineator* and was touted as "The Woman's Best Magazine" at 15 cents each. In 1897-1898 Butterick was also printing a monthly pattern magazine called *The Glass of Fashion: Up To-Date* and marketed it as "The Cheapest Fashion Magazine in the World!" at 7 cents each. In the early 1900's, *The Delineator* began adding color covers and in 1909, it moved from the rather standard 11 inch tall magazine to an imposing and newsstand-dominating 15 1/2" tall icon, setting a new standard of quality and raising the bar for fashion magazines in the U.S.



*The Delineator* was also published in France as *Le Miroir des Modes*, sometimes with and identical cover, sometimes not. In the 1910's *Le Miroir* occasionally included a free Butterick sewing pattern as a tissue supplement tucked within.



Spring and Early  
Summer 1928

The Magazine Of Fashion

Price 10c  
BY MAIL  
10c EXTRA

# Butterick

Quarterly  
**NOW**  
**10¢**

Mrs. Depew Vintage E-books and Patterns - [www.MrsDepew.com](http://www.MrsDepew.com)



For back views and descriptions of these two patterns see page 88

Spring and Early Summer Fashions 1928

By 1928 Butterick Quarterly evolved to this nice example of our Model A era fashions. Notice the unusual cape buttoned on the sleeves of the tan pattern shown. When you have time, check out the address on the left side of this scan above, Mrs. Depew has a vast array of vintage information on the web.



By the end of 1931 the name became *Butterick The Quarterly Magazine of Fashion*. These two evening gowns are lovely examples of era designs. Wish I had the whole magazine.

**Fashion Details by Jeanie Adair**