



Here Comes the Bride

OUT into the world goes the bride to establish a home of her own. Thus begins her real business in life, the most important and varied business in the world—conducting a home and rearing children.

A few years ago the groom left college and started to learn *his* business. He worked hard, he watched those about him, he read the technical papers of his trade and now he has been successful enough to marry.

Who is going to teach the new wife *her* complex business of conducting the home? Hitherto she has been sheltered and had things done for her. To be sure, she can cook a little, sew a little, and has an idea she wants her bedroom done in pink. But the problems she now faces are multiple and new, and on her success depend the happiness of the home and the well-being of several lives. A dozen times a day questions arise to which her past experience gives no answer.

And so it is very natural and very necessary that the new wife do as her mother did before her—lean heavily on the practical household service offered her in *The Delineator*.

Here she finds economical recipes for meals; attractive ways to arrange the interior of her home; designs for clothes and instructions how to make them; and later how to take care of herself before her baby arrives and how to conserve the health of the little lad when he comes.

It is such service as this that has established *The Delineator* for fifty years in the most progressive homes of the nation—*The Delineator*, always practical, always up to date in its expert household service.

It is thus that eighty-six per cent. of the million *Delineator* subscribers are married women, who get from its pages every month not only wholesome entertainment but vitally needed household advice.

It is thus that the columns of *The Delineator* prove the ideal place for the advertisements of manufacturers who make articles used in American homes. The women are the "purchasing agents" for the American home.

One million "purchasing agents" rely on *The Delineator* for advice and use its advertising columns as the guide in their household buying. Are you advising them about your product?

56,230 Girls were married last year from Delineator Families

The Delineator

The Magazine in a Million Homes