New Butterick Building - Chicago

# Butterick Builds for the Future

This building just finished is erected not only to take care of present increasing business but to prepare for greater business to come.

Regardless of war-time handicaps—particularly onerous in the publishing business—we are optimistic for the future.

Optimism in the future of our business rests partly on our optimism for the future of all great American business.

More particularly our optimism is based on the good-will of a million homes *The Delineator* has served faithfully for years.

Good-will with the ultimate consumer, obtained by branding and advertising a useful product, is the one positive business insurance that weathers all storms.

In these times of war, far-sighted manufacturers prepare for peace by advertising their products, and obtain security for the future in the confident demand of the great American Public.

*THE DELINEATOR, founded 1868, has more than a million circulation in the United States—foreign editions in five languages —a power with women of all nations.*

*THE DELINEATOR is published by The Butterick Publishing Company, which publishes 30 periodicals with an output of 150,000,000 a year, and has 3,000 employees, 50,000 distributors.*

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# The Delineator

## *The Magazine in a Million Homes*