

Special and Important!

To Our Patrons in Canada:

A Canadian edition of the DELINEATOR, duplicating that issued in New York, is now issued by

The Delineator Publishing Co. of Toronto, Limited,

33 RICHMOND ST., WEST, TORONTO,

who will fill all standing engagements and hereafter receive all communications and subscriptions from persons not our agents residing in the Dominion.

The present circulation of the DELINEATOR in British North America is **Fifteen Thousand**, and we do not doubt that, under the new arrangement, so much more convenient to the Canadian public than the old order of things, these figures will show a large and rapid increase.

The Subscription Price of the Canadian Edition is the same as that for the American—One Dollar per Year. With the premium Metropolitan Catalogue delivered free to the Subscriber, the Subscription Price is \$1.25, the extra 25 cents covering the cost of duty and transportation on the Catalogue.

TO ORDER PATTERNS BY MAIL.

In ordering Patterns by Mail, either from this Office or from any of our Agencies, be careful to give your Post-Office Address in full, naming the Town, County and Province in which you reside.

When Patterns are desired for Ladies, the **Number** and **Size** of each Pattern should be carefully stated; when Patterns for Misses, Girls, Boys or Little Folks are needed, the **Number**, **Size** and **Age** should be given in each instance. A convenient formula for ordering patterns is as follows:

THE BUTTERICK PUBLISHING CO. [Limited]:
GENTLEMEN—Enclosed please find Postal-Order or (Express Order) for —dollars and —cents, for which send me pattern 983, 36 bust; 881, 24 waist; 994, 12 years, 28 bust; 996, 12 years, 24½ bust; 1000, 6 years, 28 bust; and 8846, 7 years, 23 waist.
"WARDSVILLE, MIDDLESEX CO., ONT.
MRS. JOHN MARTIN."

To Take Measures for Patterns.

To Measure for a Lady's Basque or any Garment requiring a Bust Measure to be taken:—Put the measure around the body, OVER the dress, close under the arms, drawing it closely—not too tight.

To Measure for a Lady's Skirt or Over-Skirt:—Put the measure around the waist, OVER the dress.

To Measure for a Lady's Sleeve:—Put the measure around the muscular part of the upper arm, about an inch below the bottom of the arm's-eye, drawing the tape closely—not too tight.

Take the Measures for Misses' and Little Girls' Patterns the same as for Ladies' In ordering, give the ages also.

To Measure for a Boy's Coat or Vest:—Put the measure around the body, UNDER the jacket, close under the arms, drawing it closely—not too tight.

To Measure for a Boy's Overcoat:—Measure about the breast, OVER the garment the coat is to be worn over.

To Measure for Trousers:—Put the measure around the body, OVER the trousers at the waist, drawing it closely—not too tight.

To Measure for a Shirt:—For the size of the neck, measure the exact size where the collar encircles it, and allow one inch—thus, if the exact size be fourteen inches, use a Pattern marked 15 inches. In other words, give the size of the collar the shirt is to be worn with. For the breast, put the measure around the body, under the jacket or coat, close under the arms, drawing it closely—not too tight.



In taking measures, it is immaterial whether the party taking them stands before or behind the party being measured. If properly observed the following rules will ensure satisfactory results:

To Parties Desiring Addresses Changed on our Subscription Books.

Subscribers to our Publications, when notifying us of a Change of Address, are particularly requested to give their full former Address, together with the new Address, and state the Month and Year in which the subscription began. Thus:

"THE BUTTERICK PUBLISHING CO. [LIMITED]:

"Mrs. John Martin, formerly of Wardsville, Middlesex Co., Ontario, whose Subscription to the DELINEATOR began with June, 1890, desires her address changed to Gananoque, Leeds Co., Ontario."

To Parties Complaining of Non-Receipt of Magazines.

To avoid delay and long correspondence, a subscriber to any of our Publications, not receiving the publication regularly, should name in the letter of complaint the Month with which the subscription commenced. Our subscription lists being kept by months instead of alphabetically, the need of the above information is evident. A convenient form for such a complaint is as follows:—

"THE BUTTERICK PUBLISHING CO. [LIMITED]:

"Mrs. John Martin, of Wardsville, Middlesex Co., Ontario, has not received the December number of the DELINEATOR, for which she subscribed commencing with the number for November, 1890. She knows of no reason for its non-receipt."

To Secure Specific Numbers of the DELINEATOR.

To insure the filling of orders of DELINEATORS for any specific Edition, they should be received by or before the tenth of the month preceding the date of issue. For instance: parties wishing the DELINEATOR for February, may be certain to secure copies of that Edition by sending in their orders by the tenth of January.

To Parties Ordering Patterns or Publications by Mail.

In sending Money to us or our agents through the mail, use a Post-office Order, Express Money-order, a bank Check or Draft or a Registered letter.

Should a post-office order sent to us go astray in the mails, we can readily obtain a duplicate here and have it cashed. An express money-order is equally safe and often less expensive.

A registered letter, being regularly numbered, can be easily traced to its point of detention should it not reach us in ordinary course. To facilitate tracing a delayed registered letter, the complaining correspondent should obtain its number from the local postmaster and send it to us.

Bank drafts or checks, being valuable only to those in whose favor they are drawn, are reasonably certain of delivery. A postal-note, unless in a registered envelope, is as liable as other money to loss in the mails.

THE BUTTERICK PUBLISHING CO. (Limited).

