

# THE "DELINEATOR"—THE WOMAN'S MAGAZINE.

The scope of the *DELINEATOR* has been gradually widened during the past twelve months; and while the publication is not in every respect as we hope yet to make it, we can safely assert that in the field it is designed to cover it stands without a peer—that the quality, quantity, variety and appropriateness of its contents make it essentially the *Woman's Magazine*, suitable for young and old, maid, wife and widow.

What the public think of it is attested by the steady increase in its circulation, each month showing a large gain. In our issue for December, 1890, we printed **360,000** copies; while of the *Dec. issue, 1891*, the total edition for the United States (*exclusive of the English and Canadian editions*) was **410,000** copies—an increase of **50,000** in the twelve months, or an average gain of **5,000** paid subscribers in every month of the year.

The reason for this enormous circulation and rapid increase is that the magazine has continually grown stronger and better in every department. The enlargement of our staff in London and Paris has enabled us to keep directly in touch with those centers of fashion, so that prevailing styles are reproduced here almost as soon as seen. Further progress has been made in the manufacture of our Patterns, and they are now as perfect as skilled designers can make them. In this connection, too, must be considered the illustrated Lessons on Garment Making which appear from time to time and teach the best among various modes of finish for certain styles or parts of garments. These "Lessons" are invaluable to all dressmakers, and when the series is completed it will form the most practical treatise on dressmaking ever published.

The Fancy-Work Department grows more attractive on account of the numerous original designs introduced, the "Fancy Stitches," being especially productive of novelties.

The standard articles on Dress Fabrics, Trimmings and Millinery reflect the taste of to-day and also indicate that of to-morrow, and the information given can be safely followed by all who are interested in the making of ladies' attire. In addition to these articles there have been special ones on various subjects appropriate to the current season, such as Fancy Dress and Carnival Costumes, Costumes for Graduation, Autumn Gowns, Mourning Attire, Evening Gowns, etc.

The papers on the Dining-Room and Its Decoration, which close as a series this month, have been instructive and suggestive, giving to young housekeepers full information regarding the dainty ordering of the dining-table and its service, and presenting the newest ideas in mural and table decoration, including the folding of napkins, arrangement of flowers, disposal of pictures, panels and plaques, etc., etc.

Tea-Table Gossip has continued throughout the year to discuss from a practical woman's standpoint all those minor topics of current interest that hold so prominent a place in the feminine mind. Everything, from pins to gowns and from a woman's ways to her weight, finds a place in these entertaining and instructive papers.

With the year was inaugurated a new department which, judging from the general interest manifested in it, has supplied a long-felt want. This is the Housekeepers' Department, in which are answered all questions relating to cookery and the management of the household generally. Our readers may rely on all recipes, directions and general information presented in this connection as being the most sensible and practical to be had on the subject concerning which inquiry is made.

During the past twelve months has been completed the first course of papers on "Housekeeping, Good and Bad," treating the theoretical side of the housewife's art; and the second series, touching upon practical housekeeping, is now in progress.

In the March number appeared the first chapter of "Across the Continent," a vividly descriptive narrative of a recent journey from New York to Vancouver and thence to the various points of interest in Alaska. Sitka is reached in the instalment for the present month, and two or more papers are still to be presented.

Simultaneously with the Alaska series was begun an equally entertaining course of graphically illustrated Japanese Sketches, but this was, we regret to say, interrupted for an indefinite period by the illness of our correspondent and her consequent return to America; we hope, however, to be able to resume the Sketches in a very early issue.

Of interest to every flower-loving woman have been the regular papers on "Flower Culture for Women," begun in the April number. These valuable discourses on the florists' craft give full instructions for the care of all sorts of plants, shrubs and bulbs in

the house, on the lawn and in the garden, and they will be continued until the subject (at least, so far as it concerns the amateur florist) has been thoroughly canvassed. The chapters respectively on roses, lilies and cacti will be found particularly well considered.

In the April issue was also commenced a course of illustrated lessons in The Art of Knitting and another in Crocheting, both being prepared by an acknowledged adept in the dainty art of fancy-work, and the introductory paper of a series on Modern Lace-Making appeared in the June number. These lessons will be continued until all our readers who care to learn have become well versed in the mysteries of Knitting, Crocheting and Lace-Making.

Practical instruction in modern methods of house-furnishing was given in a set of four carefully prepared articles on "Novelties in House Decoration," in which were considered the newest ideas regarding wall, ceiling and floor coverings, mantels, grates, windows, hangings, furniture and fittings.

The September number contains the first paper of a series on Home-Made Toilet Extracts, by a careful study of which any woman may, at small expense, supply herself with perfumery superior to that offered in the shops, the various formulas given being those followed by the most reliable perfumers in this country.

In October the final Lesson in Wood-Carving was presented, completing a most thorough course of instruction in that useful and amusing art. Every branch of wood carving received full attention, and the various subjects treated in each lesson were carefully illustrated.

A very seasonable subject was initiated in the November number in a paper descriptive of Games for Halloween; and a similar paper, together with a chapter on Evening Amusements, will be presented in each succeeding issue until all the evening games and other home amusements now in vogue have been discussed.

In addition to the above-mentioned regular and continued articles, a number of miscellaneous ones on topics of special or general household interest have been presented each month, together with admirably written papers on subjects relating to domestic manners and morals.

## FOR 1892.

During the coming year our efforts will remain unabated, not to keep the magazine at its present mark, but to raise it even higher in the scale of technical, literary and artistic excellence. We shall endeavor to render the Fashion Department more complete and more generally satisfactory to all classes of readers than ever before; and that other great department of the magazine, the "Illustrated Miscellany" will claim the entire attention of a numerous staff of the ablest writers and designers.

The "Fancy Stitches" will be continued under the title "Fancy Stitches and Embroideries," and we promise fancy-work lovers a series of novelties unique in the art of decoration.

There will be initiated, for the benefit of the home-lover, a series of illustrated papers on cosy corners and cosy nooks.

Among the many topics to be touched upon in the Household and Literary department there are three which are deserving of particular mention as being especially important to the great mass of womankind. In an early issue will be given a series of articles, by a writer of long and varied experience, on the subject of Child Life, in which everything relative to the health and comfort of children, from their earliest infancy onward, will be considered, practically and with special reference to the means at the command of the average mother.

Another course of papers, also to be shortly commenced, will tell all about Cleansing, Dyeing and Scouring, as they can be done at home. The directions given will be carefully and clearly worded, and they will only include such implements and materials as are likely to have a place in the ordinary household.

Physical Culture will be taken up and considered in every branch. This topic is attracting the attention of young and old in every grade of society, and the papers will be written by one abundantly able to do it full justice.

The Tea-Table Gossip, under a similar title, will be continued, and will disseminate in its inimitable way information on the fads and foibles of society; and the Rambles Among Books will be instructive in regard to the merits of the new publications.

THE PRICE WILL REMAIN UNCHANGED,

ONE DOLLAR PER YEAR.