Four Born Every Minute

Some that coo, some that yowl, some with silky hair, others bald—four babies are born every minute of every day in the United States. Which means that 308 infants are arriving to-day in the million families that read THE DELINEATOR.

Each one of these minute citizens immediately becomes a consumer; and of other articles than milk—talcum powder, crib, rattle, baby-carriage, clothing.

Three hundred and eight *new* consumers in DELINEATOR families to-day, to-morrow and every day of the year!

Every year 112,500 new mothers who rely on THE DELINEATOR for advice! Each issue of the magazine gives them detailed expert advice on the care and upbringing of children. In addition thousands of women (in 1917, 33,498) write to the editors for special help about their youngsters. Practical aids in the form of weight charts, feeding schedules, etc., prepared by THE DELINEATOR, are supplied without charge, and each letter receives a personal reply.

As the 308 babies arriving to-day grow older, their wants increase. For many years all these wants are supplied by their mothers, to whom THE DELINEATOR is "next friend."

If you make any article used by Young America, the place to make it known is THE DELINEATOR. And, remember, the women at the head of our million families are the "purchasing agents" for *all* household supplies. Are you giving them information about *your* product?

Advertising space in THE DELINEATOR is sold by accredited advertising agents.

The Delineator

The Magazine in a Million Homes

ALCO-GRAVURE, INC., N.Y.