

## What the Publishers Have to Say

As we have already explained in a former issue, this page is used—not for editorial matter, but for the publishers to talk with their readers and advertisers—there is no reason that it should be editorial matter for the editor to have this page would mean he would only tell you things you already know, or again, he may go off on a tangent and get himself into a controversy which may land him on the outside of everything. To tell you the truth, we are a little afraid of him; he may make a break which all the court-plaster would fail to mend. Therefore, we are taking precautions by using it ourselves.

Now, we have explained and apologized for our entry; we must call your attention to a contest which we have started in connection with the DE-LUXE. Our aim is to get the people who have heretofore been buying the magazine from the newsstands to become yearly subscribers. We need them, and, we are confident they will never regret the money paid to an enthusiastic contestant. When you consider that you will receive the DE-LUXE in a perfect condition, and delivered to your home free, each month, you will realize it's the best way. A magazine that has been handled by many people before you buy it is hardly fit to be called "an artistic production," for the cover is torn, and the pages are dirty.

Our intentions were to tell you about the changes which you will notice in this issue, the book is a trifle larger, in fact it is now an ideal size, the engravings show to better advantage, you have more reading material and the books are easier handled, while from the advertiser's standpoint it couldn't be improved upon. It is much more expensive to produce than formerly but our aim has been to produce the finest magazine on the Pacific Coast, and, with due respect to our natural modesty we feel that we have accomplished something near this.

The reader who purchases it for the

news and engravings and the advertising public can not fail to say, "Well, that is certainly different than the average periodical." It is different from the others, where they publish an excellent Christmas number, the balance of the year you get a mediocre publication. Do you consider this good policy? Do you consider that when YOU sign advertising space in the Christmas edition that the drop back to the very ordinary sheet is good? From a display standpoint it's harmful, and advertising display is recognized to be the first principle applied to getting results. Would you be content to move into a first-class store for the Christmas month and then go back to a little two by twelve store for the balance of eleven months? Would you think that good business? Would it be more consistent to stay in the first-class store the year around? I don't know how you may look at the foregoing, but you must confess there is a grain of sense there—it's for you to decide—you spend the money, and you are supposed to know how to spend it conscientiously.

Good advertising space is not the easiest thing in the world to find—you can get advertising on most anything now-a-days, but, how much of that is wasted? Seventy-five per cent would be a conservative estimate. Why? Because very few mediums are ever retained from month to month. They are thrown away after having once been read. This is not the case with the DE-LUXE. It is safe to say every copy is retained and your advertisement is of proportionate value to the life of the medium in which it appears. Is that good publicity? Or, do you prefer your copy to be read once and then thrown away?

From the initial number of the DE-LUXE we have exercised strict censorship over the class of advertising signed up by this department and this will continue. We recommend our readers to deal with those advertising in the DE-LUXE, as we permit none but the most exclusive and reliable business houses to use our columns.

THE ONLY EXCLUSIVE BABIES SHOP IN THE  
GREAT NORTHWEST

**A**MONG THE MANY NOVELTIES WHICH WE  
SUGGEST FOR THE LITTLE ONES

ARE

MUSICAL BALLS AND RATTLES  
EXCLUSIVELY DRESSED DOLLS  
LITTLE GIRLS' WORK BASKETS  
BABIES' FOOT WARMERS  
RECORD BOOKS

ALSO A FULL LINE OF

HAND EMBROIDERED BONNETS  
HAND MADE DRESSES  
EMBROIDERED WRAPPERS  
CARRIAGE ROBES, PILLOW CASES

AND

COMPLETE TROUSSEAU FOR BABIES,  
STAMPED GOODS FOR LADIES AND  
BABIES. WE CARRY INFANTS' LONG  
AND SHORT CLOTHES, LITTLE TOTS'  
DRESSES, COATS, BONNETS AND UNDER  
MUSLINS TO SIX YEARS.



### Miss Oliver's Baby Shop

1527 SECOND AVENUE  
SEATTLE, WASH.

Phone Elliott 4751

De-Luxe  
Monthly