



Among the many things to which we wish to draw your attention this month is one in which we want your co-operation, viz: society news. We want you to send in a list of the social affairs you intend to give throughout the coming month. We want you to do this so that the De Luxe will be a magazine of coming events and so the news will be authentic. The more details you can supply us with the better notice we can give it in our columns and to insure it being in time for the current issue the matter should reach us by the fifteenth of the month preceding date of issue; the twentieth is absolutely the last day we can receive news.

We don't want you to think that because we are publishing "coming events" we shall omit accounts of those of the past month, we want the De Luxe to be the first society magazine of the Pacific Coast and to attain this position it will be necessary to have both the past and present of society functions.

When we brought the price of the De Luxe to fifteen cents and the subscription to one dollar fifty a year we are convinced that it would boost the circulation. It is doing so, sales have doubled and people are taking advantage of the low price to have the magazine sent direct to the home by taking a year's subscription.

The attention of our early subscribers is called to the fact that those who paid three dollars, the original price, will have their subscription extended to two years or twenty-four numbers, this we think you will admit is perfectly fair.

In our last issue we said we would make mention about our photograph contest that we published in our second number and which we reprint on page 59.

There are several reasons why we have awarded no prizes on those already submitted, the main one being that the selection was too small, therefore we have extended the time to September 1st, and trust all the ambitious amateurs of photography on the Pacific Coast will compete. The lucky contestant will have their names and the prize winning photographs published in the October number of the De Luxe. Remember it is not necessary for you to be a subscriber to compete.—*The Publishers.*

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SEATTLE

Mr. and Mrs. Harry Whitney Treat entertained at dinner on evening of July 8th, at their home on Highland Drive in honor of their house guests, Mr. and Mrs. Charles McAllister Wilcox, Denver, Colorado.

The table was attractively decorated with red snapdragons and lilies, intermingled with asparagus ferns, with the appointments all carried out in the same color scheme.

Miss Helen Perkins was hostess at a pretty luncheon July 10th at her home, 1317 Minor avenue, in compliment to Miss Emily Gatty, of Washington, D. C., and Miss Lea Gazzam.

The dining room was decorated with a pink color scheme, a beautiful basket of pink roses centering the table. The living rooms were arranged with red roses.

Additional covers were placed for Miss Gene Peters, Miss Melaide Heilbron, Miss Ella Downs, Miss Ruth Gazzam, Miss Marguerite Gaffney, Miss Elma Collins, Miss Molly Kittinger, Miss Madys Waterhouse, Miss Helen McEwan, Miss Dorothy Terry and Mrs. W. D. Perkins.

Mrs. Daniels, wife of Secretary of the Navy Josephus Daniels, was guest-of-honor at a luncheon given Thursday, July 17th, at the Rainier Club by Mrs. William Pitt Trimble.

Covers were placed for sixty-five guests.

Mrs. Walter F. Foster entertained at dinner July 17 at her home, 1514 Eighteenth avenue, in honor of Mrs. Josephus Daniels, wife of the secretary of the navy.

An artistic color scheme of blue and gold was carried out in table decorations and appointments.

Covers were placed for twelve.

Mrs. Daniels was the guest of honor at a luncheon given July 17 by Mrs. William Pitt Trimble at the Rainier Club.

Large baskets of pink sweet peas and snapdragons were used for the decorations.

Covers were placed for thirty-five. The out-of-town guests were Mrs. Ernest Lister, of Olympia; Mrs. John H. Williams and Mrs. S. Grosscup, of Tacoma; Mrs. V. L. Cottman and Mrs. Alfred Reynolds, of the navy yard, and Mrs. Richard H. Wilson, of Fort Lawton.

Mrs. Alvin Hemrich announces the engagement of her sister, Miss Helen Rutschow, to Mr. Alger L. Neill. The wedding will take place in August.