To Advertisers

¶ The Delineator has two Editors—Mr. Dwyer is one; I am the other.

¶ Mr. Dwyer edits The Delineator; I edit its advertising.

¶ Mr. Dwyer's work is to make the reading matter in The Delineator so necessary that women will prefer it to any other magazine; my work is to make the advertising in The Delineator so interesting and so trustworthy that women will prefer it to any other magazine.

¶ I am not going to tell you here how very good that part edited by Mr. Dwyer is, because five million readers make a chorus which says more than I can say for it.

¶ I do want to tell you how good it is as a "Where-To-Shop-Guide." In other words, how the advertising is edited to make it the greatest and safest market in the world in which its readers can do their shopping.

¶ To its five million readers The Delineator is a magazine filled with things they want to know—whether it is an article telling "How to Get Safe Foods" or an advertisement telling where to buy them.

¶ Women buy The Delineator for what it contains—fashions, home-help, stories and advertising—and not the least of these is the advertising.

¶ An Editor is a man who leaves out.

The Delineator for December

carries one-third more advertising than it did last December and yet we left out more than 50 columns of advertising which we could have printed, because we were not satisfied that The Delineator itself could guarantee the wares offered, and this increase is not in spite of what we left out, but because of it.

¶ On this page are some of the advertisements which help to make this growth which has broken every record.

¶ They represent some reasons why women prefer The Delineator—to read, to profit by and to buy from!

Ralph Tilton
Editor of Advertising.

Get it for "Her"