



The Ladies' Home Journal said to its readers, "Let us see the Christmas gift that pleased you most"—and this is what happened

The Gifts of 15,000 Readers

The editors of *The Ladies' Home Journal* get many of their best ideas from the readers themselves.

But before these ideas could come, the great body of readers must have been made responsive to the magazine, sensitive to its ideals.

They must have had faith in it, trust in it.

For more than 26 years, month after month, *The Ladies' Home Journal* has been building up this confidence.

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Each of fifteen thousand readers wrapped up and sent to Philadelphia her one most prized Christmas gift to be passed on by the editors in the prize contest for the most original Christmas ideas.

These 15,000 women took every risk of transit to let the *Home Journal* see unusually clever and pretty ideas in handiwork, which are seldom seen in the shops.

They knew that the magazine would use every care in handling their gifts.

The day after the contest was announced, packages began to pour into the offices of the *Home*

Journal—packages of every size and shape, by mail and express.

They contained all kinds of embroidery, crocheting, knitting and tatting—dainty offerings in lingerie, beautiful hand-made lace.

There were baskets and raffia-work, china and pottery, woodwork and stencil work.

They brought articles of hammered silver and brass.

And each of the 15,000 packages received was carefully opened, examined and classified by the needlework editors for the awarding of cash prizes and the purchasing of several hundred other designs.

These designs will be reproduced in forthcoming issues of the *Home Journal*.

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Fifteen thousand favorite gifts from women in every corner of the land were entrusted to the editors of the magazine because people have confidence in *The Ladies' Home Journal* and its judgment.

The remarkable fact about this is that such a response is not exceptional.

Something like it happens almost every month.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE PHILADELPHIA