

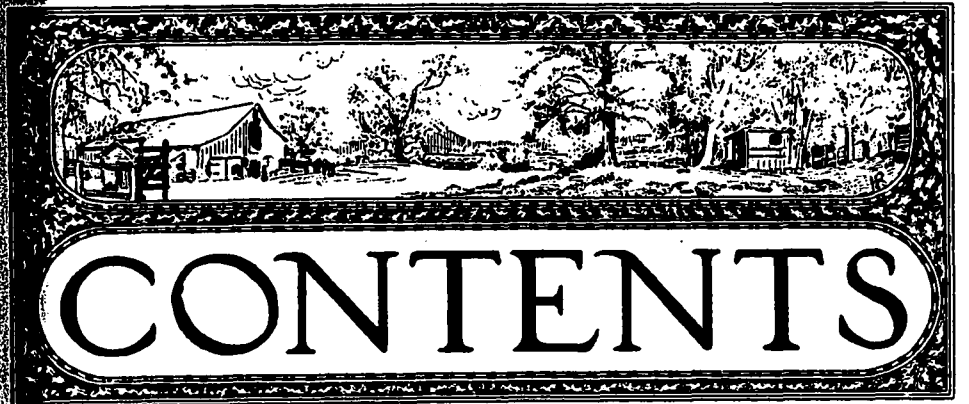
It will be the aim of the "De Luxe" magazine to incite interest in the minds of its readers by telling them something about each play before it is seen on the stage in Victoria, or Vancouver, so that its patrons may follow it with preconceived interest. We confidently expect that this feature of our publication will be of the greatest value to our subscribers.

Society Notes will deal with every social event of interest that takes place. It is here, as written above, that we shall need the co-operation of our readers, so that we may obtain news and photographs of events in the social world. Without the help of society ladies we shall find it impossible to publish facts. We trust, therefore, that hostesses will give us every opportunity of keeping this portion of our magazine full of interesting and accurate news. We shall be glad to receive by mail, notices of any interesting events which are due to take place during the coming month, of which our Society Correspondent may not have the particulars.

Other subjects with which we shall deal in the "De Luxe" magazine are:—Music, Art and Literature; Paris Fashions; Hunting; Golf; Motoring and other sports. Each issue will contain a short story of interest. From cover to cover the magazine will be filled with good reading matter and tasteful illustrations.

One more word before concluding our opening announcement. We call your special attention to our advertising columns. We believe that in a high-class magazine the advertisements should also be high-class. In pursuance of this policy we have decided to make no advertising contracts except with the very best firms. When dealing with our advertisers customers will find courteous treatment combined with splendid worth.

THE PUBLISHERS.



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