



EDITORIAL



IN RESPONSE to a widely expressed desire on the part of leaders of Society in Victoria and on the Mainland, for an up-to-date magazine, which would keep them in close touch with social happenings, and in which they could find a complete synopsis of plays visiting the local theatres, the "De Luxe Blue-Book Monthly" is placed before the public.

We take pride in calling attention to the fact that the "De Luxe Monthly" is the first magazine of such a high standard, both as regards news matter and illustrations, to be produced in Canada. Though the cost entailed in bringing out a production of this type is enormous we intend to maintain the same proficiency as in this, our first number.

All photographs and illustrations used in the "De Luxe" will be executed specially for the magazine. Care will be taken to ensure that nothing but the highest class of news matter and society notes will be inserted. The result will be that each issue will appear a work of art, and a record of society news which will increase in value as the months go by. Few pleasures are as great as that of the reference to past social events in which the reader has taken part, or in which he is interested for the sake of friends; and this pleasure is increased when the record is embellished with illustrations.

In this connection we would say that in order for us to maintain the reputation for producing the best magazine of this type, it will be necessary for us to call on you at times for news items and for photographs. We trust that your response will enable us to point to the "De Luxe" as the most exclusive Society magazine in the Dominion.

A glance over the contents of this issue will give you a fair idea of the subjects of which we shall treat, for in addition to those you will find, there are a number of other interesting topics on which we shall touch from time to time.

Our Theatre News each month will contain photographs of prominent players, together with a complete synopsis of all the plays which will visit the local playhouse during the ensuing four weeks, and the dates on which they will appear.