

THE PUBLISHERS' PAGE



We take great pleasure in thanking the public for the splendid reception accorded to the first issue of the De Luxe Monthly. Numerous congratulations have reached the office on the unique and exclusive character of the magazine.

We anticipated a large sale, but the demand was far in excess of the supply, a circumstance which afforded us the highest gratification. Ever since the day of publication subscriptions have been pouring in, which is to us a sufficient guarantee that the "De Luxe" is here to stay.

In reply to the many requests we have received to make a regular feature of certain subjects, we would say that it is our intention to increase the number of our departments as soon as possible. In the current issue, for instance, we are running a short story entitled "Eastern Jealousy." All future numbers will contain a piece of fiction. Another department will be devoted to news of the Clubs, but it will be readily understood that it is impossible to map out a new magazine in full detail from the start, and, for the present, we must "make haste slowly." At the same time, we feel confident that this number will be found to be far superior to the last. Our intentions are to continue the colour scheme, depicting scenes of local interest from month to month.

The photograph shown on page three, illustrating the opening of the local Legislature, is unique, this being the only picture taken of the ceremony, and will doubtless be of special interest to those who took part in this important social function.

We should like to say a few words with respect to the outside cover. We have expended much thought on this subject, and have decided to feature the portraits of prominent men and women in the Province. The first of these is of the Hon. Henry Esson Young, Provincial Secretary and Minister of Education, and is from the pencil of Mr. H. Reeve, our staff artist.

We think you will agree with us that the enlarged form of the "De Luxe" is a decided improvement. The first issue was too cramped to do full justice to the illustrations which are to be a feature of the publication.

A word about the photograph contest. We have received a number of photographs, some of which are very good, others medium, but we must have a larger selection to choose from, and for that reason we intend to hold this contest open for thirty days longer, making April 30th the last day on which entries can be accepted. This contest is free to all.

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