



Many changes will be observed in the current issue of the "*De Luxe*," changes which have for their object the placing of this magazine in the front rank of Pacific Slope publications. We are aiming high, because we realize that the better value we give our readers the greater will be their interest and the greater our success each ensuing month. Changes may be expected in every issue until both you and we are

satisfied that the "*De Luxe*" is what its name implies, the very best in magazine work.

Of one change only, however, do we wish to write, and that is the reduction which has been effected in the price of the "*De Luxe*." This issue may be bought for fifteen cents a copy, instead of twenty-five cents, which has been previously charged. We have set ourselves the task of securing 10,000 new subscribers, and till our circulation reaches this number we shall spare neither time, energy nor expense to make this publication necessary to the society of the Coast cities. The annual subscription has also been reduced to \$1.50 a year, post-free.

We think that our readers will realize that the engravings alone which appear in each number, to say nothing of the photographs with which the magazine is profusely illustrated, are well worth the price of subscription. It is our intention also to produce each month a series of views of different towns on the Coast. These pictures will be works of art and when complete will form a collection of real value.

It is our ambition to keep our society news as select as in the past and to include in every number some drawings of events of interest which have transpired in the month past. Thus the "*De Luxe*" will serve as an illustrated diary of the happenings in Coast society from month to month, and from year to year.

Until we have enrolled 10,000 names on our subscription list, the above-mentioned price will be maintained, so it is obviously to your interest to take advantage of the present opportunity and send in your name as an annual subscriber before the number is complete.

#### JUST A WORD TO THE ADVERTISER.

We take this opportunity to say a word to those who have used our space in the past and others who may do so in the future. The "*De Luxe*" is a magazine in which your goods may be shown to the best advantage. No merchant would care to display his wares in an unattractive window or show-case, but would rather choose a pleasing setting in which to show them. The same holds good in advertising. The "*De Luxe*" is a high-class medium which gives the best display to your goods and carries your advertisement in the most pleasing manner right into the homes of the very class which you most desire to attract. Moreover, this publication will be saved from month to month because of its illustrated qualities, and your advertisements therefore last far beyond the issue in which they first appear.—*The Publishers.*

## DO YOU KNOW—

THAT—Modern progress is no respecter of persons?

Unfortunate position of Sir Saville Crossley, Bart. When interviewed by our reporter, Sir S. C. said he had been troubled by headache all the forenoon but after meeting mother earth the pain has completely left him; and now he can't see—my gracious!



THAT—With quiffs and jests they mirthfully beguile  
The minds of men who seldom seem to smile.

The versatiles started a season engagement at Stadacona park on Empire Day. We admire the enterprise of Mr. Stuart White, the manager.



THAT—With song and merry roundelay, the Orion Club gave their third concert this season on May 27th.



THAT—Mayor Rolph of San Francisco has a sweetheart in every port, and yet Miss Victoria is waiting for him with her arms wide open.

