

# EDITORIAL NOTES



ONCERNING OURSELVES.—To the editors, at least, of a new literary venture the first and most important question to note in a magazine making its initial appearance is naturally

that which reverts to the undertaking; and in many cases, we believe, the subject of greatest moment likely to occur to the clientele of such a publication is also that which concerns the periodical itself.

Feeling then that we are to a certain extent on grounds of mutual interest with the reader, we may perhaps, under such extenuating circumstances, be pardoned for reverting to a subject which at any other time might be challenged on the grounds of questionable taste. We have reference to the subject of ourselves.

MASSEY'S MAGAZINE comes before the public to-day as the result of a positive demand in the field of Canadian literature and art. In literary circles and among the artistic community it has been a universally expressed surprise for some years past that up to this time no efforts were made to produce for Canadian readers a popular literary and artistic magazine at a somewhat nominal price. Among publishers, however, the risks attendant upon such a venture, the immense capital involved, and the many chances antecedent to its success, have hitherto acted as effectual deterrents to the embarking in such a labor.

To THE MASSEY PRESS, therefore, was left the work of satisfying this widespread demand, and with considerable courage has it determined upon the enterprise.

As is generally known, THE MASSEY PRESS is a concern of some ten years' experience in the general publishing business, and MASSEY'S MAGAZINE,

therefore, makes its bow to the public, not as a literary foundling, but as a periodical having all the inherent advantages of knowledge, practice and experience looked for in a publication of long standing. In view of this, the editors have considerable confidence in their ability to maintain, nay, eclipse, the high standard set in this the initial number of their new publication. The January issue, excellent as it must be admitted it is, is very far from that point of perfection to which we hope to bring "MASSEY'S." Everything that art and literature can accomplish to ensure its success will be entered upon, so that with that hearty support and co-operation of the public which it deserves, we hope to make this magazine superior to any other published at ten cents.

It is the intention that MASSEY'S MAGAZINE shall be published monthly; that it shall contain from time to time, in addition to stories and poems, articles of general interest on current topics, social questions, travel and amusement from the pens of the best contemporary writers; that it shall be illustrated in a way hitherto unattempted in Canada; and that no expense shall be spared in the printing and binding of the publication.

It being the aim of the publishers to present a popular magazine that will be of interest to everybody at a price beyond the reach of none it is intended to lay before our readers only those contributions that will be of popular and general interest. Consequently this magazine will not touch extensively on abstruse subjects; it will eschew politics as far as is practicable; avoid religious controversies; shun questions of race and creed, and constantly endeavor by all honorable means to advance the interests of Canadian literature, science and art as far as is consistent with the successful operation of a popular periodical. Above all, MASSEY'S MAGAZINE will never de-