

Every "She" Likes Jewelry



OUR business is to cater to this liking. Our stock is now very complete in every department. We are all ready for the Christmas trade.

Of special interest is our splendid array of Fine Wrist Watches, Platinum Set Lavalieres, Fine Diamond Necklets, High Grade Swiss Watches, Etc.

We have a magnificent stock of loose Diamonds, Pearls, Emeralds and Rubies.

Our reputation is your safeguard.



Shortt Hill & Duncan
LIMITED

Sign of the Four Dials

CENTRAL BUILDING

VICTORIA, B. C.

Publisher's Page



The Publisher takes great pleasure in thanking the public for the kindly manner in which they have received the "De Luxe" Magazine.

Each issue has sold out entirely. This assures us that it has found a place among the society people of Seattle, Victoria and Vancouver. Yes! this is the start of our second year, and, notwithstanding the procrastinations of our friends when we started, "that

"De Luxe" was too expensive a production to be successful" we are here to-day starting a new year.

Our advertising has grown and the class of advertisement we are carrying at the present is superior to those when we started. Then again, our circulation has grown by leaps and bounds till now we have nearly five thousand subscribers, and this all in the short space of one year.

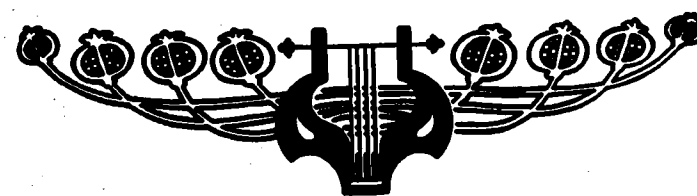
The reception of our prize contest has gratified us, when the idea of the photographic contest evolved one evening out of the smoke of our cigars after a particularly agreeable and satisfying dinner, we thought we should probably get twenty-five or thirty photographs, and did not think it would entail any great added effort to pick out the winners.

Our readers, however, have agreeably surprised us. We received several hundred photographs and the lucky contestants names are published under the photographs on the following pages.

It stands to reason there are many who will be disappointed. They must not be discouraged but enter again when we publish our next contest, which will be in the Christmas number.

How do you like the general makeup of the "De Luxe" this issue? Doesn't it strike you that the reading matter is much more interesting than in former numbers? We want our readers to write and tell us what they think of our new serial—it's a very interesting story and will compel attention to the finish.

The Publisher.



THE DE LUXE SOCIETY MAGAZINE

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A. F. WAKEFIELD, Managing Editor and Proprietor.

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