

The Birks' Watch

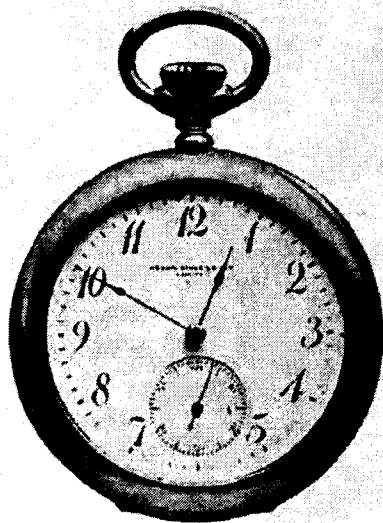


FOR

Particular
Men

Exact
Women

Healthy
Boys
and Girls



Characteristics of a Birks' Watch

Beauty Strength Value Fine Time-keeping Qualities

Have you ever thought of the genius required to make a watch? Human ingenuity has to its credit no greater triumph than the modern watch. A Birks' watch contains from 250 to 350 pieces according to the model, the manufacture of which entails from 2,000 to 2,500 distinct operations. Just think, the roller jewel of a watch strikes 432,000 blows every twenty-four hours and the balance wheel vibrates 18,000 times in an hour.

The quality of the material used in the construction of a watch determines the exactness and years of its service—and this is where the Birks' watch excels. Every part of our watch, to the smallest screw, is of the finest quality. They are built scientifically on the strongest models by expert Swiss watch-makers.

Send us a card and we will mail our new fall catalogue which illustrates a full line of Birks' watches—the best watch value in Canada.

HENRY BIRKS & SONS LIMITED

DIAMOND MERCHANTS

GEO. E. TROREY, Man. Director

VANCOUVER, B.C.