



BIRKS  
DIAMOND  
REPUTATION

Look for the firm with a reputation before you buy Diamonds. Your money should command the best possible value in both quality and weight.

We are the only Vancouver firm personally buying Diamonds direct from the cutters in Europe. This enables us to eliminate all the middleman's profit—that means a positive saving to you.

We show for your inspection a magnificent stock of Diamonds selected by our experts for their remarkable brilliancy—due to absolute perfection in the cutting.

**Birks are the Largest Buyers and Sellers  
of Diamonds in Canada.**

This eminent position has been acquired only after a business career of thirty years. The sterling reputation for honest representation of goods has built this business into such a magnitude until today it is recognized as

**THE HOUSE OF QUALITY**

Our superb quality of fine blue white Diamonds of the first water color are in a distinguished class by themselves. The constant demand for these diamonds is indisputable evidence of their superiority.

**HENRY BIRKS & SONS,  
Limited.**

**DIAMOND MERCHANTS.**

**Geo. E. Trorey, Man. Director.**

**VANCOUVER, B. C.**

