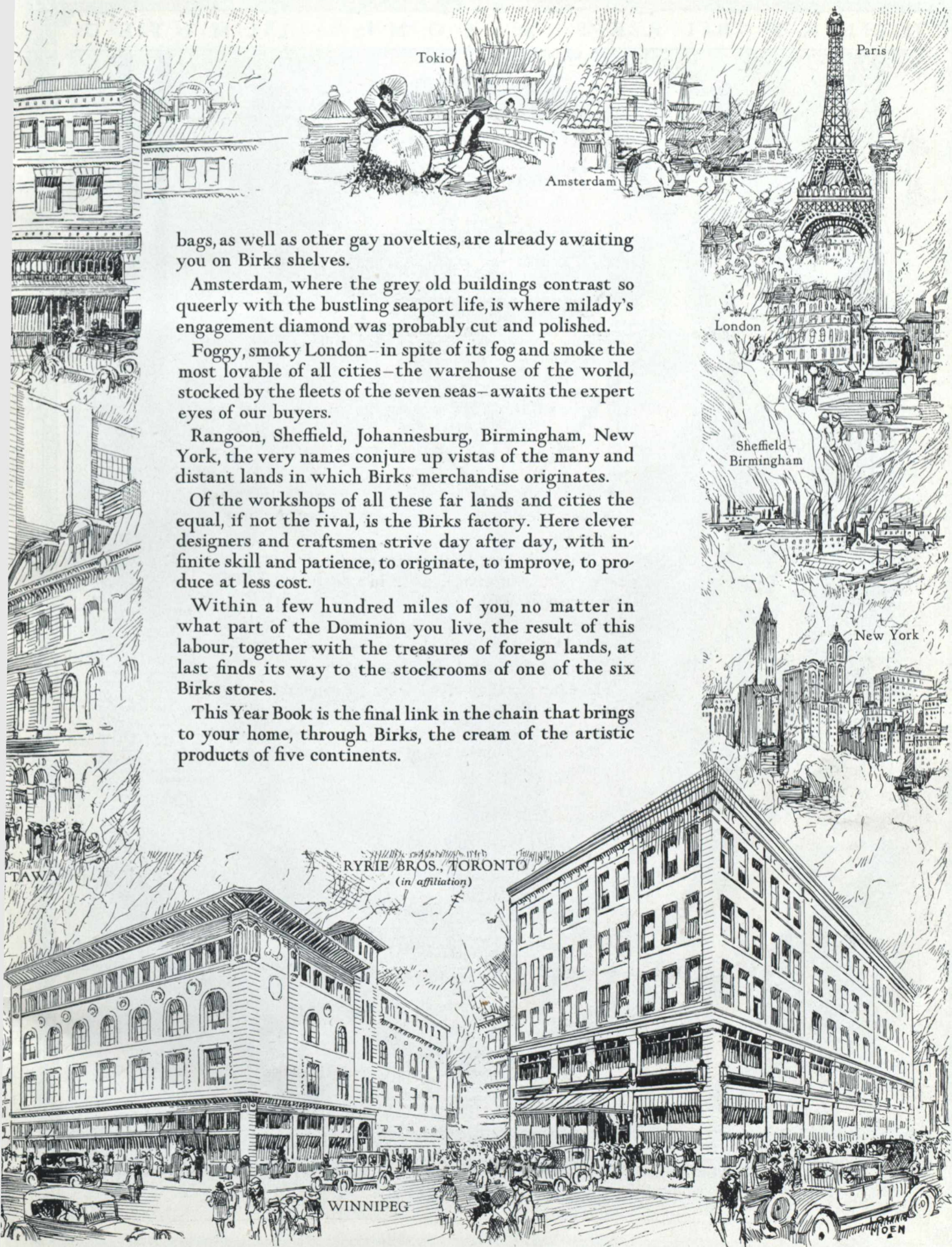




bags, as well as other gay novelties, are already awaiting you on Birks shelves.

Amsterdam, where the grey old buildings contrast so queerly with the bustling seaport life, is where milady's engagement diamond was probably cut and polished.

Foggy, smoky London—in spite of its fog and smoke the most lovable of all cities—the warehouse of the world, stocked by the fleets of the seven seas—awaits the expert eyes of our buyers.

Rangoon, Sheffield, Johannesburg, Birmingham, New York, the very names conjure up vistas of the many and distant lands in which Birks merchandise originates.

Of the workshops of all these far lands and cities the equal, if not the rival, is the Birks factory. Here clever designers and craftsmen strive day after day, with infinite skill and patience, to originate, to improve, to produce at less cost.

Within a few hundred miles of you, no matter in what part of the Dominion you live, the result of this labour, together with the treasures of foreign lands, at last finds its way to the stockrooms of one of the six Birks stores.

This Year Book is the final link in the chain that brings to your home, through Birks, the cream of the artistic products of five continents.

