



*The New Birks Building, Vancouver, B.C.  
where on November tenth, nineteen hundred and thirteen,  
Henry Birks & Sons, Limited, opened the Largest and Best  
Equipped Jewellery Store in Western America*

This big store has been opened to cater to the needs of all British Columbia, which it does through its well-directed mail service.

The BIRKS catalogue will be sent to every British Columbia buyer free upon request.

**THIS IS ONE OF THE GREATEST CHRISTMAS GIFT  
STORES ON THE CONTINENT**

At the Christmastide there is no name so prominent in Canada as BIRKS'. So well is it known in all parts of Canada, and so great is the confidence of the people in all connected with it, that a gift bearing this name is certain to win the highest appreciation. Then write to our Vancouver store for our catalogue and select your gifts from the fine stocks represented.

**Henry Birks & Sons Limited**

JEWELLERS AND SILVERSMITHS

George E. Trorey, Managing Director

VANCOUVER CANADA