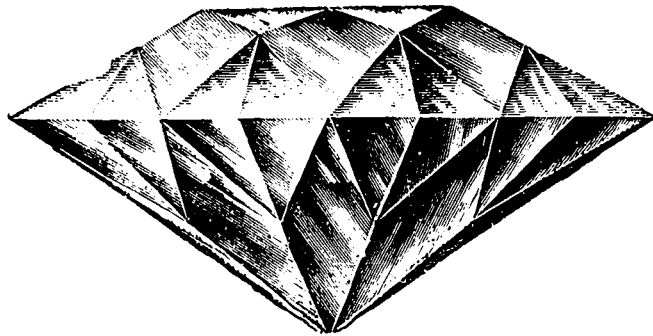


BIRKS



DIAMOND BUYERS

We solicit the attention of those interested in or anticipating the purchase of a diamond.

Whether a merchant's stock is fine or otherwise depends largely upon the buyer. Our buying specialist, trained by the firm, devotes his entire time to buying and watching the diamond market. Our order for stones is one of the largest taken to Amsterdam from this continent and is eagerly competed for among the cutters by which we secure exceptional value and stones of the highest grade.

A diamond in your possession means the distinction of being financially successful. Nothing succeeds like success and men prefer to deal with the successful man.

Birks' diamonds are flawless, perfectly cut and blue-white stones. Our prices are below competition. Buying by mail is as safe as by personal selection; our catalogue illustrates the popular settings and combinations of stones. Whether you buy in our diamond parlors or by mail you will conclude that the key-note of our unrivalled diamond success is Reliability.

We manufacture our diamond settings on the premises.



Henry Birks & Sons, Ltd.

DIAMOND MERCHANTS

GEO. E. TROREY,

Managing Director.

Vancouver, B. C.