

DIAMOND ADVICE

When you buy a Diamond buy a good one. That is good advice.

The mere suspicion that a Diamond is imperfect in color, shape, or with flaws detracts much from the pleasure of the one who wears it.

Many Diamonds sold to the uninformed are a distinct libel upon what a good Diamond really is.

Whether it be a large stone or a small one, make sure that its quality is above suspicion, for such stones never depreciate in value.

Birks Diamonds, whilst bought in large quantities, are not selected collectively — each Diamond, large or small, is subjected to our expert critical examination and anything that does not come up to the Birks standard is rejected.

This is one of the many reasons why a Birks Diamond is something to be proud of.

**HENRY BIRKS & SONS,
LIMITED.**

RINGS UNDER \$5.00 ARE NOT STOCKED IN SIZES LARGER THAN 6, ALL OTHERS NOT LARGER THAN 10.
LARGER SIZES WILL BE MADE TO ORDER AT AN ADDITIONAL COST OF \$1.00.

3

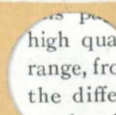
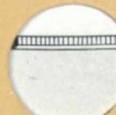
4

5

5½

6

6½



Ring Sizes

IN ORDERING A RING take the measure by the holes in this card. Where half sizes are not given, should one hole be too small and the next too large, the half size between would be correct.

HENRY BIRKS & SONS
LIMITED

MONTREAL,
OTTAWA, WINNIPEG,
HALIFAX, VANCOUVER.

Henry Birks & Sons Limited

send Diamond Jewellery to any Post Office within the Empire, guaranteeing satisfaction and safe delivery. Money will be refunded if the purchase is in any way dissatisfying or unsatisfactory.

BIRKS DIAMONDS SENT TO ALL PARTS OF THE EMPIRE



11

10

9

8

7½

7