

Birks

PROGRESS and Development have so annihilated distance that a hundred miles today is but a step. Commerce has been revolutionized, the system of merchandising practically changed. Time was when the MAIL ORDER SYSTEM was looked upon as an overgrown idea which would not live, but time has proved its worth. The system brings the outer and inner commercial circles closer together, and by so doing gives to all equal benefits of the larger marts of trade.

Just four years ago we commenced our mail order service in British Columbia, and since then the great yearly increase in our out-of-town trade has been most remarkable, also a substantial proof that the service is efficient and appreciated.

A postal will bring to your home our buyer's guide, that large illustrated, descriptive catalogue of the finest jewellery stock in Canada. To those who desire a quick service we suggest the lettergram, or night-letter, which allows the sending of a lengthy communication over the wire, at a very small cost. To all lettergram orders we pay special attention.

HENRY BIRKS & SONS AND SONS LTD

Jewellery Mail Order House

Vancouver, British Columbia