

LOW PRICES
LARGE
IMPORTATIONS

BIRKS

NEW GOODS
FROM
ALL LANDS

Diamonds

Our merited reputation as the largest diamond importers in Canada places us at the head of the trade.

In the selection and importation of these gems we devote much time and talent, our object being to bring into Canada, where the demand is yearly growing, the finest stones turned out of Amsterdam and Antwerp.

Jewellery

To provide for the needs of the people, we devote much time and study. We watch the fashion centres of the world and each new idea as it materializes and is approved, we secure for our Vancouver patrons, who therefore enjoy the latest, finest productions of the jewellers' art.

Silverware

Birks' Sterling Silver is celebrated because of the moderate prices for goods of such high character. The reason for this is well understood. We are originators—our silverware is made by our own skillful craftsmen, and customers get it direct from the manufacturer.

Mail Orders

If you are remote from the marts of trade it is often difficult to secure that service, at your local store, which the searcher after values so earnestly desires. To you this store goes with its **special mail order service**, giving you just what you need.

Write for our Catalogue, in which are illustrations representing the leading lines of Cut Glass, Silverware, Jewellery, Cutlery, Watches, Clocks, Leather Goods and Novelties.

Write to-day, enjoy Eastern prices and prompt service. All orders sent prepaid by us and money refunded if not entirely satisfactory.

Henry Birks & Sons, Ltd.

Diamond Merchants and Jewellers

GEO. E. TROREY
Managing Director

Vancouver, B. C.