

Christmas at Birks, 1910



Diamonds

Christmas bells will sound merrily in the ears of those who buy their gifts at "BIRKS." This is the store of a thousand opportunities, the store of resources, a mercantile organization whose extensive buying and importing powers bring the produce of all nations within your reach.

It is British Columbia's great gift house.

We ask our patrons, those who buy by mail as well as those in Vancouver, to make their purchases and send their orders in at once. By doing so you assist us in handling the enormous trade of the season. Mail order customers who have not received a catalogue, please write at once.

Diamonds are the queens of the gem world. Their peerless, inherent qualities are such that it would seem as though Nature for a time had forgotten all else and concentrated the entire forces of her production and refining powers upon this wonderful gem.

For over thirty years we have catered to the demand for diamonds in Canada, and so faithful has been our service that the name, "BIRKS" has become a sign manual of perfection to every one of our patrons. With our steady prices and sure quality, none need fear—a child may buy from us with the safety of a diamond expert. Nothing makes a finer Christmas gift than a diamond.

**HENRY BIRKS SONS
AND CO. LTD.**

Vancouver, British Columbia