

HENRY BIRKS SONS AND CO. LTD

Diamonds

Again we speak of diamonds; those scintillating jewels in which all the world is interested and which are fast proving to the financial world their real worth as an investment. For years we have held the position as the largest importers of diamonds in Canada, and year by year sees our importations growing larger, while the standard of perfection of the gems we handle rises higher and higher. This latter is because the demand for perfection is on the increase with the country's progress and prosperity.

Progressive Canada demands the best and looks to her leading house to furnish this demand. This house is "Birks." The goods demanded are—

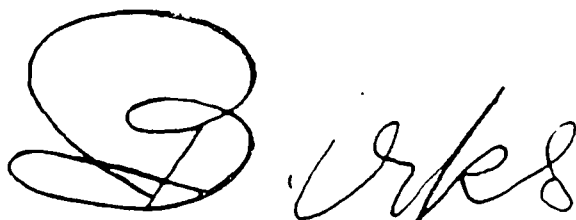
OUR DIAMONDS

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.

Send a post card for our free book, "How To Set The Table."

A large, stylized handwritten signature in cursive script, reading "Birks". The letter "B" is particularly large and ornate, with a loop that extends upwards and then curves back down. The rest of the name "irks" is written in a fluid, connected cursive style.

Vancouver, British Columbia