

BURNETT BROS.

will give to Salem— A New and Better!

JEWELRY STORE!

It brings to the people of Salem one of the finest stocks of Diamonds and Watches and Silver and Gold to be found in the Northwest— But it does more than that! It enables people to have and to hold, things worth while—to give gifts that endure and endear—and to pay for them without ever missing the money!

FOR the Burnett Stores, in San Francisco—in San Jose—in Seattle—in Portland—in Tacoma—in Everett and in Chehalis are all operated on one broad policy, that (with but few exceptions) everybody is honest; therefore anybody and everybody is entitled to CREDIT. With the opening of this Salem Store you may now buy Diamonds and Watches and Silver and Gold, and you may

PAY US as You Are Paid

THOUSANDS of business and professional men and women all over the Pacific Coast have availed themselves of this invitation, to open an account, to get, and to give things worth while, and to pay for them just as they pay for motors and books and houses and lands, in weekly or monthly payment. In this manner the small sums (which trickle so easily thru the fingers) are put to some definite purpose, and the Burnett Saving Plan proves itself to be a very definite help.

THIS then, is an invitation. You need no introduction—there is no red tape. You are invited to attend the Informal Opening and to select the things you'd like to own. Never mind the money. The Coupon printed in another part of this paper is the same as cash. Clip it out and bring it to the store. "Pay the balance as you are paid." There are no extras—no interest, no tax. And you will find that because we buy so much—(for the sales of the organization are well over the million mark) that we sell for a little less—invariably less—than the Jeweler who asks for cash.

ATOP of all this we add the famous Burnett Guarantee. A guarantee which has created no end of comment among Jewelers the world over. It is worth remembering—here it is—

If, within thirty days, you find (or just think you've found) that you can do better for cash in some other good jewelry store, then all you have to do is to bring your purchase back to us, and every penny you have paid will be returned to you—without a whimper.

The Salem Store Will Be Open Next Friday, August 8th, and the Reception Will Continue Saturday and all the Following Week. This Is a Personal Invitation for You to Attend. Welcome

Burnett Bros.
457 STATE STREET
SALEM, OREGON

We
charge no
Interest

Pay us
as you are
paid

SAN FRANCISCO
CALIFORNIA

SALEM OREGON
from Architect's Drawing

