

The World Famous "1847" Rogers Silver Plate Plays a Leading Role in the Opening of the Burnett Jewelry Store in Salem

"ROGERS 1847 SILVER PLATE is the standard plate of the world. For three-quarters of a century it has been used all over this broad land. It is guaranteed for seventy-five years. We have sold thousands of sets in our stores in Washington and Oregon and California—and we have never yet had a complaint.

The prices are fixed by the International Silver Company, which owns the "Rogers" name and plant, and the prices are "contract prices," the

same in every good store in the land. Yet in the Burnett Stores you will not have to pay the cash. You buy at the cash price—yet you pay the bill as you are paid. No matter whether you buy a few pieces—or select a chest containing a hundred pieces—the terms are the same. Any set in the store will be delivered to you on payment of a single dollar. Take a full year to pay the balance. There will be no interest—no extras. Here are some of the special sets which have been assembled for the Opening Days.

Doors Open at 9:30 Today



**79-Piece Set Rogers 1847 Plate
Delivered for \$1**

This set is enclosed in a Yale-Blue Leatherette Covered Case and is lined in pearl grey velvet. The chest contains:

Six Hollow Handled Dinner Knives, Six Dessert Forks, Six Hollow Handled Dessert Knives, Six Dessert Spoons, One Three-Piece Steak Set, One Berry Spoon, One Hollow Handled Pie Server, One Gravy Ladle, Six Orange Spoons, Six Bouillon Spoons, Six Butter Spreaders, One Butter Knife, One Sugar Shell, Six Salad Forks, Three Table Spoons, Six Dessert Spoons, One Dozen Tea Spoons, and One Butter Knife. A total of seventy-nine pieces, all to match, in any one of the three patterns. The "Anniversary," the "Heraldic," or the "Ambassador." Nationally Advertised at \$116.50 for the complete chest.

Delivered for a single dollar—paid for in small weekly or monthly payments as may be convenient for you.



DELIVERED FOR ONE DOLLAR!

The set illustrated—in the "Ambassador," the "Heraldic" or the "Anniversary" pattern—thirty-eight pieces all told.

Six Hollow handled Dinner Knives (with stainless steel blades) and six full modelled Forks to match. Six round bowl Soup Spoons, Six Tea Spoons, Six Salad Forks, Six Butter Spreaders, One Butter Knife, One Sugar Shell—The entire set is fittingly packed in velvet lined chest and the Cash price the Country over is \$45.85. Here at Burnett's it is not necessary to pay the Cash, however. The terms are a single dollar down, and the set will be delivered to you—the balance may be paid at the rate of a dollar and a half weekly, or six dollars a month as may suit you.

There are no extras, no interest, no tax—The makers' guaranty is for Seventy-five Years.

**\$1.00
DOWN**



**Fifty-Piece Sets Rogers 1847 Plate
DELIVERED FOR A SINGLE DOLLAR BILL!**

Each Piece is guaranteed for seventy-five years constant service. The lowest Cash Price is all you pay at the Burnett Shower—and you may take a year to pay it!

The set consists of One Dozen Hollow Handled Knives, One Dozen Forks, a Dozen Tea Spoons, a Dozen Dessert Spoons, and a Sugar Shell and Butter Knife.

Choice of the "Anniversary" the "Heraldic" or the "Ambassador" patterns. Each set appropriately packed in Velvet lined Chest and priced at \$66.75.

DELIVERED FOR A SINGLE DOLLAR
Paid for at the rate of \$1.50 a week or \$6 Monthly as may best suit the family banker.

**Each Set in Gift Boxes
All Ready to Present**

The patterns are all standard patterns and additional pieces may be had at any time in any of the leading jewelry stores in the country.

The sale affords choice of the "Ambassador," the "Heraldic," the "Anniversary" and others.



**TEA SETS FOR WEDDING GIFTS
TAKE A YEAR TO PAY!**

Here is a gift that may be handed down to the children's children. A Silver Plated Tea Set! Nothing gives so much satisfaction to the Bride as to be able to "pour tea" from a silver tea service. And here are the finest in the world—the next best to Sterling Silver. All are sold at our customary fair prices. Not a nickel is added for the convenience of "paying as you are paid." Select any set during this Silver Shower for a single dollar payment, pay the balance in little dribbles as may be convenient for you—weekly or monthly. Prices range from \$15.00 to \$150.00 and any set as stated will be sold for a single payment of a dollar cash!

**\$1.00
DOWN**

**Wm. Rogers & Son
"Lifetime" Silver**

Made by the International Silver Company and guaranteed without time limit. Shown in the dignified and beautiful "Mayfair" pattern and priced as follows—

Twenty-six Piece Sets—a complete table service for six people may be had for \$16.50.

With Hollow handled knives the cost is \$21.75.



**Rogers (1847) Twenty-Six Piece Set
at \$31.85. Delivered for \$1 Cash**

This is the genuine Rogers plate, which is the next best to Sterling. Each set contains—

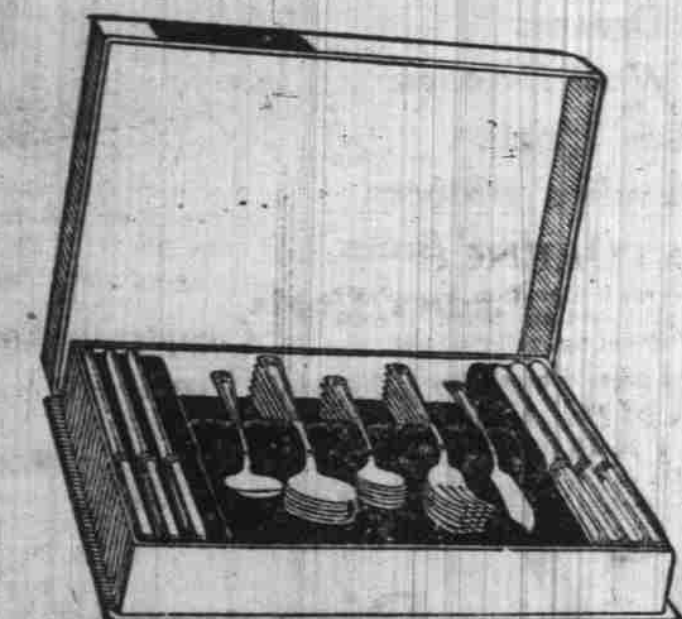
Six hollow handled Knives, six Forks, Six Soup Spoons, Six Tea Spoons, One Butter Knife, and one Sugar Shell—Complete in lined Gift Chest or to be had with velvet faced Buffet serving tray at \$31.85. A complete service for six.

DELIVERED FOR A SINGLE \$1
Paid for at the Rate of a Dollar a Week

"Ambassador," "Heraldic" or "Anniversary" patterns to choose among.

Note: The same set with the new Stainless Steel Dinner Knives may be had for \$32.85—and less costly are the sets with FLAT handled knives, which may be had for \$22.85—on all the terms are the same—Delivered for \$1 Cash, Paid for \$1 Weekly.

**1847 ROGERS BROS.
SILVERPLATE**



EXTRA! Twenty-Six Piece Sets, Specially Priced \$9.95

Monday and as long as the lot lasts—a limited number of Twenty-six Piece sets, "R. & B." Silver Plate, made by the International Silver Company and guaranteed for twenty years service.

Each set contains six knives, six forks, six table spoons and six tea spoons, besides butter knife and sugar shell.

Specially priced for the Shower at \$9.95. Terms are \$1 Cash and \$1 Weekly. Sorry—but we will not have enough of this number to enable us to fill mail or telephone orders.

CUT OUT AND MAIL THIS COUPON

MAIL ORDERS FILLED

If you cannot come to the store, the store will come to you! Select the Set you would like to own from this advertisement and send in your order, enclosing the first payment. Gives the names of any business men in your town with whom you have done business. The Set will be sent to you and you may "pay us as you are paid." If not satisfactory in every way the Set may be returned, and the amount paid will be immediately refunded to you.

Gentlemen:

Please send

Name

Address

City

References

**49-Piece Sets
Priced at \$34.75
"Life Time" Silver
Delivered for \$1**

Each set contains a dozen Tea Spoons, six Dessert Spoons, three Table Spoons, Six hollow handled Knives, six Forks, six Butter Spreaders, six Individual Salad Forks, one Tomato Server, one Cold Meat Fork, one Butter Knife, and one Sugar Shell—The complete set priced at \$34.75. Delivered for a single dollar during this Silver Shower—paid for \$1 weekly.

Note—Due to existing contracts—and because we have no desire to hurt any other good store, the Dollar Coupon cannot be accepted as part payment on Rogers or on Community plate.

BURNETT

457 State St. **BROS.** Salem, Oregon

**1847 ROGERS BROS.
SILVERPLATE**