

"TIS NOT IN MORTALS TO COMMAND SUCCESS—BUT WE'LL DO MORE—DESERVE IT!" BURNETT BROS., JEWELERS

Diamonds,
Watches
Jewelry.



Never Mind

**No Money Needed!
Pay Next Year**

Credit is Mightier Than Cash

"That nation which has the largest and best credit is the nation which wins the war." And credit is something which has to be used to become valuable. A man with a record for paying when due establishes a credit, and credit is five times as valuable as cash.

The man who buys at the market and pays cash and carries his Sunday dinner home may be saving a few pennies, but he isn't getting anywhere.

The man who pays the butcher and the baker at the end of the month—and pays promptly—can get money from a banker. He has an established credit.

And credit is character—and character is the only thing that any of us can take with us when we leave this world for the next.

Pay Us As You Are Paid!

The Burnett Jewelry Stores take the broad stand that everybody is entitled to credit—unless they themselves have previously shown that they are NOT.

And, therefore, the opening of an account here is just as simple—just as "proper" as though you borrowed the money at your own bank and paid cash for your gifts, (incidentally, it's a lot—a whole lot—easier.) The Burnett Jewelry Store in a way becomes banker and jeweler all in one.

There are no extras, no interest, no red tape, and not a farthing is added for the convenience of "paying us as you are paid." On the contrary, you will find that because we buy so much, for so many great stores, that we buy—and therefore sell—for a little less than the average jewelry store.

And therefore we are unafraid. If you can do better for cash, bring it back and get all you're paid. Fair enough!

**No Money Needed!
Pay Next Year**



"Old Dutch" Salts and Peppers

As shown in the sketch—old Dutch silver and hammered effects. Made to sell for \$2 a pair. One pair to a buyer at \$1 pair.

Lingerie Clasps

Lingerie Clasps and Pins, some of sterling silver and some finest gold filled. On sale Dollar Day at

Two Pairs



Mesh Bags Special

Dainty Silver Mesh Bags in the newest styles as sketched. Intended to sell for from \$5 to \$7.50. While they last, \$2.50 apiece.

Silver Plated Tableware

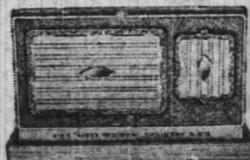
Pearl handled Tableware, including Pie Knives, Cold Meat Forks, Tomato Servers, Gravy Ladles, etc. Each piece sterling silver mounted. While they last at—

2 for \$1.00



Hammered Silver Bread Tray

Reproducing the heaviest solid silver in the guaranteed silverware. The bread tray shown will last a lifetime. We thought enough of them to buy two thousand. You may have not more than one for \$1.45.



Cigarette and Match Safe

As shown in the photograph—the Safe and the Cigarette Case are made to match and duplicate the costliest sterling affairs which cost ten times as much. In velvet.



Sterling Salts and Peppers

Sterling Silver Salts and Peppers in the individual size, which is regarded as the "proper thing" nowadays at all formal dinners.

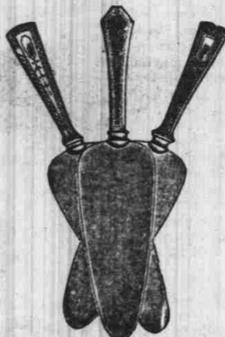
While they last we shall sell them for \$1 the pair.

Rogers Tableware \$1

Guaranteed for five and twenty years

Popular "Lincoln" Pattern
3 Dinner Knives for \$1.00
3 Dinner Forks for \$1.00
3 Tablespoons for \$1.00
3 Salad Forks for \$1.00
3 Soup Spoons for \$1.00
6 Teaspoons for \$1.00
Sugar Shell and Butter Knife (pair) for \$1.00

Note—We reserve the right to limit the quantity sold to any one person.



Sterling Pie Knives

Handsome Pie Knives with sterling silver handles and plated blade. Usually sold at \$2 apiece.

While they last, \$1.

(Not over two to any one buyer).

A notable collection of novelty crystal and glass beads from Checko-Slavoka—all colors and all wonderful color combinations. Values up to \$3.50 and \$4.50 will be sold on that one day only at

\$1.00



A distinguished ring is the Senator—of green gold with one diamond which will command attention in any gathering. Priced at \$150.

Delivered for a dollar, pay the balance after Christmas—a month.

OUR GUARANTEE TO YOU

If—within 30 days—you find (or just think that you found) that you can do better for cash in some other good store then all you have to do is to bring the diamond back to us, and every penny you have paid will be returned to you, and that without a whimper.

Pay us as you are paid



Guaranteed Bracelet Watches—Delivered for \$1.00—Pay after Christmas \$1.00 Week.



"Lady Diana" Diamond

A wonderful Diamond set in a hand carved White Gold mounting. Nothing to equal it outside the Burnett Organization unless one pays a fourth more—and then it would most likely have to be "cash." Here you may get the Lady Diana on payments of a single dollar. Pay the balance after Christmas—two dollars a week will do.

DOWN



"Princess Pat"

Eighteen karat white gold filled case and fifteen-jewel movement. Priced at \$33.50.

With solid white gold case, \$39.50.

Terms \$1.00 down, \$1.00 week.



The "Cleopatra" Dinner Ring

Another dinner ring of white gold set with one fine diamond and four sea-blue sapphires. A featured value at the price—\$85.00. Delivered for a dollar, paid for after Christmas, \$1.50 a week will do.



"Lady Mary"

The most popular engagement ring we have ever offered. White gold mounting set with one wonderful diamond and embellished with sea blue sapphires. A featured value at \$48.50. Delivered for \$1—pay next year \$1 weekly.

DOWN

Tomorrow morning we shall begin the Burnett Organization.

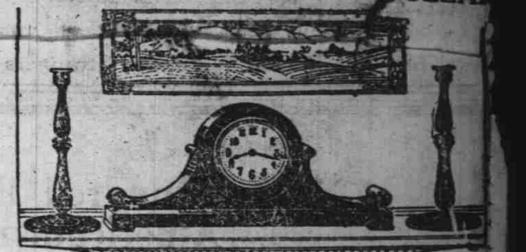
The purpose of these extraordinary prices. A year ago we had more business than last minute rush, we are offering the most SHOP EARLY.

As much as a half can be saved on many thing and everything, the easiest terms will You may pay a dollar or two—just as you year.

You may take your gifts with you—or leave them in our vaults for safe keeping.

And instead of Christmas being a task and a burden, a puzzle and a problem—it will be a blessing and very deep pleasure.

THIS WESTMINSTER CHIME DELIVERED FOR A SINGLE DOLLAR



The Clock shown in the picture measures 21 inches along the base and is 10 inches high. It is finished in dull mahogany and the candlesticks (which are 12 inches high) are finished to match. The whole set is the last word in elegance. Moreover—

The complete set is offered to the readers of this newspaper at a special price, and on very special terms. Forty-nine cents is the price for the complete set. The terms are—to us a small boy's expression—as "easy as eatin' pie!" Pay single dollar and take the set along. Pay the balance after Christmas. A dollar a week will do.

Other Clocks including Ansonia, Gilbert, Seth Thomas and other fine makes \$12.50 to \$75.00. Terms on all. Money back if you can do better for cash.



"Lady May"

A Diamond set in white gold so cleverly mounted as to appear far larger than it really is. Priced at \$25.

Delivered for a dollar—Paid for \$1 Weekly

DOWN

Burnett
457 STATE STREET