

BURNETT BROS. JEWELERS "PAY US AS YOU ARE PAID" — EIGHT STORES: SALEM, PORTLAND, SEATTLE, TACOMA, EVERETT, CHEHALIS, SAN FRANCISCO AND SAN JOSE

Burnett's Annual

Diamond Shower

BUY DIAMONDS IN THE BURNETT WAY

TAKE NEARLY ONE WHOLE YEAR TO PAY



The Financier is a gentleman's Ring of matchless brilliancy. It is mounted in gold—hand engraved and is featured at \$72.50.

Delivered for a dollar
Paid for \$1.50 Weekly

Money back if you can do better for cash



The "Lady Diana" is the finest Diamond Engagement Ring ever sold for anywhere near the hundred dollar mark. Mounted in white gold as shown in the sketch. Featured at \$98.50.

Delivered for a dollar
Paid for \$2 Weekly

Eight Burnett Jewelry Stores along the Pacific Coast—from Everett on the North to San Jose on the south—all participate in the "April Shower of Diamonds."

And it is a shower; More than a million dollars worth of gems is offered to more than five millions of people—and everybody with an honest face can have a diamond on payment of a single dollar.

The Burnett Jewelry Stores take the broad stand that:

EVERYBODY is entitled to CREDIT—unless they themselves have already shown that they are NOT—

Therefore the purchase of a diamond is made as easy as the purchase of a set of books—or a motor. Save that the motor will wear out! But the Diamond is the only thing that anyone may buy with the expectation that it will grow in value as the years go by. It is the only thing that can be worn that will not wear out!

We invite the readers of this newspaper to attend the Diamond Shower which opens in all the Burnett Jewelry Stores Today.

Come With a Dollar—Leave With Diamond

Pay the bill in little driplets that will never be missed—a dollar or so a week will do.



The "Princess Pat" is another engagement ring which has been a revelation to critical diamond buyers. White Gold Mounting—hand engraved and in the newest style. A featured value in all the Burnett Stores on the Coast at \$72.50.

Delivered for a dollar
Paid for \$1.50 Weekly



The "Lady Mary" is the most popular engagement ring we have ever offered. White Gold Mounting, superb brilliant diamond of the finest character. Featured at \$48.50.

Delivered for \$1.00
Paid for \$1.00 Week

Money back if you can do better for cash.



The combination of Black Onyx and White Gold is particularly fine and fashionable. The Onyx is set with a small Diamond and we are offering these beautiful Rings at

\$9.95



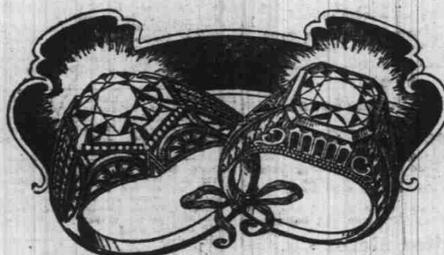
Imitation Amethysts, the cleverest we have ever seen. Only an expert can tell the difference between these and the real gems which come from Siberia—and which cost a small fortune! The mountings are Solid White Gold and the combination of Royal Purple and White is beautiful.

Featured at \$9.45
Synthetic Sapphires and Emeralds at the same figure



The "Cleopatra" is a dinner Ring of White Gold set with one fine Diamond and four sea-blue sapphires. It is one of the most impressive Dinner Rings we have ever been able to present at a low price. Not matched anywhere for even a third more. Featured in the sale at

Delivered for a dollar
Paid for \$1.50 weekly



Extra! A featured group of Diamonds offered at a special price in order to advertise the store more than anything else. Each Diamond is mounted in the finest white gold mounting—but—the Diamonds are not perfect—they have small imperfections. These imperfections however are not to be seen save under a powerful microscope. While they last we shall sell them at

\$17.35 Apiece

You may take one for a dollar cash and pay the balance at the rate of a dollar or so a week. And at any time when you decide to get a larger diamond we will allow you all you have paid for this one. Guaranteed Value—Money back if you can do better for cash!



The "Lady Dorothy" is a Dinner Ring which will command attention in any gathering. It has three magnificent Diamonds set in a long mounting. The picture gives but a poor idea of its beauty which is—well—"regal!"

The Lady Dorothy is Featured at \$198.50

It will be delivered for a dollar bill
Pay the balance at the rate of \$4 weekly



The Lady Lynn is a selected diamond of unusual size and rare brilliancy. It cannot be matched in any store hereabouts for even a fourth more. The White Gold Mounting is handsomely pierced and hand engraved. In ideal ring at a matchless price, \$148.50.

Delivered for a dollar bill
Paid for \$1.50 weekly

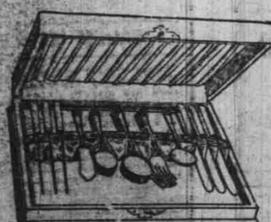


The "Lovelong" Wedding Ring is as the Poet Keats has well written—"a thing of beauty"—and a "thing of beauty is a joy forever!" The Lovelong is the only Ring with a promise inside it. It would sell just as freely if we asked a long price—but it costs no more than an ordinary wedding Ring and it is very much finer. Set with three Diamonds, the cost is \$24.50—with five diamonds the price is \$39.50.

Any Lovelong Ring delivered for a dollar
Pay as you are paid. \$1 weekly will do

Any Set of Silver in the Store Delivered for a Dollar Bill

There are no extras—no interest, no tax. Nor will you need to be "introduced." We take the broad stand that everybody in Salem pays their bills—unless they themselves have already shown that they do not. We invite you to avail yourself of this new and better way of buying silver for the home.



Genuine Rodgers 1847 Silver Plate Guaranteed 75 years. 26 piece sets. The Table Knives have hollow handles and stainless steel blades. Priced at the set

\$32.10

Community Twenty-six piece sets in Patriotic, Grosvenor, Adam or Bird of Paradise patterns. On velvet lined service tray at \$31.50. Holmes and Edwards Century Pattern—each piece solid silver where it wears. Twenty-six piece sets are priced at \$32.10.

Any set, delivered for a dollar bill
Paid for \$1 Weekly

Anticipate Weddings. Buy now. Finest Gifts

Take a Year to Pay

Tea sets, coffee sets, Casseroles, Compotes, and all the silver you would like to see on your sideboard is here. Offered at the lowest Cash Prices and on terms easier than you would ask for yourself.

Open Saturdays till nine o'clock—Burnett Bros.

Burnett Bros.
457 STATE STREET
SALEM, OREGON

Any Watch in the Store Delivered for a Dollar Bill

You pay no more here than you will be asked to pay in the regulation Cash Stores—All the watches are sold at the nationally advertised cash prices.



Elgins \$14.95, Walthams \$19.50, Elgin Streamline \$40, Howards \$60, Hamiltons \$39.50, Elgins R. R. Watch (the B. W. Raymond) is \$55. The Hamilton R. R. Watch is \$57.50. The "Bunn Special" R. R. Watch is \$59.50, and any watch in the store will be delivered to you on payment of a dollar.



"Pay Us As You Are Paid" \$1 Weekly