

Fifteen hundred Birthday Cakes to be distributed with our compliments and good wishes to all who attend

# Burnett's Birthday Party!

## Never Mind the Money!

### Program of Events

Tomorrow, there will be another distribution of "Hostess Cakes" Baked especially for the Burnett Birthday Party. And everybody is invited to take one with our compliments and good wishes.

Tomorrow—the sale of a hundred and one Gifts—offered at prices intended to make more friends rather than to make money. Friday Bachelors' Day—a "Surprise Package" for every man who buys a Wedding or Engagement Ring, and cakes of course for everybody.

### Saturday

Babies Day at the Birthday Party—A solid Gold Ring will be presented to all the Babies whose mothers may be good enough to bring to the store. And more cakes of course.

### Monday

August 8th—All the price concessions will be in force where lots remain—and in addition there will be a sale of Silverware at Four Ninety-Five.

And every day—everybody is invited to open an account—and to join the goodie company of business and professional men and women who have discovered that the Burnett Budget Plan is the easiest, the happiest and the most economical way of securing—"Gifts that Endure and Endear!"

### Bring a Baby Saturday!

We shall have a hundred solid Gold Rings to present with our compliments and good wishes to all the babies whose mothers bring them to the store on Saturday—for Saturday is "Babies' Day" at Burnett's Birthday Party!

**Illinois Special \$32.50**

The world famous Illinois Watch in a gold filled case—unconditionally guaranteed 17-jeweled movements. Featured in the Birthday Party at \$32.50, and sold on Burnett terms at the sale price.

Take one for a dollar—Pay the bill—\$1 a week



**Elgin Special \$14.95**

The famous Elgin Pocket Watch in white or a green gold filled case—as good as it's good looking. Guaranteed, of course. Featured in the Birthday Party at \$14.95 and sold on the Burnett Budget Plan.

Take one for a dollar—Pay the bill—\$1 a week



**Strap Watch \$12.50**

A good looking and dependable Strap Watch in a nickel-silver case. We had to buy 200 to get the price down for the Birthday Party—\$12.50—and best of all—

Delivered to you for a dollar—Pay the bill—\$1 a week



**Elgin Strap Watch \$19.50**

The ideal gift for the outdoor man—Elgin and imported Strap Watches. Smartest style presented this season—a featured cake for the Birthday Party at \$19.50, and sold on the Burnett Budget Plan.

Take one for a dollar—Pay the bill—\$1 a week



## DIAMOND VALUES That Play a Great Part in Birthday Party—\$1 Down

**Diamond and Sapphires \$69.50**

In the manner sketched—one diamond and two sapphires, white gold mounted, featured at



**Dinner Ring \$48.50**

In the style shown in the picture, three diamonds with hand carved white gold mounting. A sensation at



**Engagement Ring \$48.50**

Of the finest white gold, featuring a blue white diamond of extraordinary size and beauty.



**Brilliant Diamond \$98.50**

In the new and distinguished white gold mounting, one of which is shown in the sketch. Featured for the "party" at



**A Gentleman's Ring \$72.50**

Green gold mounting with one flashing diamond of unusual brilliancy. A matchless value at the sale price.



**A Rare Solitaire \$69.50**

Mounted so as to bring out all its fire and beauty in the finest white gold. A value that will be instantly appreciated.




A Whole Year to Pay!

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**Silver Plate at the Birthday Party for \$4.95**

Most good stores get \$10 and over for such silver as is here presented—Highest Quality Quadruple Plate—fine enough for the finest home. The picture tells but half the tale—there are Bread Trays—Flower Baskets—Centerpieces—Double Vegetable dishes—Refreshment stands—Casseroles—Pie dishes—Sandwich plates—Relish dishes—Water pitchers—Gravy boats and a host of useful and beautiful pieces all at the one price.

Take all you need—for half a dollar—pay the balance as may best be convenient for you—a dollar a week will do



**Ladies' Bracelet Watch \$12.45**

One of three smart styles is shown in the sketch. All are of the finest white gold (14-karat filled) and all have 15-jeweled movements. A feature of the Birthday Party at \$12.45—and stop at that you may

Take one for half a dollar—Pay the balance—\$1 a week



**Ladies' Rectangular Watch \$23.75**

In the manner sketched—a Bulova production with the famous inner case of flexible glass and with 15 jewels. White gold filled case, and the price \$23.75 is a temptation...

Take one for a dollar—Pay the bill—\$1 a week



**Mante Clock and Candelsticks \$9.85**

In the manner suggested in the picture—it is a hot new finished clock, 8-day movement, strikes the hour on a soft-toned gong. Candelsticks to match. A rare prize at this figure. Complete clock, candelsticks and candles for \$9.85

Take one for half a dollar—Pay the bill—\$1 a week.




**Let Us Boast a Little!**

May we be permitted to say that the success the Burnett Jewelry Stores have achieved has been won without sacrifice of ideals—that the business (admittedly the largest on the Pacific Coast and one of the largest in the world) has been won by following a few simple rules, rules that are known to every schoolboy old enough to write in a copybook. And may we be allowed to re-dedicate ourselves and the eleven stores in the family to the better service and the continued happiness of the thousands whom we are proud to call our patrons and friends?

**Salts and Peppers 95c Pr.**

Silver plated salts and peppers in half a dozen effective designs. Some are four inches tall. While they last—a pair 95c



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**Crumb Sweepers 95c apiece**

Time was, and not so long ago either, when most good jewelry stores got two dollars for these identical sweepers.

They are silver plated—with long ebony handles. The two rolling sweepers take the crumbs from the table cloth in a jiffy!

One to a buyer please, so that all may share—while they last.

95c apiece

**Bread Knife, Board 55c**

As sketched—a bread board and a knife—the edges colored, the handle to match. One to a buyer so that all may have a chance—at set 55c



**Gorgeously Beautiful Tea Sets \$7.45**


The picture gives but a poor idea of the beauty of this exquisite China—Gorgeous colors—thin as a wafer—fine as can be—Nothing offered as less than \$10 to \$15 to match it so far as we know—Twenty-three pieces sets on sale tomorrow at \$7.45

Take a set for Fifty Cents—Pay the balance—\$1 a week



**The "Pollywog" Salts and Peppers 75c a pair**

In the manner sketched—a pair of wise looking old birds on a silver plated stand—the birds are of gaily decorated china. Offered tomorrow at a price that will make everybody happy.



**Sterling Silver-Handled Tableware 95c**

The pieces sketched will tell the tale—as useful as an extra tire when one goes flat and you're far from home! The handles are of sterling silver—the blades are silver plated. Nobody ever sold such as these so far as we know for less than \$2—Take a few—(not too many please!) for 95c



**Rogers Silver Plate**


Twenty-six-piece sets of S. & G. L. Rogers silver plated tableware. Complete service for six people. Fully guaranteed. Half a hundred sets offered for the Birthday Party at a set \$5.75

Pay 50c Down and \$1 a Week



**Copper Book Ends 95c**

As sketched—when such as these sold for two dollars a pair, and nobody grumbled. About 4 1/2 inches high, oval copper finish, full base. The "Printer's Bodin," and the "Ship," are favorite subjects. While they last—95c



# Burnett Bros.

457 State St.