

**BROWN'S**  
**17th**  
**ANNIVERSARY**  
**SALE**

# Save 1/2 and more!

ONE OF **THE MOST Daring JEWELRY SALES**  
**EVER HELD IN SALEM!**

IN ALL OUR 17 YEARS OF SERVING WILLAMETTE VALEY, WE BELIEVE THESE ARE THE GREATEST JEWELRY VALUES EVER OFFERED! AT AN UNBELIEVABLY LOW PRICE, WE BOUGHT THE LIQUIDATED STOCK OF ONE OF AMERICA'S LEADING MANUFACTURERS. WE PASS THESE SAVINGS ON TO YOU! MANY OF THESE ITEMS ARE PRICED 'WAY

Never before... never again... savings like these. This is our way of saying "Thank You" for making us one of Oregon's leading credit jewelers.

**BELOW WHOLESALE COST!**

These prices good only while merchandise lasts. We can not replace it at these prices!

**Buy All You Want**  
**Take Up To A Year**  
**To Pay**

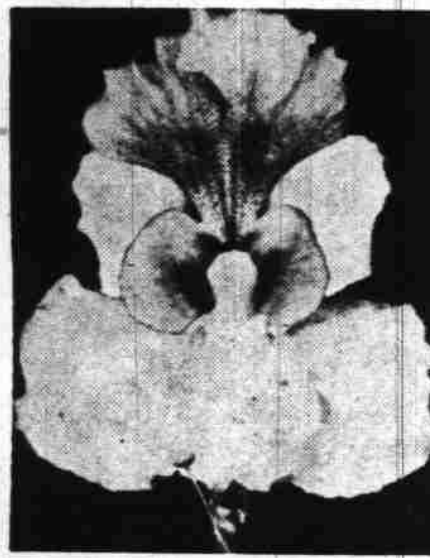
• No Interest • No Carrying Charge  
**PLEASE! NO DEALERS!**

**42-Piece Service for 8**  
**SILVERPLATE**  
With Mollow-Handle Knives  
Reg. \$22.50  
**\$10<sup>77</sup>**  
CHEST EXTRA—\$2.50  
Only a few pennies a week bring you this Sensational Silverware Value!

- 8 Luxurious Hollow Handle Knives
- 8 Dinner Forks
- 8 Oval Soup Spoons
- 8 Teaspoons
- 8 Salad Forks
- 1 Sugar Spoon
- 1 Butter Knife



**FREE!**



The first 50 ladies entering our store tomorrow will receive absolutely free a nationally advertised, silver plated Jelly Server. No strings attached, nothing to buy. This is your party. Be one of the first at the opening. 9:30 A.M. Tomorrow.

**FREE** Beautiful Hawaiian Vanda Orchids for the Ladies  
**FREE** Candy for the Kiddies

**4-Pc. Electric Percolator Set**

Reg. \$37.50  
**\$18<sup>77</sup>**



Four magnificent pieces in Gleaming Chrome—ELECTRIC PERCOLATOR, SUGAR, CREAMER, SERVING TRAY. Don't miss this Great Value! When they're gone—there'll be no more at this low price!

ELGIN AMERICAN  
**Compacts \$1.77**

A Real Buy

STERLING SILVER HANDLE  
**Pie Knives \$1.77**  
Reg. \$3.50—In Gift Box

SILVER PLATED  
**Salt & Pepper \$1.77**  
Reg. \$2.75—In Gift Box

SILVER PLATED—Reg. \$4.50  
**Bread Tray \$1.77**

One to a Customer, Please  
None to Dealers

SET OF SIX—STERLING SILVER  
**Salt & Pepper Shakers \$2.47**

GENUINE LEATHER  
**Watch Bands 17c**  
Fitted to Your Watch FREE

7 PIECE—Reg. \$1.25  
**Nutcracker Sets 37c**

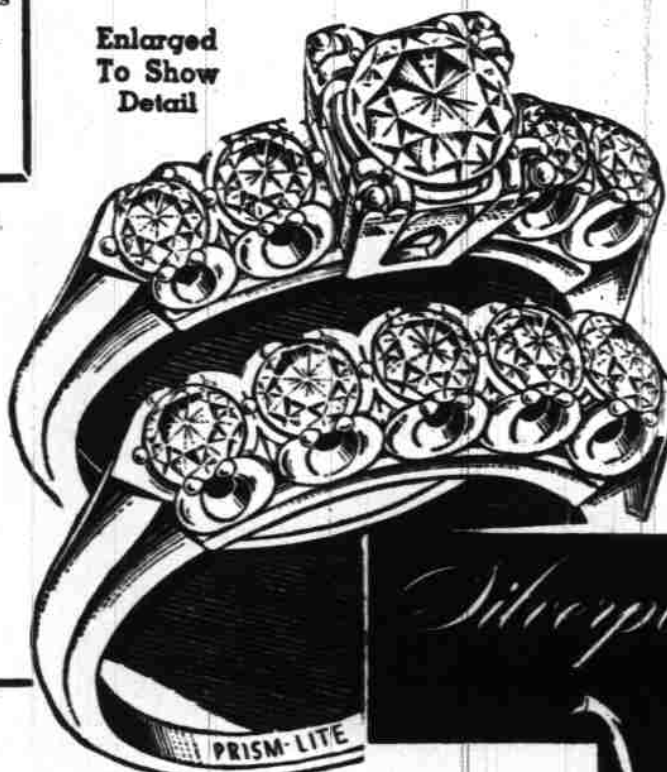
CONCORD PATTERN  
**Silver Plate ea. 17c**  
Knives, Forks, Spoons, Salads

IMPORTED BLUE WILLOW  
**Cups & Saucers \$1.97**  
Set of 6

SILVER PLATED  
**Sugar and Creamer \$3.97**

**DIAMONDS**  
MANY 1/4 TO 1/2 PRICE SAVINGS

Enlarged To Show Detail



Not only amazing values but the positive assurance of quality exactly as represented. Since 1933 BROWN'S JEWELERS have enjoyed the confidence of diamond buyers and this 17th Anniversary Celebration is in appreciation of that confidence. Use your CREDIT to buy now at these Matchless Savings.

A Good Value at \$124.50  
10 DIAMONDS

It may be years before you are again able to enjoy such a value. 14K yellow Gold. **99<sup>17</sup>**

Direct Factory Special 17th Anniversary Purchase Simulated  
**Pearl Necklaces**  
CHOOSE FROM DOZENS OF HIGH FASHION STYLES!  
1, 2, 3, 4, 5, Row Graduated, Uniform and Knotted Styles. 2 and 3 Row Chokers. 2 and 3 Row Dog Collars. 4, 5 Row Drapes, Graduated Braided Collars. Single shower Drops  
Priced to Sell **2<sup>77</sup>**  
7.50 to 25.00



**17th Anniversary Watch Values**

\$79.75—6 Rubies—Ladies 17 Jewels	<b>\$39<sup>17</sup></b>	\$52.50 Men's Wrist Waltham—17 Jewels	<b>\$34<sup>17</sup></b>
\$49.50 Lapel Watches 17 Jewels	<b>\$24<sup>17</sup></b>	\$65.00 Men's Wrist Waltham—21 Jewels	<b>\$47<sup>17</sup></b>
\$59.50 Ruiston Set 17 Jewels	<b>\$29<sup>17</sup></b>	\$39.75 Cyma Pocket Watch—17 Jewels	<b>\$27<sup>17</sup></b>
\$39.75 Ladies Waterproof 17 Jewels	<b>\$29<sup>17</sup></b>	\$29.75 Men's Pocket Watch—17 Jewels	<b>\$17<sup>17</sup></b>
\$79.50 Embraceable Ladies 17 Jewels	<b>\$39<sup>17</sup></b>	\$44.75 Men's Waterproof Nova Wrist Watch—17 Jewels	<b>\$27<sup>17</sup></b>
\$55.00 Ladies Waltham 17 Jewels	<b>\$37<sup>17</sup></b>	\$59.50 Men's Automatic gold filled Wrist Watch—17 Jewels	<b>\$37<sup>17</sup></b>
		\$65.00 Helbrox gold filled Wrist Watch 17 Jewels	<b>\$37<sup>17</sup></b>

**Yes! 17c**

that's right. This magnificent tea set is yours for only 17c with the purchase of a Diamond Ring amounting to \$50.00 or more.



**BROWN'S 17c WATCH SALE**  
Pay 17c for a \$39.75 Watch  
Nationally Advertised 17 Jewel Watches. Sorry we can't mention the name, but you'll know them the minute you see them!  
Buy either model **\$39<sup>75</sup>** for the regular price  
Pay only **17c**  
**FOR THE SECOND WATCH.**  
Your Choice—Man's or Lady's  
**NO MONEY DOWN**  
Take Up to a Year to Pay  
Smart, up-to-the-minute styling. Full 17 jewel movements. Brilliant, clear, easy-to-read dials. Sturdy, precision-built. Guaranteed cases.



**COSTUME JEWELRY**  
New! Sparkling! Glamorous! Costume pins, Earrings, Necklaces, Bracelets... Magnificent Rhinestone creations... Gold finish jewelry. Many pieces enlivened with colored stone. You've never seen such values in all your life! **37c**

Another feature group. Values to 3.95 at 79c

**Brown's**  
LIBERTY AND COURT STS.  
420 Court \*Plus Federal Tax 184 N. Liberty



**Matched Pieces—Genuine Silverplate**



Take Your Pick!  
Reg. \$12.95 Each  
**\$6<sup>17</sup>** EACH

- All with Hand-Applied Borders!
- Silver-Plated on Copper
- Lustrous, bright finish!

PAY LESS THAN WHOLESALE FOR THIS DRAMATIC VALUE!