

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 green 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 \$2.00 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 anybody 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 tomorrow.

Come with a dollar—leave with a diamond. Pay the bill in little dribbels 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 A DOLLAR
PAID FOR \$1.00 WEEKLY**

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.

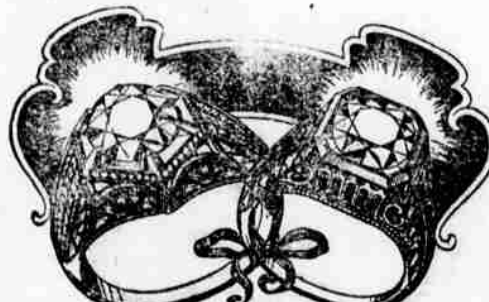


Imitation Amethysts, the cleverest we have ever seen. Only an expert can tell the difference between these and the real gems which come from Siberia—and which cost a small fortune! The mountings are Solid White Gold and the combination of Royal Purple and White is beautiful! featured at \$9.45. Synthetic 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 \$68.50

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. 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 herabouts for even a fourth more. The White Gold mounting is handsomely pierced and hand engraved. An 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 cost 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 Rogers "1847" Silver Plate, guaranteed seventy-five years. Twenty-six piece sets. Table knives have hollow handles and stainless steel blades. Priced at the set \$32.10.

Community 26 piece sets in Patricia, Grovenor, Adam or Bird of Paradise pattern. On velvet lined service tray at \$31.50.

Holmes and Edwards Century Pattern—each piece solid silver where it wears. Twenty-six piece sets arranged 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.

SATURDAY'S SPECIAL
Fashionable New Umbrellas—While They Last at
Exactly One Half our Regular Reasonable Price
Only 20 in this lot

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 watches are sold at the nationally advertised cash prices.

Elgins \$14.95, Walthams \$19.50, Elgin Steamline \$40, Howards \$50, Hamiltons \$39.50, Elgins R. R. Watch (the "B. W. Raymond") is \$25. The Hamilton R. R. Watch is \$37.50, the "Bunn Special R. R. Watch" is \$39.50, and any watch in the store will be delivered to you on payment of a dollar.

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



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