

The Little Jewelry Store. That Has Grown Bigger Every Year!

# STAPLES, the Jeweler and Optician

266 Morrison Street, Bet. Third and Fourth

We wish to thank every customer who has ever traded with us for their patronage—and to give due credit to the men comprising this organization for their co-operation in building this business. As you look these men over you will see that they are all honest, industrious and anxious to see that you receive value from every transaction. Every piece of merchandise in this wonderful stock is honestly made by reputable manufacturers—is of known quality and is correctly priced. May we number you among our customers?



Isaac E. Staples

SEE STAPLES AND SEE BETTER

Jeweler and Optometrist—Over 41 Years' Experience—Founder of This Business.



CARL J. GREVE  
Diamond Expert—Store Manager. Learned the business here—14 years with me.

See Our \$100 Diamonds

## Diamonds—

The most highly prized and appreciated of all gems—the gleam—the color—the action—make diamonds at once the preferred gift by all women. And then in addition to their beauty the intrinsic value of diamonds has saved thousands of people from embarrassment. Our stocks of diamonds include many wonderful gems at very reasonable prices. Make your selections now.

Our special \$50.00, \$75.00, \$100.00, \$150.00 and \$200.00 diamonds are exceptional values.



Front of Store—266 Morrison Street

## Clocks—

A specially fine line of Seth Thomas clocks awaits your selection. We also carry the famous Waltham. Prices range at from \$1.75 for alarms to \$125 for chimes.

## Watches—

For years we have carried the largest stock of watches in Portland—and every watch in our stock is the kind of a watch any man or woman would be proud to own. Every one is a guaranteed timekeeper whether it costs ten dollars or up in the hundreds. Of ladies' wrist watches we have ready for your inspection Elgins, Walthams, Hamiltons, American Swiss, etc., ranging in price from \$17.50 upward.

In men's watches we specialize in Walthams, Hamiltons, Howards and Elgins and have in stock virtually every grade of any of these makes, whether it be a thin model, a railroad grade or any other style or size you may have in mind. Come early and make your selection.



A. V. JORDAN  
Head Salesman



H. L. HARPER  
Salesman



EDWARD BORING  
Salesman



KARL KLEIN  
Maker of Gold and Platinum Jewelry



SAM BULLOCK  
Salesman



PAUL W. BURESFORD  
Salesman



FRANK SHOREY  
Salesman



DR. F. F. MAHAR  
Optometrist

## Silver—

Our silver department is well stocked with splendid values in beautiful patterns of flat ware and hundreds of Sheffield creations in Bread Trays, Sandwich Trays, Sugar and Cream Sets, Coffee Sets, Tea Sets, etc., at prices as low as five dollars for some pieces.

## Pearl Beads—

Hundreds of strings of beautiful pearl beads priced at \$5.00, \$6.00, \$7.50, \$10.00, \$20.00, \$25.00, \$50.00 and up to \$125.00—make one of the most pleasing gifts possible for milady. You will be pleased with this extensive stock to select from.



ELLIS EWING  
Head Watchmaker—14 Years with the store



H. E. ILLSLEY  
American Watchmaker



H. A. BECKENDORF  
Fine Watchmaker



BEN G. FLEISHMAN  
Salesman



W. K. MARTIN  
American Watchmaker



GIAVONNI TARTARO  
Swiss Watchmaker



RAFFAELLO TORTARO  
Head Swiss Watch Repairing—Been with me 13 years.

These expert Watchmakers repair the Watches in the largest Watchmaking Department in Portland—More than 10,000 per year.

### GIFTS for Her!

Our shelves and cases are crowded with a tremendous stock of medium priced, high quality gifts.

- Rings, all solid gold... \$2.50 to \$25
  - Brooches, solid gold... \$3 to \$20
  - Lavallieres, solid gold... \$3 to \$50
  - Bar Pins, solid gold... \$4 to \$15
  - Bar Pins, platinum and 14-K gold with diamond... \$30 to \$150
  - Pearl Beads... \$5 to \$125
  - Wrist Watches... \$17.50 to \$250
  - Eversharp Pencils... \$1.75 to \$10
  - Ivory Pyralin Toilet Articles... 50¢ to \$50
  - Umbrellas... \$4 to \$25
- And thousands of others.

Our factories are on the premises and we turn out Kryptoks and Totems by the hundreds. You will appreciate our prompt service, courteous attention and reasonable prices.

Do not get the impression that this is a store where you pay high prices for luxuries—ninety per cent of the merchandise on our shelves are necessities. Few homes try to get along without Silverware, Clocks, Watches, Watch Chains, Cuff Links, etc.—and the young man who gets engaged today finds a Diamond Ring quite a necessity. Give one of our merchandise bonds for Christmas—it will make an ideal gift.



DR. CARL J. HURLEY  
Optometrist  
Been with me 9 years.

## Gifts-That-Last

You can get more desirable gifts in a jewelry store than any other kind of a store, for here you truly find

Every article in this entire stock is of highest quality and is ABSOLUTELY GUARANTEED

### GIFTS for Him!

- Rings, solid gold... \$5 to \$25
- Chains at from... \$2 to \$50
- Watches... \$2.50 to \$235
- Emblem Buttons, Charms, Rings, Card Cases, at from 75¢ to \$75
- Genuine Elk Teeth, solid gold mountings... \$10 to \$75
- Scarf Pins, solid gold... \$2 to \$10
- Cuff Links... \$1.50 to \$50
- Gold Knives... \$1.50 to \$15
- Belts, Sterling Buckles, complete with Strap... \$4 to \$10
- Ebony Military Brushes... \$5 to \$15
- Gillette Safety Razors... \$5 upward
- Cigarette Cases... \$2.50 to \$20
- Eversharp Pencils... \$1.50 to \$33
- Waterman Fountain Pens... \$2.50 to \$30
- Collar Buttons... 25¢ to \$2

We maintain our shops so that our customers may have more prompt service. If you need anything in this line we are equipped to do it for you quickly and correctly.

Thousands of satisfied customers are glad to recommend our Optical Service to their friends.



CORNER IN OPTICAL FACTORY.

An order for a pair of glasses makes an ideal Christmas gift. Invest in one of our Merchandise Bonds.



WAYNE HODGDON  
Auditor



MRS. KATE P. STAPLES  
Secretary and Cashier



ROBBIE AUSTIN  
Assistant

THE OFFICE STAFF

You are welcome to watch the workman while he sets your diamonds.



CORNER IN JEWELRY FACTORY

Have your diamonds brought up to date with new mountings. A few dollars spent this way will make your old jewelry look like new.



W. A. THOMPSON  
Manufacturing Optician

Where all of our thousands of Prescriptions are correctly filled, insuring the comfort and pleasure that can only come from a pair of properly fitted glasses. We recommend

KRYPTOK LENSES

HAVE YOUR EYES TESTED HERE TODAY



HAL PAINTER  
Manufacturing Optician

## STAPLES, The JEWELER

266 Morrison Street

Between Third and Fourth

Leave your address and we will send you our magazine, "The Treasure Chest."



Make this store your headquarters. We will care for your packages.



PAUL BLACK  
Diamond Setter and Manufacturing Jeweler

Where beautiful Platinum or Gold Rings, Brooches, etc., Lodge Jewels and Emblems of all descriptions, or any "special order" Jewelry is finished to your entire satisfaction.

All Mail Orders will be given preference and forwarded the same day order is received.



ORA E. HALL  
Manufacturing Jeweler