



Staples, the Jeweler

**A Big Little Jewelry Store
Grown Up at 162 First St.
Near Southeast Cor. Morrison St.**



ISAAC E. STAPLES

Isaac E. Staples, manager, began at present location all alone—gives employment now to 17 people, connected with this big little store. Staples himself has had 35 years of experience and understands all the details of this business and what's more looks after it in the interests of his customers ALL THE TIME.

THE STORE TO LOOK FOR.
Our store is hardly 15 feet by 40 feet, yet we do one of the most extensive retail jewelry businesses in the Northwest. Our stock is full and complete and is sold at prices which make our customers our lasting friends. We have and intend to hold the confidence and esteem of our customers. We would rather lose money than one of our customers and our help know it.

THIS BIG LITTLE STORE HAS MORE CUSTOMERS THAN ANY OTHER TWO STORES IN THE CITY; HAS REPAIRED MORE WATCHES IN THE PAST YEAR THAN ANY OTHER THREE STORES IN THE CITY; HAS REPAIRED MORE CLOCKS THAN ALL THE OTHER JEWELRY STORES COMBINED; AND HAS FIT MORE GLASSES THAN ANY EXCLUSIVE OPTICIAN, AND SOME TO SPARE. COME, SEE, AND BELIEVE.

Go Where You Have Confidence in the Jeweler--Inquire About Me

Optical Department

We fit from 18 to 25 pairs of glasses per day and we give the public better service and better spectacles for the money than any one else in the city. We have two competent optometrists of extensive knowledge and years of experience, and we care more to fit you than we care for your money. We not only fit you, but we grind the glasses ourselves.

Watches

We carry the largest line of watches in the city. Elgin, Waltham, New England, Howard, Hamilton, Swiss, and Duesler Hampden. The latter is our special watch. The Hampden movements are cased and timed at the factory, and whenever you pull one out of your pocket you have the correct time.

Umbrellas

We handle a full line of silk umbrellas, with gold, silver, pearl and fancy handles. Our gold filled handles are like our gold filled watch cases—all warranted—and will stand the test of time.

Chains

We handle, and "have for years," the Hamilton & Hamilton chains, vest chains, guards, neck chains and lockets, both in filled and solid gold, and every article is guaranteed to give satisfaction.

Jewelry

We sell you nothing in the jewelry line but what we stand back of. If you buy anything of me that does not wear satisfactory, lose no time in getting to the store. We hold all of our manufacturers up to the line and their goods must be as represented to us. We have a good stock of jewelry—rings, brooches, cuff links, earrings, emblem pins, etc.

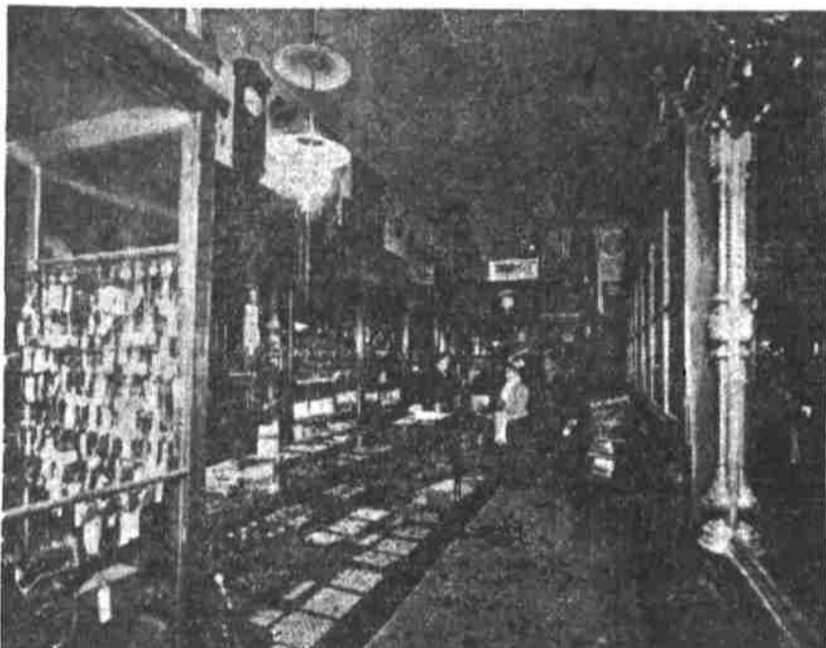
Diamonds

Diamonds—Our line of Diamonds is fine in that we have no stones that are off color. If you buy a diamond of us you may be sure that it is white, of the correct cut and exact relative proportions. Diamonds are good property—attractive, self satisfying ornaments constantly increasing in value. Our Solitaires, Rings and Brooches this year are more beautiful than even last year's. Turquoise, Opals and Pearls in Diamond Clusters, set off by the Jeweler's art. Many pieces of these beautiful goods are made in our own shop and factory—serviceable and good for several lifetimes.

Clocks and Silverware

Could you buy a nicer present than a Seth Thomas Clock for your daughter? Just as reliable as of old and in elegant new designed cases. Silverware, in chests, solid silver and plated flat ware. Solid Silver Tea Sets, Plated Tea Sets, a nice little Solid Silver Creamer and Sugar \$15.00. Same prices as last year, although silver has advanced. Knives and Forks, the best plate, bearing our own name and warrant, \$4.00 per set, and Home set of 6 Knives, 6 Forks, 6 Dessert Spoons, 12 Teaspoons—in all 30 pieces of solid sterling silver in an oak chest with drawers for \$60.00.

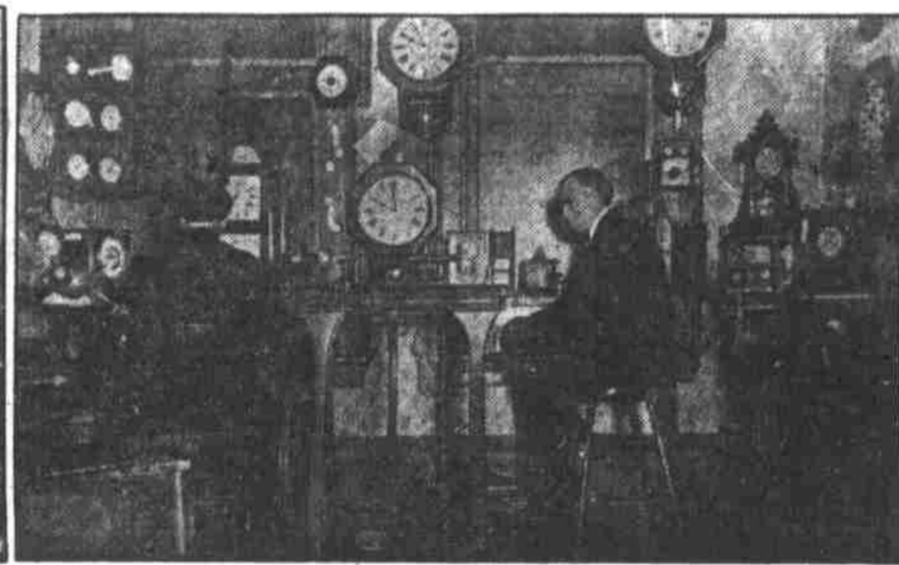
STORE OPEN EVENINGS



SALESROOM OF STAPLES THE JEWELER.
No matter how crowded we may seem at any time, simply have patience and you will be waited on in a surprisingly short time.



OPTICAL ROOM OF STAPLES THE JEWELER.
Although small, it is completely equipped with all the latest mechanical contrivances for measuring eyesight.



CLOCK REPAIR SHOP OF STAPLES THE JEWELER.
Our clock repair shop is a curiosity in itself. We are prepared to repair if necessary 1000 clocks per month.



JEWELRY REPAIR SHOP OF STAPLES THE JEWELER.
We give constant employment to five and sometimes six jewelers in our jewelry repair shops. We make anything and everything in the jewelry line.

It Is Not "I" But "We" Who Have Made This Business a Success



JOE E. ADOX, WATCHMAKER
Has been a watchmaker for 40 years and has been with me almost a quarter of the time.



CARL GREVE
Head salesman, growing up in the business, and fast becoming a part and parcel of the big little store.



This wagon will call for and return to you anything you have for repair in our line. PHONE MAIN 3285.



FRANK J. SHOREY
Our traveling salesman. Honest to the letter and wherever known his word is as good as a gold bond.



LOUIS SIMPSON
Watchmaker, repairer of Swiss, English and complicated watches. One of the finest watchmakers in the United States.



E. W. WHEELERS
Optometrist, a graduate of the Philadelphia Optical College, also the Northern Illinois College of Ophthalmology.



ELLIS EWING, WATCHMAKER
Is a good watchmaker and has worked up from the bottom with me.



HAROLD NEWCOMB
Lens grinder and spectacle shop man.



ARTHUR JERR
Watchmaker, makes a specialty of fancy clocks.



RALPH TARTARO
Italian watchmaker, repairer of "old country" watches.



E. L. MILLER
Clockman.



GEORGE BAXTER
Watchmaker.



MISS JENNIE ROWE
Bookkeeper.

We Have Also a Complete Lapidary in Connection With This Store