

East Oregonian

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THE GIFT OF LOVE

(By Frank L. Stanton.)

"What will I give her for Christmas?"
Dear one! I have little to give,
Save a kiss for the curls
Of the sweetest or girl,
And the right near Love's bosom to live!

And even this counsel—

—o other but this:

"Forget not the love
That I give with the kiss!"

"What will I give her for Christmas?"

Folded away from earth's strife,
I clasp and caress her,
And give her—"God bless her!"
Just that—and the love of my life!

And ever this counsel—

—o other but this:

"Forget not the love
That I give with a kiss!"

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THE "BUY" CAMPAIGNS

GRAIN farmers are responsible for the movement to "Buy a Barrel of Flour." Following closely on their heels are the wool dealers who have launched a campaign for "Buy a Suit of Virgin Wool." Both are started with the hope that the market for the raw materials, which has been unfavorable to both classes of growers, wheat and wool, will be improved.

Pendleton has picked up the first slogan and hopes to spread the idea for the purchase immediately by farmers and householders generally, a barrel or more of flour. Without doubt, the wool movement will be given an equal impetus with the meeting here, a week from today, of the State Wool Growers' Association. Both ideas, if carried out to a large extent, will result in good for this community and district.

Buying at this time is not merely a favor to the grower. Prices of clothing and of flour are slashed sharply from what they have been. In fact millers are selling flour at a figure unprofitable to them. Retailers dealing in clothing cannot predict whether the spring prices will be higher or lower. The textiles industries have bought little or no wool and retailers have delayed placing their orders for spring goods. What the prices will be is hard to tell but many are gambling they will not go lower.

Pendleton cannot stimulate the demand for wheat or for wool merely by concerted buying. It must advertise its desires and swing into line the entire northwest. When there has been a market created for Umatilla county's chief products, the benefit will accrue here.

AFTER a baking fails
— becomes tough or
soggy, you can't make it tender
and tempting. It can't be "fixed."
It is like spilled milk—"wasted."

But, there is a way to prevent
this waste — and every woman
should use it—because a bake day
loss these days is a real loss. When
just an ordinary cake turns out
bad—you are out the biggest part
of a dollar.

Calumet Baking Powder positively
prevents failure. It has been doing it
for millions of housewives for a third
of a century.



CALUMET BAKING POWDER

BEST BY TEST

Makes most palatable and sweetest of foods

The biggest selling Baking Powder
in the world. Produced in the largest,
most modern, sanitary baking powder
factories.

Possesses only such ingredients as
have been officially approved by United
States Food Authorities.

Highest awards, World's Pure Food
Exposition, Chicago—Paris Exposition,
Paris, France.

Full weight—fair price. Most economi-
cal in cost and use. You save when you
buy it. You save when you use it.

A pound can of Calumet contains full
16 oz. Some baking powders come in
12 oz. cans instead of 16 oz. cans. Be
sure you get a pound when you want it.

Calumet Jelly Roll Recipe

—3 eggs beaten sep-
arately, 1 cup sugar,
1½ cups pastry flour
2 level teaspoons
Calumet Baking
Powder, ¼ cup warm
water—flavor. Then
mix in the regular
way.

CONROY'S CASH GROCERY

BUY A BARREL OF FLOUR.

Best Creamery Butter, pound 60c
We Guarantee Our Potatoes Free from Frost, they
have not been resorted and you will not have to
sort them. When you buy Potatoes buy the
best, 100 pounds \$2.50
Walnuts, pound 30c and 40c
Brazil Nuts, pound 25c
Dromedary Dates, package 25c
Federal Milk, large can 13c
Brooms, \$1.50 quality, special \$1.00
Coffee, M. J. B. and Hills Red, 1 lb. 55c, 5 lbs. \$2.70
Ensign Coffee, white package 35c
Fresh Ginger Snaps, pound 25c
Try a pound of our Cookies at 35c
Large can Pineapple, No. 2 1-2, each 40c
Peaches, No. 2 can, each 35c

THIS STORE HAS BUT ONE IDEA—TO SELL THE
BEST QUALITY GROCERIES AT THE
LOWEST PRICE.

Buy a Barrel of Flour
It won't be cheaper

We carry Schillings
Coffee, Spices, Extracts

Swift's Ham
None better
50c pound

Walnuts
Almonds, 40c lb.
Filberts

Sunset Cake Flour
It is good
40c package

Happy Home
New Pack Corn and Peas
are in—none better

Standard Grocery Co.

230 E. Court St.

C. L. Bonney, Pres.

Phone 96

The Name On the Box

In every town there is one jewelry store whose name carries prestige. This prestige has been earned by years of faithful service—by carrying only merchandise that wins and keeps customers—by keeping our word above par at all times. When you give a gift from Sawtelle's you can be sure that the merchandise is just as represented and is **QUALITY RIGHT—STYLE RIGHT and PRICED RIGHT.**

We welcome all comparison as to quality and price.

Why Sawtelle's

When you go to a doctor you go to him because of faith in him.

When you go to a jeweler you go to him because of confidence in him and his reputation. As in the past, so shall we in the future, strive to maintain our same high standard.

YOU WISH TO BE PROUD OF YOUR GIFT—your assurance is the name of **SAWTELLE'S** on your gift package.

It silently speaks of refinement.

It immediately says, "Herein, is a gift of latest style and of high-quality."

And As to Prices

In a previous advertisement we spoke of the
FALLACY OF JEWELRY SALES

Pointing out that it was based on a false promise—and usually an attempt to clear the shelves of "shop worn" merchandise. That the jeweler who values his name can not link it to a "sale" because it immediately makes a "gift" in his box and under his labeled "a bargain counter gift."

No one would consider giving such a gift to a loved one—because the gift becomes a piece of merchandise devoid of sentiment,—where price is considered more than quality.

WE HAVE NO SHOP WORN GOODS FOR SALE AT ANY PRICE. The "name on a Sawtelle box" guarantees the latest in styles, the highest in quality.

One Thing You Can Not Buy

An empty box with our embossed name on it. Because our name is our bond of satisfaction to you.

SAWTELLE'S, Inc.

JEWELERS

The Largest Diamond Dealers in Eastern Oregon.

One Thing You Can Not Buy

An old piece of shop worn merchandise—because by so doing we protect our name and you in your purchasing.