

of Dally and Semi-Weekly, at

ON BALE IN OTHER CITIES. ON SALE IN OTHER CITIES.

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improved

BUSSCRIPTION RATES (IN ADVANCED)

THE GIFT OF LOVE (By Frank L. Stanton.)
"What will I give her for Christman!"—
Dear one! I have little to give,
Save a kiss for the curis

Of the sweetest or girls,
And the right near Love's bosom to live! And even this counselo other but this: "Porget 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-"Forget not the love That I give with a kiss!"

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THE "BUY" CAMPAIGNS RAIN 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

.

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

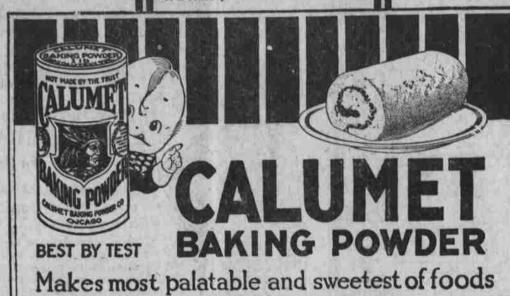
Buying at this time is not merely a favor to the grower. Prices of clothing and of flour are slashed sharply from what they have been. In fact millers are selling flour at a figure unprofitable to them. Retailers dealing in clothing cannot predict whether the spring prices will be higher or lower. The 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.

FTER a baking falls 1 - 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



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

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 economical 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.

RESERVED BERKERE BERKERE

Calumet Jelly Roll

Recipe Recipe

-3 eggs beaten separately, I cup sugar,
11- cup sugar,
12- level traspons
Calumet Baking
Powder, X-cup warm
water—flavor. Then
mix in the regular

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 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 wont 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

Standard Grocery

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 highest 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 labed "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,

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.