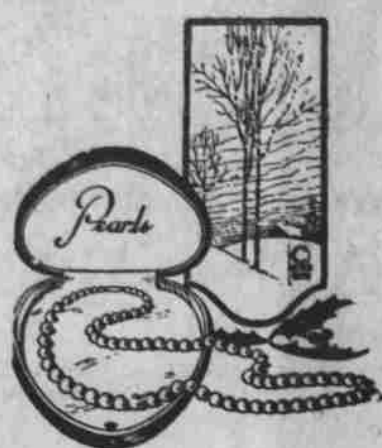


THE NAME ON THE BOX



Insures
You



SAWTELLE'S

Gifts That Last

Jewelry is not a trinket to be tossed aside, but is a treasure which grows dearer as the years pass, not only in monetary value but richer as well in sentiment.

EXCLUSIVE GIFT SELECTIONS

As a leader in better merchandise we are especially fortunate to be sole representatives in Pendleton of the leading manufacturers in America.

GRUEN WATCHES

These beautiful time pieces for ladies' and men are sold only in Pendleton at Sawtelle's. Combining as they do, beauty with accurate time-keeping, they are eagerly sought. Standard prices, the same price all over the United States.

FULPER POTTERY

A new shipment of this beautiful ware has just been received. An exclusive line of appealing beauty. Featuring gifts from... \$1.00 to \$10.00

You want your gift box to have a respected name.

Even though the gift is small you want the assurance of quality.



A GIFT

A gift is an expression of love—and when that gift comes from a store established for as many years as Sawtelle's—it carries prestige.

Not once has the standard of merchandise been cheapened to meet an emergency—not once has it been cheapened by a sale—not once has the quality been sacrificed for price.

Let your gift this year express what you wish it to express—let it be emblematic of the love that prompts it—and when it comes from SAWTELLE'S in a nicely embossed or velvet box—wrapped in fine tissue and tied with a silk cord—you will have "pride" in knowing that it is correct.

Gifts That Last

Gifts That Last

Jewelry is always the favorite Christmas gift, because it endures through the years to remind one of the giver and the love that prompted the gift.

The manufacturers guarantee is
Combined With Our Guarantee.

When you buy the following lines of merchandise you know you are buying honest merchandise at an honest price.

GORHAM SILVER

In Sterling or plate.

HAWKES CUT GLASS

each piece a creation—and stamped with the sign of the maker.

ADD-A-PEARLS

Genuine pearls, from single pearls to the complete strand.

HEINZ ART METAL

Sterling silver mounted on solid bronze. Each piece is perfect in design and construction.

OUR GIFT SHOP

Is resplendent with quality gifts that sell at modest prices.

Sawtelle's, Inc.

JEWELERS

The Largest Diamond Dealers in
Eastern Oregon.