

Look On
The Back
Page For
PRICES

An Important Event For All La Grande

West's

14th Annual Clearance Sale

Begins Promptly, Tuesday, January 2nd

Be Sure
to Look
On The
BACK PAGE

ALL UNION COUNTY KNOWS WHAT TO EXPECT AT WEST'S GREAT ANNUAL CLEARANCE SALE. YOU CAN SEE FOR YOURSELF JUST THE SAVING ON EVERYTHING IN THE ENTIRE STOCK. ORIGINAL PRICES LEFT ON EVERY TICKET.

HERE'S THE NEWS: TUESDAY MORNING WE OPEN OUR 14TH ANNUAL CLEARANCE SALE WITH A FIRM DETERMINATION OF MAKING IT THE GREATEST MERCHANDISING EVENT IN THE HISTORY OF THIS STORE'S EXISTENCE.

LARGER STOCKS TO SELECT FROM

YEAR BY YEAR THIS STORE HAS GROWN IN SIZE AS WELL AS POPULARITY UNTIL TODAY WE BOAST OF THE LARGEST AND BEST ASSORTED STOCK OF HIGH QUALITY MERCHANDISE IN EASTERN OREGON.

Every Article In The Entire Store Reduced

ABSOLUTELY NOTHING RESERVED

Buy Early and Avoid the Rush of the Afternoon
Crowds

GREATER REDUCTIONS IN ALL LINES

WEST'S ANNUAL CLEARANCE SALES HAVE NEVER BEEN FOUND WANTING IN REAL BONI FIDE BARGAINS. THIS YEAR WE ARE OFFERING VALUES THAT ARE SURE TO MAKE THIS SALE AN EVENT WITHOUT A PARALLEL.

Don't Miss This Opportunity to Save. It Happens But Once Each Year. Look on the Back Page For Advertisement Giving Astonishing Low Prices on Every Article in The Store

SALE STARTS TUESDAY, JANUARY 2nd. REMEMBER THE DATE

Thelsis THEATRE

QUALITY QUALITY QUALITY
ALWAYS "QUALITY" WE
HAVE IT

Robert Louis Stevenson's great drama "THE BLACK ARROW." Produced by the Edison company. Thomas A. Edison himself says of this film: "It is a masterpiece of Photoplay. It is enormous Production."

"THE SQUAW'S MISTAKEN LOVE" Pathe
In the early morning days a girl dressed in man's clothes is made over to by a squaw who eventually saves the girl's life.

"TOWN HALL TONIGHT".....
Let us place this on record as the greatest comedy ever put out by the S. & A. people. The "CHERRY" Sisters were never so good as are these two itinerant comedians.

Beautifully Illustrated Song:
"DREAMS, JUST DREAMS"
Sung by Miss Garrick and Mr. Ferrin.

LOCALS

H. T. Love, Jeweler, 1212½ Adams av.
Dr. Posey, Specialist for Eye, Ear, Nose, Throat diseases and catarrh. Over Selder's store. Eyes fitted with glasses. Hours 9 to 11:30; 1:30 to 5 and 7 to 8 p. m.

Home made candles for immediate or holiday deliveries can be had by calling Red 352. Prices from 35 to 60 cents a pound.

Crochets work done promptly and satisfactorily. Aviation caps a specialty. Mrs. Henry Moss, near brickyard. 11-19-11

Try our hot coffee and clam chow-

der. Snow Flake Bakery, 11-29-11
SOMETHING NEW.
Foley Bros. Cigar Store.
SOMETHING NEW.

Clam chowder and shellfish every day at the Snow Flake Bakery, 11-29-11

MADAM ROSE—India world renowned mind reader of past, present and future. If in trouble or in doubt consult her at once. Prices reasonable. 1305 O street. From 10 a. m. to 10 p. m.
12-23-11

Dancing at Rink every Wednesday and Saturday nights.
12-8-11

Good skating is now to be had at Perry and at Dutch pond. You know what fun that means. Get your skates sharpened at Leighton's and you will know you have a good job.

PROF. F. J. FREEMAN—Spinalist and Healer. Treats all diseases. 1417 Adams avenue. Phone Main 724, La Grande.

The week of prayer begins Sunday, Jan. 7, instead of Dec. 31.

PERSONALS

Nate Ardrey leaves tomorrow for his home in Portland, intending to return to this city in about two weeks.

Prof. N. J. Mansager has returned from Portland where he participated in the high school convention held this week.

Mrs. M. M. Burnapp whose husband died at the Lone Elm ranch south of the city last week, has returned from Walla Walla, where she accompanied the remains for interment.

George Broadbridge has returned to Portland to spend a few days before resuming his work in the University of Oregon. Many of the boys now home for Christmas will take their departure this evening and tonight and tomorrow.

At the Foley today were: Eleanor Hope of San Francisco, Roy Conklin of Walla Walla and Mrs. T. N. Fleener of Sacramento.

Miss Belle Sells of Walla Walla L. R. Stone of Palmer Junction, D. C. Whitson of Kamela, Alex Ferguson of Kamela, and "The Barrier" company were some of the guests at the Savoy today.

Warren Barham, manager of "The Barrier" company is registered at the Sommer today. Other guests there are: H. J. O'Neal of Portland, Mrs. J. D. Zurcher of Roseburg, A. W. Claxson of Walla Walla.

FOR SALE CHEAP.

One 3 room house and furniture in same, without lot, house now rented for \$13.00 per month. Also one four room house furnished for housekeeping now rented for \$14.00 per month. Houses must be moved from the lots where they now are. Will sell for cash or on terms. Inquire at 1417 Wash avenue. 1-1-2-1

AWAY GOES CATARRH.

Breathe Soothing, Healing Hyomei—Relief in Five Minutes.

Where there's catarrh there's thousands of catarrh germs. You can't get rid of catarrh unless you kill these germs.

You can't kill these germs with stomach medicine or sprays or douches because you can't get where they are. You can kill these germs with HYOMEI, a penetrating antiseptic air that you breathe a few times a day directly over the raw, sore, germ infested membrane.

For catarrh, asthma, croup, coughs, colds and catarrhal deafness Hyomei is sold on money back plan by the Newlin Drug company. Complete outfit \$1.00. Extra bottles of HYOMEI if afterwards needed only 50 cents

Remember, HYOMEI does not contain German Lutheran church building morphine, cocaine or any drug that north of high school. The subject of could possibly do harm. lesson sermon is "Christian Science."

Christian Science.

Service is held Sunday at 11 a. m., Sunday school at 10 and prayer meeting Wednesday evening at 7:30 in the

FOR RENT—Two furnished rooms with or without boarders. Weekly boarders wanted. 1408 Corner 9th and Wash. 12-30-11

MORAN'S ADVERTISING TALK

The first insertion of an advertisement seldom pays. That is to you—if you have never advertised in the Observer it will take some time for its readers to get acquainted with you, and until they do, don't expect much returns. There are exceptions, of course, but they are few and far between. It is persistent effort that pays in advertising as in everything else. In taking medicine the regularity of the dose is almost as important as the drug in itself. For that reason the columns of the newspaper offer the very best medium for business announcements. The local newspaper goes into the home brimfull of the news of the world, and with the daily doings of the community. If its advertisers are awake to the opportunities it contains business news of value to every reader, for it pays to read advertisements. Advertisements are becoming more and more truthful every day. Businessmen know that their news must be true, or it will fall—remember the story of the boy and the wolf. I think it is safe to say that every woman who makes a business of

reading business news-ads will increase the buying powers of her dollars 20 per cent. I am not sure but that the percentage is even greater.

John Wanamaker has said: "To discontinue an advertisement is like taking down your sign." That is just the idea. You have a sign above your door to let people know who you are, and where you are, and what you are doing. This is what your ad does. Space in newspapers merely multiplies your sign. It lets thousands of people know what you have to sell.

Advertising is business insurance. Advertising what you haven't or what you don't do is worse than not advertising at all. You can't well be too careful about this. Make your ads strictly true in letter and in spirit.

I believe that the majority of business men do this now, but as it is the most important thing about advertising, it will bear repeating.

When merchants and laymen come to consider advertising in its legitimate character of "business news," it will pay better—the advertiser better and the advertisee, too.

As We Face 1912

At the beginning of a new year we desire to extend to our friends the compliments of the season and to express our appreciation of confidence and good will shown us in the year that is past.

The year 1911 has been a very successful one, not only in the volume of trade we have had but also in permanent friends and customers gained.

In 1912 we hope we shall be able to give even better service than in the past and can assure the people of this community that no effort will be spared that can contribute to that end, and to make this one of the most complete Stationery stores in the state.

We extend to all thanks for the patronage given us and best wishes for a happy New Year.

Newlin Book And Stationery Co.