

ASH BROS.

ANNUAL CLEARANCE SALE

It's not the biggest reductions that mean the biggest values by a long shot. Our Clothes are exceptional values at regular prices---every stitch of them guaranteed. You can now take your unrestricted choice of any garment in our store at

A Reduction of 25 Per Cent.

This is certainly a far better and safer investment than to invest your money in bargain plunder and "job lots" that are bought for a song, marked way up and then sold at one-half off. COME IN AND INVESTIGATE.

\$12.50 Suit or Overcoat, now - \$ 9.38
 15.00 Suit or Overcoat, now - 11.25
 20.00 Suit or Overcoat, now - 15.00

\$22.50 Suit or Overcoat, now - \$16.87
 25.00 Suit or Overcoat, now - 18.75
 30.00 Suit or Overcoat, now - 22.50

ASH BROS.

Clothiers and Furnishers

CLOSE TAKES LOCAL PULPIT

UNANIMOUS CALL HEADED BY MISSIONARY.

During His Career as Sunday School
Missionary He Became Popular

From the Baptist church of this city was recently issued a unanimous call to Rev. R. E. Close to the pastorate of their church. At their regular quarterly business meeting Thursday night Rev. Close formally accepted this call and will take up his new duties at once. As an American Sunday school missionary he has made La Grande his headquarters for some time past. In this position he has become a well known worker throughout Eastern Oregon. He was recently elected to the position of State Superintendent of Temperance in the Oregon Sunday School Association.

The "Pacific Baptist" of Jan. 2 has the following to say in commenting on his recent ordination to the ministry:—"Rev. R. E. Close has been laboring in Eastern Oregon with great success as a missionary of the American Sunday School Union. In entering the Baptist ministry he brings a special preparation, quite unusual, that will greatly help him in his future work; as a successful business man and an expert in Sunday School work and one of the best Christian workers in the employ of the American Sunday School Union, he has had an excellent training for his life work in the ministry."

Church announcements in La Grande today are:

St. Peter's Church.
 Second Sunday after Christmas.
 Sunday School 10 a. m.
 Morning service 11 a. m.
 Evening service 5 p. m.
 Monday, Feast of the Epiphany.
 Holy communion 8 a. m.
 Vestry meeting 7:30 p. m.
 Wednesday, Guild meeting Honan hall 2 p. m.
 Friday, Litany and choir practice 7:30 p. m.
 UPTON H. GIBBS, Rector.

First Presbyterian Church
 6th street and Washington avenue.
 A. G. LANE, Pastor.
 Sabbath school, 9:45 p. m. Robert Eakin, superintendent.
 Morning worship, 11 a. m. Subject of sermon "Remembering Christ" Communion service.

Consecration". Mark 12:28-34.
 Evening worship 7:30 p. m. Subject "A New Year's Message."
 All are cordially invited to the service. Christian Endeavor, 6:30 p. m. Subject, "The Ideal Christian—His Vices."

Zion's Lutheran Church.
 Sunday after New Years.
 Church on M. avenue and Fourth.
 Service at 2:30 in the afternoon.
 Subject of sermon "Imitators of God" Sunday school at 1:30 p. m.
 Everybody welcome.
 T. A. SCHOENBERG, Pastor.
 Residence 1507 Washington avenue.

M. E. Church, South.
 2103 North Fir street.
 Sunday school 9:45 a. m.
 Epworth League 6:30 p. m.
 Preaching morning and evening by Rev. W. A. Orr, presiding elder of the Oregon district. The revival will begin Sunday evening. String music and good singing.
 HARRY P. NELSON, Pastor.

First M. E. Church.
 Sunday school, 9:45. Dr. Brown-ton, superintendent.
 11:00 a. m.—Preaching service.
 Subject, "Christianity and the Calendar."

Class meeting 12:15. Mrs. Bolten leader.
 Epworth League 6:30 p. m.
 7:30 p. m. — Lecture, "Modern Achilles."

E. B. FYKE, Pastor.

Baptist Church.
 Sunday school at 9:45. Theodore Johnson, superintendent.
 Morning preaching service at 11:00 o'clock. Subject "Good Cheer." A New Year message.
 Young Peoples society at 6:30.
 Evening preaching service at 7:30. Subject, "A Short Man With a Long Head."

The new pastor, Rev. R. E. Close, will occupy the pulpit. A cordial invitation is extended to all.

Christian Church.
 Bible school at 10 a. m. Miss Edna Mason, superintendent.
 Regular services as follows:
 Sermon at 11 a. m. Subject, "Christian Union."
 Christian Endeavor at 6:30. All young people are invited to this service.
 Sermon at 7:30. Subject, "The New Birth."
 All welcome.
 A. J. ADAMS, Pastor

Y. M. C. A.
 Big Sing and Men's Meeting 3:30 p. m. Sunday at the Y. M. C. A. Rev. Upton H. Gibbs is the speaker. Come and bring another man with you.

Christian Science.
 Service will be held Sunday, at 11 p. m. and Prayer meeting on Wednesday evening at 8 o'clock at the German Lutheran church building on M Ave., north of the high school buildings.

EARN SOMETHING DURING YOUR SPARE TIME.

The Observer has an attractive proposition for one person—either lady or man—in every school district in Union and Wallawa counties outside of La Grande, to act as correspondent. Space rate will be paid for all news, provided at least one news letter each week is sent in. This work can be done during spare moments. Checks for services will be mailed each month.

Remember, a correspondent is wanted at every postoffice and in every, as well as in each school district. No previous experience is necessary, as all that is required is telling the news of the community as it occurs.

Write at once and be the person to represent the Observer in your community, thus making some extra money for yourself.

THE OBSERVER,
 La Grande, Oregon.

GOING! GOING!! GONE!!!
 NEWBRO'S HERPICIDE WILL SAVE IT! NEWBRO'S HERPICIDE WILL SAVE IT! TOO LATE FOR SERVICE!

IT IS EASIER TO SAVE THE
HAIR

YOU HAVE THAN TO GROW NEW
 The tendency to put off until tomorrow what we should do today accounts for most of the bald heads we see in the front row.
 Newbro's Herpicide stops falling hair and prevents baldness. The dandruff germ is destroyed by its use and a condition of health maintained in the hair and scalp.
 Nearly everyone has hair trouble of some description which Herpicide will always correct. Don't wait until it is too late.
 It is conceded to be the standard hair remedy and is recommended and applied by all the best Hair Dressers and Barbers.
 One dollar size bottles sold by us under an absolute guarantee.

NEWBRO DRUG COMPANY

NOSE STOPPED UP WITH CATARRH

A Common Sense Treatment for Colds and Catarrh, Gives Instant Relief.

No matter how miserable you are with catarrh or a cold in the head, nose stopped up, throat sore, eyes running, dull pain in the head, dry cough, fever, foul breath, Ely's Cream Balm will give you instant relief. trouble, cleanses, heals and strengthens the raw, sore membranes, stops the nasty discharge so that you are not constantly blowing the nose and spitting. In a few minutes after applied you can just feel it doing its work of clearing the head, the pain and soreness are relieved, the breathing becomes natural and the stuffed up feeling is gone. This cleansing, healing, antiseptic Balm contains no mercury, cocaine or other harmful drugs. It is easy to apply, pleasant to use, and never fails to give relief even in the worst cases.

Never neglect a cold, and don't suffer the miseries of catarrh nor disgust your friends with your hawking, spitting and foul breath. Get a 50 cent bottle of Ely's Cream Balm from your druggist, and start the treatment at once. You will find that it will be the best investment you ever made.

Electric flash signs for advertising purposes have been installed on the sides of electric trucks.

Phone Main 8

THE GEO. PALMER
LUMBER CO. for Box
Shooks, Lumber, Lath,
Shingles, Sash and Doors

DEFINITIONS

HELL:
 Three telephone systems in a town.
PURGATORY:
 Two telephone systems.
PARADISE:
 One Good Telephone System.

ELBERT HUBBARD

Pd Adv.

FANCY CHINA

Reduced 50 Per Cent in Price

Cut Glass and Silverware

Reduced 30 Per Cent in Price

THIS MEANS THE GREATEST BARGAINS EVER OFFERED IN THESE LINES IN LA GRANDE. THE GOODS ARE GUARANTEED. WE WANT TO REDUCE OUR STOCK AND HAVE CUT THE PRICES FOR A SHORT TIME ONLY

F. L. LILLY