



# JANUARY CLEARANCE SALE



## We will start our Mid-Winter or January Clearance Sale Sat. Jan. 3rd.

- One lot Misses and Children's Caps, fur and wool... 1/4 PRICE
- One lot Children's Fleece Lined Vests and Pants, ranging in price, size 16, 16c; to 32, 32c, all sizes... 1/4 PRICE
- One lot Children's Bear Skin Leggings; Colors, white gray, 79c
- One lot Warner's Corsets, sizes 24 to 36, regular \$1.00 to \$3.00... 1/4 PRICE
- One lot Knit Wool Shawls and Scarfs... 1/4 PRICE
- One lot Baby Bear Skin Hoods; colors red, brown, blue and white... 1/4 PRICE
- One lot Fancy Trimming Braids... 1/4 PRICE
- One lot Fancy Trimming Braids to close, at, per yard... 4c
- One lot Torchon Laces good, wide widths, to close, per yard... 5c
- One lot same as above, narrower, to close entire lot, per yd... 4c
- All Ladies' Furs, sets or single pieces, all up-to-date, this season's styles, less... 25% PRICE
- One lot Ladies' Hand Bags, less... 25%
- Entire lot Ladies' and Miss' Trimmed or Untrimmed Hats... 1/4 PRICE
- One lot Ladies' Dress Skirts; regular prices, \$8.00, 10.00, 12.00, 15.00, to close entire lot, each... 4.98
- One lot Ladies' Dress Skirts, regular prices \$4, \$5, \$6, to close entire lot, each... 2.98
- One lot Children's Coats, heavy, warm, seasonable now, entire lot... 1/4 PRICE
- One lot Misses' Winter Coats, regular sizes, all good styles and seasonable garments... 1/4 PRICE
- One lot Ladies' Winter Coats, sizes somewhat broken, but what there are left are stylish garments... 1/4 PRICE
- One lot Chiffon Dresses, colors white, pink, mauve, light blue; regular values \$17.50... 13.50
- One lot Messaline Dresses, good styles; colors tan, Nile, Alice, regular values \$15.00... 6.98
- One lot Ladies' Serge Suits, staple colors, regular prices \$20, 22.50, and 25.00, to close entire lot... 1/4 PRICE

### SHOES.

- One lot Children's sizes, 1 and 2, assorted, entire lot, to close, per pair... 25c
- One lot Children's Shoes, assorted, sizes 4 to 8, to close entire lot per pair... 78c
- One lot Children's Shoes, assorted, sizes 5 1/2 to 10, to close entire lot, per pair... 98c
- One lot Misses' Shoes, sizes 12 to 2, regular price 2.00 to 2.25, to close entire lot per pair... 1.38
- One lot Boys' Shoes, assorted, sizes 12 1/2 to 5 1/2, original prices 1.75 to 2.85, to close entire lot, per pair... 1.48
- One lot Boys' Tennis Shoes, sizes 11 to 5 1/2, to close entire lot per pair... 43c
- One lot Ladies' Heavy Weight Winter Shoes, sizes 4 to 6, regular prices 1.75 to 2.50, entire lot per pair... 87c
- One lot Ladies' Dress Shoes, mostly narrow widths, fine quality, sold originally for 4.00, sizes 2 1/2 to 6, to close, per pair... 1.48
- One lot good Every day or School Shoes, sizes 2 1/2 to 7 1/2, 2.50 grade, to close entire lot pair... 1.38
- One lot New Fall and Winter Shoes, tan and black, sizes 2 1/2 to 7, 4.00 and 4.50 values, entire lot to close, per pair... 3.19
- One lot of odd shoes, single pairs, a large assortment, sizes 2 1/2 to 4 1/2, 3.25 and 3.50 values, entire lot to close, per pair... 2.38

We are not going to tell you that this is the only sale or the largest sale that we ever held. Nor are we going to say that the bargains are the best we have ever offered. But, in fact, we are going to try and be reasonable and truthful and try and figure out in what way this sale will be of mutual benefit, to us and to the public who are in need of seasonable merchandise, and will be able to buy it at exceptionally low prices.

The following are facts which you will clearly see without any attempt on our part to exaggerate. In the first place we have a large stock and when the first of January comes we know that the bulk of the winter goods have been sold, that most people in this vicinity have supplied nearly all of their season's requirements, and our hope is to clean up our stock of what's left in winter merchandise will necessarily have to be done by reducing the price to such an extent that the rock bottom prices only will sell the goods, and have our stock by the middle of January in such condition to receive spring merchandise that will begin to come in at about that time. Now this is sensible and just the plain truth without any frills.

### AND HERE ARE OUR JANUARY SALE PLANS:

We are going through our entire stock and are sorting out such goods as you will be most likely interested in at this time of the season. Placing them on tables and in bins and otherwise displaying them for your convenience, and working them down to such prices as will sell them out readily—ROCK BOTTOM IN EVERY INSTANCE. We know the goods are needed by the people, and we are anxious to close out all winter lines as well as short lines and broken stock, and are willing in order to do this, to make prices that will be very interesting to you. For your consideration we are quoting prices on a few goods that have already been sorted out, and within the next few days we will have a long list.

Our list is yet very incomplete, but as soon as our stock can be gone through you will be offered some of the best bargains in all lines of seasonable merchandise.

## THE GOLDEN RULE COM'Y

Quality the Same. Prices Less.

- BARGAIN BASEMENT.**
- One lot Toy Books, that came in a delayed shipment and reached us too late for our holiday trade. This is a nice line of Picture Books, including four different series, and a bargain at 10 cents; while they last, each... 5c
- One lot 8c Paint Boxes, sale... 5c
- All 5c Colored Crayon, sale... 2 for 5c
- One lot of Men's Dress Shirts, band collars, this season's goods, nice range of patterns, full run of sizes, original price \$1.50, to close entire line... 1.15
- One lot Men's Dress Shirts, band collars, \$1.25 values, nice patterns, entire lot, each... 89c
- One lot Men's Dress Shirts, band collars, pleated and plain fronts, good range of patterns... 69c
- One lot Men's Dress Shirts, broken lines and odd shirts, values 1.00 to 1.50, while they last... 49c
- One lot Men's \$2.00 Hats, good styles, all sizes, entire lot to close each... 98c
- One lot Men's 3.00 McKibbin Hats, good fall shapes and styles, entire lot to close... 1.98
- One lot of Men's Soft Collar Shirts, 65c values, good range of patterns... 48c
- One lot of Men's Work Pants, 1.50 to 2.50 values, guaranteed not to rip, to close entire lot, less... 25 PER CENT
- One lot of Men's Dress Pants, 3.00 to 6.00 values, new fall patterns in Cassimeres and worsteds, less 25 Per Cent
- One lot Boys' Duck blanket-lined Coats, good winter garments, entire lot, each... 1.38
- One lot Men's Duck, blanket-lined Coats, less... 25 PER CENT
- One lot Boys' Knickerbocker Knee Pants, good fall weights, entire lot less... 25 PER CENT
- One lot Boys' Knickerbocker Pants, large assortment, good fall merchandise... 1/4 PRICE
- See our tables of HALF PRICE Hand and Hand Painted Chins.
- One lot Brass Fern Jars and Jardinieres... 1/4 PRICE
- One lot Brassware, Vases, Pots, Jars, etc., entire lot to close, less... 25%
- One lot Men's Silk and Wool Underwear, Shirts and Drawers, sizes are somewhat broken, but this lot is exceptional value, originally sold at 4.00 per suit, entire lot to close per garment... 79c
- One lot Boys' Ribbed Fleece, sizes 24 to 34 shirts, and drawers size 24 18c, rise 2c each size, making size 34... 28c
- One lot Men's Suits, also Young Men's, sizes 14 to 36; large assortment of good styles... 1/4 PRICE
- One lot Men's \$15.00 Suits to close... 10.00
- One lot Men's \$12.50 Suits to close... 8.95
- One lot Men's \$18.00 Suits to close... 12.98
- One lot Boys' Suits, age 6 to 16 years good run of sizes and good merchandise... 1/4 PRICE
- One lot White Sweater Coats, Ladies' Men's and Children's, wide range of prices and styles, entire lot, less... 33 1/3%
- One lot Men's Sweater Coats, entire lot less... 25 PER CENT
- One lot Boys' and Children's Sweater Coats, entire lot less... 25 PER CENT
- One lot Misses' Sweater Coats, all colors, to close out entire lot, less... 33 1/3%

ASK FOR FLYNN & CO'S TRIUMPH

THE BEST HAVANA BLENDED CIGAR SOLD IN THE NORTH WEST.

### It's The Time For Good Resolutions

We know of no better first-of-the-year resolution than that of resolving to do your stationery trading with us. This has the double advantage of being a resolution you can keep and also one it will pay to keep.

There is every reason for making such a resolution and no reason for not doing so. We have the goods you want, of the quality you desire and we are sure to treat you right in every way.

## Newlin Book & Stationery Co.

### A HAPPY NEW YEAR

Yours for a Greater La Grande

Cigars, Candy, Billiards, Bowling

## THE CLUB

### Eastern Oregon Produce Co.

Commercial Storage and Forwarding. Wholesale and Retail.

Flour, Mill Feed, Grain, Hay, Cement, Lime, Plaster, Coal, Wood Fruit and Produce.

Cor. Greenwood and Jefferson. Phone Main 700.

♦♦♦♦♦ LOCAL BREVITIES. ♦♦♦♦♦

We pay best prices for second-hand furniture. Dyal's Furniture Store, next to Geddes. Phone B-3351.

Who is BIG BEN? You'll soon learn if you keep your eyes open.

The Evening Observer on sale at Newlin's Book Store.

**FITTING AND MAKING GLASSES** is not a side line with me. I devote my entire time to the optical business. HEACOCK, Foley Bldg.

The Evening Observer on sale at Newlin's Book Store.

How to save money—smoke EL TINO CIGARS, a bit smoke for a nickel. 12-12-1f.

**GLASSES HEACOCK FITS, FIT.** Foley Bldg.

Mrs. Etta Wines has returned from her vacation at Palmer Junction and is prepared to go out sewing by the day. Phone Black 3522. 1708 N. Spruce st. 12-13-1f.

Where is BIG BEN going to be? Keep an eye open and you'll soon learn.

LOST—A roll of sheet music and felt book, Saturday night at the depot. Phone Black 822 or leave at Red Cross Drug Store. 12-22-1f.

**DON'T GO TO A BLACKSMITH for glasses.** Get them of Heacock, a specialist in making and fitting glasses. Foley Bldg.

Bowling and Billiards.—The Club.

Red-Headed Barber.—Thee Club.

New Year's Ball, Rex Hall, New Year's night.

**MONEY TO LOAN.** On improved real property in Union county, no delays, current rates. La Grande Investment company, Foley Hotel Building, La Grande, Oregon.

Who is BIG BEN? You'll soon learn if you keep your eyes open.

**DR. H. S. BROWNTON,** Dentist, moved to rooms over The Red Cross Drug store.

Just received at Bohnenkamp's, a large assortment of late Columbia double disc records. 12-13-1f.

Where is BIG BEN going to be? Keep an eye open and you'll soon learn.

**EL TINO CIGARS,** 25 Havana Cigars in a tin humidior, best smoke in the world for 5c. 12-12-1f.

Who is BIG BEN? You'll soon learn if you keep your eyes open.

Chicken Tamales, 15c.—The Club.

New Year's Ball, Rex Hall, New Year's night.

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Who is BIG BEN? You'll soon learn if you keep your eyes open.

Three Barbers.—The Club.

The La Grande Milling Co., wishes Saturday Evening Post.—The Club.

The Evening Observer on sale at Newlin's Book Store.

Where is BIG BEN going to be? Keep an eye open and you'll soon learn.

For sale or trade, a complete movable road building outfit; could also crush, wash and screen gravel for concrete; consist of crusher, elevator, rock bin, electric motor, horse roller, three dump boxes, one grader. First cost \$4100—now \$1450; in good condition. J. L. MARS.

Where is BIG BEN going to be? Keep an eye open and you'll soon learn.

LOST—Heifer calf, white and brownish color, left at depot. Return to O. Walsinger, La Grande City, who will pay all charges. 12-27-1f. W. H. 11p.

**MUST SELL**—At a sacrifice in next five days, furnished next 7-room modern house near postoffice, railroad offices and shops. Room 26 New Foley Bldg, or phone Red 3051. 12-27-4tp.

**HOUSEKEEPING ROOMS**—Furnished rooms, with or without board, 1617 Fourth Street; Phone Red 1081. 12-27-6t.

**FOR RENT**—Light housekeeping rooms. 1914 Third street, Phone Red 712. 12-27-1f.

**LAST CALL FOR PUNCTURE STOP.**

Any one wishing their tires treated with Puncture Stop, the guaranteed Cure for Puncture, notify E. S. Sinclair, Box 155, City or Phone Red 3732 before Saturday, January 3, as I leave for California, January 5.

**FOR RENT**—Large front bedroom, suitable for one or two gentlemen. 1512 Adams avenue. Phone Black 1731. 12-29-1f.

**FOR SALE**—Mrs. Cull Smith, 1812 First street wishes to sell her furniture and rent or lease her home. 12-29-1f.

**Annual Meeting of the Stockholders of the State Bank of Imbler.**

Notice is hereby given that the annual meeting of the stockholder of the State Bank of Imbler, will be held at their banking rooms, at Imbler, Oregon, on Tuesday, January 13, between the hours of 2 o'clock and 4 o'clock P. M., for the election of a board of five directors to serve for one year and the transaction of such other business as may come before such meeting.

**SHERWOOD WILLIAMS,**  
30t Cashier.

**AVOID CATAHR.**

A pile remedy that is entirely different from anything else, used both externally and internally, acting on the blood as well as on the disease, a remedy without a superior. It is Medical Pile Remedy, made and guaranteed by the American Drug and Press Association. Newlin Drug Co.

Your job printing. Have it done at the Observer office.

### REX HALL

DANCING ASSEMBLIES

Each Tuesday and Saturday Class and Private Lessons Taught Afternoon or Evening By Appointment. Professors Mazanti and Sherwood, Proprietors and Instructors.

### Fish

Fresh fish every day

Fir St. Fish Market.

We have our own delivery and deliver any time.

**N. Maderick**

402 1/2 N. Fir St. Phone R. 741

## A HAPPY NEW YEAR

During the year just closed, we have been favored with a very large portion of your business and we are taking this opportunity of telling you how we appreciate it.

The year of 1914 looks as if it would be a prosperous year for us all and we hope for you the fullest measure of the good things it brings.

Wishing you a Happy New Year, we remain,

Yours Sincerely,

## Pattison Bros.

### Grocery

Phone, Main 80.