

### To The Public

Nearly every item of merchandise listed here, as well as all other merchandise, is constantly rising in price. The prices for all woolen materials are quoted from 50 per cent to 100 per cent higher for the coming year, and we are now offering woolen materials at the lowest possible prices. Some of this merchandise it will be impossible to ever duplicate.

You have 30 days' time to supply your needs; beyond that we cannot maintain these prices.

In view of existing market conditions, it is impossible for us to reduce the price on staple merchandise. Many staple lines which we purchased months ago could not be bought from the factory for the price we are now offering it to you.

All thrifty shoppers will supply their needs for months to come, as quality merchandise will be scarce and prices higher.

# IT WILL PAY YOU TO SUPPLY YOUR NEEDS DURING THE 23<sup>RD</sup> Annual Jan. Clearance Sale

JAN. 2ND TO JAN. 31ST



Boys' Blouses Reduced 20 per Cent

### BOYS' SUITS AND OVERCOATS

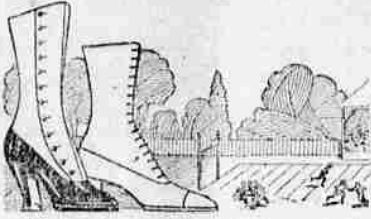
The largest stock of boys suits in La Grande to select from, and every one reduced 20 per cent.

Some with belts in the fall styles, others plain. Pretty blue serges and mixtures. All wool suits.

### Ladies' Shoes

Every Shoe in Stock Reduced.

Nothing in the Basement—Everything on Sale



You will find dozens of bargains in our Ladies' Shoe Department. Here are some of them: Service shoes—cheaper than the so-called "cheap" shoes.

#### COMPARE THESE PRICES

\$5.00 Utz & Dunn and Pingree makes, Cuban heel, button or lace, welt soles. Price \$3.99 \$4.50 values... \$3.60 \$4.00 values... \$3.20

A big assortment of low heels; gummetal, patent and kid leathers; colored and black cloth tops. All Reduced 10 per Cent.

14 pairs light grey button kid shoes; widths A to D. Regular \$11.50... \$8.95

A big assortment of odds and ends in colored tops and black. Lace and button. Grey top, cream, ivory buck tops. Tan Russian calf, lace, all leather.

You will save money if you can find your size.

THESE SHOES 20 PER CENT OFF

A special lot of children's shoes, high tops, 10 per cent off.

Party slippers, 20 per cent discount.

These are only a few of the bargains you will find if you visit this department.

### LADIES' COATS, SUITS, AND DRESSES

In the season's newest creations. Every garment an exclusive design.

#### LADIES' COATS, 1-3 OFF

Every coat in our entire stock reduced.

#### LADIES' SUITS, 1-2 OFF

A chance to get one of the season's style leaders at an under-cost price.

Every one reduced.

#### DRESSES 20 PER CENT OFF

Silk or wool. Every dress reduced.

Your inspection invited.



## MEN! HART SCHAFFNER & MARX SUITS AND OVERCOATS

Every suit and overcoat new this season. Some of the fabrics in these suits can never be duplicated. Every suit guaranteed and all wool suit. Blue serges, plaids and mixtures.

ALL REDUCED 20 PER CENT

**Men's Wool Sweaters**  
Red, Navy, Oxford, White, and Blue and White, 10 per Cent Off

**10% Off on Ties**  
Pretty Christmas Patterns  
25c to \$2.00 Values

## FURS

Some of the very newest sets and just at the time when they would be the most needed. You will find here Black Fox, Red Fox, Lynx, Opossum (black and natural), Raccoon, Russian Wolf, Muskrat, Marmot, Hudson Seal and novelty sets.

Also hundreds of odd pieces, both scarfs and muffs, at remarkably low prices.

ALL FURS REDUCED

### Silks

36-inch Black Taffeta, yd. \$1.25, \$1.58, \$2  
36-inch Taffeta, all colors; yd. \$1.58  
36-inch Gros de Londres, all colors, \$1.80  
40-inch Crepe de Chine, all colors, \$1.58  
27-inch Messaline, all colors; yd. .90c  
36-inch Messaline, all colors; yd. \$1.49  
36-inch Fancy Plaids and Stripes... \$1.69

### Wool Goods

36-inch Storm Serges, all wool; yd. \$1.95  
42-inch Serges, all wool; yd. \$1.42  
36-inch Serges, all wool; yd. \$1.42  
40-inch Storm Serges, all wool; yd. \$1.42  
50-inch Storm Serge, all wool; yd. \$1.90  
36-inch Batistes, yd. .95c  
42-inch Poplins, all wool; yd. \$1.90  
50-inch Epingles, all wool; yd. \$2.12

### Household Linens

18-inch Art Linen, yard... 36c  
36-inch Art Linen, yard... 54c, 68c, 90c, \$1.00  
54-inch Art Linen, yard... \$1.50  
36-inch Butcher's Linen, yard... 40c, 55c  
18-inch All Linen Scarfing, yard... 45c  
70x70 All Pure Linen Tablecloths \$4 to \$5.00  
70x88 All Pure Linen Tablecloths... \$4.50 to \$6.15  
70x106 All Pure Linen Tablecloths \$6 to \$9.00  
72-inch Bleached Damask, all linen. Price, per yard... \$1.35, \$1.50, \$2.00, \$2.25 and \$2.48  
72-inch Mercerized Damask, yard... 80c  
64-inch Mercerized Damask, yard... 54c  
60-inch Loom Damask, yard... 80c

### MEN'S HATS AND CAPS

All Gordon and Stetson Hats—newest shapes. Over 2000 to select from. Every hat and cap reduced. **20 per cent**

## A Few Of The BARGAINS

you will find at our store. Many more await your inspection. Thrifty shoppers should take advantage of these and supply their needs for time to come.

- Handsome New Silk Petticoats... **20 per Cent Off**
- Ladies' Wool and Silk Knit Sweaters... **10 per Cent Off**
- Ladies' Waists, crepe, silk and voile; all new this season... **20 per Cent Off**
- Men's Cotton Shirts, starched and soft... **20 per Cent Off**
- Blankets—Wool, woolnap and cotton, 90¢ to \$10.35. All grades in both. Your inspection invited.
- Indian Blankets—Oregon City robes; pretty patterns and colors **\$5.70** to **\$8.55**
- Comforts—All grades and colors to select from... **\$2.00 to \$4.50**
- Every Pillow Reduced **10 per Cent**
- Trunks and Suitcases... **10 per Cent Off**
- Bathrobes (Ladies' and Men's)... **\$3.60 to \$9.00**
- Silk and Crepe Kimonos... **10 per Cent Off**
- Men's Gloves, all kinds, for dress, work or driving, reduced **10 per Cent**
- Men's Wool Shirts, something you should take advantage of, **10 per Cent Off**
- Towels and Crashes—a good time to lay in a supply. All reduced. You will find real bargains if you visit this store. See them on display.
- Cretomes, Serims, Towels, Crashes, Household Linens, Sheets, Pillow Cases, Spreads, Sheeting, Pillow Tubing, all Yard Linens, Lawns, Longcloth, India Linen, Swiss, and all White Goods.

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NEW YEARS GOOD WISHES VERY THANKFULLY RECEIVED

MEDICAL SPRINGS, Dec. 31, 1917.—(To the Editor of The Observer): As it is the duty of all persons to try to make the other fellow glad on New Year's Day, I can think of nothing that would please the printer more than for those who are in arrears with him to square up on the beginning of the new year, so please credit me for the within check. I want to congratulate The Observer in keeping abreast of the times and having an up-to-date press to do their work on, for he, like the hotelkeeper, is expected to meet everything with a smile and to say a good word for all business enterprises carried on, the horticulturist, the agriculturist, in fact, the merchant, the miller and the miner, the hanker, the butcher, the baker, the tourist, the tinker and the tailor. None of the professions must be lost sight of. It is the duty of the people to stand behind the patient, patriotic printer, for a lasting debt of gratitude is due the patriotic press of our country for contributing space and so loyally advocating the Liberty Bond, the Y. M. C. A. and the Red Cross. The compliments of the season to The Observer and its entire force.

I am, very truly,  
DUNHAM WRIGHT.

PORTLAND ON THE UP-GRADE

The metropolis is humming. Portland is feeling a thrill of life along her keel. It is a sensation that has been absent for four or five years, and the Portland citizens and business men are enjoying it hugely.

Portland fell into the depths through the collapse of a real estate boom and over-building. Everyone in Portland had gambled in town lots. Average worth \$100 an acre had been subdivided into town lots and sold

and six hundred dollars an acre; some land worth \$100 had been sold as high as \$1000 to \$1500 an acre.

Workers and wage earners were stung, business men and professional men were stung. So the game went on merrily for three or four years. The wise ones cashed in; the unwary were caught holding the bag. Now it is obvious that when workers and wage earners are robbed and their savings put into worthless lots, heavily encumbered and mortgaged, they will become discouraged and disheartened. Overburdened with debt, out of jobs, they sought new pastures.

Portland had no payrolls to attract new workers. So houses were left vacant, office buildings were deserted, and only those who had jobs remained.

Now new life has been put into Portland through the revival of the lumber industry and especially the ship-building industry. Fourteen thousand new workers in the latter industry have jobs at good pay. The whole city is feeling the circulation of this new money.

Portland is becoming heartened again. It has many lessons to learn before its foundation is solid. But it has learned one lesson: That it requires payrolls to build up a city and that the prosperity of all comes from happy, contented, well-paid workers.

It would be a good idea this time to protect the workers from putting their all in worthless lots.

### SOLDIER AND SAILOR INSURANCE

The insurance offered by the United States government to members of its military and naval forces has been called the most just and humane provision ever made by any nation for its soldiers and sailors.

That its value and advantages are appreciated by the army and navy is evidenced in the extent which it has been availed of. Secretary of the Treasury McAdoo officially announced on December 4 that 238,924 applications had already been received, representing \$2,073,728,500 of insurance.

The average amount for applicants is \$8,679, which is very little less than the maximum of \$10,000. The American forces in France were prompt in availing themselves of the insurance, General Pershing himself subscribing to the maximum of \$10,000.

### RIPPLING RHYMES

By Walt Mason

#### Living in Hope

I hope to live to see the day when all the swords are

put away and all the guns are pawned; such blissful hopes and dreams are mine, as deftly I put down in brine my second series bond. I hope to wake some smiling morn and see the soldiers plowing corn, or hoeing navy beans, to see those sailors cease to slay whom we beheld the other day conducting submarines. When once I see the dove of peace evorting o'er us, slick as grease, I'll lay aside my lyre, and say, "Since I have lived to see the shadow of that horror flee, I'm ready to expire." I'm old and have tobacco heart, and aches and pains in every part, and dandruff in my hair; and I am weary of the strife, and for a long, long lease of life I truly would not care. But I would hate to quit before they end the carnival of gore, the reign of gun and sword; I want to hang around until they've tied a can to Kaiser Bill, and peace has been restored. And on that bright and fateful day I hope to chaunt one ringing lay, one grand triumphant ode; then, if you wish, I'll soak my lyre, and throw my oak leaves in the fire, and hit the boneyard road.

## The Woman That Pays

by check instead of in currency escapes a lot of worry about money matters. She has an accurate record of where her money goes and a receipt for every penny she has paid out. Besides it's so much safer to have the cash in the bank than in the home. Our special department for women will be glad to give information.

**La Grande National Bank**

Society news for the Observer should be sent in Friday.

## Pay Me

## Preparedness

LEARN THE TRUTH ABOUT CORSETS As We Are Learning the Truth About War. Get Acquainted With "La Camille"

See Trade Mark, U. S. Pat. 65086

the Front Lace Corset with the JENTILLO Back and Front Shield There's a La Camille Style That's Best For You.

All the Latest Models Now on Hand Priced at \$2.00 up.

MRS. ROBT. PATTON Corsetiere.

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