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OREGON WILL NOT FAIL.

Oregon first in army and navy enlistments.
Oregon first in Liberty Bond over-subscription.
Now add the third great entry on the National Honor roll.

Oregon first to over-subscribe its \$600,000 quota of the
\$100,000,000 Red Cross emergency war service fund.
H. L. Corbett, chairman of the state council of defense,
believes it will be done.

W. B. Ayer, general chairman of the Portland campaign committee, which is responsible for raising \$200,000,
believes it will be done.

Oregon's biggest business men, Oregon's most prominent women—thousands of them are devoting practically full time to the campaign, regardless of personal sacrifice—believe it will be done.

Very soon the story will be sold. Red Cross Week begins today and ends June 25. In a short 7 days the state generally must raise \$85,914 a day, \$10,475 for each hour of an 8-hour working day.

It will be done. The task is great, but Oregon's willingness is greater. Never has Oregon failed in full response to the appeal to generosity and now the Universal Service of Mercy pleads.

The President of the United States proclaims Red Cross Week and asks in behalf of the nation at war that the \$100,000,000 be given. The wounds and agony awaiting the soldiers that we send across the sea beg that we furnish the Red Cross hospitals, physicians, nurses, stretcher bearers, medicines and bandages in time to serve their terrible need.

And the mother whose yearning arms reached emptily after her soldier boy who has marched away, holds out those arms pleadingly toward the patriotically generous of Oregon; her full, tender heart anxiously, "Will you give the Red Cross ability to save my boy's life when he is wounded, and to care for me?"

It is an appeal that Oregon can not, will not, resist. Red Cross Week offers Oregon an opportunity to complete her splendid record.

Remember that the American Red Cross is financed out of private subscriptions because if financed by the government it would cease to have the status of a neutral on the battle fields and its work might be handicapped or destroyed. Remember, that subscriptions made now may be paid in 25 per cent installments, July 1, August 4, September 1 and October 1.

Union has set the ball rolling in fine style. Union raised its Red Cross quota of \$1500 the day before the big drive started.

Daily Chats With The Housewife

"JIFFY JELL" RECIPE BOOK WORTH ASKING FOR.

One of the leading women's magazines is continually telling its more than million readers that recipe booklets offered by advertisers make valuable additions to the cook-book shelf. A rapid glance at the pages of a little booklet at hand distributed by the manufacturers of "Jiffy-Jell," a new gelatine dessert, yields very convincing testimony that the magazine editor knows whereof she speaks. There is nothing more appetizing than variety. Give "hubby" gelatine prepared in exactly the same way every evening for two weeks, and he would get pretty tired of it. But here, in this little "Jiffy-Jell" book are noted 19 different ways to prepare "Jiffy-Jell," all so different that if they were used every evening for nineteen days not a member of the family would see a bit of similarity, but on the contrary, all would be keenly interested in the tempting variety of new desserts being set before them.

The regular cook book is a great first aid in cooking, but it can't be expected to keep strictly up-to-date. On the other hand, manufacturers of food products have the highest-priced culinary experts in the country in their bright, sanitary kitchens working out new and tempting dishes, and not a month goes by but sees the issuing of many a handsome recipe booklet, offered free to the housewife, but, because of its up-to-the-minute character, not only worth sending for but even worth paying handsomely for.

"Tomato Aspic," "Supreme Salad," "Jiffy-Jell with Chocolate and Nuts"—do these sound interesting? Then send for the Waukesha, Wis., Pure Food company's "Jiffy-Jell" booklet. It tells, incidentally, some interesting things about this gelatine which uses pure fruit juices in liquid form for flavoring.

JUST RECEIVED!

So great has been the demand for this shoe, that we were forced to order a second shipment, which has just arrived, and you who have been waiting are especially requested to call and see them.

A white nubuck sport boot—high top, with low heel. The most popular sport shoe in our stock, at the same price .....\$6.00



Also three new white canvas pumps, just in. You who were disappointed in not finding what you wanted, call and see the new ones.

- Plain white pump, low heel... \$3.00
1 strap white pump, Cuban heel... \$2.50
2 strap white pump, high heel... \$3.00



Scholls Foot Comfort Service Week June 18 to 25

Now is the time for your foot ailments to be taken care of. This is National Scholl's Service Week, June 18 to 25. If you have any kind of foot ailment—let us tell you what to do about it. There is a Scholl's appliance or remedy for every ailment.

—Call and See Us About Yours—

The Arch Support and Foot Eazer for broken down arches, or flat feet. A broken arch is the cause of most foot trouble. Let us fit your feet with a pair.



—All Sizes and Shapes—

N.West & Co. THE QUALITY STORE

WHEN bread is made into fresh, hot-buttered toast, it has more flavor.

Toasting puts more flavor into most good things—seals it in, so to speak.

And toasting puts more flavor into Lucky Strike cigarettes; the tobacco—it's toasted.

Better still it's Burley tobacco—toasted. Lucky Strike is the real Burley cigarette—something absolutely new in cigarette flavor.

This toasting not only gives Lucky Strike cigarettes flavor but keeps it there—seals it in. They're always fresh.

And because everyone has been wanting real Burley cigarettes, everyone has been buying them—look at all the Lucky Strike smoke circles.

Have you tried the famous "toasted cigarette"; begin today.



It's toasted



20 for 10c

If our dealer does not carry them, send \$1 for a carton of 10 packages, Tobacco Co. of California, (So. Park, San Francisco, Cal.

Guaranteed by

The American Tobacco Co. INCORPORATED

Support The Government!

At this critical period in our history our manufacturers are offering their mills, and our young men are offering their services to the United States Government.

Do your bit by subscribing to the Liberty Loan. This bank can furnish Bonds in denominations of \$50, \$100, \$500 or \$1000. You can pay for bonds in installments.

Come In and Talk It Over

La Grande National Bank