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REAL THRIFT

Let us get clear in the public mind just precisely what the objects of the thrift campaign are. In the first place the main reason for all the government campaigns is to make the American organization effective. This is to be done by eliminating waste. All of the great leaders of the country, the president included, do not urge the people to go hungry, but they do urge them to keep themselves well fed. They only urge the substitution of other food for wheat and foods greatly needed by the soldiers. So much for that. With a great war going on it is essential that business keep going, that labor be employed, for the reason if business does not keep going there will be no funds out of which to pay war expenses. For that reason any statement that our own, individual and private businesses are not important to the nation is foolish. They are important to the nation, especially those that employ labor. It is very easy to make generalities, but the success of the war depends a great deal upon those that run the industries of the nation, that shoulder the burdens of business, that join in the drives, that keep things going at home. When it comes to discriminating and saying which businesses are essential and which are not, that is taking on a very big job. The other fellow's business looks less essential than our own. So about ways of economy and ways of thrift. We all of us will practice saving and lend as much money as we can to the government but we will do it in our own way. Some will cut out this and that, but it will be impossible to dictate to the whole people that they shall avoid this and take on that. What is one man's meat is another man's poison. What may be a luxury to one man is a necessity to another. The thing for all to do is to keep working, be as efficient as possible, keep up physical health, keep up fortitude and courage, take rest and recreation so as to keep the brain clear, in other words, live as normally as possible; avoid excesses. If one can save something and lend it to the government, so much the better. The people will need food and clothes, drugs and sundries, just as they always have, and the thrift campaign does not mean that foolish and unwise economies, such as going without necessaries of life, are to be adopted.

UNCLE SAM WILL NOT TRIFLE

The people should read carefully the food rules that have been issued by the Food Administration. The spirit of Food Administrator Hoover and his workers has been admirable. They have patiently, carefully and courteously explained what they wanted the people to do and why. No obnoxious rules have been made, none which it would burden or embarrass any one to follow. But some people are naturally rebellious and won't. For instance, right here in La Grande an instance was reported to the Food Administration the other day where a housewife attempted to evade the rule limiting purchases to one sack of flour

Patriotism and Business

Every good citizen at this time should do his share toward strengthening the Federal Reserve Banking System which our Government has created with its billion dollars of resources to stand back of its member banks and all their depositors.

You can contribute directly to the strength of this system, and at the same time secure its protection by depositing your money with us, since part of every dollar you deposit with us goes directly into the new system, where it is always ready for you when wanted.

This is a suggestion for prompt action.

Member Federal Reserve System

La Grande National Bank

Oregon City
INDIAN BLANKETS
 Now
\$5.70 and \$8.55

Summer Dresses
\$2.98

A limited number of these dresses for the last two days at \$2.98. Voiles and organdies.

Coats At
\$2.98

Half dozen coats for the last two days at \$2.98. Values to \$17.00.

Your Last Chance

at wool and cotton blankets. Prices may be more than double by next winter.

LAST 2 DAYS OF OUR ANNUAL JANUARY CLEARANCE SALES

The last two days of advantage to you. The time when you see your clothes money do double duty; when every dollar you pay for merchandise at this store, gets more than its usual value in return.

The goods we bought for this SALE are pretty generally in use by wearers now; but we have a large amount still on hand.

After this month prices will keep going higher, and merchandise that you can buy now at sale prices will be nearly double.

Invest today and save money.

BIG REDUCTIONS ON ALL WHITE GOODS
 Longcloth, Mainsook, Mercerized Nainsook, Batiste, Swiss, Voile, Organdy and Pecay. Also all linens—Spreads, Sheets, Sheeting, Tubing and Pillow Cases.



YOUR CHOICE
 of
Any Ladies' Coat at Half Price
 Still Lots to Choose From

Real Shoe Bargains

One lot of low heels, patent and calf leathers. Your choice at **\$3.05**
 English walks; tan, black and black and white, leather and Neolin soles; button and lace. Your choice **\$3.90**
 One lot of satin, felt and velvet shoes, medium heels. Your choice **\$1.95**
 Children's shoes, high tops, button; sizes 5 1/2 to 8. Your choice **\$1.69**
 Same shoes in sizes 11 1/2 to 13. Your choice **\$2.79**
 A large collection of high heels, button, in grey, bronze and black. Your choice **\$3.35**
 Children's high tops, calf leathers, welt soles, button; sizes 8 1/2 to 11. Your choice **\$2.29**

at a time. She attempted to get three sacks by placing simultaneously orders with three grocers. Of course, the grocers are organized to check such attempts and the housewife was reported to the Food Administration. A black mark on an otherwise spotless record. Now the people can make up their minds to this: Either they will voluntarily live up to the food rules or they will be forced to do it. Uncle Sam is very patient, but he has lots of things to do. But if his requests are not followed, he will do the next thing, use force. If in order to save food and win this war we must issue food cards in order to check the carelessness, wastefulness and wantonness of the unpatriotic minority, we shall do it. But when that comes, don't grumble about it. It could have been avoided by just a little co-operation with the reasonable and moderate requests of the Food Administration.

Let us not forget that the two big things in this war are the Liberty Bonds and the Red Cross. The first finances the war, pays the huge expenses of government, feeds, pays and clothes our men, provides them guns and ammunition. Without the Liberty Bonds there would be no war. The second repairs the damage done by war, takes care of our sick and wounded soldiers and sailors, runs hospitals, provides nurses. These are two big necessities of the war. If you cannot buy Liberty Bonds, you can buy Thrift Stamps or War Savings Stamps. In the midst of numerous drives we must not lose sight of the two big necessities of this war. If we must curtail our war giving, let us do it on some of the other causes which are worthy but not quite so essential.

The Honor Guard Girls deserve credit for their unselfish work on behalf of the Armenians.

COMMENT OF THE PRESS

Giving Much

It is only by stopping now and then and checking up that one can realize the great contribution to the war made by Wallowa county. Hardly a day passes now without one or more men leaving for Portland, Seattle, or elsewhere, to engage in some war industry. These, added to the two or three hundred who have entered the army and navy, constitute a heavy drain on the county's man power. Those going to work help swell the profits of industry of the cities, while the county gains no such profits. If this year's wheat crop turns out as large as now promised, here will be some return to help restore the balance. But meanwhile the county must live on its stock and lumber industries.—Enterprise Record Chieflain.

Call a Halt

It is time to call a halt on the drives for money for purposes allied to the war. The struggle is gigantic and every resource of the nation is needed to prosecute it to a successful end. Absolutely no energy should be wasted in duplicate organizations or sentimental side lines. The main issue must be kept always in sight, and every man, woman and child in the country must hew to the line. Appeals from three established and recognized sources will pass muster and no more should get a hearing. The three are the government in its financing of the war, the Red Cross and the Y. M. C. A.—Knights of Columbus. However meritorious other appeals might be in ordinary times, they constitute a drain on the country which reduces by just the energy and money they require the amount which can be put directly into the prosecution of the war.—Enterprise Record Chieflain.

CAMP LEWIS WORKERS NOW WEAR UNIFORMS

Orders Received That Civilian Clothes Are to Be Abandoned

CAMP LEWIS, Wash., Jan. 20.—Civilian clothes have become still more scarce here as a result of all camp retainers receiving instructions to don the uniforms Uncle Sam has approved for their calling.

Newspaper correspondents attached to the camp wear overalls clothes of officers' cloth without any insignia of rank. Each reporter wears a white

brassard with the letter "C" on the left arm. Y. M. C. A. Secretaries and boxing instructors wear greenish drab uniforms, Norfolk style. The "Y" men have a circle-triangle on the sleeve, and the librarians will wear the same uniform with a brassard giving their official titles. Red Cross workers wear the officers' uniform with the organization's symbol on the left sleeve.

North Bend.—Construction of two dry kilns at Buckner mill to start. Cottage Grove.—Work progressing on new mill to commence saving March 1.

News Of La Grande

The Weather Colder—The weather today is colder. The air is clear and there is no snow falling.

Basket Ball Team Returns—The high school basket ball team returned at 1:05 today on the belated train.

From Our Exchanges

WEDDINGS AT ENTERPRISE

Nina O. Miller was married Wednesday, Jan. 23, at noon to Fred Weinhard at the home of the bride's parents, Mr. and Mrs. B. F. Miller, by Rev. F. R. Sibley of the Methodist church. A circle of friends was present and the house was very prettily decorated. Immediately after the ceremony, dinner was served, and the couple left in the afternoon for Wallowa, north of which place the groom has a farm which will be their home. The bride has lived some years in Enterprise where she has won many friends by her splendid character. Their best wishes go with her and her husband.

Ora E. Burrus and John P. Goebel of Wallowa were married Tuesday, Jan. 22, 1918, Justice A. B. Conaway performing the ceremony after adjourning his court a few minutes. The couple came to town on Tuesday's train and the marriage was performed between trains. They were accompanied by Frank Goebel of Wallowa and by Mr. and Mrs. J. R. Haun of Evans, Mrs. Haun being a sister of the groom.—Enterprise Record-Chieflain.

For Hard-to-fit Women--

Some women are hard to fit in corsets; some just think they are.

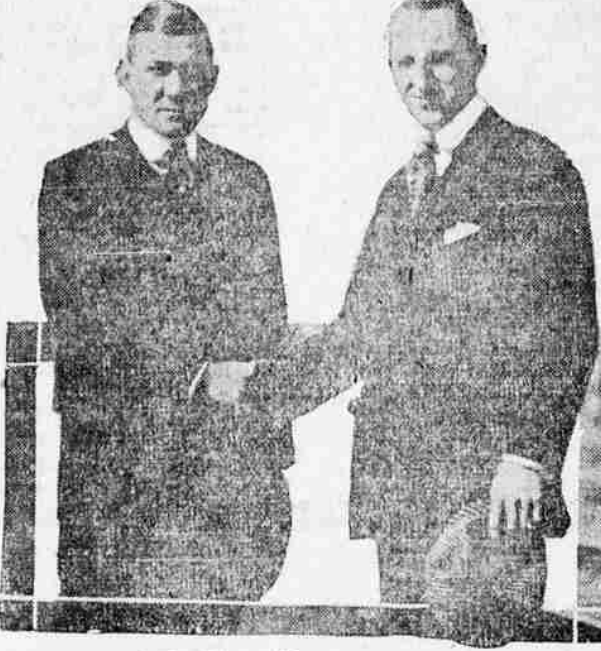


There are certain types of figures, however—full bust and small hips, small bust and large hips, short stout figures—that require special designing in corsets.

In MODART Front Laced Corsets there are special sizes and models for just such figures. We can give any woman, of whatever size or shape, the kind of style and fit she should have.

MODART CORSETS
FRONT LACED
PAULINE LEDERLE

KERZOG AND DOYLE DISCUSS TRADE



LARRY DOYLE AND BUCK KERZOG.
 "Fine business, I'm for it," commented Buck Herzog as he clasped Larry Doyle's brawny mit at Jacksonville, Fla. the other day. "You've said my little piece too," answered Doyle. The men discussed the big trade which took Herzog out of unpleasant surroundings in New York and sent him to the Braves, while Doyle has prospects for more world series money in getting with the Giants, to whom he was traded with Pitcher Barnes for the temporary infielder. The Doyle-Herzog trade was one of the happy ones of the winter so far as the players were concerned.

The ideal Beverage with hot or cold Dishes

- Lobster Pickles Oysters Goulash
- Sardines Sausage Spaghetti Swiss Cheese Ravioli Chile-Con-Carne

These make up the usual Dutch lunch—but what will you serve to drink?
 For years the host and hostess have been asking themselves that same question—especially whenever the occasion happens to be one of those cozy little after-theatre or "in-between-times" parties. Now, there is a ready answer—



This distinctively new creation in soft drinks is sparkling—snappy—delicious. It is healthful with the wholesomeness of the choicest cereals—appetizing with the bouquet and agreeable bitter tang which only choice hops can impart. It is sure to "hit the spot"—sure to encounter no prejudices. **Bevo—the all-year-round soft drink**

Guard Against Substitutes
 Have the bottle opened in your presence, first seeing that the seal has not been broken, and that the crown top bears the Bevo. Bevo is sold in bottles only—and is bottled exclusively by ANHEUSER-BUSCH ST. LOUIS

BLUMAUER & HOCH
 Wholesale Dealers PORTLAND, ORE.
 Families supplied by Dealers