

La Grande Evening Observer

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"My Country 'Tis of Thee, Sweet Land of Liberty."

BREAD—BREAD—BREAD—BREAD

The staff of life which we have all heard about for these many years now takes the center of the stage in a more determined manner than ever before. Plainly, without "argufying," this war will be won or lost just as the people at home observe the orders promulgated from Washington, and one of those chief orders of importance comes from Herbert Hoover through Mr. Ayer to save, save, save the flour.

If there are those, and we are afraid there may be, who have dodged the requests from the Food Administration up to now, let them take heed. Patience is going to cease to be a virtue and the people at home are not going to be permitted to slack and jolly along when our boys are giving their lives for us all.

You have all been told by British officers who recently visited La Grande that the war's end is in our own hands. They did not say that idly and for mere effect. Believe us when we say that our personal acquaintance with those men convince us not only of their intense sincerity but also their wisdom. Every word of that utterance to you by men who have been "over there" was intended to sink deeply and bring results.

Therefore, if you are merely singing songs because you can sing, take a hunch and begin to sing from your heart. Also begin with all of your might to follow Hoover-Ayer orders. They are not trying to punish you, quite the contrary. They are trying to save the nation so that you and the rest of us will be permitted to live peacefully under the stars and stripes and not be forced to work the rest of our lives to pay an indemnity which Germany if victorious will force us to pay.

Get down to earth and do a little reasoning on your part, and then you will soon see the necessity of these orders.

HAVE THE STOCK SHOW AS USUAL.

The Union Stock show should be held this year as usual. The La Grande Chautauqua should also be held. The Automobile show should have been held as usual.

It is not necessary to go to elaborate ends to hold these events and thereby waste finances and energy, but it is very essential that this nation does not upset its entire scheme of living. We must not tie crepe on the community, much as our hearts may bleed for the suffering, for the morale of the home folks must be kept in trim, just as the morale of the soldier must be stimulated and looked after.

Apparently this war is going to last for some time and we must settle down to the business of war in con-

Farmers!

You Should Keep a Bank Account

Farmers, as a rule, keep no books or accounts. Their bank deposit books afford them a complete record of cash receipts, while the stubs of the check book are a perfect record of expenses and payments. Your returned checks are the best receipts in the world, because the person receiving them must endorse it, and being returned to you by the bank, they can be easily preserved. Money deposited in a bank is not so easily "fueled away" as when carried around in one's pockets. Try the experiment for one year of keeping a bank account and see if it does not pay you. A large number of the best farmers have accounts with us. No charge for check books. We are desirous of having farmers' accounts, even though small, for in this locality, where mixed farming is preached and practiced, their accounts are sure to grow larger.

MAKE OUR BANK YOUR BANK

Member Federal Reserve System

La Grande National Bank

OUR PRESIDENT IN WARTIME



OUT-OF-DOORS

President Wilson has four forms of out-door amusement: Golf, horse-back riding, automobile and walking. In all these, Mrs. Wilson is his constant companion.

nection with the nation's other business. We are fighting a nation that does that very thing. To think we can spasmodically jump forth and shortly clean things up and then be back to normal again is the sheerest folly. This is not a war of flashes, it is a war of constant plodding. Therefore, the industries and the usual events of the country should be kept intact, at the same time the uppermost thought ever being that of doing something to assist in winning the war for the Allied cause.

THE GOVERNMENT AND THE FARMER

In his message of January 31 to the farmers of America, President Wilson points out the great governmental agencies and instrumentalities in the field of agriculture.

Our Department of Agriculture, he states, is the greatest practical and scientific organization in the world and its total annual budget of four to six million dollars has been increased during the last four years more than 72 per cent. Its staff numbers 18,000 and includes many highly trained experts. The agricultural colleges and experiment stations of the country have a total endowment of plant equipment of \$172,000,000 and an annual income of more than \$35,000,000. Ten thousand two hundred and seventy-one teachers with 125,000 students, together with a vast number receiving instruction at their homes, evidence what is being done in the way of agricultural training, and to these may be added the 255 men and women working under the Smith-Lever act.

The banking legislation of the last two or three years, the President shows, has given the farmers access to the great lendable capital of the country and through the Federal Reserve banking system and the Farm Loan banking system farmers can obtain the credit, both short and long term, to which they are entitled and which it is imperatively necessary should be extended to them to enable them to perform adequately the tasks the country now requires of them.

The President touches on another aspect of the relations between the farmers and the nation—"The toil, the intelligence, the energy, the foresight, the self-sacrifice, and devotion of the farmers of America will, I believe, bring to a triumphant conclusion this great war."

Biggest Reading Value

for your Family



The Youth's Companion

High in ideals of home life and civic life. Lavish in the amount of reading it brings to all ages. The *Must* for all households. The *Best* from all sources. 12 Great Serials or Group Stories for 1918—then 250 Shorter Stories. Rare articles by noted authorities. "The best father's Page in the country." Current Events, Nature and Science, Family Page, Boys' Page, Girls' Page, Children's Page, Doctor's Corner, Things to Make, Money to Save, Games and Sports to Play, Companion Receipts. 32 issues, \$2.00.

McCall's Magazine

America's Fashion Authority for millions of women. What to wear—how to make it—how to save. 12 splendid numbers full of fashions and more suggestions. 75 cents per year.

64 issues of everything that will delight all ages, the Best Stories, the Latest Styles, \$2.25

Send \$2.25 to the publishers of the paper in which this Offer appears and get 1. THE YOUTH'S COMPANION for 32 weeks. ALL FOR \$2.25 2. The Companion Home Calendar for 1918. 3. McCall's MAGAZINE, every month for 1 year. THE YOUTH'S COMPANION, BOSTON, MASSACHUSETTS

Subscriptions Received At THE OBSERVER OFFICE

New Patterns Are Here for MARCH

"Over The Top"

WITH NEW THINGS FOR SPRING

A little early, but a good time to buy. New spring merchandise is arriving every day—in every department.

We invite you to inspect these new things for spring today.

We are always glad to show them to our patrons.

SILK DRESSES

A large variety of new silk dresses in blue, green, Copenhagen, taupe, navy, purple, and some figured; made in the new styles with overskirts, or perfectly plain, with pretty touches of draping. Pretty white satin or foulard silk collars. We invite you to see them.

SUITS FOR WOMEN WHO APPRECIATE DISTINCTION

Every woman likes to feel that she is well—that the garment she wears is not only correct in style but even more. She wants to have distinction. And this distinction in dress is a feature of Printzess suits.

A MOST BEAUTIFUL ASSORTMENT OF NEW SPRING WAISTS

Delicate shades of georgette and crepe de chine are a feature this season, Copenhagen and robin's egg blue, cerise, apricot and pale blue. Prettily embroidered. Ready for your inspection.



Overhauling Cars Is Now On.

La Grande garages are "making hay while the snow flies" by overhauling many cars, owners of which are taking this opportunity in order not to lose time when the roads become passable again.

A Junior Patriot

Flavin, daughter of Mr. and Mrs. H. J. Ritter, has disposed of a fancy box of candy which had been given her for Christmas, for the sum of five dollars. The proceeds were immediately turned over to the Junior Red Cross society.

Transferred to Portland.

Oliver Owre, assistant engineer of the O-W, who has been stationed at this division for some time, has been transferred to Portland and left last night to take up work in his new location.

OBSERVER WANT ADS PAY

SIMPLICITY FOR WARTIME PARTIES



Party frocks for the debutante follow the lead of the evening gowns of older society folk, and are extremely simple in line and rich in material. This little maid's dancing gown is of coral pink satin, with the simplest and straightest of bodices and a plain full skirt hung from a lifted waistline that suggests the empire style. At the back the satin is slightly tucked up in a bouffant drapery, and the sleeves are a mere mist of tulle. The only ornament is a splashing black velvet poinsetta caught in the folds of the narrow satin girde. A feather fan or coral colored ostrich with ebony sticks completes this smart costume designed by Fashion Art.

TAKE ADVANTAGE OF OUR

Cottolene Sale

ALL THIS WEEK.

Large, \$2.25; Medium, 90c; Small, 40c.

If you aren't already a user of PEERLESS SYRUP, bring your bucket and get it filled. \$1.15 per gallon.

Fresh Shipment of Tru-Blu Cookies

CALL MAIN 35

HUG'S GROCERY

For Fine Watch, Clock and Jewelry Repairs See

J. H. Peare & Son

La Grande's Leading Jewelers and Optometrists

Broken lenses duplicated on the premises. We are the only firm in Eastern Oregon who can surface and grind lenses.