

**MUST SAVE TO BEAT
FOE, WARNS M'ADOO**

**Says Present Wasteful Spend-
ing Cannot Continue With-
out Vital Consequences.**

ECONOMY IS IMPERATIVE

**War Savings Stamps and Lib-
erty Bonds Will Help
Shorten War.**

By **WILLIAM G. MEADOO,**
Secretary of the Treasury.

Economy in the consumption of all the things needed by the nation for the winning of the war—the releasing of labor and materials from the pursuit of peace to the business of war—these fundamental necessities of our war programme must be understood by all our people if we are to put our whole strength behind our men in France.

We must work and save as never before in our history. We must increase our output and reduce our domestic consumption of all necessary products, in order that there may be a great increasing volume of war materials going forward to our armies and the Allies who are fighting side by side with us. As the people reduce their personal consumption they will be enabled to finance the war by lending their savings to the Government, while at the same time they help themselves by increasing their personal resources and income.

The economic readjustments necessitated by the transformation of an unarmaged and peaceful nation into a formidable armed combatant have caused unavoidable losses and hardships. Such things can no more be avoided in time of war than sacrifices of blood if the rights of the nation are to be vindicated and made safe for the future and a just peace is to be secured for the world.

Call to Supreme Effort.

We must face these trials with philosophy, resolution and calmness. We must see in them not alone the inspiration but the call to supreme effort. When these readjustments have been completed it will be found that all the brains and energy of the nation which have been released from occupations non-essential to the war will be required in enterprises and activities which are essential to the war, and that the welfare and prosperity of the country as a whole will not be impaired.

"Business as usual" cannot of course be adopted as the guiding principle in time of war. It is a wholly wrong theory and should find no advocacy or acceptance by the sensible and patriotic people of America. Business must be readjusted to the war making function of the nation.

What is of superlative importance in the readjustment that must take place is that our people shall be impressed with the necessity of economizing the consumption of articles of clothing, food and fuel and of every other thing which constitutes a drain upon the available supplies, materials and resources of the country.

The waste of anything now is nothing short of criminal. So far as I have been able to observe the American people are not sufficiently aroused to the necessity of economy and of saving in this really serious time not only in the life of America but of the nations of the world.

Up to the present there has been a relatively small denial of pleasures, comforts and conveniences on the part of the average citizen. He is drawing upon the general store of supplies in the country with almost the same freedom and before America went into the war. This cannot continue without serious hurt to the nation and to the world.

The great financial operations of the Government cannot be carried forward successfully unless the people of the United States economize in every possible direction, save their money and lend it to the Government.

Aid Own Prosperity.

They are at the same time increasing their own material prosperity by their savings and they are directly helping the Government by lending it the money with which it can buy the necessary supplies and command the necessary services to make our fighting forces stronger and more effective in the field. This means an earlier victory for American arms.

The great difficulty is to impress this

lesson of economy upon the American people. It will require widespread propaganda and constant effort. With this in view it was my privilege to suggest to the Congress the raising of \$2,000,000,000 by the sale of War Savings Stamps and Thrift Stamps, so that the American people would have the opportunity as well as the direct encouragement to economize and save money by putting within their reach the opportunity of lending their savings in such small amounts even as 25 cents to their own Government.

These stamps are not issued by the Government as an investment for the rich. They are intended for people of small means primarily. They are intended to bring within the reach of every one in the United States the opportunity of investing in the obligations of the United States Government upon terms unusually advantageous to the investor and to encourage every one to save his money and lend it to the Government.

The plan offers the most direct incentive to economize and save ever offered to the people of the country. When the Government makes it possible for every one to know that by saving 25 cents, which otherwise would have been wasted, he can invest that 25 cents in a Government obligation, it is a definite objective to which each one's economy may be directed.

Will Benefit Whole Nation.

I look upon the war savings campaign which the Department has now inaugurated as promising the most wholesome benefits to the American people and producing fundamental conditions that will be of immense help in financing as well as in successfully prosecuting the war. It is intricated with the question of "small savings" which can be invested in war savings stamps at interest in the question of "large savings" which can be invested in Liberty Bonds at interest. The men and women of large and moderate means owe a greater duty, because they have a large margin of income, to cut off self-indulgences, to deny themselves useless and needless luxuries, to make sacrifices of comforts, pleasures and conveniences that will affect genuine economies and set an example to the nation.

Every dollar saved represents actual supplies saved and made available for heroic soldiers and suffering civilians in Europe and America.

It is easy to visualize the course of a dollar saved from waste and invested in Government bonds: First it goes to the Government as a loan for the war; second, it is expended by the Government for food, clothing and ammunition, which go directly to a gallant soldier or sailor whose fighting strength is kept up by the food, whose body is kept warm by the clothing, and whose enemy is hit by the ammunition.

It has not been expended in the purchase of needless food and clothing for the man at home, and is therefore released for the use of the soldier; it is saved wealth to the man at home, and can be loaned to his Government at interest, with resulting benefit to himself and to his Government.

Must Uphold Credit of U. S.

We must realize that the Government's credit is vital to the success of the war; that it underlies every activity; that it should be regarded as a glorious privilege by every patriot to uphold the Government's credit with the same kind of self-sacrifice and nobility of soul that our gallant men exhibit when they die for us on the battlefields of Europe. It is as imperative to sustain the Government's credit as it is to sustain our armies, because our armies cannot be sustained unless the Government's credit is always above reproach.

The courage and resources of the nation are so abundant that America's success in the war is beyond question if they are properly organized and intelligently used. The economic and financial condition of the country was never so strong and America's spirit was never more aroused to the importance and necessity of going forward, resolutely and regardless of sacrifice, to the accomplishment of the great task to which God has called us.

4 ENEMY ALIENS ARRESTED.

Federal Authorities at New Orleans Detain Lumbermen.

NEW ORLEANS, March 9.—Four lumber exporters of this city were arrested by agents of the Department of Justice today, suspected of being dangerous enemy aliens and of violation of the espionage law. They are Hans S. Forchheimer, general manager of Hugo Forchheimer; Ernest Albrecht, chief assistant to Forchheimer; Phil I. Adam and his brother, Robert M. Adam.

Crew of Four Rescued in War Zone

WASHINGTON, March 9.—Four men, all the crew of the Danish schooner Urda, which had become waterlogged, were rescued by a United States Coast Guard cutter on January 28 in the war zone, the navy announced today. The vessel had been drifting forty days and the crew had only one day's provisions left.

B. Altman & Co

Thirty-fourth Street FIFTH AVENUE - MADISON AVENUE, NEW YORK Thirty-fifth Street
Telephone 7000 Murray Hill

The Department for Imported and Special Costumes

on the Third Floor, has greatly increased facilities for making to special order at short notice,

Fur Coatees and Capelets of beauty and character

are now being shown in anticipation of the rapidly approaching Spring and Summer seasons of 1918.

Gowns and Tailor Suits in accordance with individual requirements.

SEVERAL PARIS MODELS of unusual interest have just been received from abroad, from which copies or adaptations can be made at comparatively moderate cost.

A Specially-prepared Sale of Women's Spring & Summer Blouses

(sizes 34 to 46 inclusive) to be held to-morrow (Monday) will offer a number of new and individualized models (reproduced from those of much higher cost), variously developed in the fashionable silks, silk crepes and net, and introducing the newest style features and the most charming colors and combinations (as well as some in all-white).

These Blouses will be assembled in groups, and very exceptionally priced at

\$5.00, \$7.50 & \$9.75

At the highest price are included hand-embroidered Georgette Blouses, some trimmed with real filet lace. (Blouse Department, Second Floor)

Distinctive Easter Suits

in more than two hundred smart styles, illustrating the most advanced fashion features, are now ready for selection, moderately priced at

\$45.00, 58.00, 68.00 & 85.00

Included are Suits presenting the new Eton and pony effects; sleeveless coat suits; dressy suits; and severely tailored, braid-bound suits. (Sizes from 32 to 50 inches bust)

An Important Sale of Misses' Tailored Spring Suits

specially arranged for to-morrow (Monday), will comprise several of the newest and most effective styles of the Spring season (including an attractive pony coat model, trimmed with silk braid and having a waistcoat of Roshanara crepe), all of which will be offered at prices that represent extraordinary values.

Suits of navy blue serge or black-and-white check, \$34.00

Suits of Poiret twill or navy blue serge 39.00

(Second Floor)

Corsets Made to Order

(specially drafted for the individual figure) are an important and highly specialized feature of the activities of the Corset Department, on the Second Floor.

For making these corsets, imported materials of the finest qualities are used, including French coutil, coutil de sole, batistes broches, brocarts, tricot, Russian tolle, etc.

The prices range from \$18.50 to 75.00

All Special Order Corsets are made in the establishment, under the expert supervision of a Parisian corsetiere.

A new section, recently opened on the Second Floor, is reserved exclusively for

The Sale of Vogue Patterns

Fashion experts, who are constantly in attendance, will, if required, give advice concerning matters of dress.

A Special Selection of Household & Decorative Linens

exceptionally low priced will afford a worth-while opportunity, to-morrow and Tuesday, for obtaining linens for Summer homes, country clubs, etc., at considerable savings in prices.

- Linen Damask Table Cloths each . . . \$4.50, 7.00 & 11.00
- Linen Damask Table Napkins per dozen . . . \$4.50, 6.00 & 7.75
- Huckaback (linen-and-cotton) Towels, hemstitched, per dozen, \$5.40 & 6.00
- Linen Huckaback Towels, hemstitched, per dozen . . . \$7.50
- Turkish Bath Towels (cotton), hemmed, per dozen . . . \$2.75, 3.50 & 4.25
- Madeira Luncheon Sets (13 pieces) of linen, hand-scalloped and hand-embroidered . . . per set \$6.75 & 7.75
- Chinese Hand-embroidered Luncheon Sets of grass linen (25 pieces) in either of three designs, per set \$15.00 (Fourth Floor)

Novelty Cotton Skirtings

(27 and 36 inches wide) at the extremely low price, considering quality, of 21c. per yard

The Wool Dress Goods Dep't

(on the First Floor) is featuring

Semi-made Dresses

in smartly-cut Spring models, attractively made of superior-quality navy blue serge, braid-trimmed, and finished with satin collar and cuffs; in sizes for women and misses; specially priced . . . at \$14.75

Also Semi-made Skirts

in several desirable models, developed in navy blue or ivory white serge; specially priced . . . at \$5.85, 6.95 & 7.50

Furs for Early Spring and Summer

Coatees, Capes and Stoles—

late models in all suitable Furs and combinations. Fox Scarfs in the fashionable shades.



A. Jaekel & Co. Furriers
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