

THE EVENING NEWS

BY BERT G. BATES

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SATURDAY, NOVEMBER 3, 1917.

GIVE SAMMY A BOOK.

In every army cantonment there are big, cheerful reading rooms for the soldiers. In every reading room there are rows and rows of shelves for books. And nearly all the shelves are empty.

There is a systematic effort being made to fill them. An appeal for funds has been issued throughout the country. The amount asked for isn't much—a mere \$1,000,000 which looks trivial when compared with the \$100,000,000 asked recently by the Red Cross, and much more so when compared with the billions we are spending for other military purposes.

That million, however, will go a long way. The expert librarians in charge of the work say that the money contributed will buy three times as many books as it would buy ordinarily. This is one field in which "war prices" will not prevail. The publishing houses have agreed to sell books for army use at prices giving the narrowest possible margin above cost of manufacture. There will be no middleman's profits. Authors have agreed to forego their royalties.

The books are not wanted for ornaments. Sammy wants them to read. He is a great reader. He is especially interested in war subjects. And because this is a largely a war of machinery, he wants technical books—books about electricity and mechanics, books telling how telephone and telegraph systems are installed, how gas engines work, how airplanes are made, how highways and railroads are built and all the other big, practical activities that go into modern war-making. He wants to be an intelligent soldier, who fights with his brains.

A CROP BETWEEN FLOODS.

A creamery company located at Pleasant Hill, Mo., is reported as being a big chance for spring. The creamery is situated near a strip of land that is subject to periodical floods. The soil in that strip is very fertile, but it was almost because most people thought there wasn't time enough between freshets to raise a valuable crop.

The creamery company decided that the soil would be fine for potatoes, so good, in fact, that it was willing to risk losing seed and labor for the possible chance of harvesting a specialty crop.

Last spring the company planted the strip in potatoes. Last harvest should have been a good one. But the floods held off so that the crop was partly ruined. The creamery men are pretty well satisfied with their seed stock. They definitely have decided that a potato sporter chance, sometimes such a simply seizing the opportunity, is out of hand and make the most of it.

WHAT THE KAISER KNOWS.

The government's food pledge asks very little of the individual American. So little, in fact, that there is grave danger for individual will overlook the importance of doing that little, day in and day out, over a period of years.

But when the Kaiser heard of this food conservation by individual Americans, he considered the movement such a menace to German victory that he spent large amounts of money and employed large numbers of agents in this country to investigate it. What is important enough for the Kaiser to spend time and money to prevent is important enough for every individual American citizen to help to accomplish. Food will win the war, America must supply it.

But it is only by strict, painstaking, daily attention to the government's very modest request that we Americans can insure the success of the war food conservation campaign. Each individual's part is so small as to seem trivial, but the total, if every one does his part, will be tremendous.

The Kaiser knows in his heart that if every one of America's 100 million citizens eats a pound less wheat flour a week America will have a badly needed extra 123,000,000 bushels of wheat in ship to the European allies.

He knows that if each of our units notified of an ounce less meat fats every day we'll have 352,000 tons more fats a year for the war.

He knows that if each of our units saves one less ounce a day we'll have 4,100,000 more meat animals every year to feed our allies.

He knows that if each of his ears in every hour were a day we'll have 1,152,000 more hours every year.

He knows that if we individual Americans do save these things, Allied Europe's victory will be led and kept contained in the field against his attacking hostiles, and that he, therefore, hasn't a chance to win the war.

He was smart enough to realize that if his agents in this country could secure the food saving idea out of the individual American's mind he would stand a mighty good chance to win the war.

THE FARMER AND THE WAR.

Those who are ready to assert that the farmer is one of the great beneficiaries of the war have based their conclusions primarily on what they are paying to the retailer for the farmer's products. They are not basing their statements on the actual conditions on the farm. The fact of the matter is that the war has benefited the farmer very little.

BELGIUM.

Belgium lately has been severely distressed. Her industry is paralyzed. Her agriculture is in a state of ruin. Her coal has been cut off. Her iron has been cut off. Her steel has been cut off. Her copper has been cut off. Her zinc has been cut off. Her lead has been cut off. Her tin has been cut off. Her silver has been cut off. Her gold has been cut off.

STERLING CHARACTER Upon the character and conservatism of your bank's officers and directors—to a great extent depends the safety of your funds. If they are known as men of high integrity—if they have a record as successful men in business—if they are known as conservative men in all things, then you may rest assured that their bank is governed in conformance with a policy of safety before everything else. Such are the men who govern this bank—and your funds are absolutely secure in their care. THE UMPQUA VALLEY BANK R. W. Strong, President; J. M. Throne, Cashier; D. R. Shambrook, Vice President; Roland Agos, Vice President.

It is the fact that Bulgaria is now fully a part of a second world war and devastation of her resources if the war lasts into next summer. The allies have everything to say well lined up to finish Bulgaria in the spring. At present the military situation in the Balkans is described as a state of equilibrium. General Zhivkoff's troops, operating from Salonica, with their front held by the various Turkish and Austrian troops, are in a state of equilibrium. The allies have a strong force to push into a great drive. They should have a sufficient opportunity to smash Bulgaria at the same time holding off the Turks and Austrians and thereby cut the German alliance.

It isn't that that Bulgaria's political situation, under the current status, will be much affected. She is still for a good looking when the war ends.

If the war continues for two or three years, in some of the more important preparations will be necessary. These will be made in order to be prepared for the possibility of a second world war.

John Pates arrived in Roseburg yesterday from Portland. Mr. Pates will remain in this city for some time.

Miss Valma Myers, of Drath, arrived in Roseburg today. Miss Myers will visit with friends while in the city.

Miss E. B. Gallop left last night for Reddie after a several days spent in the city visiting with Mrs. R. Chambers.

George J. B. Thompson departed yesterday for Madras where he will spend several weeks visiting with friends.

Arthur W. P. Hopkins returned yesterday from Eugene where he has been attending to business.

Mr. and Mrs. M. A. Chamberlain left for Eugene yesterday morning. They will visit with friends while in the city.

Mr. J. B. Kelly returned to Roseburg yesterday after a several days spent in the city visiting with friends.

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THE STORE THAT APPRECIATES YOUR BUSINESS. Roseburg Agents for Gossard, Nemo and R and G Corsets. Fishers. Roseburg Agents for Munsing Underwear Maxine Shoes Standard Patterns. A Most Complete Showing of Fall Goods! Notwithstanding the scarcity of merchandise, we have succeeded in assembling a most complete stock of high-grade, reasonable merchandise, and invite your inspection of our prices and qualities.

EDITORIAL Fair Prices In setting a price on a specific article of merchandise for sale there are many things to be taken into consideration. The manufacturer has to sell his product at a price which will cover his cost of doing business and leave a profit. The merchant in turn must set a price which will include the retail cost of the article, cost of doing business and leave a legitimate margin of profit. Original purchase price, quality, seasonableness and a fair profit margin are therefore the items that determine the retail selling price. Whether the price is fair or not is up to the fairness of the merchant, with whom you trade. Although competition is a big safeguard to the public where merchant hands are necessary. This store only wants a legitimate profit—therefore our prices are remarkably fair. We invite comparison at all times, because our prices protect our customers. TRY US AND SEE.

Munsing Wear THE best foundation for stylish clothes. No outer garment, however well cut or tailored, can fit perfectly over ill-fitting undergarments—a Munsing Union Suit, because of the perfect way in which it fits and covers the figure, is the ideal underwear, and is preferred everywhere "by women who know," and the price is no higher than other makes. Buster Brown Shoes THESE children's shoes can't be beat. Every mother who wishes to secure for the children shoes that they will not go through in a hurry, will do well to have them fitted with a pair of Buster Brown Shoes. Being well reinforced with durable leather and excellent workmanship in the heels, toes, counters and soles, the places they abuse the most, these shoes are well equipped to stand the most severe usage. Everything Seasonable BLANKETS in a wonderful range of prices, from the cheapest cotton to the finest wool. Outing flannels and flannelettes. Yarn mittens and gloves. Knitted caps and sets. Sweaters for men, women and children. Give us a call.

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THE CASH STORE WE HAVE NO EQUAL! When it comes to supplying your home with all the delicacies of the season. Our stock is always fresh and complete in all lines. You will find here the choicest of goods and the best of service. THE CASH STORE J. B. KING, Proprietor Roseburg, Oregon

LAMPS! When you buy lamps be sure you get the GENUINE MAZDA. We sell the genuine SUNBEAM National quality lamps for all purposes. Yours for everything Electrical, Roseburg Electric Co. PHONE 123.

ROSEBURG Book Store SEVENTH YEAR. ELIZABETH ELDRIDGE HEINLINE SCHOOL OF PIANO

We Want That Fellow Who cares about appearances. He is just the "boy" we want to cater to. In the laundering of summer wear we have no superiors—and few equals. We'll give your work that finish that bespeak of intelligent workmen in every department. It's some satisfaction to know you are getting the best—and that's our specialty. ROSEBURG STEAM LAUNDRY PHONE 79 OUR AUTO WILL CALL

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