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YOUR RED CROSS CALLS ROLL ARMISTICE WEEK

Membership Rather Than Money Is Asked to Complete War Relief.

Red Cross Chapters, branches and auxiliaries in the Northwestern Division, comprising Alaska, Idaho, Oregon and Washington, will participate in the THIRD RED CROSS ROLL CALL, November 2 to November 11, Armistice Day. The American Red Cross, the greatest relief organization in recorded history, the "mobilized heart-action of the American people," will engage in no more "drives" for huge sums for war relief, but will continue its annual roll-call, which is simply the occasion on which the American people express their belief in the ideals and work of the Red Cross by enrolling as members. "All you need is a heart and a dollar."

For five reasons, say the leaders of the Red Cross, this THIRD RED CROSS ROLL CALL should enroll every loyal and public spirited American citizen among the millions of members of the organization that served our boys at home and overseas, saved the morale of France and Italy in our early days in the war, relieved the millions of refugees, fed the starving babies of Europe, saved whole nations from extermination, stood as next friend to those families in America whose dear ones were in the service, threw its tremendous resources into the fight against influenza, dealt with great national disasters of flood and fire, and now carries on to do its part to serve America and to make the war worth having been won.

These five reasons are:

1. The War Task of the Red Cross Is Not Yet Fully Performed.

To men still in service, and to their families at home, to discharged soldiers not yet fully adjusted to the routine of civilian life, to 39,000 boys suffering or convalescing in Military

or Naval hospitals, the American people still give cheer, comfort and service through their Red Cross.

In certain portions of the Old World the American Red Cross still feeds and clothes the undernourished and ragged babies, cares for the aged and the infirm, and assists the people of these disaster-stricken, famine-stricken, war-ravaged countries to organize their own resources. Since the signing of the Armistice, this work has steadily declined, but it is not by any means fully completed.

2. The Red Cross Is the Disaster Relief Agent of the American People.

The speed and efficiency with which the Red Cross met emergency needs at Corpus Christi illustrated the value of nationwide Red Cross organization. In case of disaster, whether it be forest fire in the Northwest or a great Mississippi Valley flood, the first effective relief will hereafter come from nearby communities, working through their Red Cross Chapters.

3. In Case of Epidemic Local Red Cross Organization Is Indispensable.

During the influenza epidemic, Red Cross action and co-operation saved three thousand lives, because the Red Cross was fully organized in every community in the United States. Against a possible recurrence of influenza this winter and against a danger of epidemic in the future, continued universal membership in the Red Cross is essential.

4. Red Cross Peace Program Calls For Universal Support and Co-operation.

The American Red Cross is still an emergency organization. It must be realized that there is such a thing as a continuing disaster: 200,000 babies under one year of age die every year because of ignorance; thousands of mothers die unnecessarily in childbirth; it is still possible for an epidemic like the influenza to take a toll within a compass of a few weeks five times greater than the losses of our nation in a year and a half of war; hundreds of thousands of people in the prime of life die in the United States every year from wholly preventable diseases. This is nothing short of a disaster which is a continuing one and will be permanent unless the people co-operate with one another to use the knowledge and wealth already in existence to bring the nation into a better day. The Red Cross through its millions of members comprising every element in every community, many of them themselves victims of the foes that cut short human life and rob it of its sweetness, can serve nation and community as can no other agency in supplementing, reinforcing, and supporting well-directed efforts for the conservation of the most precious things in the world, human life and happiness.

5. America Has Set the Pace

The League of Red Cross Societies of all nations has been formed through the inspiration of the Red Cross achievement of the United States. This League has no executive power whatever over the Red Cross of any nation, but will extend into every nation the benefits of a national, voluntary Red Cross society on the American model, to deal with problems of health and child welfare and to cope with the relief problems that are so pressing over so great a part of the earth's surface. Through these organizations many nations will meet their own problems which would otherwise be appalling to America for relief assistance. The United States, whose people have shown the world how to set the pace of disaster relief, must keep the Red Cross banner flying high. The success or failure of the League in the moment of practical idealism will depend largely upon the manner in which the American people answer the THIRD RED CROSS ROLL CALL.

Of Course, You Are Interested in Shoes

And You Certainly are Interested in the Price of Shoes, Too

Then read this article compiled by the Brown Shoe Company of St. Louis, one of the largest shoe manufacturers in America today, and think clearly as you read.

THE HIGH cost of living having been joked about considerable has now come to the point where it is really a serious matter, deserving of careful consideration on the part of all deep-thinking men, on the part of manufacturer, merchant and consumer alike. What has caused the present high range of prices? Many things, but especially the following:

- First: The extravagances of the late war, including the enormous consumption of goods, at the same time the withdrawal of millions of the world's workers from production, causing demand to far exceed supply.
- Second: Personal extravagances on the part of those who have been receiving unusually high wages or unaccustomed profits.
- Third: The tremendous exports to Europe due to their insistent demand for supplies without regard for the cost.
- Fourth: The ever increasing high rate of wages which naturally increases the cost of articles at every stage.
- Fifth: General inflation of credits and circulation, including bank deposits.
- Sixth: Profiteering. That is the grasping of the opportunity by some business men offered by an ever-increasing demand to regulate the supply so as to produce undue profits.

Undoubtedly all of these influences and many others not mentioned have, to a certain extent, been instrumental in bringing about the present condition, but in just what proportion it is hard to say.

The remedy of the situation lies in increased personal effort, which means increased production in every conceivable line except unnecessary luxuries, for all of our productive capacity of necessities is required by the rest of the world.

A FEW FACTS AND FIGURES ON THE PRESENT HIDE AND LEATHER SITUATION MAY BE OF INTEREST.

Comparative prices to the farmer for choice steers on the Chicago market	1913	1919
Cattle supply in the United States:		
1890	85 cattle to every 100 persons	
1910	75 cattle to every 100 persons	
1919	60 cattle to every 100 persons	

The world as a whole is reported to have 25 to 30 million less cattle as a result of the war. Cattle are killed for their meat, not for their hides. A \$325 steer at today's high prices would not be slaughtered just to get the hide, worth not more than one-tenth as much. The demand for hides (i. e. leather) is decidedly outstripping the demand for beef. Even vegetarians insist upon wearing leather shoes.

Native steerhides have been as low as .50c per pound. At that time corn (in the middle '90s) was 25c per bushel, compared with about \$1.75 per bushel today.

While packer hides have advanced 94 per cent over one year ago, country hides have advanced even more. It is interesting to note that the Chicago packers furnish only from 10 to 20 per cent of the hides and skins tanned in the United States.

Although the United States has a larger number of cattle than any other prominent country, we are compelled to import fully 50 per cent of all raw material tanned annually.

Tanneries of continental Europe have been completely demoralized by the war, and it is well understood that upon the completion of the Peace Treaty raw materials will be in enormous demand to rehabilitate the idle tanneries.

Exports of sole leather and upper leather for the five months—February, March, April, May and June, 1919, compared with a year ago:

	1918	1919	Increase
Sole Leather	5,736,320 lbs.	62,145,606 lbs.	923 per cent
Upper Leather	17,970,610 feet	85,153,773 feet	201 per cent

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197 BUSY STORES

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There's a Reason.

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FOR MOTOR CARS

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A 5-gallon black steel barrel of Zerolene affords the greatest economy and convenience in the use of car lubrication. Take up little room. Complete repair dealer or our nearest agency today. Get a Complete Lubrication Chart for your car.

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Are on display. The assortment is large and varied, but it is well to come early while there is ample choice.

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