

EVENING: CAPITAL: NEWS

AN INDEPENDENT NEWSPAPER

MEMBER OF THE ASSOCIATED PRESS.

Published Every Afternoon and Sunday Morning at Boise, Idaho, a City of 30,000 People, by THE CAPITAL NEWS PUBLISHING COMPANY, LIMITED.

RICHARD STORY SHERIDAN, General Manager.

Entered at the Post Office at Boise, Idaho, as Second-class Mail Matter.

Phones—Business Office 234. Editorial Rooms, 259. Society Editor, 1269.

BOISE, IDAHO, MONDAY, MAY 14, 1917.

SOLUTION OF GRAIN PROBLEM.

IT IS reported that thirty million Americans are growing things in gardens who never seriously gardened before. That will have a tremendous effect upon production. Possibly all these public-spirited people have gone in heavy for potatoes, so with the ordinary commercial output of spuds the country should have enough for itself and to meet the demands from abroad.

But wheat? That is the question. Official figures show the wheat production for 1915 was more than a billion bushels. It was less in 1916. This year the yield will be the lowest since 1904. The winter wheat crop is estimated at 366,000,000 bushels, which is far below normal. If the spring wheat comes up to expectations it will not be more than 250,000,000, or a total to the credit of 1917 or 616,000,000 bushels. The people of the United States normally consume 600,000,000 bushels. The minimum required for our allies is 500,000,000 bushels and this country is expected to furnish half of it. If we use our normal amount we will have left, on the basis of present estimates, 16,000,000 bushels to meet an ally demand for 250,000,000.

If we make good we shall have to reduce our own consumption by around 230,000,000 bushels. In other words, we shall have to reduce our consumption of wheat this year from 600,000,000 bushels to 370,000,000 bushels. That almost cuts it in two.

Can the American people reduce their consumption of bread as a war necessity by one-half this year? They can, but will they?

It can be done without any real denial. It can be done largely by preventing waste! That's a broad statement, but any housewife will find it to be substantially correct by making fair comparisons. So, after all, for the present at least, we are not required to deny the body excepting to the extent, through waste prevention, that will be beneficial to the body.

REMEMBERING LAFAYETTE.

THE government has decided to send 2000 physicians and 5000 ambulance attendants to France. There can be no question of the great need for their services. The physicians who are members of the medical reserve corps will go forward in groups of 200 each month, the first group leaving within the next two weeks. With 10,000 engineers in France, and 2000 doctors, we shall be able to wield the psychological influence that is apparently valued so highly, and at the same time render immediately a real service. In the next two weeks 110 hospital units, with 3000 motor ambulances and 5000 men will be on their way.

The medical resources of France have been severely taxed during the last three years. Physicians are needed, not only for the armies in the field, but for the people at home. Dr. J. Franklin Martin, head of the medical division of the council of national defense, has issued the following appeal to the physicians of America:

With our country entering the war, the responsibility, for which we as doctors have been preparing, is now upon us. The Englishmen and Frenchmen, now our allies, have come to tell us their problems. Their need for medical officers is acute. We have listened to their appeal and the council is seeking to help them as promptly as possible.

An American writer who has been at the front, tells a story of the inadequacy, at the present time, of the French medical service. Nothing else was to have been expected. In this particular—as in all other particulars—the people have done everything they could to help themselves. Now the call comes to us for relief. It is to be supplied promptly and in liberal measure. There is not a citizen in this country who can not, through contributions to the Red Cross and the French relief fund, do something to relieve the present situation. There will, of course, be no holding back on the part of the doctors. They will be glad to do everything in their power to relieve suffering humanity, and at the same time to serve the good cause by strengthening the resisting—or rather the attacking—power of the French people.

WHATCHAMA COLUMN

PEPS

Many Boise benzine buggy buyers  
Breezed busily through the brush  
Sunday to breathe the bouquet  
Of Emmett blossoms,  
Which were beautiful to observe—  
But the Ada boulevards were bumpily bum!  
Waste prevention means waist prevention.  
T. R.—Thoroughly Roused; also Timely Rescue—if the colonel is permitted to go.  
The Mongolia has seen the wake of another torpedo. Fortunately it was not an Irish wake.  
It's the best time in the world for the people to Golden Rule.

MAKE THE MOST OF YOUR JOYS AND SHAKE THE MOST OF YOUR CARES.

WATCH YOUR STEP.  
The youth who has his little Fling, At wine and song and everything, Does well to keep a level head And see that he's not Flung instead.

HUNTING WILD GAME.  
People of listless natures should hunt wild game more. There is no more excellent way of cultivating impulse and animation. There is nothing that will stir one up so as hunting a lion. For one thing a lion can jump around much quicker than you think and this keeps you jumping here and there yourself and if this is out in the open air there is nothing better for you. It is important to remember in hunting a lion that if he is wounded in the foot he will come up to you. Also he will probably come up to you anyway. Another thing, Listen very carefully for all sounds. If you hear a crunching sound that is the lion eating something. If you don't hear the crunching sound he may be eating something just the same and your friends may be wondering what keeps you. If you run an elevator or work in a laundry you probably feel a little run down or done up



and should take a longer vacation this summer and hunt wild game. A man with a little fun in him can have great sport hunting lions. Don't take a bicycle with you. A lion will tear the tires off it in short order. Be sure to take a good saw. Then if the lion gets after you and you haven't any bullets left climb up the tallest tree you can find and saw off the limb.

Some men never try to keep anything from their wives and neither do they try to swat flies with a pin cushion.

THE PIG.  
Squeal, little pig, squeal all the day, If that's the way you feel, It isn't very nice and yet Were I a little pig I bet I'd squeal and squeal and squeal!

SMILES.  
A man who makes the best of life is William Henry Pile. For 'e'en when lectured by his wife He wears a tranquil smile. —Birmingham Age-Herald.

We've studied every kind of smile And at no kind we scoff, But only one kind is worth while: The kind that won't come off. —Youngstown Telegram.

As far as you have gone, no doubt, You've stated only facts; But have you fellows ne'er gone out For smiles, between the acts? —Houston, Tex., Post.

And so they sing, yet all the while They know the highest place In their esteem is for the smile Upon a reader's face!

THE WEATHER.  
When the day is dull and dreary Every face we meet is weary, Very few are bright and cheery that are seen along the way. When the weather is contrary, Few indeed are gay and airy, It's not easy to be merry on a dark and gloomy day.

On the other hand it's funny How we feel like ready money When the day is clear and sunny and along the avenue, In the busy, bustling city, Many whistle at a ditty, Some are laughing (some are witty) and a lot are humming, too.

Though it's rather doubtful whether We should always blame the weather, On the whole and altogether, it's a natural thing to do; And so often we are weary When the day is dark and dreary, But it's easy to be cheery when the weather's cheery, too.

The Business of Living

By MRS. EVA LEONARD.

IN WHICH A NARROW ESCAPE IS RECORDED.

"Isn't this a lark?" whispered Eleanor as she took her seat by Patty's side just as the orchestra struck up a beautiful minuet.  
"I should say; I like his making a party of it. His stock is going up," returned the girl.  
"How glad I am, I invited him out to dinner." Eleanor's arm was joggled by her husband as he turned to her.  
"Can't you girls keep still and let us hear the music?" he asked with irritation.  
"Everybody else is talking," Eleanor exclaimed herself.  
"All the more reason why we should set them a good example. It is time American people learned that music is to be listened to. They seem to think it is an aid to conversation." Douglas settled himself to listen. The women exchanged glances and Patty tossed her head at her brother, but they relapsed into silence. The music was lovely if one possessed enough concentration of mind to listen, and not to the buzz that filled the house. Then the lights went out, and the curtain slowly rose. Eleanor and Douglas rarely went to the theater and abandoned themselves to the enjoyment of the play. The first scene was drawing to a close and the audience was listening in wrapt attention to the tragic words of the hero before he went to his execution when the shrill voice of a boy rang through the stillness like an electric shock. "Fire! Fire!"  
Instantly there was the wildest confusion. Before the lights could be relighted people were scrambling over the seats elbowing and knocking each other down the steep steps of the aisles. The asbestos curtain was rung down and the manager came before the curtain and wildly gesticulated to the leading man of the company. In front of him, but his voice was lost in the awful confusion.  
"Sit still," shouted Douglas in his wife's ear. "We are safer here than in that awful mob. We will wait until different exits and as soon as there is any chance of escape we will try to get out," he continued turning to Friedly.  
The man on the platform was still vainly trying to make himself heard when the violinist rose and began to play the "Song of the Evening Star." The tones were strong and clear and almost at once the confusion began to subside and the music on the platform could make himself heard. He urged the audience to be calm and assured them that there was no danger if they would only go quietly. Everything would have been all right had not a dense cloud of smoke begun to pour into the auditorium. That set the people crazy and the pushing and shouting began again. The violinist gave up in despair and disappeared.  
"There is no one trying to get out of the doors leading back of the stage. Let's try that way," Eleanor was trembling from head to foot. Her thoughts were on her babies at home.  
"The fire is back of the stage," said Friedly quietly, "but we might find a way out in that direction." They hurried toward the doors, and as everybody was crowding in the opposite direction they had no trouble in reaching them. Douglas tried the knob and it turned in his hand but the first crack that was opened blew a blast of heat and smoke in their faces. Eleanor flew back and would have fallen had not Friedly caught her in his arms.  
"I see a side door that has very few people around it. It is the exit from the boxes," exclaimed Patty blinking in the smoke filled air.  
"That's so, we'll try that," Douglas put his arm around his trembling wife and they hurried to the door that had been overlooked in the general confusion.  
"This leads to the main entrance and that is crowded," Patty showed signs of losing her temper for the first time.  
"Never mind. We are in sight of the sidewalk and can get fresh air here. Friedly was calm and self-possessed. The struggling mass of people quieted down as they neared the outside door. Besides, the throbbing of the fire engines could be heard. Help was near. The party waited all the crowd had thinned enough to make it perfectly safe before venturing into the entrance. The cold air revived them all when they finally set their feet on the sidewalk.  
(To be continued.)

and spent the evening socially, the occasion being his birthday. Members of the Church of the Nazarenes held a prayer meeting at the home of Mr. Cobb Wednesday evening. Bessie Welty is employed in a store in Boise and is learning the millinery business.

Mr. and Mrs. Jesse Pierce, who have been living in Nashville, Tenn., the past year, are expected soon and will visit in the home of his father, George Pierce. Mr. Pierce has been teaching mathematics in the University of Tennessee during the year.

Mr. and Mrs. Claire Lyon will move to Harberton soon where Mr. Lyon has employment with the lumber company. James Harvey has deferred his trip to Vancouver, B. C., until the last of the month.

J. M. Shaw was quite ill last week but has recovered. Children's day will be observed June 10 in both Pierce Park and Colliester churches.

Pierce Park Ladies' Aid will meet with Mrs. Martha Welty May 23. The Apollo club met with Mrs. Leroy Davis this evening in St. Anthony.

There will be no meeting of the Colliester W. C. T. U. Thursday because of the convention to be held in Boise this week.

Miss May Trux of Eight Mile is a guest in the home of Mrs. Leroy Davis. Mr. and Mrs. C. E. Morse, who have a big ranch at Hill City, have recently moved to Riverside.

Mrs. E. N. Murphy has had charge of Pierce Park school since the resignation of Professor and Mrs. Cook the first of the year, who went to St. Anthony to take charge of the boys' department in the reform school. The school will close Friday and there will be an entertainment Friday evening, which will consist in part of a dramatization of Hiawatha.

Ben Shank has bought a place in Emmett and moved there. Colliester school will hold its commencement exercises June 1. There will be an exhibit Friday evening of all the departments of the school. Refreshments will be served.

Two boys had indulged in a physical encounter on the playground. At the end of the affray they were summoned before the teacher to give an account of their misdeeds. One of them had a bloody nose. The teacher looked upon this sanguinary feature with horror and endeavored to instill in its inflictor certain pacific principles.

"Now, Billy," she said, "I think you ought to apologize to Jimmie."  
"Huh! I won't apologize to apologize for no accident!" Billy answered.  
"Accident? Why, Billy, how can you call it an accident? Didn't you intend to hit Jimmie on the nose?"  
"No, ma'am, I didn't. I swung for his eye an' missed!"

WALT MATON

OUR NAVY.  
In his leaking wooden boat, Jones, the hero, got the goat, of the strongest ship afloat, long ago; Lawrence and Decatur, too.  
There was a thrill of panic through every foe. There was Perry, of the lakes, who fought his weight in snakes; his career a record makes proud and high; Dewey sailed Manila Bay, and his seaman heard him say, "From the foe we'll knock the whey, or we'll die." Since this nation had its birth all the countries of the earth knew the character and worth of our ships; knew the fighters of our fleet never would command retreat, never would admit defeat or eclipse. Once again they sail the brine, with a purpose high and fine, to dispute the "right divine" of Red Bill; of a slayer who has dyed Europe's landscape far and wide with men's blood, who takes a pride in his kill. Harder, fiercer will they fight, now that they defend the right 'gainst the crazy butcher's might, on the wave; we send these hero souls where the mystic ocean rolls; write their names upon the scrolls of the brave.  
(Copyright by George Matthew Adams)

PIERCE PARK.  
Mr. and Mrs. Tremelling have again moved into their home at Pierce Park after an absence of more than a year. Mr. H. C. Miller of Star, has been a Pierce Park visitor the past week. A son of James Harvey, who has been mining near Huntington, has been visiting his father during the week, who resides in the home of Paul Clark. A surprise was sprung on James Harvey Wednesday evening when about 25 of his friends gathered at the home of Paul Clark, where he resides,

EVENTUALLY.



The rising cost of living is the great universal hardship of the present day. So great and so many have these rises been that few people stop to realize that there have been any exceptions to the general rule. But the fact is that there have been numerous exceptions and all of these exceptions belong to the same great class—that of nationally advertised goods.

The present agitation on the high cost of living has led to some investigations which have brought out a lot of facts hitherto unknown to the public. Some of the most important work in this line is being done by the Association of National Advertisers, an organization of 360 of the leading advertisers of the country. Mr. Sullivan, the secretary-treasurer of the association, has given out some vitally important facts concerning the relation of advertising to selling cost.

"The old idea," said Mr. Sullivan, "that the cost of advertising raises prices dies hard. But the business man knows better. He knows that selling goods is costly business—no matter what the goods or what the selling methods. And he knows that anything which creates demand on a large scale, and thus makes selling easier is bound to reduce selling costs and thus help to reduce prices."

"But evidence is better than argument; facts are better than theories, and we have been at great pains to collect the facts. We have secured an immense amount of data from our members which proves that advertising does reduce selling costs and thus tends to reduce the selling price of advertised goods. Let me quote a few examples:

"The makers of a famous photographic camera, when they began advertising 28 years ago, made one camera which took a 2 1/4 inch picture and which sold at \$25. Today they make a far better camera which sells for \$10. Another, which took a 4x5 picture, sold for \$60. Today they sell a far greater one for \$20. And so on through the line.

"A prominent hat manufacturer has, by means of advertising, reduced his selling cost seven cents per hat. Result—the buyer gets a hat of better quality at no increase in price; this despite increased cost of raw material and workmanship.

"When the manufacturer of a famous breakfast food specialty began advertising, his goods sold at 15 cents a package. Today the package is 50 per cent larger and the price has been reduced to 10 cents. Again advertising did it, the same causes producing the same results.

"The producer of another well known food specialty is selling his goods at 25 per cent less to the wholesale grocery trade than four years ago.

"Twenty years ago a nationally advertised shaving stick was sold in a cheap metal leatherette covered box. Today a stick containing 20 per cent more soap is sold in a handsome nickel box at the same price.

"Then take the most conspicuous example of them all—the automobile food specialty. And compare the \$5000 or \$10,000 cars of 10 years ago with the equally good cars of today, selling for a fraction of the money.

"And so on through a long list. In every case, the manufacturer either has been able to lower the price or improve the quality at no increase in price."

How has he done it? By means of advertising which has created demand on a larger scale and thus permitted production and distribution on a large scale. Result—improved manufacturing efficiency and reduced selling costs. And all of this in the face of a steady increase in the cost of labor and raw materials which, with advertising eliminated, might in many cases have doubled the price of the goods.

"A triumph of economical marketing" is the only possible verdict for advertising in the face of these facts.

Optometry means Eye Service. —Adv. 12

Baggage delivery. Auto delivery for country and long trips. Phone 73. Peasley Transfer & Storage Co. 12

ASK FOR and GET Horlick's The Original Malted Milk Substitutes Cost YOU Same Price.

Liberty Loan 3 1/2 Per Cent U. S. War Bonds To be Issued In Small Denominations We will handle your subscriptions without charge.

Overland National Bank