

**THE EVENING NEWS**  
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WEDNESDAY, FEBRUARY 9, 1916

**UMPUA VALLEY.**

Among one of the excellent suggestions brought out at the meeting of the Commercial club last night, was that of using the name "Umpqua Valley" on all products raised and shipped from these valleys, or this section. The point was made that in the course of time the quality of such products would bring the name into such prominence, that a demand would be created for any article marketed under this brand. Attention was called to the fact that "Rockyford" when applied to melons, "Tillamook" to cheese, "Westphalian" to hams, indicated that the productions sold under these names were of a superior quality, for which a world-wide reputation had been secured, and a market equally as extensive. There are certain things raised in the Umpqua valley which have no superior in the world, but when they are sent out broadcast without a name, or if they have one it is some fancy brand giving no individuality to the section from which they come, there is no association in the mind of the quality of the product with the place of origin. All the broccoli raised and shipped from this section should be known to the consumer as "Umpqua Valley Broccoli," all the prunes, apples, grapes and canned products, should be known as "Umpqua Valley" products, and before long the name and fame would spread as far as the trade winds will carry it. But it must be remembered that the name alone will not suffice, there must be quality as well, and nothing should be allowed to carry the fame of this name unless it had the quality of excellence to back it up. Nothing but the very best in everything should be allowed to go out under this name. There should be no haphazard sorting, packing and cleaning, for appearance and cleanliness are great factors in keeping and holding a good reputation. By all means let this suggestion be taken up with concerted action, and almost before we know it, "Umpqua Valley" will be the synonym for "best."

**THE BRANDEIS APPOINTMENT.**

President Wilson has given the country a surprise in the nomination for justice of the supreme court of Mr. Louis D. Brandeis of this city, whom he seriously considered for attorney-general at the opening of his administration, and finally passed over in deference to the protest from supporters here. This affords, therefore, another instance of Mr. Wilson's changing his mind; he must have been wrong in reversing his purpose in 1913 or he must be wrong now, since a place on the supreme bench vastly outweighs in power and influence—and particularly in the long tenure of its incumbents—any place in the cabinet.

Mr. Brandeis is a lawyer of unquestioned ability. He possesses marked capacity for luminous statement. His public activities have been conspicuous and effective. That he is, however, judicially minded, and so ideally fitted for this post on the supreme bench, few even of his friends would be likely to claim. It is as a controversialist rather than as a dispassionate weigher of facts and arguments that he has achieved distinction. This is not the type of ming which has proved most serviceable in the deliberations of the supreme court.—Boston Herald.

The boys who have been taking the manual training course in the local schools, are having a practical demonstration of how to put into effect what they have learned, for it is understood that they are now engaged in making tables for the typewriters which were saved from the Lane school fire.

According to dispatches of today, the much disputed Lusitania negotiations are about to end with an amicable adjustment. It is to be hoped that this time the reports are official and will not be contradicted tomorrow. Aside from the very serious nature of the dispute, it has been an expensive proposition for both governments in cable tolls which will now end.

**Off Agin, On Agin**  
 STRICKLAND W. GILLILAN

Cheerfully Deceived  
 When'er you speak so well of me  
 Right to my face, and seem to mean it,  
 A jolly it can't help but be—  
 I've named it thus when I have seen it.

Directed at some other soul.  
 But when it's handed out my way,  
 I am as blind as any mole—  
 I beam with pleasure for a day!

(I know it's a jolly,  
 But golly,  
 I love it!)

When'er you seem so pleased with me,  
 So envious of my possessions,  
 My good sense tells me it must be  
 One of your kindly heart's obsessions.

To make me feel oblivious to  
 The faults o'er which I'm always fretting,  
 But I fall for it—sure I do!  
 I can endure a lot of petting.

(I'm sure it's a jolly,  
 But golly,  
 I EAT IT!)

So, though I know you're kindly kidding,  
 To make me feel a warming glow,  
 Command me—I will do your bidding,  
 So long as you affect me so.

For while I've named it promptly when  
 Dispensed to other folks I've seen it,  
 If it is handed my way, then  
 I can believe you truly mean it.

(I know it's a jolly,  
 Benevolent folly,  
 But golly,  
 I like it!)

**Finagle Philosophy**

Ut don't make lunny difference where yez live, they's alwez some-thin' yez specially want that yez can't get widout movin' U' some other place.

**Optimists**

Optimists aren't those who think everything is always all right. Those are nuts.

Optimists are not sane people who say everything is right all the time.

Those are liars.

Optimists are not those who try to make you smile all the time, whether things have gone right with you or not.

Those are brutes.

Optimists are not those who grin all the time themselves.

Those are cheerful idiots.

Optimists are not those who quote: "Whatever is, is right."

Those are unthinking, adage-ridden boneheads.

Optimists are game people, who are determined not to be licked into whining, by any circumstances.

They are brave people, who face whatever comes.

They are hopeful people, who are not fooled into thinking all things are going wrong always because some go wrong now and then with themselves.

They are truly religious people, because they are absolutely sure everything—even the big things of the universe—is coming out all right in the final washing.

Or they are sensible people who say: "Well, if we do our best and things don't go right, what's the use of whining about it?"

And they aren't quitters.

**Abus The Suds!**

He was a regular Ally fan—  
 This statement 's not ironic!  
 He quit his beer, this stubborn man,  
 Because it was too-tonic.

**Shampoo Lady Needed?**

Wanted—Head scrubwoman for first-class hotel in the city.—Want ad. in Boston (of all places!) *Globe.*

**Virgie Is Good Some Days**

Wanted—Situation by laundress, first-class on Wednesdays and Thursdays. Virgie, Belmont 145.—Want ad. in St. Louis (you'd expect it there) *Globe Democrat.*

**Just Like That!**

Some day when nature seems serene,  
 When sun and shade are dappling,  
 We're going to bust some feller's horns  
 Who's playing Charlie Chaplin.

**The Young Lady Across The Way**



The young lady across the way says her father is going to have shock-absorbers put on his car and one can't take too many precautions these days not to injure pedestrians, no matter what it costs.

**CITY NEWS.**

Buy onion sets early. They never fail to advance in price as the season advances. Now 6c per lb., at the ent. People's Supply Co. 214-4f

Tonight is Presbyterian night in the revival meetings in the First M. E. church. Rev. Paul J. Lux will preach the sermon. Everybody welcome.

Bulk seed = speedily. We handle the best and the varieties that grow in the west. Big assortment of early seed potatoes in soon. People's Supply Co. 214-4f

The Learyear Stepping club will give their next regular dance at the new armory on Tuesday evening, February 15, instead of Thursday evening of this week. The change was occasioned by the fact that the club was unable to secure the old armory as heretofore and from now on the club dances will be held on the second and fourth Tuesday evenings at the new armory.

**Health Talks**  
 BY WILLIAM BRADY, M.D.

**How To Gain Or Lose Twenty Pounds**

Every little while some desperate correspondent writes to us to say that she would give anything if she could only find some safe way to grow fat or lean to the extent of twenty pounds or such a matter.

Here is the method, which we unqualifiedly recommend to any individual who is free from organic disease and wishes to add or subtract the sum of twenty pounds to or from an abnormal weight. There is just one drawback about this method of cure, like many of our prescriptions: "You can't have it robbed in by a hired servant." And some persons might object that it is slow, but our answer to that is that it is sure.

The treatment takes one year.

That will at once reduce the class to a convenient size, for most fat and thin folk want to wither or expand in a few days or never.

Taken daily for one sober year any of the following articles will add twenty pounds to the weight—that is, if taken daily in excess of a normal maintenance diet.

1. Three slices of bread.
2. One-third of a quart of milk (three small glasses).
3. Three-quarters of an ounce of butter.

For fat persons, the problem is much easier. All that is necessary is to eat that amount of nutriment out of the daily diet.

For thin persons it is even a simpler problem. Just eat that amount as a fourth meal, at bedtime.

This is no theory alone. It is the tried and true method that has worked out exactly as described in many a case.

Just two things are essential for success in the treatment—faith and perseverance.

**QUESTIONS AND ANSWERS**  
**The Dentist Ought To Know**

*My dentist laughs at the emetine treatment and tells me pyorrhea is not due to embryos, but to streptococci. He advises scaling, vaccines, and local use of an iodine-zinc-iodolite-glycerin solution every day or two.*

**Answer**—In your case, the dentist ought to know best. If he found streptococci, and not amebas, under the microscope, he is competent to back up his version. As for scaling, that is practised by most dentists, and it is usually necessary. The emetine treatment does not mean neglect of the mouth; on the contrary, the dentist should co-operate with the doctor in the treatment.

**Baked Potatoes**

*Pleased inform me whether boiled or baked potatoes are preferable for an invalid.*

**Answer**—Baked potatoes are more digestible, because more of the starch is converted into soluble dextrin.

**Diet For Baby 15 Months Old**

*Can you give me the proper diet for a baby fifteen months old?*

**Answer**—This is about right for a baby from one year to eighteen months: Milk, stale bread soaked in milk, well-cooked oatmeal, arrowroot, or other porridge or ready prepared breakfast food, soft-boiled egg, beef broth or mutton broth, rice, tapioca (no raisins), orange juice, prune juice.

**Bed Time Tales**  
 By Clara Ingram Jackson

**Freddy Graytop's Feast**

FOR SOME DAYS after Freddy Graytop moved from the park, where he had lived near Timmy Graytail, to his newly selected home by the alley, he fared very well. He ate choice tidbits from the garbage cans; and he made a very jolly game of running up and down the alley.

Of course he was very careful not to be seen—very, very careful! For he was a timid little fellow. But he soon learned just what time of day was the best for his explorations, and also, when he would find the best food in his garbage-can pantries. You may be sure that he did all his exploring during school hours, for he was afraid of boys—he had not yet learned that many boys would be kind and helpful to him.

But one day there came a dreadful blizzard and snowstorm. The housekeepers wrapped their garbage up in papers and left it by the houses, for the paths to the garbage cans were deeply covered with snow. And such a cold wind howled and howled around every house corner that nobody who could possibly stay indoors even thought of going out.

Poor Freddy! You may be sure he "s nugged down tight in the hole he had found under the floor of a cement garage and he stuffed out his fur to keep the wind off. Ugh! It was cold!

And he had not one bit to eat! You see he had not lived in that new home long enough to store up anything for just such a storm as this, so he simply had to go hungry.

Finally he told himself that the wind was dying down—though really it is doubtful if it was; more likely Freddy's hunger merely got bigger than the wind—and that he could safely venture out for food. He stuck his slim little nose out from the hole in the garage and looked up and down the alley.

Now just at that very minute (would you ever have believed that anything would happen QUITE so fortunately?) Tom, the ten-year-old boy who lived in the big house across

the alley, came running out of his back door and toward the alley. In his two hands he carried a big bowl of nutshells which he hastily threw out into the alley; and then, quite as hastily, he ran back into the house!



He stuck his slim little nose out from the hole in the garage and looked up and down the alley

Such good luck for Freddy Graytop! He darted out from his warm hole; filled the pouch behind his mouth with the nut shells and ran back to his corner. Four times he made the trip. Then he stuffed out his fur and settled himself to eat in peace and comfort.

"But it was only nut shells he had found," you say, "and where is a feast about nut shells?" That simply shows how little you know Freddy! For as he went carefully over those thrown-out nut shells he found delicious bits of nut that Tom and his friends had quite overlooked! Freddy Graytop's teeth were sharper than Tom's nutpicks and he made a fine meal off of what had been left in the corners of the shells. Aren't you glad?

**Tomorrow—The South Wind Admires the Icicles**

**BEAUTY CHATS**  
 by EDNA KENT FORBES

**Posing For A Picture**

SAID THE MAN, "My wife's an awfully pretty woman, but you'd never guess it from her picture, would you?" And he held out a photograph of a woman that surely did not look overly handsome—though she was known as a photographer who has learned to balance the shadows and lights in his work, to bring out certain features and hide others, is the one who thrives and charges large prices.

As your picture is a record of yourself at a time of life you will never go back to—always go to a good photographer, even though you must pay quite a price for his work. Your friends will remember you from a photo, they will keep it and think back to you at certain periods, as the camera has recorded them.

If you will make up a trifle, you will get better results from a photo. Only a trifle—the lens is searching and make-up that shows will look hideous. If your brows are light, darken them with an eyebrow pencil, letting the color touch only the hairs of the brow. Bend your lashes the same way, to make them more pronounced, and if you are an adept in make-up, you can retouch the eyes a trifle around the edges. A slight touch of red rubbed into the center of the lips will make the mouth smaller. The skin should be massaged with cream to soften it, then powdered heavily, to give it a clear white. Rouge will make black splashes on the picture, I would not advise it. The hair should be washed before posing, to make it soft.

**Questions and Answers**

*What could I do to make soft and white a skin that has become tanned and leathery from outdoor life?—C. E.*

**Reply**—A nightly massage with cold cream, preferably a cream that will bleach the skin, will likely counteract all the tanning and toughening of the outdoor air. If you live in the open a lot, your resulting good health must give you a splendid skin, with just a little care to help keep it so.

*Tell me what to do for a tendency to walk too fast instead of out? I have not much of such a tendency, but still enough to make my walk look awkward.—Clara Trice.*

**Reply**—This can be corrected by thinking to turn the toes outwards or straight ahead as you walk. If you have a stubborn tendency to be knock-kneed, a doctor may help you overcome it.

one of the best-looking women of the town.

Posing for a camera is an art. Remember that in a picture you lose these points of attraction—color—sound—changing expression. The camera at best takes but your features, it must flatter them to begin to do you justice. Hence, the

*Make your photograph express your personality*

It is not Quantity but Quality  
 That Counts. 100 per  
 cent Quality in  
**Royal Bakery Goods**  
 P. L. YETT, Prop.  
 110 N. Jackson St. - - - - - Roseburg, Oregon

**Oregon Went Dry!**

About the same time that several cows did, and while we haven't a fresh cow to offer you, we have some good

**Aster Sterilized, Evaporated Milk**

That costs much less than a cow.

**Wright-Riedel Grocery Co.**  
 Phone 103.

**"To waste time is a disease, so is poverty. Save time and you'll save money. Have a Bank account."**



We have provided a steel safety deposit vault for the use of those desiring to safeguard their important papers and valuables.

The rental of space is so low that you can well afford the protection. There are a limited number of boxes and our vault is built to withstand fire and prevent theft. Savings accounts solicited.

**Roseburg National Bank**  
 Jackson and Cass Sts. Roseburg, Oregon

If Searching for Work is

**"A BUSINESS MATTER"**

Do It in a Business Way:

That means advertising—not merely one publication of a perfunctory sort of "situation wanted" ad, but some advertising in which a personal note is sounded—in which something of INTEREST is told about YOUR CAPABILITIES—in which persistency plays as much a part as it must in all business tasks!